



## A STUDY OF SPORTS CELEBRITY ENDORSEMENT ON THE PURCHASE INTENTION OF BANGALORE YOUTH

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### **Abstract**

Celebrity endorsement in advertising has emerged as a ubiquitous feature of modern marketing. In this study to anybody interested in sports and marketing the concept of celebrity endorsement is not a new concept. In recent decades sport marketing has emerged as an independent area where companies separate themselves from their competitors by developing associations with the sporting heroes. In this study the dynamics as have emerged in the recent past will be analyzed and implications for both sports and marketing evaluated. This study an exploratory study and for this study data from across the bangalore youth was collected. Data was collected with the help of surveys and was further analyses with the help of descriptive statics and regression analysis. The study focuses on the bangalore youth and limited geographical region of bangalore for the purpose of data collection. The research conclude that celebrity endorsements could not have an impact on the attitude towards the brand but it does not necessarily create motivations to purchase. This study provides sufficient knowledge for the marketers in terms of celebrity endorsements for their brands. This study will be a help to understand the celebrity advertisement with respect to sports.

**Key Words:** *Celebrity Endorsement, Sports, Marketing, Advertisement.*

### **Introduction**

Celebrity endorsement in advertising has emerged as a ubiquitous feature of modern marketing. In this study to anybody interested in sports and marketing the concept of celebrity endorsement is not a new concept. In recent decades sport marketing has emerged as an independent area where companies separate themselves from their competitors by developing associations with the sporting heroes. In this study the dynamics as have emerged in the recent past will be analyzed and implications for both sports and marketing evaluated.

This study is conducted in Bangalore with a sample size of 100 which includes respondents of Users of watching TV, have seen ads on any portal& people buying products or services. All the data was presented in the form of tables and charts (Bar charts). Regression analysis has been used to examine the hypothesis and the findings of the survey by using IBM SPSS Version 24.

During the study it was found that most of respondents have seen ads and they are aware of celebrity endorsement and brand products and services. Celerity endorsement is mostly used nowadays because it helps in knowing new things which are happening in and around the world.

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### **Review of Literature**

**Gulnara Z. Karimova (2011)** stated that interactivity which is positioned as main characteristics of internet advertising is an inherent feature of any type of traditional advertising (print, radio and television). Due to dramatic increase in extent and variety of online advertisement, companies would like to spend more on online advertisement than conventional advertising (Gaurav Bakshi and Dr. Surender Kumar Gupta, 2013).



Now companies widely use online advertisement for the promotion of their products and services but it is quite difficult for advertisers to make online advertisement more effective to generate positive response from customer (Khong Kok Wei, Theresa Jerome and Leong Wai Shan, 2010).

**Amit Kumar (2011)** in his paper ‘Celebrity Endorsements and its impact on consumer buying behavior’ focuses on the perception of Indian consumers about celebrity endorsements and celebrity attributes that are likely to influence consumer purchase behavior. The practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement industry has become a multi-million industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. This made the author curious to explore the impact of celebrity endorsements on consumer buying behavior.

**Susan Chirayath (2007)**, says in their research ‘Impact of Promotional Activities on Consumer Buying Behaviour’ that, FMCG Sector in India is characterized by cut throat competition, which leads to brand proliferation in various categories. In matured urban markets, consumer sales promotion to differentiate one’s offer is a very common practice. In fact, consumers are lured by the ever-increasing budget allocated to these activities. In such a scenario it is very essential to study how consumers make their choices in FMCG category where there are several brands in the consideration set of the consumer. Since the final risk being low, consumers do not mind switching from one brand to another due to sales promotion offers. Thus, it becomes imperative to the marketer to learn about consumer preferences with respect to sales promotion offers, what schemes do the consumers prefer for what kinds of brands, which media they prefer to learn about the schemes, whether they prefer incentives immediately or at a later date etc.

**J. Varaprasd Reddy(2006)**, in his study ‘Role of Advertising in Creating Brand Personality’ says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands. Consistency is also important, failing which dilution of brand personality or absence of it may occur. Other mix elements like distribution, pricing, promotion and packaging (apart from advertising) should support and strengthen brand personality.

Chen and Lee (2005), in their research say that based on the previous studies regarding the consumer behaviours; there are three influential factors that affect the consumer decision when buying. They are enumerated as external influences, internal influences and the marketing influences in which the advertising, product promotion, and pricing technique are found. Definitely, the marketing activity such as advertising affects both internal and external behavior of the consumer. Most especially, the consumers’ perceptions are influenced through the exposure such as seeing an advertisement; attention which means that the consumer recognizes the advertisement; awareness which is common if the advertisement involves some humour; and the retention that keeps or stays in the mind of the consumer.

### **Montgomery and Silk 1972**

Research has shown that advertising impacts sales, and there exist theories that illustrate how advertising helps inform consumers about a new product and persuades them to purchase and recall an existing product. Moreover, numerous studies examine the interaction of multiple advertising tools. We add to this literature. There have been studies on the relative effectiveness of multimedia advertising activities and the synergy among them.

**Erdogan 1999:** Offers an extensive coverage of research that has been undertaken in the domain of celebrity endorsement. Celebrities are considered to bring attention to advertisement referred as stopping power (Belch and Belch, 2001) in the cluttered stream of messages because of their attractiveness and likeability and as they embody symbolic meanings endorsement could be used as a vehicle to transfer this meaning McCracken (1986,1988,1989). The exercise builds positive attitude towards the brand thus raising the effectiveness of the advertisement. Additionally celebrity endorsements condition perceived images of those products aids in the



recognition of brand names enhances message recall motivates choosing up the endorsed brand and finally, results in procurement of goods. On the also been found to generate a positive impact on the economic returns of the firm.

### **Statement of the Problem**

The rapid development in the technology has resulted in changing the behavior of customer towards their purchasing intention in their day to day life. The study mainly focuses on the factors that influence the consumer purchasing intention in products or services in Bangalore.

### **Objectives**

- To determine the perceptions of people towards the sports celebrities endorsing the product.
- To determine the impact of sports celebrity endorsement on the purchase intentions.

### **Scope of the study**

- Celebrities advertisements with respect to sports.
- Responses to be collected from users of products or services in Bangalore.

### **Hypothesis**

Hypothesis 1:

Ho: Source credibility does not impact the attitude towards the source.

H1: Source credibility has an impact on the attitude towards the source.

Hypothesis 2:

Ho: Source credibility does not impact the behavior towards the endorsed brand.

H1: Source credibility impacts the behavior towards the endorsed brand.

### **Research Methodology**

Research type – Descriptive

Sampling technique – Convenient Sampling

Sample size – 100 Respondents.

Sources of data – Primary data.

Tools of data collection – Questionnaires.

Tools use for data analysis – Regression Analysis.

### **Limitation of the Study**

The study is geographically restricted to Bangalore city only and does not represent the whole state and country, which makes it difficult to generalize the findings. Moreover, limited number of brand advertisement was covered under the study and the actual respondent numbers were meager because of limited time period. Finally, the result is based on primary data that has its own limitations.

### **Data analysis:SPSS**

### **Testing of Hypothesis**

Hypothesis: 1

H0: - Source credibility does not impact the attitude towards the source

H1: - Source credibility has an impact on the attitude towards the source.

<b>Model Summary</b>
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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.082 <sup>a</sup>	.007	-.003	.73120

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.354	1	.354	.662	.418 <sup>b</sup>
	Residual	52.396	98	.535		
	Total	52.750	99			

From the above table we can infer that the calculated p value is greater than the 0.05, we can accept the null hypothesis and reject the alternative hypothesis. Therefore, performance of a celebrity as no impact on attitude towards purchasing.

### Hypothesis: 2

H0: - Source credibility does not impact the behavior towards the endorsed brand.

H1: - Source credibility impact the behavior towards the endorsed brand.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.085 <sup>a</sup>	.007	-.003	.79117

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.446	1	.446	.713	.401 <sup>b</sup>
	Residual	61.344	98	.626		
	Total	61.790	99			

From the above table we can infer that the calculated p value is greater than the 0.05, we accept the null hypothesis and reject the alternate hypothesis. Therefore, trustworthiness has no impact on attitude towards the endorse the brand significance value is 0.4.

### Findings

1. Most of the people ideal person is virat kohli.
2. The famous celebrity group in bangalore is sports celebrity.
3. Most of the people interest to buy brand products or services.
4. Majority of the people not visit any store to purchase a product.
5. Performance is most important factor to do an advertisement.
6. Brand name influence the purchase intention.
7. Most of the people considered celebrity should have sincerity.
8. Majority of the people treat eminent person as a celebrity.
9. Most of the people will do the word of mouth marketing.
10. People recommend the products to their friends already which product they are existing.
11. Most of the people ready to buy the different products under the same brand.
12. Most of the people encourage friends and relatives to buy certain company products.

### Conclusion



Through this research it can be concluded that the trustworthiness, attractiveness and expertise cannot lead to credibility of the celebrity which in turn could not affect the attitude towards the brand that the endorser is endorsing. However, this research does not indicate any positive results in terms of motivation of people to purchase the product when it comes to celebrity endorsement. The results indicate that the predisposition towards the brand have an impact on purchase intentions which could mean that these attitudes could be developed not just because of celebrity endorsements but because of various other external factors such as the performance of the product the extent to which the product is meeting the expectations of people in terms of psychological or functional satisfactions.

### Suggestions

1. Choose the right candidate for advertisement of a product.
2. Come up with good content and show impact on the audience behavior.
3. Before choose the candidate have a look into professional life.
4. Advertisement as well as product quality and price should match.
5. Before launch a product creates awareness about the product.

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