

Sport Celebrity in Advertising: The Impact on Youngsters

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Abstract: Today, A Large amount of fund that the companies are investing for lining up their brands with celebrities. It has been found that due to the fame of celebrities they will get many benefits like creating and maintaining consumer attention, brand recall, easy attachments, etc. A regular brand promotion with celebrity generally gives a handsome return on investment as an amount for employing the celebrity. This regular promotion of brand with celebrity strengthens the connection of the product and celebrity in the mind of people and consumer. Research shows that celebrity in advertising creates positive influence in the consumer regarding brand credibility, brand recall –memory, brand likeability and ultimately Purchasing intention. The Brand manager has to be taken great care while selecting a right celebrity for their specific brand. This paper is mainly focus on the analysis of existing literatures available on celebrity endorsement.

Key Words: Celebrity, advertisement, brand, credibility

1. INTRODUCTION:

As Advertising plays a dominant role in consumer decision making process; Companies have to induct all the possible measures for making effective advertising campaign to influence consumer purchasing decision. Research shows that the use of cinema superstar and sport stars in advertising creates lots of publicity and people attention. A celebrity advertisement is now a huge industry with expectations that the use of celebrity gives them a distinctive advantage over others and helps to achieve a relevant position in the mind of consumers. Celebrities are having distinctive characteristics like dynamism, attractiveness, likability's, etc. That makes advertising more influential. Experts suggest that Celebrity advertising is effective because celebrities are having an ability to cultivate consumers' symbolic association into aspiration point of reference groups and such group provides the base of comparison through which consumer can evaluate their personality.

The Brand becomes more recall and famous when it was endorsed by the famous athlete or cinema star than by the average model or citizen. The decision making relevant to analyse the product as better and of good quality it is also affected by the relevant celebrity who endorsed that brand. The celebrity is not a sales person but the selection of right celebrity with the right brand helps the company to achieve distinctive position and higher sales return. There are mainly two reasons for using celebrity in advertisements. One is, in public they are traditionally viewed as a dynamic, attractive, likable, etc. and another is they can easily bring the attention of the public towards the brand. Celebrity aligned with those advertisements which don't take the advantage of a status of an individual's celebrity. Celebrities are having distinctive images which also helps to create, improves and change brand images. In global marketing communication also celebrities who are having global popularities and recognition like Sachin tendulkar, Sharukh khan, Amitabh Bacchan, Aishwariya rai, etc. helps to overcome cultural and geographical barriers.

2. SPORT CELEBRITY:

Sport celebrity endorsement becomes a prevalent form of advertising and target consumers generally youth for particular products like health tonics, electronics, automobiles, beverages, etc. The Impact of sport celebrity on customers becomes highly subjective and effective. When any sport celebrity is associated with the brand, the audience automatically associate with him or her (e.g. M.S. Dhoni, Virat Kohli, Sania mirza, Sania Nehval, Khali, etc.). The Customers are more likely to believe the brand and consider the product. However, when a sport celebrity endorses a brand outsider his realm can lack the believability to win the confidence of customers.

In sport, athletes who posses good looks and skills are gaining the attention of media. With regular reporting by the media, these athletes become celebrity in the society. Marketers are aware about the potential of athletes as celebrity endorsers and used sport celebrity to promote their brands.

As majority of the sport athlete had been male, the recent increase in the number of female athlete endorsers suggest that the use of athlete is in increasing trend. Sports athletes can positively influence consumer buying behaviour. Like other celebrities, these sport athletes also transfer their associated positive values to the brand that they endorsed.

The important benefits of Athletes in advertising are –

- Athletes are the most popular endorsers unlike to the others; performance statistics for athletes are readily available to the users.
- For young athletes, endorsement is a key source of income therefore younger athletes linking higher and higher endorsement deals.
- For marketers there is a risk to associate brand with athletes but the rewards can be high, that will leads to high sales for the brand.
- Increasing brand recognition.
- By appointing high profile athlete for endorsement that helps to reassure about the true quality of a product; any kind of event that beneficial for the endorser’s reputation for ex. Noticeable achievement by an athlete should provide consumers with further reassurance about the quality and image of the endorsed brand.
- By athletic endorsement the brand differentiate itself from its competitors.
- When athletes have success in their specific sport and wearing the endorsed brand that itself strengthens the image of the brand and athlete. It makes it more effective endorser.
- The positive image of the athlete in the media influences the consumers to form favourable attitude towards the product advertised by them. The more positive the image of the athlete the more likely the consumer will more know about them and the products that they endorse. That will lead to increase the consumption of the products that they endorse.
- Creating favourable association by transferring different qualities to the product like likability and or physical appeal.
- To develop the development of distinct brand personality.
- Enhancing competitive position of the firm not only by developing a favourable brand image but also having direct influence on the economic advantage to the firm.

3. OBJECTIVES:

- To understand youngsters perception for sport celebrity in advertisement.
- To know the effectiveness of sport celebrity in advertisement.
- To Study the limitations/drawbacks of sport celebrity in advertisement.

4. RESEARCH METHODOLOGY:

A. Research Design

The descriptive study is used in this research to analyse complete and efficient description of the situation, Data collection and analysis with minimum bias, Sampling design, and minimum errors in data interpretations. Research design is a systematic plan which guides the research study.

B. Data Collection Methods

There are two methods for collecting the data, primary and secondary. Secondary data was collected from internet, journals, newspapers and some reference books for in depth understanding of the topic. Primary data was collected through questionnaire on internet webpage. The questions were open ended and close ended. The questionnaire was designed to collect the data about the impact of sport celebrity effectiveness in advertisement on youngsters.

C. Sample Size

100 Respondents between the age group of 16-30. Convenience sampling was used in this study.

D. Data Analysis

MS Excel with graphs and charts

E. Data Interpretation

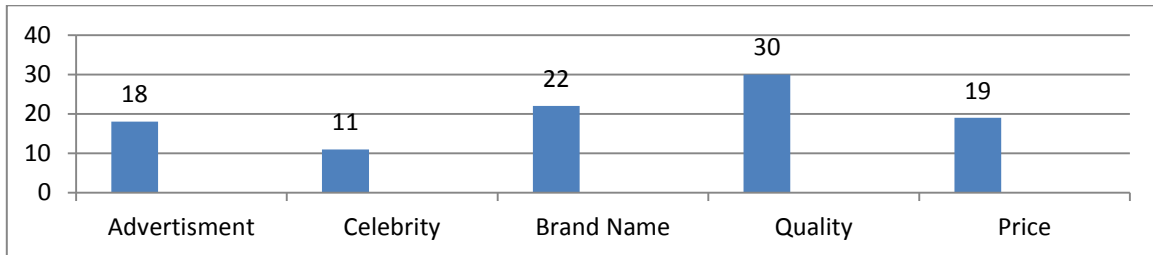
E.1 Background information about respondents - demographic details

Description	Frequency	Percentage
Gender		
Male	64	64%
Female	36	36%
Age group		

16-21	41	41%
21-26	31	31%
26-30	18	18%
Profession		
Student	40	40%
Professionals	25	25%
Businessman	20	20%
Housewife	15	15%

E.2. What are the factors that you consider while purchasing any product?

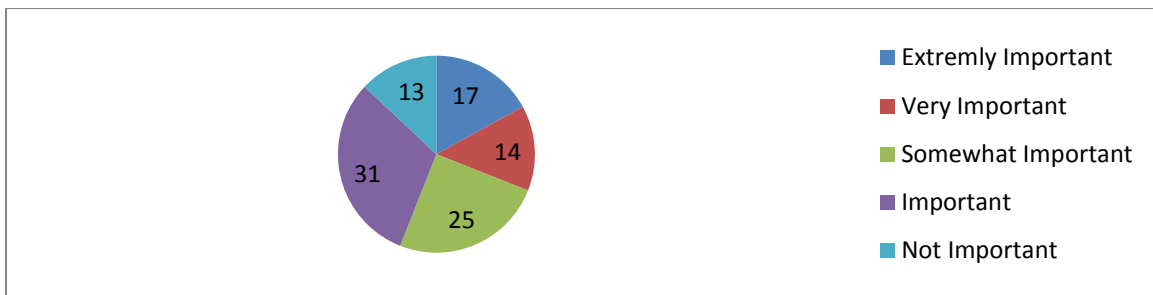
- A. Advertisement B. Celebrity C. Quality D. Price E. Brand Name**



From the above analysis, it is quite clear that quality is the most important factor that consumer is consider while buying the product. After quality, the next important factor is brand name and almost equal price. Advertisement and celebrity is at the bottom end.

E.3 How much, the advertisements influence you to buy the product?

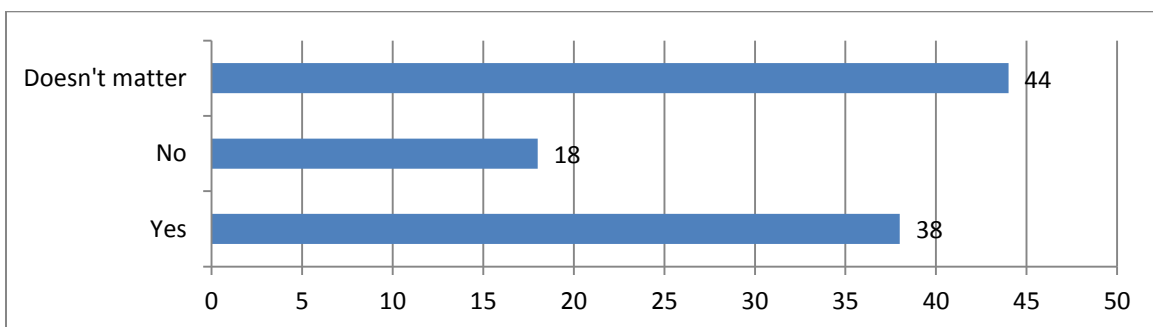
- A. Extremely Important B. Very Important C. Somewhat Important D. Important E. Not Important**



If we analyse above chart, then it is quite clear that almost 60% respondent’s opinion is Important and somewhat important. Extremely and very important is about 17% and 14% respectively. Only 13% said advertisement is not important factor in their buying intention.

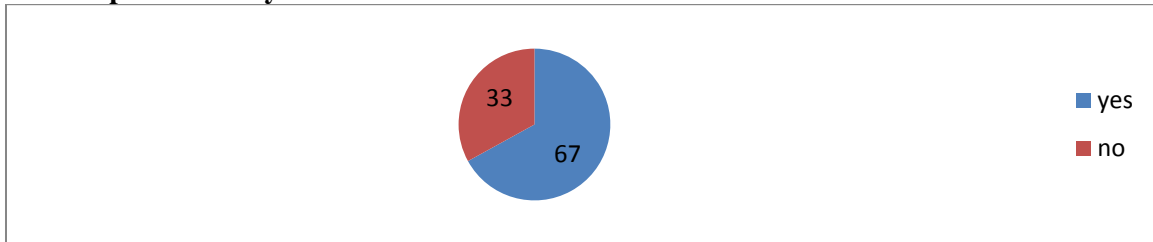
E.4 Do you like celebrity in your favourite brand advertisement?

- A. Yes B. No C. Doesn’t Matter**



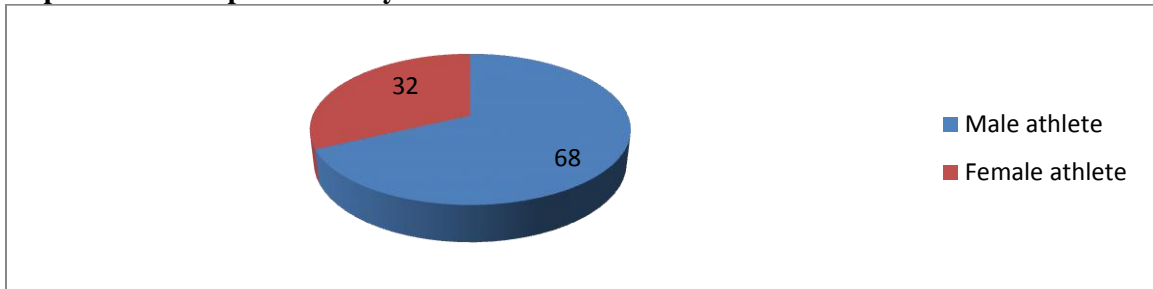
From the response it has been seen that only 18% gives negative feedback. 31% are giving positive response and 51% are neutral in their opinion.

E.5. Do you like sport celebrity in the advertisement? A. Yes B. No



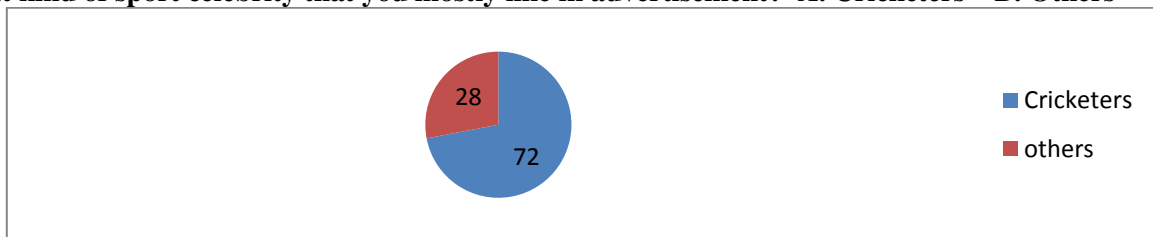
Majority of respondents (77%) are giving positive response regarding the advertisement including sport celebrity. Only few (23%) are negative towards the advertisement including sport celebrity.

E.6. Gender preference in sport celebrity advertisement? A. Male athlete B. Female athlete



Generally, male athletes are more preferable (68%) than female (32%).

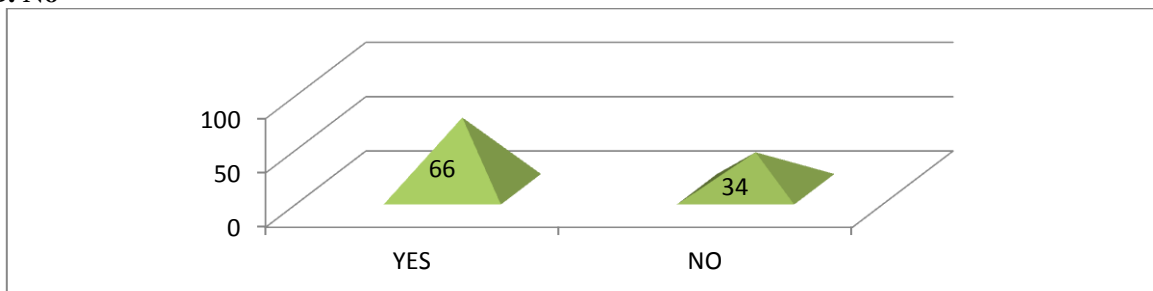
E.7. What kind of sport celebrity that you mostly like in advertisement? A. Cricketers B. Others



Due to high craze of cricket in India, it is but natural that more preferences are on the cricketers' side. Since last 5 to 10 years other sport also get famous like tannins, badmintons, wrestling, etc. so there is noticeable response on the other sport category has been found.

E.8. Do you like to buy the product which is endorsed by your favourite sport celebrity?

A. Yes B. No



In India, people follows their role model, that has been found in the response as two third of the response is on yes side.

5. FINDINGS:

- Today, youngsters are more quality, price and brand conscious than advertisements.
- Generally, advertisement is an important influencing factor (68%), in youngsters buying preferences.
- Out of the total respondents, majority of students and professionals followed by businessman and housewife.
- People like the good advertisement whether it includes the celebrity (38%) or not (44 +18 =62%)
- People like to see sport celebrity in the advertisement. (67%)
- Generally people prefer to see male athlete (68%) than female athlete (32%).
- In India, the craze of cricket is also found in the response regarding the likeness of sport celebrity. (72%).

- The likelihood of sport celebrity may also be converted into the people buying preference. (66%).
- Majority people thought that sport celebrity “Getting the attention of people”, “it encourage People to buy the product”, “It creates popularity and familiarity with the brand”, “it increase brand recall value”. So we can say that sport celebrity enhance the brand awareness, popularity, and image of the products.

6. CONCLUSION:

From this research study, it is quite clear that sport celebrity in advertisements enhance the brand awareness, popularity and image of the products. It creates the connection with the youngsters. Sport celebrity magnifies the impact of brand campaigning on the youngsters. Sport celebrity alone does not surely result in the sales of the product. It should be the right combination of many factors like price, quality, brand name and other elements combine together for the success of a brand and its acceptance among the consumer. Today’s youth is highly educated, smart and knowledgeable regarding the charges of sport celebrity and this knowledge make consumers to think before making the buying decision. Still the quality, brand name and price is a major influencing factor on youngsters buying decision. The sport is a kind of choice and hobby for the youngsters.

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