



IMPACT OF ATHLETE ENDORSEMENT ON CONSUMER PURCHASE INTENTIONS

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Abstract

The purpose of the study was to know the Impact of Athlete Endorsement on Consumer Purchase Intention. Total 200 participants were selected, to notice how much positive impact on them from the athletes who are already famous and are endorsing different brands. The study was conducted on the players participated in Inter Zonal Men Football tournament held in Amity University, Noida in 2015. The age limit of the participants was ranging from 18-25 years. The self-made questionnaire was used for the data collection. For the analysis of the data Chi Square Test was applied and the level of significance value was set at 0.05 level. Finding reveals that there was significant impact on consumer purchase intention by the athlete endorsement as the calculated data of every sub variable is more than the tabulated value (9.49) which was found significant at 0.05 levels. The study was to determine the star power, congruency and high or low status product of the athlete endorser for increase in consumers "direct consumption or media consumption" and "value enhancement or star familiarity" of the product being advertised. Within the delimitation of the present study it is concluded that the result of the study was significant. The study was to know the impact of athlete endorsement on consumer purchase intention, in which the athletes who are famous and having a good image between the consumers.

Positive images of an athlete increase the brand/product name and image. The youngsters always follow and getting inspire by their favorite athlete to whom they admire the most, because now days they are using mostly branded product which help to increase the name and fame of the brand.

Keywords: Endorsement, Consumer, Football, Athlete.

Introduction

The market today is filled to the brim with products, however plenty of substitutes and commendatory items available means that it is no longer purely that is the crucial factor for consumers but also the indefinable message connected to it. A product is no longer enough, customers always look something extra and new that make the product outstanding from the other products. Brand distinguishes companies from its competitors using the exclusive assets to the company, which means having a powerful brand is extremely important.

Athlete endorsement has become a frequent form of advertising. An athlete who appears in advertisements has built in celebrity status. There are little reason why advertisers want to have an athlete endorse a product or service without a high level of reputation and recognition. The implicit term 'athlete endorser' is that the athlete has been a status with



recognition and reputation established to such a level that they can serve as a leading product endorser. If athlete endorsers are used appropriately in advertising then they can serve a valuable role in enhancing a firm's competitive position by not only building favorable brand image but also by influencing direct economy of the firm (Till, 1998, Agrawal & Kamakura, 1995; Mathur & Rangan, 1997). There are many ways an athlete can endorse product or service for advertising. Athletes endorse a product or service both accurately or obviously by appearing with certain brands or by providing actual brand character in an advertisement (Bush, Martin, & Bush, 2004; McCracken, 1989). The athlete endorser is in long-term relationship with the manufacturer, for example the sponsorship relationship between Tiger Woods and Nike Golf (Brooks & Harris, 1998; Bush, 2004; McCracken, 1989).

Methodology and Procedure

For the purpose of the study the target population was 200 Inter Zone Inter University Men Football Tournament Players from different universities from different zones. The age group of the subjects was ranged from 18-25 years. Total 16 teams have participated in the tournament and questionnaire was given to 300 participants and only 200 participants filled the questionnaire. Non probability purposive sampling technique was used, ensuring the representation of the sample. The four independent variables were considered for the study: 1) Source Attractiveness, 2) Professional Trustworthiness, 3) Expertise, 4) Likeable Personality. A self-constructed and developed opinionnaire was established to study The Impact of Athlete Endorsement on Consumer Purchase Intention.

The opinionnaire was framed and constructed by inviting initial pool of items from various sources relevant to the study. Such sources included literature review, views of available experts, comments and suggestions by commoners and general observations made during the personal and professional interactions by the investigator during the preparatory stages of study. The construction and the arrangement of the items in the opinionnaire were made in a logical way that the sequences are readily available in an orderly manner. The opinionnaire was formed in closed form so that the objectivity of the opinionnaire was maintained and the tabulation and analysis of the data can be done in a meaningful and focused manner.

Under eleven variables total statements forty six were prepared on five-point Likert scale to determine The Impact of Athlete Endorsement on Consumer Purchase Intention. The statements were followed by five options labelled from strongly agree to strongly disagree. The participants were requested to tick mark one option that best reflects the degree of agreement or disagreement with each statement.

The final layout was prepared for the print copy of the opinionnaire which considered of 46 statements. The opinionnaire was discussed with the subjects personally with brief and clear objectives of the study. The data was filled by the participants according to their availability of time. They were requested to immediately tick the response that comes into their mind at first thought. They were asked to respond between the scales of "Strongly Agree" to "Strongly Disagree".



Statistical Technique

Keeping in view of the objectives of the study, both primary and secondary data was collected by opinionnaire for the purpose of the study. Primary data was collected from Students from Amity University, Faculty and Students from different zone Universities and secondary data was collected from journals, published material, etc. this information was tabulated item wise in the form of frequencies and thereafter converted into percentage. Subsequently, data was analysed using Chi square in respect of statements relating to alternate responses in the opinionnaire.
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Result of the findings

TABLE 1
EXPERTIS

Statements		SA	A	UD	D	SD	
He/she has superior athletic skill	F	103	69	22	6	0	117.8'
	%	51.5	34.5	11	3	0	
He/she is at the peak of his/her career	F	63	56	60	19	2	76.750'
	%	31.5	28	30	9.5	1	
He/she has a high level of technical ability	F	41	28	32	58	41	13.35'
	%	20.5	14	16	29	20.5	
He/she is able to turn the match situation	F	48	27	35	43	47	7.90'
	%	24	13.5	17.5	21.5	23.5	

TABLE 2
SOURCE ATTRACTIVENESS

Statements		SA	A	UD	D	SD	χ^2
He/she is distinctive looking	F	57	33	45	55	10	37.20'
	%	28.5	16.5	22.5	27.5	5	
He/she is physically fit	F	61	39	45	45	10	34.80'
	%	30.5	19.5	22.5	22.5	5	
He/she is entertaining when he/she plays	F	82	34	33	25	26	56.75'
	%	41	17	16.5	12.5	13	

TABLE 3
PROFESSIONAL TRUSTWORTHINESS

Statements		SA	A	UD	D	SD	χ^2
He/she is responsible	F	97	77	19	7	0	114.96'
	%	48.5	38.5	9.5	3.5	0	
He/she is positive lifestyle	F	60	50	70	19	1	84.050'
	%	30	25	35	9.5	0.5	
He/she shows good sportsmanshi P	F	41	26	36	57	40	12.55'
	%	20.5	13	18	28.5	20	
He/she is fair / respected	F	41	23	31	58	47	18.60'
	%	20.5	11.5	15.5	29	23.5	



TABLE 4
LIKEABLE PERSONALITY

Statements		SA	A	UD	D	SD	χ^2
He/she is charitable & modest	F	87	31	36	44	2	94.150*
	%	43.5	15.5	18	22	1	
He/she bears a good sense of humor.	F	80	27	39	37	17	57.70*
	%	40	13.5	19.5	18.5	8.5	
He/she has an ability to connect with his/her fan base	F	91	55	24	22	8	110.75*
	%	45.5	27.5	12	11	4	
He/she is charming	F	55	50	38	42	15	23.95*
	%	27.5	25	19	21	7.5	
He/she is likeable / widely acceptable	F	30	51	73	41	5	63.40*
	%	15	25.5	36.5	20.5	2.5	
He/she is risk taker / adventurous.	F	36	20	27	74	43	43.75*
	%	18	10	13.5	37	21.5	

Discussion of findings

To determine whether the star power of the athlete endorser in status product advertisement will increase consumers' direct consumption or media consumption of the product being advertised. This objective was measuring the component of star power (expertise, source attractiveness, likeable personality and character style) against direct or media consumption. This was done on Inter Zone Inter University Men Football Tournament participants at Amity University, UP. After the analysis of data it was concluded that all the components of star power are significant and lead consumers to increase their direct or media consumption of the product in the advertisements. To determine whether the star power of the athlete endorser in status product advertisement will increase consumers' value enhancement or star familiarity of the athlete. The second objective was tested the component of star power

(expertise, source attractiveness, likeable personality and character style) against value enhancement or star familiarity. This was also on Inter Zone Inter University Men Football Tournament participants at Amity University. The data was collected and analysed and it was revealed that all the components of star power are significant and lead consumers to increase their value enhancement or star familiarity of the product in the advertisements. To determine whether the congruency of the athlete and product will increase consumers' direct consumption or media consumption of the product being advertised. This objective was measured on congruency of athlete and product against direct or media consumption. This was based on Inter Zone Inter University Men Football Tournament participants at Amity University. The data analysed and it was also significant so it was proofed that the congruency of athlete and product increases consumers direct or media consumption of the product that has been advertised.

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