

**Impact of sports celebrity endorsement in customer  
buying behaviour of sports products**

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## EXECUTIVE SUMMARY

Sports is a prominent industry because of both high demand of sports activities along with high production of sports goods and the contemporary advancements in the sports marketing. In order to take maximum advantage of this industrial growth, celebrity endorsement is utilised as a marketing communication tactic by businesses and marketers to attract clients, influence their purchasing decisions, and persuade them to purchase a certain brand. Previous studies have deduced that CE holds strong influence on consumers' purchasing behaviours, however, the present study aimed to assess the reliability of this statement within sports industry.

Under the umbrella of Interpretivism as research paradigm, the present study had used the close-ended questionnaire based survey as research design on a randomly sampled participant group of 100 participants within age group of 18 to 66 years of age. Online collection of data was utilised along with assurance of all applicable ethical considerations.

The study confirmed that CE holds strong influence on the purchasing behaviours of consumers of sports products. Moreover, it was revealed that star power of the celebrity holds relationship with the purchasing behaviour of consumers of sports products. However, star power as a combination of sports expertise and fame is the conditional here that needs to be maintained for declaring this hypothesis as true. Furthermore, the credibility of the endorser has been observed to have more influence on the purchasing behaviours of consumers of sports products as compared to source attractiveness. However, appropriate use of CE is recommended where celebrities that ace their sports career must be used in advertisements by marketers.

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## CHAPTER I: INTRODUCTION

### RATIONALE OF THE STUDY

*“Many millions of people around the globe are employed in sport organisations in areas as diverse as event management, marketing, professional sport and sporting equipment manufacturing, and apparel”*

(Sports Management, p.103)

Smith (2008) implied that sports is a prominent industry because of both high demand of sports activities along with high production of sports goods and the contemporary advancements in the sports marketing. Not just popularity wise but economically too, sports industry in the past 25 years have made significant growth alongside paying larger returns to the companies who invested wisely in sports marketing (Andrews et al., 1998). Sport marketing is a dynamic and ever-changing sector that need a strong business partnership (Ginman, 2010). Elite sport is now, more than ever, a commodity and a business that is increasingly influenced by market pressures (Giulianotti and Walsh, 2007). The earnings earned by major sports are enormous; global football, for example, is estimated to be worth £250 billion (Giulianotti and Walsh, 2007). Individual athletes can also be considered industries because of the allegedly significant sums produced (Giulianotti and Walsh, 2007). For example, several expensive endorsement deals have been agreed upon between sportsmen and corporations since the London 2012 Olympic Games (Goodley, 2012). The famous sports celebrity “Victoria” Pendleton has been reported to earn £1 million per year by signing a sponsorship deal with Pantene hair care products while Keri-Anne Payne a famous British swimmer has also signed contract as a brand ambassador with Oral-B and Maxfactor. Moreover, Jessica Ennis a famous track and field athlete from England has earned approximately £5million since she gained the Olympics sponsorship (Jones, 2012) by getting associated with different types

of brands such as Olay beauty product, British Airways, and so on (Goodley, 2012). Furthermore, the popularity of celebrities from the Cricket and Football is not hidden from anyone. The famous football players such as Cristiano Ronaldo and Lionel Messi have not only penetrated in the hearts of people from their hometown but have also become popular across the world alongside endorsing many products from different industries such as sports and athletic products, beauty and skin care products, healthy food and beverages, and so on. The history has noted that the activities and endorsements of these global icons hold potential for drastically impacting the profitability and sales of the products that they endorse.

The Olympic Games and other famous international sports events had enormous media and broadcast coverage, allowing the nation to get engrossed in sport and ensuring athletes' continual exposure in the media limelight. However, several issues have arisen since the games, which may have a negative impact on the customer and brand, highlighting the importance of this study subject. The negative consequences will be explored in greater depth later in the research.

For a long time, sport marketers have wished to better understand the behaviours of sport customers (Nicholson et al., 2003). Activity consumers exhibit a wide range of views and behaviours toward the sport, which is reflected in their buying habits (Nicholson et al., 2003). As a result, sport marketers attempt to tailor the sport experience (campaigns, goods, and venues) to each client segment's needs.

## **PROBLEM STATEMENT**

To secure their success, survival, growth, and wealth, most industries seek to adopt the correct method to establish a strong and memorable name for their business. In reality, several studies have shown that this approach consistently earns the customer's adoration and generates positive comments about the advertisement. A celebrity endorsement is a marketing communication tactic

used by businesses to attract clients, influence their purchasing decisions, and persuade them to purchase a certain brand (Chavda, 2010). Companies can develop creative commercials and have a good impact on the brand's mindset and sales strategy by utilising celebrities (Ranjbarian et al., 2010).

The most difficult aspect of the celebrity endorsement strategy is finding a suitable celebrity endorser who is aligned with the company in order to create an effective and profitable advertising campaign. Previous research in this subject has found a link between celebrity endorsements and customer purchase intentions. Those studies, on the other hand, were conducted in many nations with a diverse set of customers. The present study has aimed to assess the perceptions of United Kingdom (UK) consumers and determine the effect of celebrity endorsement on their purchasing behaviours for sports products while paying conscious attention to brand image, star power, and product's attractiveness.

### **PURPOSE OF RESEARCH**

The present research has been developed to achieve the following aims:

- To examine the perceptions of UK consumers towards celebrity endorsements.
- To identify the factors and attributes of celebrities that influence the purchasing intent of UK consumers.
- To assess the impact of athletic endorsement on consumer buying behaviour of sports products.
- To determine the nature of customer's reactions to the brands endorsed by high power athletes and low power athletes.
- To identify whether there is any relationship between star power and product demand.



## **RESEARCH QUESTIONS**

The main research question of the present study is:

RQ) What is the impact of sports celebrity endorsement in customer buying behaviour of sports products?

Under the umbrella of this broader research questions, some more focused research questions have been devised to be investigated through this research study:

RQ1: Is there any impact of sports celebrity endorsement in customer buying behaviour of sports products?

RQ2: How do customers react to brands endorsed by high power athletes and low power athletes?

RQ3: Does star power has any effect on product attractiveness?

RQ4: Is there any relationship between star power and product demand?

## **SIGNIFICANCE OF THE STUDY**

Consumer sports engagement was studied by certain writers (Dickerson; Gentry, 1983; Ko; Kim; Claussen; Hee, 2008; Shank; Beasley, 1998), as well as the impact of the endorser's credibility on the consumers interested in the sport (Shuart, 2007). Several writers, however, have called for further study on celebrity endorsement (Carneiro, 2002; Goldsmith; Lafferty; Newell, 2000; Ohanian, 1990; Pornpitakpan, 2003), citing the lack of research on the influence of celebrity endorsement (Seno; Lukas, 2007). Future research should include behavioural factors like purchasing intent (Carneiro, 2002). This is the research gap that the present research will fulfill. Hence, the research is significant in fulfilling the research gap within business, marketing, and sports literature.

## DEFINITION OF KEY TERMS

Patten (2016) noted that providing clear definitions of the key terms that have been used in the research questions and research objectives. Hence, for the present research, the main key terms and their definitions have been explained below:

### 1. Celebrity endorsement

Jha et al., (2020) define celebrity endorsements as:

*“Celebrity Endorsement refers to a marketing strategy whose purpose is to use one or multiple celebrities to advertise a specific product or service. The primary goal, in this case, is to reach a greater audience, represented by the celebrity's fan base.”*

(Jha et al., 2020; p.13)

### 2. Star power

Forbes' report mentioned that star power is a natural trait in some people and further explained:

*“Some people have natural star power—they drip charm, they radiate a preternatural confidence, and they know they have the ability to take over a room. ... Humble and self-aware people are usually less charismatic, because they're burdened by such things as empathy, conscience and sensitivity to the feelings of others.”*

(Forbes, 2013)

However, addressing the phenomenon of celebrity endorsements, the scholars such as NGUYEN (2021) have argued that the people who became immensely popular among population start to develop a charismatic charm within them because of which people who follow or like them start becoming excessively influenced and inspired by everything that they do and hence, such people

are referred as stars. Moreover, with reference to sports field, these people are referred as sports stars such as Cristiano Ronaldo, Jessica Ennis, or so on. Also, though there is not any fixed marker that measureS the strength of a star power of someone, it has been observed that the individuals' characteristics or attributes affect the strength star power of famous people.

### 3. Purchasing Behaviours

The term purchasing behaviours have been explained differently by different authors arguing that this depends on the product or commodity which is being analysed with regards to consumers purchasing behaviours. However, Sydorenko (2021) presented a common definition of purchasing behaviours:

*“Decision and acts people undertake to buy products or services for individual or group use. It’s synonymous with the term “consumer buying behavior,” which often applies to individual customers in contrast to businesses.”*

(Sydorenko, 2021, p.1)

### 4. Product Attractiveness

Schnurr et al., (2017) noted the link of product’s attractiveness with product quality as:

*“Consumers’ perceptions of product attractiveness positively influence their perceptions of product quality.”*

(Schnurr et al., 2017 p.244)

However, Düsenberg et al. (2016) also noted that this attractiveness is varied by multiple variables including customers and products’ characteristics, economic condition of the purchasing context, marketing strategies of the product’s manufacturers, and so on.

## **RESEARCH PLAN**

The purpose of this study is to get a better understanding of athlete endorsements as a marketing technique and the consequences of this approach on consumer purchase behaviour for sports products. The study has been split into the following chapters in order to achieve this:

The second chapter's literature review is made up of marketing-related published publications and academic literature. The review's literature analysis becomes increasingly focused as it progresses, concentrating on specific areas of the research that are addressed in the study's objectives. The literature review provides a wealth of material that will be used in the study's discussion of the findings. The literature study begins with an overview of marketing and sport marketing techniques before moving on to more particular topics such as celebrity and athlete endorsements, the impact of athlete endorsements on consumers, and the role of star power in product appeal.

The third chapter illustrates the sort of research that will be conducted as part of this project. In this chapter, the benefits of using a quantitative research approach will be discussed, as well as the benefits of using a survey-based data gathering method.

The study's findings and comments will be presented in Chapter 4. The study's findings, limits, and recommendations for further research and information important to the industry for marketing improvements will be presented in Chapter 5.

## CHAPTER II: LITERATURE REVIEW

Brunswick (2014) has argued that Marketing is a:

*“Performance of business activities directed towards the flow of goods and services from producer, to consumer, to user.”*

(McCarthy, 1960, p. 33 cited in Brunswick, 2014, p. 108)

It is critical to recognise that marketing is more than just selling or promoting. It refers to the process of getting to know a client and catering to their desires and requirements with the goal of making a profit (Armstrong et al., 2008). The process of planning, executing, pricing, promoting, and distributing products and services is known as marketing (Hooley, 1990). As a result, it is required in all sectors (Kotler, 1972). Without marketing, the world would not be where it is today, bolstering the research topic's legitimacy.

Marketing is practised all over the world, and it is aided by a variety of marketing methods that allow merchants and sellers to reach and attract customers in a variety of ways. Flyers, posters, cold phoning, and using social media are all forms of marketing, according to Beattie's (2011) research, but the internet is the most effective. According to Chaffey et al. (2009), the internet has revolutionised marketing by providing a wider variety of items, pricing, and providers. Marketing has become more competitive as a result of the internet. Eid (2005), on the other hand, disagrees, claiming that the tremendous drivers of internet-based marketing would create substantial hurdles to its adoption in the future. According to Eid (2005), the internet alone cannot produce the same outcomes as a variety of marketing methods, thus it should not be held in high regard. This study revealed that the impacts of online marketing, as well as the consequences of other marketing methods, must be addressed.

It must be noted that marketing is a universal need and is also relevant to industrial performance across the world. Hancock (2013) believed that since sports industry is tremendously increasing in just a short span of time, it has become even more necessary for the marketers within the sports industry to develop their marketing practices in accordance with the growth. Quick et al. (2003) bolster this assertion by claiming that the expanding number of sports fans showing their devotion through item purchases and television viewing strengthens the industry's growing attractiveness. As a result, the integrity for this more focused study field is imposed. Quick et al. (2003) maintain that the sports marketing environment is always changing, making it difficult for practitioners to function. However, Charbonneau and Garland (2005) argue that the customer does not buy sports items just because of sport. These authors have believed that the marketing strategy that is devised on the basis of a celebrity image is a big contributor to success. This claim was further backed by Ginman (2010) who also asserted that consumers tend to purchase products more often that are endorsed by any celebrity.

According to Hoye et al. (2012, p. 204), sport marketing has two dimensions: "the marketing of sports items and services," such as sporting equipment and sporting activities, and "the marketing of sports events." The second component is "sport-based marketing of non-sport items and services," such as athletes promoting a clothing line or cuisine. Sport marketing is defined as the process of building a link between a sport brand and its target audience. Furthermore, the efficacy of celebrity endorsements as a marketing technique has been recognised (Burton, 2012).

### **Celebrity and Athlete Endorsements**

Ginman (2010) believes that many businesses use celebrities as ambassadors in order to improve their brand image. Erdogan (2010) agrees and believes that using celebrities as a marketing technique is now very widespread, as businesses purchase into celebrities' beauty, popularity, and

likeability. However, according to Goddard et al. (2009), celebrity traits might be inappropriate, irrelevant, and unwelcome at times. As a result, a fundamental concern arises: how can businesses choose and keep the "correct" celebrity amid a plethora of competing options? Hancock (2013) studied the celebrity scandal and agreed to the provided question. Their investigation was established on the Tiger Woods reputé related to their multiple scandals and the car crash incidence. The research revealed that the Tiger Woods scandals elucidated negative market alarms and this was linked with the risks of celebrity endorsements. It was noted that within 10 day after the car accident and the announcement of Woods unexplained leave from golf, his sponsors' overall market value decreased by approximately 2% (Knittel & Stango, 2012). Not just this, but the research also estimated that additionally \$5billion to \$12billion was lost by the companies that Woods endorsed during that period.

As the popularity of celebrity endorsements as a marketing technique grows, so does the scope of research available. Celebrities recommend 20% of items, whereas athletes endorse 60%, according to Carson and Donavan (2008). However, because it's difficult to distinguish between sportsmen and celebrities, this study has ramifications. Langmeyer and Walker (1991) agree, but feel that anybody seen in public may be labelled a celebrity. Because sports marketing has been established as a separate sector, the usage of athlete endorsement will be solely focused on because the two work hand in hand.

Endorsements are one of the most lucrative sources of income for professional athletes (Rosca, 2010). According to Rosca (2010), endorsements are an aspect of sponsorship, and the better an athlete is, the more desirable they are to sponsors. The study progresses to provide good reasons for athletes to choose product/brand endorsement as a career path. However, the study has a flaw

in that it does not investigate the impact of these endorsements on the consumers' life outside of purchasing behaviour, leaving a gap for future research.

Recognising such a broad range of celebrities who advertise different types of products (both sports and non-sports products), the effects of these endorsements on different life aspects of consumers have warranted further research. It has also been noted that endorsing products is a successful way for celebrities to earn money. However, Ginman (2010) argued that the earned benefits are definitely lesser than the larger implications that the endorsed products have on the society in the longer run. For instance, the celebrities who are currently endorsing “Subway” are doing so to increase the sales of the company. However, in the longer run, these endorsements would lead to detrimental effects on the healthcare organisations due to increased demand of public healthcare. Macfarlane (2010) agreed to this claim by reinforcing that the fact that there is a huge increase in the number of overweight and obese teenagers that have cost millions to NHS.

### **Elements of Celebrity Endorsements**

According to a famous business and brand strategist namely “Martin Roll,” it has been noted that there are in total three essential elements of celebrity endorsements:

- Attractiveness
- Credibility
- Meaning transferred between the endorser and the brand.

Roll argued that the celebrity endorser must have a quality that the target audience of that endorsed brand finds appealing. Such qualities could be in terms of lifestyle, physical appearance, cognitive viewpoints, or so on. The celebrity endorser's perceived integrity and knowledge, according to Roll. He says, “As celebrity endorsement acts as external cue that enable customers to see through



the tremendous brand clutter in the market, the credibility factor of the celebrity greatly influences the acceptance with customers” (Roll). And, in his opinion, sufficient compatibility between the product and the celebrity is required for meaning transmission. In order to explain the transferability of meaning in the sphere of celebrity endorsement, Mc Cracken, a corporate consultant, developed a three-stage model.

The first level of this model begins with the assertion of connotative meanings that are linked with the personality of an endorser. After this, the second stage involves the transference of meanings from that personality/endorser to the brand or company that he/she endorses. Lastly, when the consumers purchase that product, it is generally presumed that those consumers have actually acquired that meaning of that brand.

#### *Source attractiveness model*

Customers create good perceptions when they encounter an endorser who is visually appealing, according to Erdogen (1999). The feature of appeal encompasses not just the endorser's physical attractiveness, but also his or her lifestyle and attitude. According to research, customers' values are easily influenced by endorsers who are seen as beautiful Debenne and Kernan (Debenne and Kernan, 1984). Attractiveness has also been assessed as one of the vital dimensions of celebrity endorsements by many authors (Qureshi and Malik, 2017). Qureshi and Malik (2017 p.115) referred that:

*“Physical attractiveness is an informal cue involves effects that are subtle, pervasive and inescapable.”*

This definition was referred by NGUYEN (2021) to support the idea that looks of the celebrity also largely matters and that when utilising celebrity endorsements as a marketing strategy, it is

ideal to select celebrities that are good looking than average looking celebrities. The author extended the discussion by referring that consumers respond more actively to charms and appeals of the celebrities who resembles them. Here physical attractiveness was a larger factor that provoked behaviours of many people. Furthermore, Gauns et al. (2018) added that attractiveness is not just about the size of the body. But, it is about all the physical characteristics such as the hair and skin colour, facial features, and style standards. Hancock (2013) argued that attractiveness impacts the consumers' behaviours because the consumers want to look attractive too and when they are exposed to celebrities who are attractive as per their admirations, they quickly agree to what their attractive idols tell them. Research has proposed that physically attractive endorsers are more likely to alter consumer attitudes (Qureshi and Malik, 2017) and purchasing behaviours (NGUYEN, N.T., 2021). Other than that, many researchers have demonstrated that physical attractiveness and exterior beauty is a crucial factor to determine the efficacy of an endorser (Knittel and Stango, 2012). Moreover, NGUYEN, N.T. (2021) have also assessed the efficacy of a physically attractive endorser with an unattractive equivalent and observed that physical attraction plays a strong role in determining the efficacy of an endorser. However, a follow-up study performed by Osei-Frimpong et al. (2019) noted that physically attractive endorsers are not much helpful in enhancing the profitability of the advertisement. Reflecting on the study's findings, Osei-Frimpong et al. (2019) quoted that attractiveness is a subject term that has many ranks and therefore, when labelling the efficacy of attractiveness, it is highly difficult to mention any personal characteristic that results as being more attractive than the other. Moreover, it was noted that besides physical beauty, the non-physical characteristics such as achievement in sports, corporate affiliations, or intelligence are also factors that count within celebrity characteristics.

Under the source attractiveness model, it is guided that the effectiveness of an advertisement is determined by the similarity, awareness, and fondness of the celebrity and the attractiveness does not include only physical attractiveness but other factors too. Hence, it has been validated that attractiveness raises attitudes towards advertising. However, whether they influence purchasing behaviours or not are yet to be explored. This has derived another hypothesis of the study:

**H1: Attractiveness of endorser affects the purchasing behaviours of the consumers of sports products positively.**

***The product matchup hypothesis***

According to the model above, there must be a near-perfect fit between the celebrity personality's qualities and the brand's features. According to (Erdogan 1999), the degree of fitness between the celebrity and the brand promoted by that celebrity determines a successful matching. Michael (1989), who shares the same viewpoint, elaborates on this notion. Another research conducted by Ohanian in 1991 found that only such celebrities should be endorsing who are compatible and who are perceived to have knowledge by the customers. Some authors have discussed this under credibility concept (Ahmed e al., 2015). Credibility is defined as:

*“Communicator’s positive characteristics that subsequently influence the receiver’s evaluation of the message”*

(Ohanian,1990, p.41 cited in Fanoberova and Kuczkowska, 2016p.24)

Within marketing, source credibility is referred as the extent to which the consumers believe that the source of the advertisement holds relevant knowledge and expertise on the product it is endorsing. Credibility is another relevant factor that has known to have serious impact on the purchasing behaviours of the product. A separate model of source credibility was provided by

Gauns et al. (2018). However, it was noted that there are various factors that impact the credibility of the source. For instance, Ahmed e al. (2015) declared that the effectiveness of the offered subject matter largely depends on the extent to which the source of advertisement (endorser) is perceived to have expertise and trustworthiness by the consumers. Hence, the product match-up hypothesis that asserts that the characteristics of the endorser and his/her endorsed product should match is an extension of the credibility model where it is believed that the success of the advertisement depends on the credibility; trustworthiness and expertise that the consumers perceive in their favourite celebrity (Gauns et al., 2018). This has deduced another hypothesis for the present study:

**H2: Endorser’s credibility affects the consumer’s purchasing intentions of the sports products.**

The expertise has been defined as:

*“degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product.”*

(Van der Wald, Van Loggerenberg, and Wehmeyer, 2009, p.104)

While trustworthiness is defined as:

*“the honesty, integrity and believability the endorser possesses.”*

(Van der Wald, Van Loggerenberg, and Wehmeyer, 2009, p.104)

Here, it must be noted that star power that is one of the crucial element assessed in the present study could be allocated in both attractiveness and credibility because the charisma and power to influence the attitudes and behaviours of others are guided under “*attractiveness*” theme while the efficacy of endorser in the particular sports and his/her social presence and intelligence comes

under “*credibility*” theme. However, it is crucial to note that the previous researchers have not independently assessed the concept of “star power” as an independent variable in their study and therefore, this study would be pioneer research to do so.

Hence, combination of H1 and H2 successfully resulted in the development of H3:

**H3: Celebrity’s star power affects consumer’s purchasing behaviours of sports products.**

***The meaning transfer model***

According to the aforementioned paradigm, once buyers come across a celebrity-endorsed product, they quickly associate a certain meaning with the endorser and then transmit that meaning to the product. (Mc Cracken 1986), he claims that endorsers provide their own unique meaning to the goods. These theories are based on the concept of meaning and how it is transmitted. Every celebrity has their own set of values and way of living. It goes through four stages. The first stage occurs when customers associate meaning with a famous person and form their image; the second stage occurs when the meaning associated with celebrities extends to the product. Customers gradually absorb these brand meanings and make purchasing decisions in the final step. The assessment of meaning transfer model declares the influence that celebrity’s personality has on the consumer’s attitudes and beliefs which eventually guide their behaviours. As the evidence of successful transference of meaning from the endorser’s personality, the perceptions of consumers towards the brand (purchased or wishful to purchase) and the celebrity could be assessed to see whether this meaning transference will also inform their purchasing behaviours. Therefore, another hypothesis for this study has been formulated:

**H4: Successful transference of meaning from endorser to consumer has a relationship with consumer’s purchasing behaviours of sports products.**

### ***The elaboration likelihood model***

There are two important elements that make up this model, which is referred to as an Elaboration Likelihood Model:

- Motivation
- Ability

Ability comes into play when individuals become capable of processing and comprehending the persuasive message, whereas motivation is the desire to understand the message while being connected with the brand. According to Debiprasad Mukerjee (2009), celebrity endorsement may impact and mould brand attitudes and perceptions provided it meets the requirements of credibility and matching. According to his research, marketers should remember that their first goal is to create and build the product, not the celebrity, and it's also critical to recognise that just because a person gets renowned and is thought of as a celebrity doesn't imply they'll be a successful endorser. Companies who spend a lot of money on celebrity endorsement should realise that the link between celebrity endorsement and market strategy is important (Erdogan and Kitchen 1998).

### **Consistency and long term commitment**

Marketers should strive for as much consistency as possible between the celebrity endorser and the product in order to give the product a strong identity, and marketers should view celebrity endorsement as a long-term strategic strategy that influences customer purchasing behaviour.

### **Prerequisites to selecting celebrities**

Three requirements must be met before a celebrity is chosen to promote a product or a brand: A celebrity supporting a product must be attractive, have a positive public image, and be knowledgeable about the thing they are advertising.

### **Constant monitoring**

Marketers or the firm should keep a close eye on the behaviour and image of the celebrity who is promoting their product to avoid any unwanted press.

### **Select unique endorser**

Because brands reflect their distinctiveness and distinguishing characteristics, marketers should choose a celebrity who is not supporting any of their competitors or comparable products, in order to establish a clear identity between endorser and brand.

Here, it is critical to note that though ability and motivation of the consumers shed effects on their buying behaviours, their ability and motivation have been observed to be drastically influenced by the celebrity/endorser characteristics (Osei-Frimpong et al., 2019). Therefore, there exists an indirect link between the celebrity characteristics and consumer's purchasing behaviours and the assessment of celebrity characteristics is crucial to suggest its influence on the consumer's purchasing intentions.

These statements have developed another hypothesis to be tested through the findings:

**H5: Celebrity characteristics have a strong impact on the purchasing behaviours of consumers of sports products.**

## **PURCHASING BEHAVIOURS**

As Kan and Fabrigar quoted:

*“Human beings are usually quite rational and make systematic use of the information available to them. People consider the implications of their actions before they decide to engage or not to engage in a given behaviour”*

(Kan and Fabrigar, 2017, p.1)

Purchasing intentions is recognized as a tendency of buying specific new products or brands (Belch et al, 2004). Purchasing intention elucidates the person’s probability that he would buy new product (Osei-Frimpong et al., 2019). Spears and Singh (2004) demonstrate that doing struggle of purchasing a new brand is a logical idea in future. This states that how a person planned to purchase a specific brand, product or service or it is also termed as customer cognitive behaviour service (Kwek, 2010). Hancock (2013) presented consumer behaviour as

*“The study study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.”*

(Imouokhome, 2017 p.1)

The concern and anticipation of customers in buying a product were the characteristics that can be utilized in the purchase intention measurement. Variables such as customer’s interest, attention, information and examination are the most crucial ones that determine purchase intention (Laroche Zhou, 1996). Along with this, external components efficiently impact purchase intention of customer in their process of decision making. For instance, word-of-mouth and word of mouth communication can quickly influence the customers during information search. And product characteristics, price and endorsers enactment can influence purchase intention of customers during the process of purchase (Sheu, 2010). As through the tactics of promotion, purchase



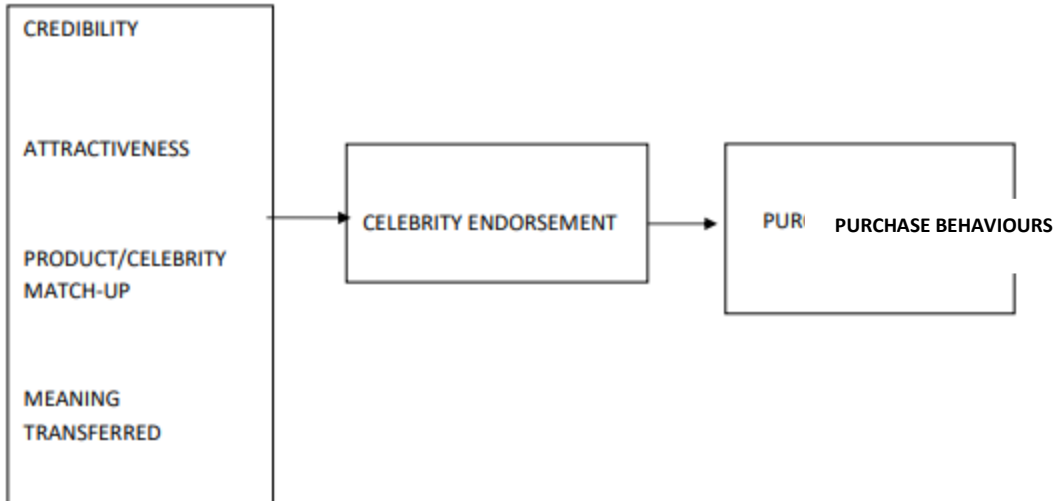
intention of customers can easily be stimulated, so their behaviour in the direction of brand, product or service which has been motivated can quickly influenced by the celebrity appearance and fame. Customers when see celebrities as reference groups, they desired to mimic them, in order to feel fortunate (Forbes, 2011). This leaves a positive impact on the behaviour of customer purchasing by their beloved celebrities (Pui yi & Priscilla, 2012).

This has elucidated stem for our hypotheses:

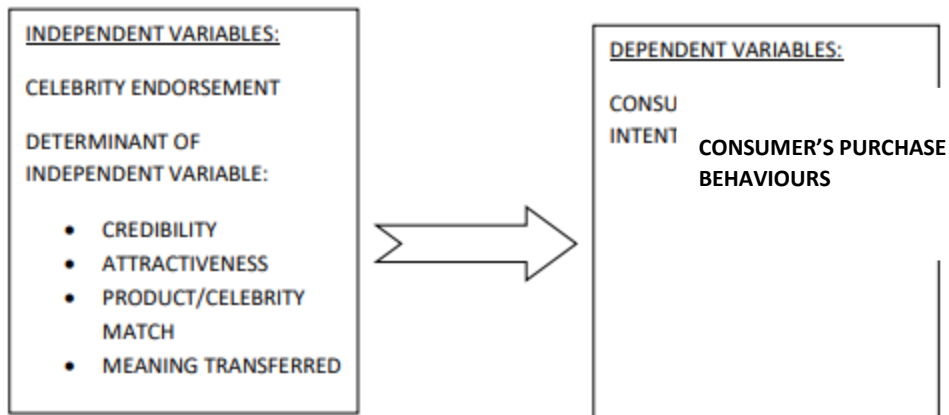
**H6: Purchasing intentions have a strong impact on the purchasing behaviours of consumers of sports products.**

## **CONCEPTUAL FRAMEWORK**

The conceptual framework of this study is as follows:



**Variables**



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## **CHAPTER III: METHODOLOGY**

The chapter presents the entire methodological approach selected in the present paper. The

### **INTRODUCTION**

The whole methodology of the research is discussed in Chapter III, beginning with the ontological assumptions and ending with the research paradigm and research strategy identification. This chapter also includes a thorough explanation and justification of the research's epistemological assumptions, as well as the research design and data collecting procedure. This chapter also covers research sampling and research settings, as well as the data analysis procedure. Finally, the chapter includes a detailed research process that outlines the whole research process as well as the objectives at each stage.

### **ONTOLOGICAL ASSUMPTIONS**

A study tries to determine the truth through scientific methods of enquiry. However, before beginning any type of research, a researcher must first determine the nature of reality or truth that the study would investigate. As a result, ontological assumptions are extremely important.

### **RESEARCH PARADIGM**

Explaining the appropriate use of ontological assumptions, i.e. research paradigm, increases the validity of the research practise as more readers and future researchers attempt to use the work to further investigations in the research area by utilising the loops or gaps provided by the existing research practise. The Interpretivist research paradigm will be used in the current study. Merrinboer et al. (2014) use Interpretivism to assess the presence of a phenomena in both a naturalistic and controlled context. The researcher was given the freedom to utilise both qualitative and qualitative epistemological assumptions in this paradigm. The study of celebrity endorsements

and their influence on purchasing behaviours have been performed previously. However, the previous researchers have not firstly performed a comparative analysis for this phenomenon for assessing the influence of contextual factors on the customer purchasing behaviours and secondly, these researchers have not explored the influence of celebrity endorsements on purchasing behaviours of consumers for sports goods. Hence, it could be argued that the present research has attempted to answer a topic that hasn't been investigated thoroughly in the past and is under-researched. As a result, determining the presence or absence of the phenomena, which is driven by a positivist research paradigm, is critical. However, the study also tries to determine the role of environmental elements, such as confounding or intervening variables, which are controlled in the positivist paradigm (Killam, 2013). As a result, employing a non-positivist paradigm will enable the study to assess the influence of these elements in the research phenomena. As a result, a hybrid approach, such as an Interpretivist research paradigm, will be the best option.

## **RESEARCH APPROACH**

The research approach must be determined once the research paradigm has been established. A mono-method research strategy was chosen for this study because it allows the researcher to employ only quantitative research methods (Savin et al., 2013). The researcher's ability to analyse the phenomena using numeric data or subjective answers would have been limited if he or she had chosen either a qualitative or quantitative research approach. However, since the present research aimed to validate a large number of hypotheses presented in LR and to confirm the presence of a phenomenon within a target population, therefore, mono-method (survey design as explained below) seemed the ideal choice.

## **EPISTEMOLOGICAL ASSUMPTIONS**

Epistemology of research is the study of the methods through which the truth is attained. By avoiding the scope of subjectivity and prejudice in the interest, stating explicit epistemological assumptions aids the construct validity of the study.

## **RESEARCH DESIGN**

The present research has used the survey as the research design. This is for identifying the truth in terms of presence of a phenomenon in the research setting or not. Since the present research involves the identification of influence of celebrity endorsement on the purchasing behaviours of sports goods, therefore, use of survey design with close-ended research questions has been done. However, for triangulation of the research, use of purposive literature analysis has been done. The findings presented by this data will also be used to triangulate the findings of the research so that applied knowledge that is relevant to the field of marketing can be provided.

## **DATA COLLECTION**

Two forms of data have been selected for the present research, i.e. the primary and secondary research. The primary data is one that is collected from the actual human participants who are also the direct victims or influencers on the phenomenon (Hox and Boeije, 2005). This has been done by conducting an online survey through Prolific to assess the perceptions of the consumers of sports products in UK. Decision of online gathering of data seemed the most appropriate method identifying the atrocities of Covid-19 pandemic which prohibited face-to-face collection of data. The development of survey questionnaire was not a completely independent choice of the author but a well-informed process in response to evidence-based practice in research. The author studied the perception questionnaires of some of the other peers who have studied celebrity endorsements and their influence on purchasing behaviours. From this, the surveys developed by Adam and

Hussain (2017) and Hancock (2013) have been selected and an adapted combination of these two questionnaires have been performed to devise the survey questionnaire. The consistency of the measurement scale has also been maintained throughout the survey to enhance the readability of the survey leading to Cronbach's alpha of 0.71. In contrast to this, secondary data is one that includes either a personal verdict or any evidence of scientific investigation on the researched phenomenon either directly or indirectly (Hox and Boeije, 2005). Furthermore, since there is a decent amount of research evidence available that assessed the influence of celebrity endorsements on the purchasing behaviours of people for general products, therefore, the gathered data has been compared against the findings of other authors so that particular comparisons about the efficacy of contextual factors on the purchasing behaviours of sports goods consumers can be derived. This secondary data includes the academic or scholarly research articles, published newsletters, some authoritative personal review, or other forms of authentic and reliable literature.

## **SAMPLING**

The data was gathered from a total of 100 people in the United Kingdom (general population). The sampling was absolutely random as within Prolific, the author did not hold the real identities of the participants and the people who responded to the survey was not purposely sampled by the researcher. This ensured larger validity of the research. Furthermore, as a lone researcher, doing physical surveys and then digitising them for statistical analysis was extremely challenging. As a result, the survey was submitted to Prolific, along with an eligibility requirement and a demographic data page, ensuring that only the appropriate individuals responded to the form. Purposive sampling has therefore been used for both primary and secondary data. A total of 112 replies were gathered, and 12 people were chosen as a scope of error.

## RESEARCH SETTING

The data has been collected from the UK population as the country has a rich sports culture and the consumption of sports goods is pretty decent in the country. Also, the country has produced some of the finest sports players who have also been witnessed for possessing strong power. Moreover, no previous research has yet assessed the role play of celebrity endorsement in influencing the purchasing behaviours of people for sports goods in UK. Furthermore, in order to enhance the quality of data in terms of participant's generational diversity that will make the data heterogeneous, it was important that an age-group scale must be established. For this, the participant ensured that the data gathered belonged to the age-group 18 to 65 years of age. This bracket was selected because the consumption of sports goods is more frequent among people belonging to this age group and also such people are more likely to be inspired from the behaviours and celebrities of their favourite sports persons and also follow them on social media platforms (Qureshi and Malik, 2017).

## RESEARCH TIMELINE

The timeline of the research process is as follows:

TASKS/ACTIVITIES	WEEK 2	WEEK 4	WEEK 6	WEEK 8	WEEK 10	WEEK 12
Selection of topic						
Making the research proposal						
Introduction chapter						
Literature review						

Methodology						
Data Collection						
Analysis of data						
Discussion and results						
Final submission						

The primary data has been collected in the week 6 from the timeline. After uploading the survey form, the access to the survey was locked the moment it received 120 responses. The secondary data was continuously collected between Week 6 till Week 8.

### **DATA ANALYSIS**

Microsoft Excel was used to analyse the primary data using descriptive statistics. It was a one-time data collecting method that solely asked closed-ended questions. As a result, as Sidi et al. point out, descriptive statistical analysis is the best option (2012). In addition, the secondary data was analysed using thematic analysis in accordance with Tiwary and Gangopadhyay (2011) recommendations for performing efficient data analysis in research. The main and secondary data have been compared and contrasted in order to triangulate the results. For quantitative and qualitative research techniques, triangulation of data makes research findings more generalizable and transferrable.

### **VALIDITY AND RELIABILITY**

Addressing clear terms of validity and reliability of the research is crucial to ensure that the findings of the study are transferable and generalizable when applied on the population or setting with similar characteristics as the present research (Patten, 2016). Validity of the research is the



trademark of whether the proposed objective of the research has been accurately measured in the research study (Patten, 2016). The validity is of two types; construct validity and content validity. Construct validity involves decisions about research tools such as data collection and analysis tools, sampling technique, and other details that inform methodological decision-making during the course of research. The present research has exercised random sampling of participants and the survey questionnaire has been adopted from already established questionnaire designs which have already been used to assess influences of celebrity endorsements. Hence, it has been identified that the data collection tool was appropriate for assessing influence of celebrity endorsement on purchasing behaviours of consumers. Furthermore, the Cronbach alpha of the questionnaire was satisfactory while the measurement scale of the questionnaire has been kept consistent to ensure better readability. Because of the magnitude and breadth of their financial relationship, sport and the media are generally considered as interconnected, according to Bellamy's (1998) research. This backs up McDonald and Milne's (1999) assertion that sport is a fast changing sector.

The term “reliability” within survey-based studies refers to the extent till which the findings of the research including research tools are consistent across different research contexts. Designing a well-informed research methodology is very likely to contribute to the high levels of research reliability (Patten, 2016). Similarly, by clearly stating all the data collection procedures and limitations of the study, the researchers also enhance the reliability of the study. For the present study, the author has clearly mentioned all the data collection tool, procedures, and participant characteristics. Furthermore, the limitations of the study have also been clearly determined that add to both internal and external reliability of the research. The variables identified in the study's objectives are also the ones that the author have assessed from the survey questionnaire (attached in the Appendix).

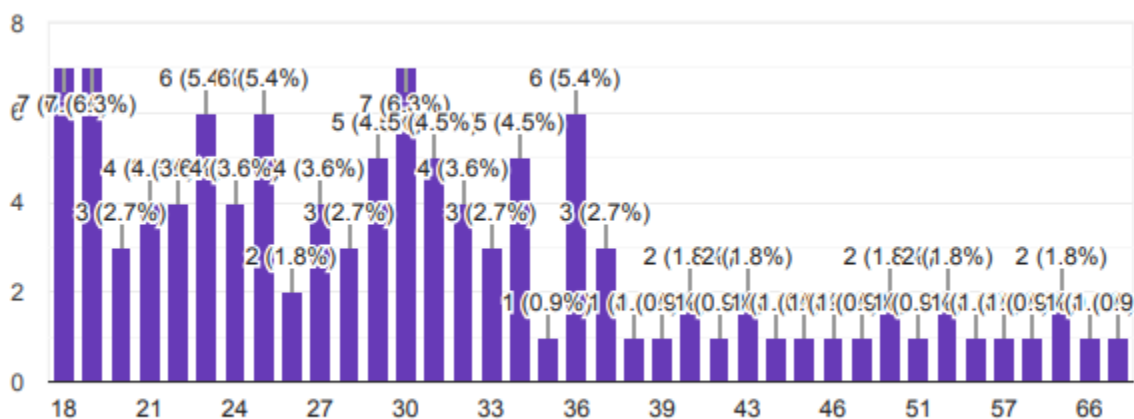
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## CHAPTER IV-RESULTS AND ANALYSIS

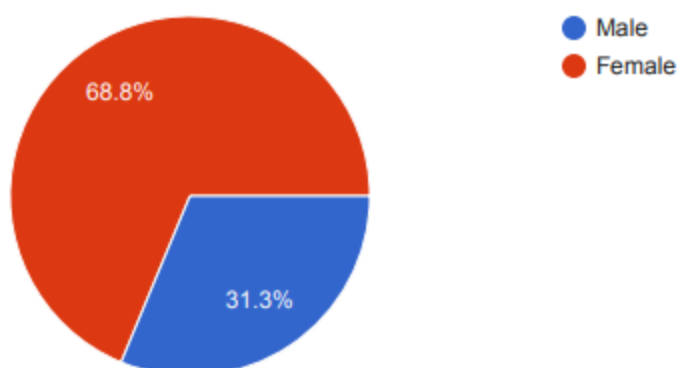
The present chapter contains the findings from the survey questionnaire (quantitative) that have later been triangulated from the secondary literature (qualitative) in the analysis section.

### DEMOGRAPHIC DETAILS

The initial set of questions was directed towards the assessment of demographic details of the participants (See Appendix A). The results were as follows:



From the height of bars presented above, it has been noted that majority of the participants belonged to 18 to 36 years of age group. This was not an intentional outcome but a random response as it has been observed that people belonging to this age group are more likely to be inspired from the marketing tactics because of larger followership of sports activities and consumption of sports products.



Besides age, 68.8% of our participants were female while 31.3% of the participants were males. Some earlier authors such as Hancock (2013) have assessed the effect of gender as a confounding variable that influence the phenomenon of celebrity endorsements' impacts on purchasing behaviours. However, because gender was not a target variable in the present study, therefore, the present study has not focused on this outcome.

Furthermore, since the majority of the participants belonged to 18 to 36 years of age, it was quite interpretable that the level of education of majority of the participants was ranging from high-school to undergrad/postgrad level. Furthermore, from the findings it has been observed that incomes of majority of the participants ranged between 500 to 3000 dollars per month. Moreover, when the responses of these participants were explored against question 21 which inquired either celebrity endorsements affect their purchasing behaviours or not (See Appendix A), it was noted that there were no visible influence of participant's income ranges on their purchasing behaviours as the responses were mixed and participants earning 500 dollars per month also agreed to be inspired by the celebrity endorsements when purchasing sports goods. Hence, the findings have noted that unlike Osei-Frimpong et al. (2019)'s hypothesis, the financial background of consumers

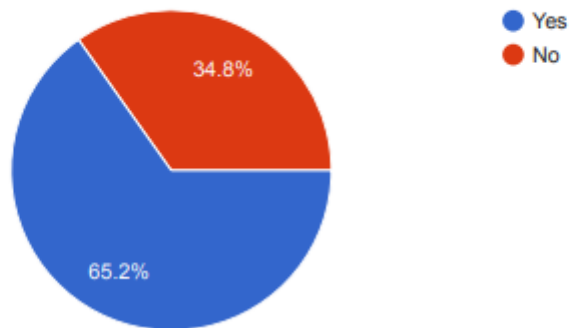
do not intervene the efficacy of celebrity's endorsements on influencing the purchasing behaviours of consumers of sports goods in UK.

The survey was conducted from 112 people, for the study 12 people were excluded therefore the results explained as follows shows the results of 100 responses.

### **Motivational factors behind purchasing:**

1. Does your family affect your purchasing behaviours?

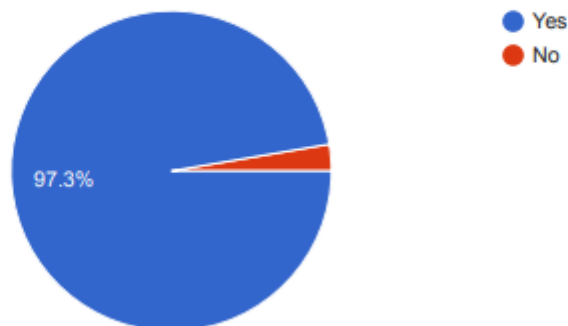
112 responses



The chart above shows the first question that was asked from the participants that was to see if their family affects their purchasing behaviours. For this question, 65.2% of the participants responded with yes, that is presented in blue and 34.8% of the participants responded with no that is presented in red.

## 2. Does the price of a good affects your purchasing behaviours?

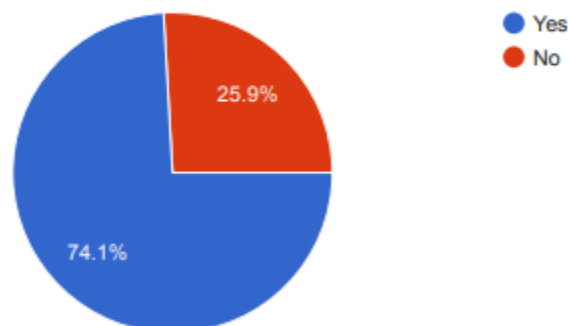
112 responses



The chart above shows the second question that was asked from the participants that was to see if the price of the goods does affect their purchasing behaviour. For this question, 97.3% of the participants responded with yes, that is presented in blue and 2.7% of the participants responded with no that is presented in red.

## 3. Does the brand/company name affect your purchasing behaviours?

112 responses

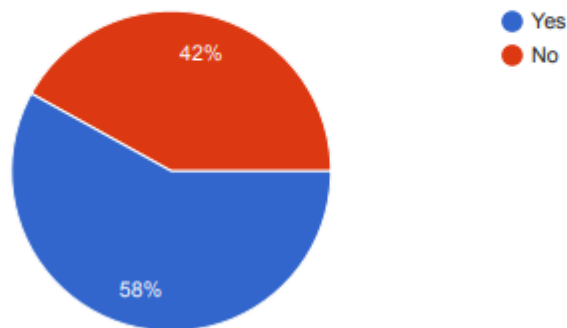


The chart above shows the third question that was asked from the participants to see if the brand and name of the company affect their purchasing behaviour. For this question, 74.1% of the

participants responded with yes, that is presented in blue and 25.9% of the participants responded with no that is presented in red.

4. Does the content of a product's advertisement/marketing behaviour affect your purchasing behaviours?

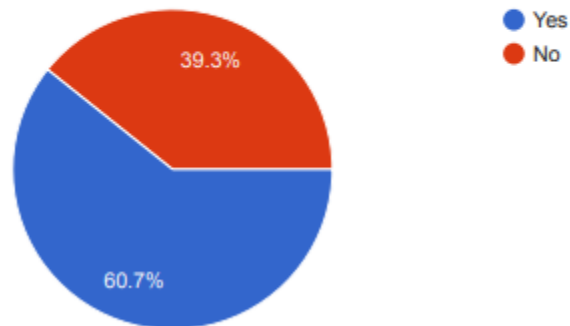
112 responses



The chart above shows the fourth question that was asked from the participants that was to see if the content of the product's advertisement/marketing behaviour affects their purchasing behaviour. For this question, 58% of the participants responded with yes, that is presented in blue and 42% of the participants responded with no that is presented with red.

5. Does the message of a product's advertisement/marketing affect your purchasing behaviours?

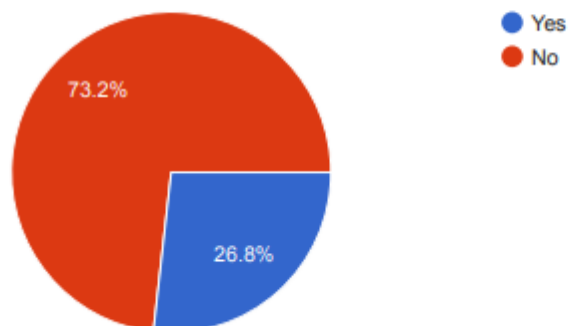
112 responses



The chart above shows the fifth question that was asked from the participants that was to see if the message of the product advertisement or marketing affects their purchasing behaviour. For this question, 60.07% of the participants responded with yes, that is presented in blue and 39.3% of the participants responded with no that is presented with red.

6. Does the celebrity endorsement of a product affect your purchasing behaviours?

112 responses

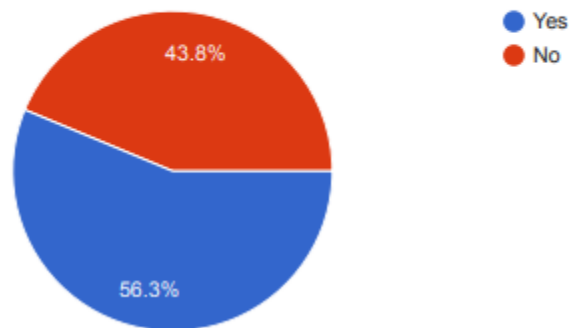




The chart above shows the sixth question that was asked from the participants that was to see if the endorsement of celebrity of a product affects their purchasing behaviour. For this question, 26.8% of the participants responded with yes, that is presented in blue and 73.2% of the participants responded with no that is presented with red.

7. Does the language used in the advertisement/marketing of a product affects your purchasing behaviours?

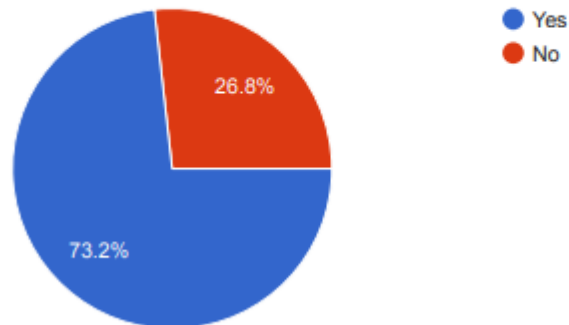
112 responses



The chart above shows the seventh question that was asked from the participants that was to see if the language that has been used in the advertisement/marketing of product does affect the purchasing behaviour. For this question, 56.3% of the participants responded with yes, that is presented in blue and 43.8% of the participants responded with no that is presented with red.

### 8. Does the packaging of a product affects your purchasing behaviours?

112 responses

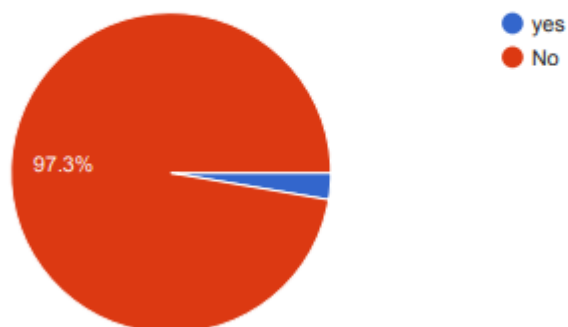


The chart above shows the eighth question that was asked from the participants that was to see if the packaging of the product does affect the purchasing behaviour of the participants. For this question, 73.2% of the participants responded with yes, that is presented in blue and 26.8% of the participants responded with no that is presented with red.

### Duration of purchasing sports product:

#### 9. I purchase sports products Daily

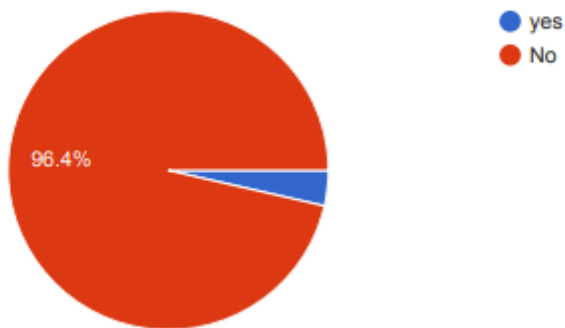
112 responses



The chart above shows the ninth question that was asked from the participants to see if they purchase sports products daily. For this question, 2.7% of the participants responded with yes, that is presented in blue and 97.3% of the participants responded with no that is presented with red.

#### 10. I purchase sports products Weekly

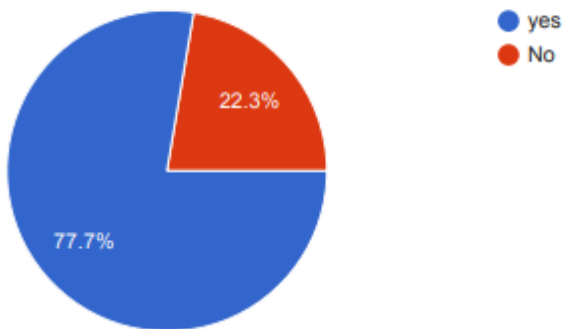
112 responses



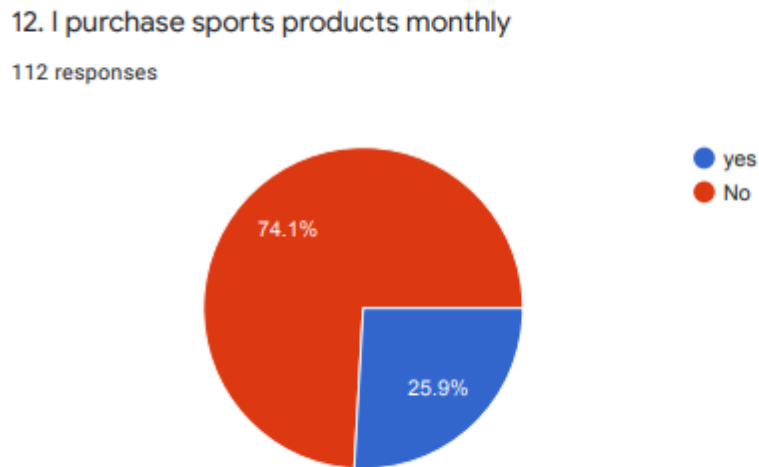
The chart above shows the tenth question that was asked from the participants that was to see if they purchase the sports products weekly. For this question, 3.6% of the participants responded with yes, that is presented in blue and 96.4% of the participants responded with no that is presented with red.

#### 11. I purchase sports products occasionally

112 responses



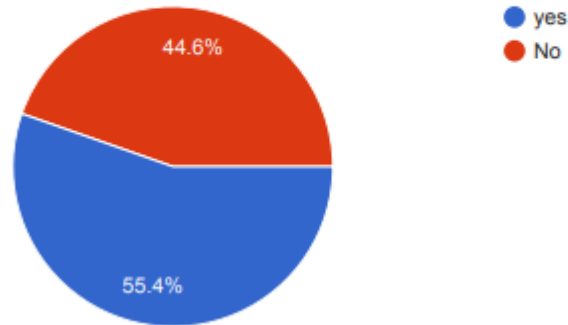
The chart above shows the eleventh question that was asked from the participants that was to see if they purchase the sports products occasionally. For this question, 77.7% of the participants responded with yes, that is presented in blue and 22.3% of the participants responded with no that is presented with red.



The chart above shows the twelfth question that was asked from the participants that was to see if the participants purchase the sports products monthly. For this question, 25.9% of the participants responded with yes, that is presented in blue and 74.1% of the participants responded with no that is presented with red.

### 13. I purchase sports products once in every six months

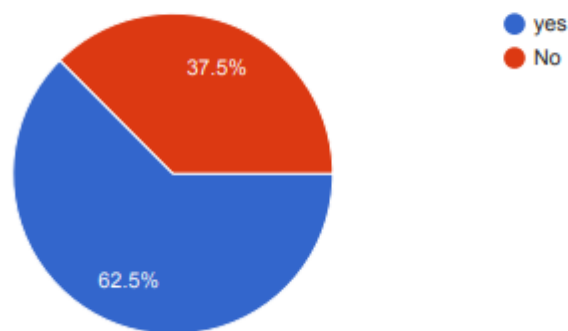
112 responses



The chart above shows the thirteenth question that was asked from the participants that was to see if the participants purchase the sports products once in every six months. For this question, 55.4% of the participants responded with yes, that is presented in blue and 44.6% of the participants responded with no that is presented with red.

### 14. I purchase sports products annually

112 responses



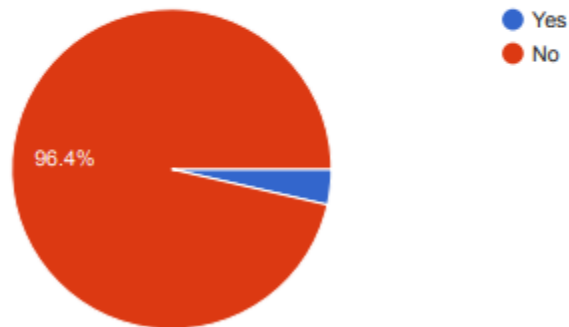
The chart above shows the fourteenth question that was asked from the participants that was to see if they purchase sports products annually. For this question, 62.5% of the participants responded

with yes, that is presented in blue and 37.5% of the participants responded with no that is presented with red.

### Media of Marketing and promotion:

15. Personal/door-to-door selling is the most effective medium for marketing and promotion

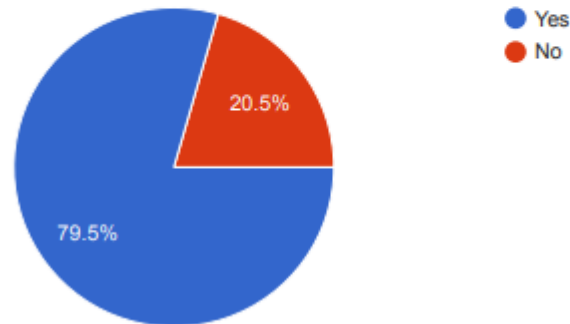
112 responses



The chart above shows the fifteenth question that was asked from the participants that was to see if personal door to door selling is considered as the most effective medium for both the marketing and promotion. For this question, 3.6% of the participants responded with yes, that is presented in blue and 96.4% of the participants responded with no that is presented with red.

16. Advertisement (any type) is the most effective medium for marketing and promotion

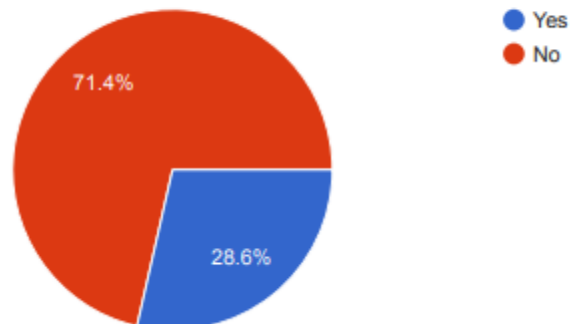
112 responses



The chart above shows the sixteenth question that was asked from the participants that was to see if any kind of advertisement is considered to be most effective medium for marketing and promotion. For this question, 79.5% of the participants responded with yes, that is presented in blue and 20.5% of the participants responded with no that is presented with red.

17. Contest is the most effective medium for marketing and promotion

112 responses

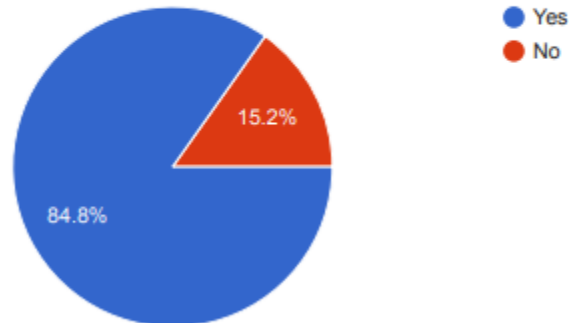


The chart above shows the seventeenth question that was asked from the participants that was to see if contest is considered as one of the most effective medium for marketing and promotion. For

this question, 28.6% of the participants responded with yes, that is presented in blue and 71.4% of the participants responded with no that is presented with red.

#### 18. Discount is the most effective medium for marketing and promotion

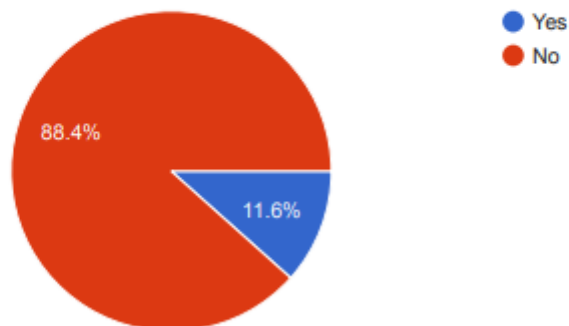
112 responses



The chart above shows the eighteenth question that was asked from the participants that was to see if discount is considered as the most effective medium for marketing and promotion. For this question, 84.8% of the participants responded with yes, that is presented in blue and 15.2% of the participants responded with no that is presented with red.

#### 19. Telemarketing is the most effective medium for marketing and promotion

112 responses



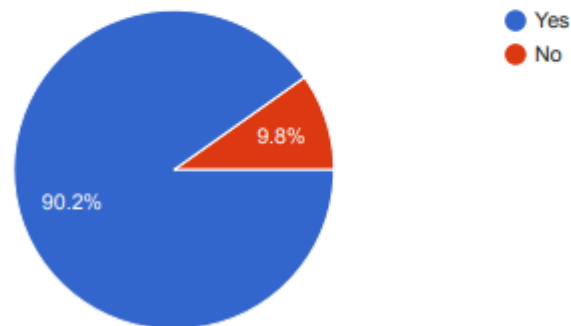


The chart above shows the nineteenth question that was asked from the participants that was to see if telemarketing is considered as one of the most effective medium for marketing and promotion. For this question, 11.6% of the participants responded with yes, that is presented in blue and 88.4% of the participants responded with no that is presented with red.

### Validation of the main question:

20. Do you think there is an impact of celebrity endorsement on consumer behaviours?

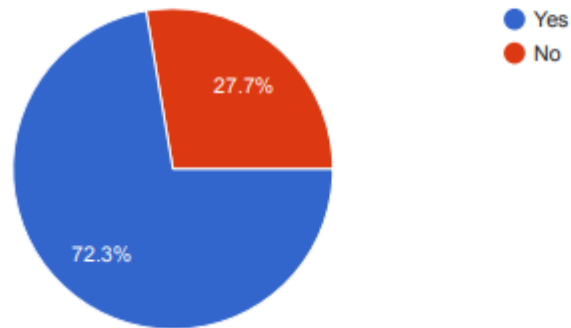
112 responses



The chart above shows the twentieth question that was asked from the participants that was to see if they think that there is an impact of the celebrity endorsement in the behaviour of the consumer. For this question, 90.2% of the participants responded with yes, that is presented in blue and 9.8% of the participants responded with no that is presented with red.

21. Do you think there is an impact of celebrity endorsement on purchasing of sports products?

112 responses



The chart above shows the twenty-first question that was asked from the participants that was to see if they think that there is an impact of the celebrity endorsement on the purchase of the sports products. For this question, 72.3% of the participants responded with yes, that is presented in blue and 27.7% of the participants responded with no that is presented with red.

22. If you agree to statement 21, which sports celebrity would be most likely to impact your consumer behaviour?

76 responses



The above chart shows the twenty-second question that was asked from the participants to see that if they do have an impact of celebrity endorsement then which sports celebrity do they have the most impact of. For this question a blank was provided to the participants so that they can type in whatever name of the sports player they come up with. For this reason the answers are very diverse for this question. There were 76 responses among which 3 people responded with the name of Tom Daly, 4 respondents responded with Usain Bolt, 6 participants responded with Serena Williams, 5 people responded with footballers without specifying any name, 5 people responded with David Beckham, 2 people responded with Rodger Federer, 2 people responded with Conor McGregor, 5 respondents did agree that they have an influence but they did not provide any specific answer, 6 of the respondents responded with none, 24 respondents left the question blank, and the rest of the

participants provided with one single name of the player that has not been mentioned in the above chart because of its singularity.

### 23. Who is your most favourite/ideal sports celebrity?

112 responses



The above chart shows the twenty-third question that was asked from the participants where they need to tell who is their most favourite or ideal sports celebrity. For this question the participants were again given a blank and had the leverage to write whatever name they consider to be their favourite celebrity player. For this question none of the respondents left the question blank, 9 of the respondents responded with Simone Biles, 11 responded with David Beckham, 13 responded with Serena Williams, 5 responded with Tom Daly, 2 responded with Nadal, 5 responded with Lionel Messi, 5 responded with Ronaldo, 2 responded with Kobe Bryant, 3 responded with Rodger Federer, 2 responded with Harry Kane, 2 responded with Lewis Hamilton, 2 responded with Conor

McGregor, 7 responded with unsure, and the rest of the respondents responded with the name of single celebrities that are not mentioned because of the lower number of responses.

#### 24. Which sports/game does he/she plays?

112 responses

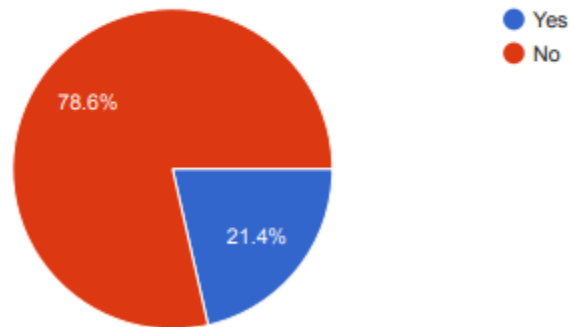


The above chart shows the twenty-fourth question that was to ask the respondents that which sports or game their selected player plays. For this question, they were provided with the blank that they need to fill. For the responses, 11 of the respondents responded with gymnastics, 33 respondents responded with football, 17 responded with tennis, 6 responded with diver, 4 responded with swimming, 3 responded with cricket, 4 responded with running, 2 responded with basketball, 3 responded with formula 1, 4 responded with boxing, 7 were unsure about the sport that their celebrity plays, and the rest responded with other sports that has less number of responses.

**Sports celebrity's characteristics:**

25. () is my favourite sports celebrity because he/she is attractive

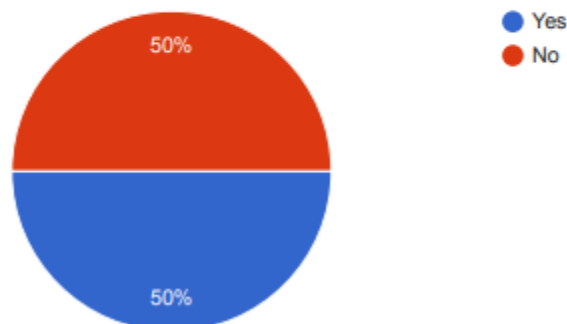
112 responses



The chart above shows the twenty-fifth question that was asked from the participants that was to see if their favourite sports celebrity is their favourite because they are attractive. For this question, 21.4% of the participants responded with yes, that is presented in blue and 78.6% of the participants responded with no that is presented with red.

26. () is my favourite sports celebrity because he/she is famous/big sports star

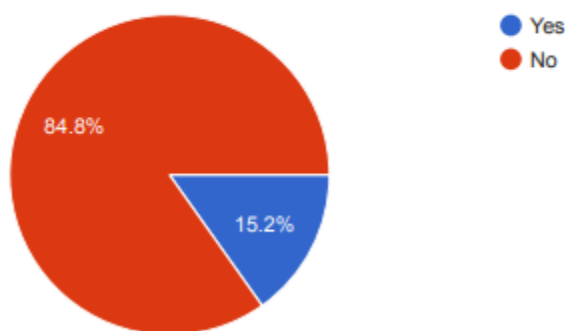
112 responses



The chart above shows the twenty-sixth question that was asked from the participants that was to see if their favourite sports celebrity is their favourite because he or she is famous and is a sports star. For this question, 50% of the participants responded with yes, that is presented in blue and 50% of the participants responded with no that is presented with red.

27. () is my favourite sports celebrity because he/she is sexy

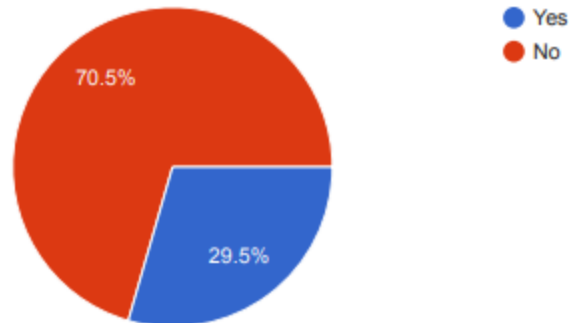
112 responses



The chart above shows the twenty-seventh question that was asked from the participants that was to see if their favourite sports celebrity is their favourite because he or she is sexy. For this question, 15.2% of the participants responded with yes, that is presented in blue and 84.8% of the participants responded with no that is presented with red.

28. () is my favourite sports celebrity because he/she is elegant

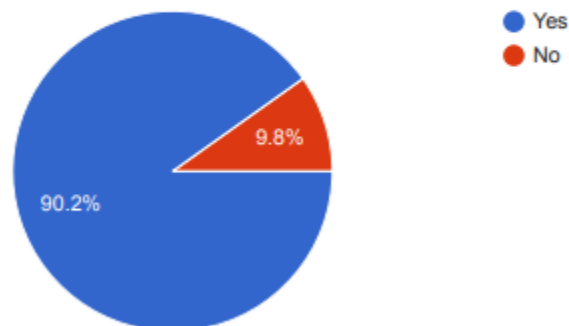
112 responses



The chart above shows the twenty-eighth question that was asked from the participants that was to see if their favourite sports celebrity is their favourite because he or she is elegant. For this question, 29.5% of the participants responded with yes, that is presented in blue and 70.5% of the participants responded with no that is presented with red.

29. () is my favourite sports celebrity because he/she plays well

112 responses



The chart above shows the twenty-ninth question that was asked from the participants that was to see if their favourite sports celebrity is their favourite because he or she plays well. For this

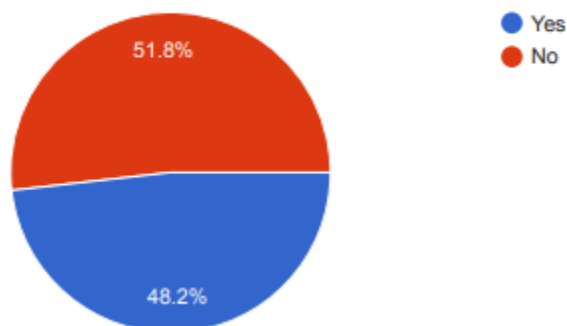


question, 90.2% of the participants responded with yes, that is presented in blue and 9.8% of the participants responded with no that is presented with red.

### Rationale for sports celebrity's influence on purchasing behaviours:

30. I buy what () endorses because I trust him/her

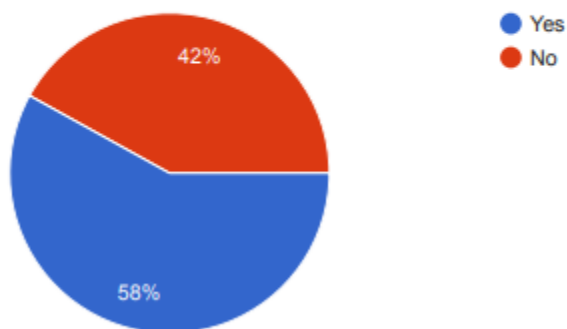
112 responses



The chart above shows the thirtieth question that was asked from the participants where they were asked if they buy any products that their favourite player endorses because they trust them. For this question, 48.2% of the participants responded with yes, that is presented in blue and 51.8% of the participants responded with no that is presented with red.

31. I buy what () endorses because I believe he/she is sincere

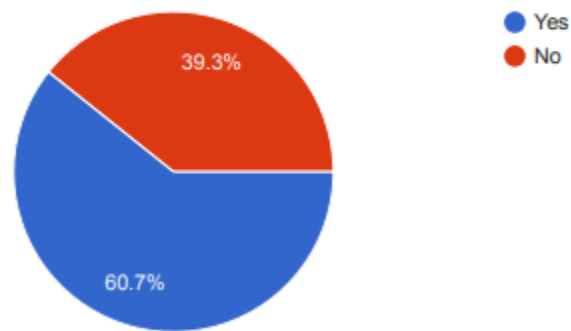
112 responses



The chart above shows the thirty-first question that was asked from the participants where they were asked if they buy any products that their favourite player endorses because their favourite player is sincere. For this question, 58% of the participants responded with yes, that is presented in blue and 42% of the participants responded with no that is presented with red.

32. I buy what () endorses because I believe he/she is reliable

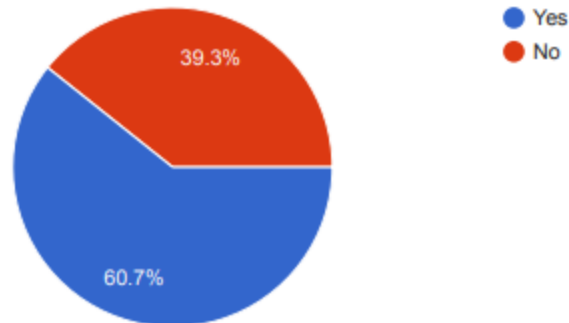
112 responses



The chart above shows the thirty-second question that was asked from the participants where they were asked if they buy any products that their favourite player endorses because they believe that their favourite player is reliable. For this question, 60.7% of the participants responded with yes, that is presented in blue and 39.3% of the participants responded with no that is presented with red.

33. I buy what () endorses because I believe he/she is honest

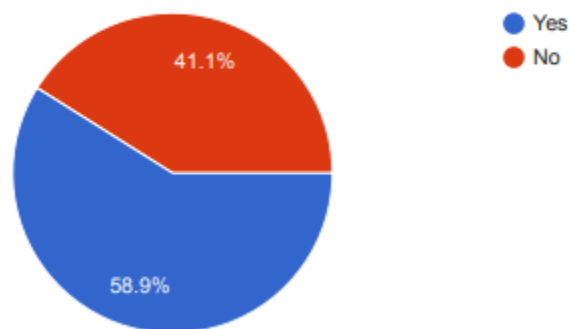
112 responses



The chart above shows the thirty-third question that was asked from the participants where they were asked if they buy any products that their favourite player endorses because they think that they are honest. For this question, 60.7% of the participants responded with yes, that is presented in blue and 39.3% of the participants responded with no that is presented with red.

34. I buy what () endorses because I believe he/she is dependable

112 responses

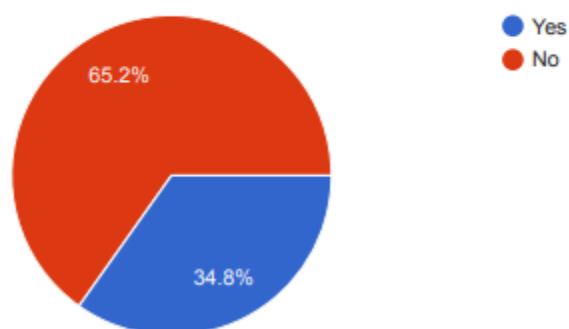


The chart above shows the thirty-fourth question that was asked from the participants where they were asked if they buy any products that their favourite player endorses because they believe that

the player is dependable. For this question, 58.9% of the participants responded with yes, that is presented in blue and 41.1% of the participants responded with no that is presented with red.

### 36. I buy what () endorses because I believe he/she is a big star/famous

112 responses



The chart above shows the thirty-sixth question that was asked from the participants where they were asked if they buy any products that their favourite player endorses because the player is a big star and is famous. For this question, 34.8% of the participants responded with yes, that is presented in blue and 65.2% of the participants responded with no that is presented with red.

## ANALYSIS

Analysing the motivational factors of the sports goods' purchase, it has been noted that "Price" was the biggest factor that influence the purchasing behaviours of the participants followed by the language of the advertisement, product's company, and family perceptions. Whereas, only 26.8% of the participants have reported that celebrity endorsements solely was the main cause for them to purchase that product. Hence, from the study, it has been deduced that celebrity endorsements independently is not a very strong marketing strategy to influence the purchasing behaviours of consumers for sports products. However, since 26.8% of the participants have responded a "Yes" to this statement, RQ1 has been answered by dictating that celebrity endorsements do have an

effect on the purchasing behaviours of products. The frequency of the purchase of sports products was assessed to notice the influence of consumer's financial background on their purchasing behaviours. From the findings it has been clearly noted that the financial backgrounds of the consumers do not have any impact on the frequency of purchase of sports products as the participants with salary ranges of 500 dollars also reported to buy sports products frequently. The section C of the survey was dedicated to assess the impacts of medium on consumer's purchase of sports products which reported that advertisement (the most common medium where celebrity endorsements are exercised) was the most common medium that influence the purchasing behaviours of sports products.

Question, 20 which was primarily designed to assess the validation of main research question deduced that celebrity endorsements have a strong impact on consumer's behaviours and purchase of sports products too. Hence, the hypotheses proposed by researchers who derived influence of celebrity endorsements on daily routine products have been validated true for consumers of sports products also suggesting the use of CE as a strong marketing tactic in sports field too.

Question 22 to 24 assessed the perceptions of UK customers towards CE which revealed that Football players and players who shine more in Olympics events were more favoured by the consumers who also hold more positive attitudes/meanings towards these celebrities. This has partially answered the RQ3 and its equivalent objective by declaring that celebrities that are more frequently seen on mega sports events are more favoured by the consumers and also influences their purchasing behaviours and intentions. This responded to the RQ2 by declaring that athletes with high star power are more likely to influence consumer's purchase of sports products. Moreover, though the researcher did not specify any field in particular, it is crucial to note that overall all the participants took names of sports player only as the ones impacting their purchase

of sports products which proves H2 to be true as the relevance of endorser is key to influence consumers' purchasing intentions.

Question 25 responded that physical attraction of endorser does not significantly impact the purchasing behaviours of sports products negating H1 and presumptions of source attractiveness model. However, Qureshi and Malik (2017) claim that attractiveness includes other characteristics too besides physical attraction must be kept in mind too. Talking of star power, it has been noted that fame of athlete was a factor of product's purchase in half of the participants only. Moreover, the negation of question 27 and 28 by majority of the participants declare that attractiveness alone is not an influential marker to influence purchasing behaviours of consumers of sports goods in UK. Hence, Gauns et al. (2018) proposition that physically attractive endorsers could enhance the efficiency of advertisement has been proven wrong here whereas the product matchup hypothesis and credibility claims have been reported as true. Comparing these findings with the RQ4 and H3, it has been deduced that star power does holds relationship with the purchasing behaviour of consumers of sports products. However, star power as a combination of sports expertise and fame is the conditional (also known as research entailment) here that needs to be maintained for declaring this hypothesis as true.

After this, question 30 to 34 were all related to assertion of H4, H5, and RQ1, RQ3, and RQ4 where it has been observed that the celebrity's characteristics; fame, trustworthiness, ability, honesty, and dependability have a strong impact on the purchasing behaviours of customers of sports products. These findings have agreed to the statements of previous authors such as Ahmed e al. (2015) and Osei-Frimpong et al. (2019). Moreover, the RQ2 and H6 have been proven to be partially true as 35% of respondents agreed that they purchase the product that a celebrity who is also a big star endorses.

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## CHAPTER V: CONCLUSION AND RECOMMENDATIONS

The present study aimed to assess the impact of celebrity endorsements on the purchasing behaviours of consumers of sports behaviours in UK. Under the umbrella of Interpretivism as research paradigm, the present study had used the close-ended questionnaire based survey as research design on a randomly sampled participant group of 100 participants within age group of 18 to 66 years of age. Online collection of data was utilised along with assurance of all applicable ethical considerations. The research tool was developed to assess the influence of celebrity's characteristics on the efficacy of their endorsements on the purchasing behaviours of consumers of sports products in UK. The findings revealed that star power of the celebrity holds relationship with the purchasing behaviour of consumers of sports products. However, star power as a combination of sports expertise and fame is the conditional (also known as research entailment) here that needs to be maintained for declaring this hypothesis as true. Furthermore, the credibility of the endorser has been observed to have more influence on the purchasing behaviours of consumers of sports products as compared to source attractiveness. Furthermore, it was confirmed that the purchasing intentions are the direct reflective of purchasing behaviours of consumers of sports products in UK and this intention is largely enhanced by the expertise of the athlete (endorser) followed by fame. The research negated the idea that the use of physically attractive endorsers in the advertisements can increase their efficacy and argued that there are other attributes such as trustworthiness, expertise, and honesty that holds far stronger influence on consumers' purchasing behaviours. Moreover, the study deduced that there are differences between the endorsements' efficacies of high and low athlete powers. However, it was also concluded that celebrity endorsements independently do not hold very strong influence on consumers' purchasing behaviours of sports products whereas the price of the product and the manufacturing company's



brand image were observed to be more effective. Lastly, the study concluded that finance/income of the consumers do not have large effect on their purchasing behaviours of sports products while it was concluded that just like previous studies, this study has noted that in the domain of sports products also, CE holds effects on consumers' purchasing behaviours.

Appropriate use of CE is recommended where celebrities that ace their sports career must be used in advertisements by marketers. Moreover, it has been recommended that the personality characteristics of the celebrities must be considered when hiring them for advertisements in order to achieve product matchup and successful transference of meaning. Furthermore, it has been recommended that famous sports players who shine in sports mega events must be used for CE as consumers find them more reliable, dependable, and trustworthy while the star power of sports superstars must not be undermined when casting for advertisements. Lastly, though the study do not focused on the negative influences of CE, it is still recommended that celebrities should exercise a responsible use of their star power by endorsing consumer-friendly products as their followers are very likely to buy whatever they endorse. Future research us recommended on the assessment of influences of gender differences of both endorsers and consumers on the efficacy of endorsements. Moreover, an exploratory study is recommended to assess what other variables are there besides celebrity's characteristics that influence efficacy of endorsements. Lastly, a comparative study could be performed to assess the effectiveness of CE in contrast with other marketing strategies such as use of multi-mode marketing, market penetration, CSR, and so on.

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## APPENDICES

### APPENDIX A

#### SURVEY QUESTIONNAIRE

##### 1. DEMOGRAPHIC DETAILS

1.	Age				
2.	Gender				
3.	Income-Group (Monthly)				
4.	Level of Education				

##### 2. SURVEY QUESTIONNAIRE

#	Statements	Yes	No
	<i>A. Motivational Factors behind Purchasing</i>		
1	Does your family affects your purchasing behaviours?		
2	Does price of a good affects your purchasing behaviours?		
3	Does the brand/company name affects your purchasing behaviours?		
4	Does the content of a product's advertisement/marketing behaviour affects your purchasing behaviours?		
5	Does the message of a product's advertisement/marketing affects your purchasing behaviours?		
6	Does the celebrity endorsement of a product affects your purchasing behaviours?		
7	Does the language used in advertisement/marketing of a product affects your purchasing behaviours?		
8	Does the packaging of a product affects your purchasing behaviours?		

<b><i>B. Duration of Purchasing Sports Products</i></b>			
9	I purchase sports products Daily		
10	I purchase sports products Weekly		
11	I purchase sports products once in every six month		
12	I purchase sports products occasionally		
13	I purchase sports products monthly		
14	I purchase sports products annually		
<b><i>C. Media of Marketing and Promotion</i></b>			
15	Personal/door-to-door selling is the most effective medium for marketing and promotion		
16	Advertisement (any type) is the most effective medium for marketing and promotion		
17	Contest is the most effective medium for marketing and promotion		
18	Discount is the most effective medium for marketing and promotion		
19	Tele-marketing is the most effective medium for marketing and promotion		
<b><i>D. Validation of the Main Question</i></b>			
20	Do you think there is an impact of celebrity endorsement on consumer behaviours?		
21	Do you think there is an impact of celebrity endorsement on purchasing of sports products?		
22	I you agree to statement 21, which sports celebrity would be most likely to impact your consumer behaviour?	Name:	
23	Who is your most favourite/ideal sports celebrity?	Name:	
24	Which sports/game does he/she plays?		
<b><i>E. Sports Celebrity's Characteristics</i></b>			
25	() is my favourite sports celebrity because he/she is attractive		



26	() is my favourite sports celebrity because he/she is famous/big sports star		
27	() is my favourite sports celebrity because he/she is sexy		
28	() is my favourite sports celebrity because he/she is elegant		
29	() is my favourite sports celebrity because he/she plays good		
<b><i>F. Rationale for Sports Celebrity's Influence on Purchasing Behaviours</i></b>			
30	I buy what () endorses because I trust him/her		
31	I buy what () endorses because I believe he/she is sincere		
32	I buy what () endorses because I believe he/she is reliable		
33	I buy what () endorses because I believe he/she is honest		
34	I buy what () endorses because I believe he/she is dependable		
35	I buy what () endorses because I believe he/she is a big star/famous		

**CODES FOR DATA ANALYSIS (LINK WITH RQs)**

*A & B. Purchase intention and Attitude towards Product, C. Attitude towards Source of Product, D. Validation of Hypothesis, E & F. Attitude towards Celebrity.*