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PURCHASE INTENTIONS

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## Research Article

# THE IMPACT OF ATHLETIC ENDORSEMENTS ON CONSUMERS PURCHASE INTENTIONS

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### ABSTRACT

The aim of the study was to find out how much the sports products are purchased by the consumers when endorsed by star athlete among the male and female students of Bharati Vidyapeeth Colleges, Pune.

For this purpose, 100 male college students and 100 female college students from Bharati Vidyapeeth Deemed University, Pune were taken as the main subjects of the study. The age of the subjects was 19 to 23 years. To assess the consumers, purchase intention, a self-made questionnaire was administrated to the subjects. When the data's of the results are achieved further percentage of product purchased was found out analyzing the data's. The response percentage of female students is found to be 73.74 percent and the response percent of male students is found to be 81.93 percent where the response percentage was high which concludes that the products being endorsed by star athlete are purchased and also increased the consumers. So the congruency of the athlete and product increased consumers, direct consumption or media consumption of the product being advertised and also the athletic endorser in status product advertisement increased consumers value enhancement of the athlete.

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## INTRODUCTION

Advertising is one of the ways to educate consumers about products. Advertising serves to achieve a particular personality for a brand by imbuing the brand with specific associations. Some retailers have found ways to link their brand to a person by using them in their advertisements.<sup>1</sup>

Advertising can arouse feelings, create liking, stir desire, or persuade convincingly; advertising can have a greater impact on the consumer, generating sales for that product. The majority of advertising is an attempt to build and strengthen the consumer's conception. Ultimately, the advertisers want to make their product distinct and valuable, so that the consumer will become a repeat buyer.<sup>2</sup>

Sports endorsements is really big, as you see athletes take over so much of the marketing world with their advertising in commercials and magazines. It takes the right kind of athlete to represent the products of these companies. Sports endorsements have been popular for decades now and almost all athletes are

looking for one, because not only does it benefit the company for having the athlete on its product, but it helps the athlete out as well with publicity and not to mention that they do get paid.<sup>3</sup>

### Objectives of the Study

- To find out the status athletic endorser in product advertisement.
- To know the congruency of the athlete and product to the consumers, direct consumption or media consumption of the product being advertised.

## METHODOLOGY

### Selection of Subjects

Random sampling method was used for the better representation of the whole population for the present study.

### Inclusion criteria

- Only the male and female students of Bharati Vidyapeeth Deemed University, Pune were included.
- Only the total of 100 male and 100 female students of BVDU, Colleges, Katraj, Pune were selected as the

<sup>1</sup>Meenaghan, T. (1995). The role of advertising in brand image development. *Journal of Product and Brand Management*, Volume-4, Issue-4, pp. 23-45.

<sup>2</sup> Kim, P. (1992). Does advertising work: A review of the evidence. *The Journal of Consumer Marketing*, Volume-9, Issue-4, pp.5-22.

<sup>3</sup>Sports endorsement (23<sup>rd</sup> october 2015). Retrieved from the online website: <https://ldpottinger.wordpress.com/>

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subject for the present study and their age were range from 19 to 23 years.

**Sample**

Random sampling method was used for the better representation of the whole population for the present study sample was selected randomly from Bharati Vidyapeeth Deemed University, Pune.

**Variables**

The variables for the present study were on consumers purchase intentions.

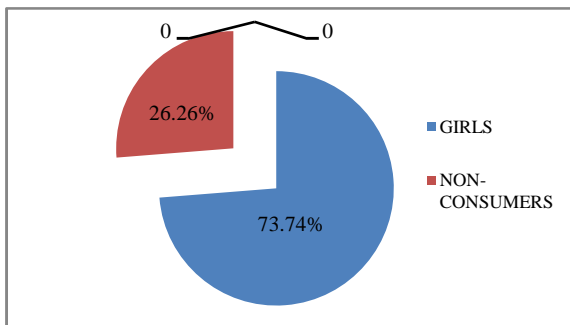
**Analysis and Interpretation of Data**

The detailed analysis of the data is presented in this chapter. The data collected from the subject were arranged in a tabular form and graphical method of percentage was used and the entire analysis of the data was done on the basis of the objective of the study. The data was obtained by administrating athletic endorsements on consumers purchase intentions questionnaires to the subject.

**Table-1** Total Response of the Athletic Endorsements on Consumers Purchase Intentions Among Girls

Total Response	Response Percentage (%)
100	73.74%

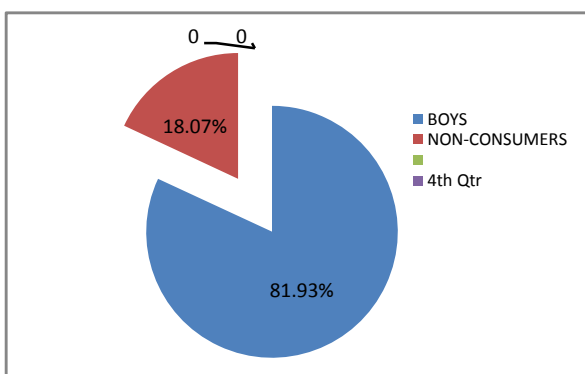
**Graphical Representation of the Athletic Endorsements on Consumers Purchase Intentions among Girls**



**Table-2** Total Response of the Athletic Endorsements on Consumers Purchase Intentions Among Boys

Total Response	Response Percentage (%)
100	81.93%

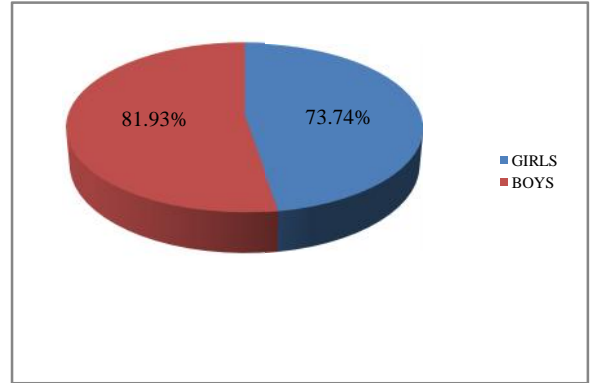
**Graphical Representation of the athletic endorsements on Consumers Purchase Intentions among Boys**



**Table-3** Total Response of the Athletic Endorsements on Consumers Purchase Intentions among Girls and Boys

Total Response	Girls Response percentage (%)	Boys Response Percentage (%)
200	73.74%	81.93%

**Graphical Representation of the Athletic Endorsements on Consumers Purchase Intentions among Girls and Boys**



**DISCUSSION OF FINDINGS**

The study reveals that brand endorsement of any sports product by a star or exceptional athletes can really increase the consumer as they promote the product with their popularity. There is some percentage difference between the boy’s consumers in sports products and girl’s consumers in sports products. For this reason, we can probably say that boys normally take more part as compared to girls in sports activities in our society. According to this study consumer buy products after promoted by famous athlete.

Sports endorsements is really big, as you see athletes take over so much of the marketing world with their advertising in commercials and magazines. It takes the right kind of athlete to represent the products of these companies. Sports endorsements have been popular for decades now and almost all athletes are looking for one, because not only does it benefit the company for having the athlete on its product, but it helps the athlete out as well with publicity and not to mention that they do get paid. So this studies show that consumers are more likely to purchase products and use services endorsed by athletes than products / services not endorsed. In today’s society, athletes are big role models and consumers tend to believe in champion athletes.

**CONCLUSION**

- The response percentage of female students was 73.74 %.
- The response percentage of male students was 81.93%.
- The response of male students was slightly higher than female students.

**Recommendations**

The following recommendations are made on the basis of the results obtained from the study which may be useful for future research work.

- A study may also be conducted on large populations with same subjects.
- A study may also be conducted on other subjects such as intercollegiate participants and interuniversity participants in games.
- A study may also be conducted on other subjects such as state and district level athletes.
- A similar type of study may be conducted compressing on different physiological and psychological factors.
- A study may also be conducted on non-athletes who loves sports.

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