

Cardiff School of Sport
DISSERTATION ASSESSMENT PROFORMA:
 Empirical ¹

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Comments	Section		
	Title and Abstract Title to include: A concise indication of the research question/problem. Abstract to include: A concise summary of the empirical study undertaken.		
	Introduction and literature review To include: outline of context (theoretical/conceptual/applied) for the question; analysis of findings of previous related research including gaps in the literature and relevant contributions; logical flow to, and clear presentation of the research problem/ question; an indication of any research expectations, (i.e., hypotheses if applicable).		
	Methods and Research Design To include: details of the research design and justification for the methods applied; participant details; comprehensive replicable protocol.		
	Results and Analysis ² To include: description and justification of data treatment/ data analysis procedures; appropriate presentation of analysed data within text and in tables or figures; description of critical findings.		
	Discussion and Conclusions ² To include: collation of information and ideas and evaluation of those ideas relative to the extant literature/concept/theory and research question/problem; adoption of a personal position on the study by linking and combining different elements of the data reported; discussion of the real-life impact of your research findings for coaches and/or practitioners (i.e. practical implications); discussion of the limitations and a critical reflection of the approach/process adopted; and indication of potential improvements and future developments building on the study; and a conclusion which summarises the relationship between the research question and the major findings.		
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CARDIFF METROPOLITAN UNIVERSITY
Prifysgol Fetropolitan Caerdydd

CARDIFF SCHOOL OF SPORT

DEGREE OF BACHELOR OF SCIENCE
(HONOURS)

SPORT MANAGEMENT

HOW EFFECTIVE ARE CELEBRITY ATHLETE
ENDORSEMENTS ON UNIVERSITY SPORT
STUDENTS?

SPORT MANAGEMENT

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CARDIFF SCHOOL OF SPORT

CARDIFF METROPOLITAN UNIVERSITY

**HOW EFFECTIVE ARE CONTEMPORARY
CELEBRITY ATHLETE ENDORSEMENTS ON
UNIVERSITY SPORT STUDENTS?**

Cardiff Metropolitan University Prifysgol Fetropolitan Caerdydd

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Abstract

The objectives for the research project are, to establish whether or not celebrity sporting endorsers have a positive purchasing effect on Cardiff Metropolitan University sport students. The research also answered whether sport students are more likely to be influenced to buy a particular sporting brand because of the sporting endorser compared to the quality of the product. This study was conducted due to the fact that there was a lack of research regarding the effectiveness of celebrity sporting endorsements on consumer purchasing decisions.

The data was collect using questionnaires, including open-ended and closed questions. The questionnaires were distributed to a sample of 50 sport students, 25 male participants and 25 female participants studying sport at Cardiff Metropolitan University.

From the research that was found, it became clear that sport students are more influenced to buy a particular sporting product if the celebrity athlete endorser is perceived as a role model and had a huge amount of sporting success.

It was concluded that the sporting brands should make use of celebrity athlete endorsers as they play a huge role in consumer purchasing decisions. It is understood that a credible and likeable athlete comes with a price. If the correct decisions are made regarding the selection of a celebrity sporting athlete, product sales and consumer awareness of the endorsed products, will significantly increase.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Marketing is a business philosophy that observes consumer contentment as its main objective to successful trading. It also promotes the use of management practices that aid identifying and taking immediate action to meet consumer needs (Hill and O'Sullivan, 2004). Marketing is also used to generate sales and to increase the profit within an organisation. Kotler, 1975 states 'It calls for offering something of value to someone in exchange for something else of value'. Marketing can make a huge impact on an organisation. It can determine the size, success and profit of an organisation. Consumers are of course, vital to the future of an organisation, which is made difficult through the complexity of the consumer market as there are many individuals, groups, elements and forces that have the ability to influence organisations decision making directly or indirectly (Brassington and Pettitt, 2013). Therefore it is essential that the Marketers are able to locate customers, uncover their requirements and needs from a particular organisation or product and then exchange a guarantee with them, ensuring them that they will receive what is promised to them. Good marketing is always followed up, to verify that the consumers are satisfied with their purchase. Sport marketing is centred on meeting the needs of sporting consumers; individuals who purchase/use sport related products or services (Hoye et al, 2009). Sponsorship is an agreement made between a company and an organisation, event or individual where the company offers money in exchange for the approval to associate that particular company with the organisation, event or individual. The link may include the company name on team shirts, advertising banners and in press advertisements, in order to improve and increase awareness of the company (Torkildsen, 2005). The use of celebrity endorsements are considered to be a helpful promotional tool by marketers worldwide. One-in-four organisational advertisements use a well known celebrity to endorse their particular brand. (Marketwatch, 2006). Celebrity endorsements influence advertising effectiveness, brand acknowledgment, brand recall, purchasing targets and behaviours. Using a well known, likeable celebrity has been said to increase positive attitudes and comments towards the endorsed brand (Till et al, 2008). It has also been said

that celebrity endorsers function as a co-brand for the endorsed brand, which therefore has an outcome of equity for the celebrity endorsers and the brands they are associated with. (Seno and Lukas, 2007). Celebrity endorsers have also revealed that their endorsement can have a positive influence on product quality and uniqueness. (Dean, 1999).

Objectives for the study consist of;

1. To research will determine how effective celebrity sporting endorsers are on University students.
2. To investigate whether or not, endorsers are a good marketing tool.
3. To investigate if University sport students purchasing decisions are affected by endorsers who have been in the media for unfavourable behaviour.

CHAPTER TWO
REVIEW OF LITERATURE

2.1 Marketing

Marketing is seen as a significant implement within a business organisation and has been used for a long period of time (Mercer, 1996). Marketing refers to the process of planning and implementing activities which are designed to meet the needs or wants of consumers, paying attention to the development of a product, its pricing, promotion and place of distribution (Gummerson., E 2007). Marketing comes from the original idea of the marketplace. This is where buyers and sellers would collaborate to carry out exchanges, for their mutual benefit (Blythe, 2008). It is essential for marketers within an organisation to meet the needs of the target market, but it is also essential for the marketers to do this, whilst making a significant profit. Successful organisations are those that are able to recognise their intentions by fulfilling consumer's needs and making that a main priority (Perreault and McCarthy 2002). Marketers have the responsibility to make sure that the consumer's come first in the organisations ideas. They are aware that if the consumers are not receiving the quality and standard they are used to or, products and services are not improving, the consumer will no longer return to that organisation. Without the return of consumers, there is no business (Blythe, 2008). Marketer's main objectives are to attract new customers by promoting good quality products at an acceptable and appealing price (Armstrong and Kotler, 2009: Blythe, 2008). Marketing is more than just creating an advertisement for a particular product or service. Marketers are working to establish new customer relationships and keep their existing customers. To keep existing customers and attracting new customers, it is important that the marketers are in a situation where they are able to design and produce future ideas for new and improved products and services for that particular brand (Boone et al, 2010). Reviewing customer demands is particularly essential within the sporting industry. As there are several sporting brands on the market, the competition is ongoing. Therefore it is always vital to communicate with the target market, discuss pricing of products, to ensure they are giving the consumer the best value for money compared to any rival competition (Kaser and Oelkers, 2008).

2.2 Marking in Sport

Sport marketing is the application of marketing principles and processes to sporting products and also to the marketing of non-sport products through the link of sport (Shank, 2002). Sport marketing focuses on satisfying the needs of consumers, by ensuring that their sporting products or services can offer different benefits that other competitors are not be able to offer and still make a sustainable profit in doing so. Sport marketing is used to achieve a competitive advantage over brand competitors by persuading consumers to buy certain goods, subsequently giving the organisation a head start over similar products that are in the marketplace (Sahaf, 2008). In order to produce a successful product or services, it must have meaning to the individual who is going to purchase it. It is essential that the consumer is made fully aware of all of the products and services the organisation has to offer, what is available to them and what they are entitled to as a consumer, which will effectively benefit both organisation and consumer. When a sporting brand has found a definite place within the marketplace and consumers are exposed to the brand, then it is said that the organisation is positioned. This is a result of successful marketing and therefore results in a well-built market position, which means a continuing relationship between a sport brand and its users. Sport marketing stages of planning consist of how a sport brand is situated within the marketplace and how they are going to deliver its products or services are put in place to ensure relationships are made between the brand and its consumers. This is achieved by the marketing of a sport brand or marketing through a sport brand.

The sport marketing framework puts the sport marketing definition into practice by providing an approach to be able to meet sporting consumer needs. Marketing planning involves a process that begins with a strategic approach and to consider the organisations goals and objectives (Boone et al 2002). Stage one is to identify the sport marketing opportunities. This stage illustrates that it is important to gather information and conduct research before introducing appropriate sport marketing activities (Jobber., D 2007). It is necessary to know what opportunities exist within the marketplace, what potential competitors are doing, what can be delivered and what consumers

actually require (Kotler., P 2006). Stage two is to develop a sport marketing strategy, involving two components. Develop strategic marketing direction, a goal that can be realistically achieved as a result of the marketing strategy. Therefore, after the sport marketing objectives and performance measures have been assigned, the development of the actual sport marketing strategy can be undertaken. Stage three is to plan the marketing mix, which consist of product, price, promotion and place. It is referred to as the marketing mix; because they should be combined together in order to deploy the market positioning strategy (Mullins et al, 2000). A sport product can be tangible, for example footwear and clothing or a football or tennis racket. It could also be seen as intangible by trying to satisfy the requirements of a consumer through the value of entertainment or by providing them with an environment in which they are able to socialise. Not all individuals are after the same thing from a sporting product, there are always different requirements from different people. Some individuals often base their purchases on emotion and obscure features that they may not find anywhere else. Where as some individuals are influenced by the price of a product. For example, when a person is looking to purchase a tennis racket, they may buy it only for its particular features. Where as, another individual may purchase a tennis racket to draw back upon a child-hood memory. A third person may purchase a tennis racket solely on the celebrity that endorses the racket (Mullin et al, 1993). Within sport marketing, promotion is defined as the use of tools to communicate to the consumer about the product, what the product is, where you can buy the product and how the product is different from any other products on the market (Hoye, et al. 2009). Promotion can range from television, to face-to face selling. Sport heavily relies on the media for free publicity and exposure. Free publicity is good to a certain degree; where as paid advertisement would be more beneficial for the brand as you can produce the right image and message that they want to portray towards their target market. The average person receives 5,000 selling notifications every single day (Mullin et al, 1993). Stage four is to implement and control the strategy. Implementing a sport marketing strategy means putting the plans into action (Hoye et al, 2009).

2.3 Sponsorship

Sponsorship is the provision of financial aid from a commercial organisation for the purpose of achieving commercial objects (Meenaghan, 1983).

Sponsorship is the amount of money that is made available to professional sports organisations through an agreed sponsorship deals. This definition clearly outlines, that modern day sponsorship has transformed from being a philanthropic approach, into a marketing tool. Its main focus concentrates on commercial potential and its contributions to corporate profits (Gwinner and Swanson, 2003). Sponsorship has become increasingly vital within organisations. Organisations have been using sponsorship as a marketing tool in order to reach their target market and build brand equity (Cornwell, Roy and Steinard 2001: Javalgi, Traylor, Gross and Lampman 1994) and also achieve positive publicity for a brand within a specific target market (Cliffe and Motion, 2005). A huge part of sponsorship investment goes to sporting professionals, for example sports clubs, events and athletes as individuals. From their perspective, sponsorship means a fundamental source of income in order to assure competitiveness. (Cornwall, T. 2008). In similarity to advertising and promotion, sponsorship companies encourage a close relationship with its consumers. Therefore they state what they are about as a company and highlight why their particular product or service would be beneficial to that targeted customer. In addition, if the sporting organisation is finding the investment made by the sponsor, to be beneficial, this will then create positive and optimistic attitudes towards the company and its brands for future customers or investments (Meenaghan, 2001). Sponsorship is only considered to work beneficially for the sponsor, if the return on investment is greater than the profit they are making before a deal is made. The return on investment is dependant on whether the sponsors increased awareness and direct marketing of their products or services of the sponsor are reaching their targeted market. If the increased awareness and direct marketing is successful, there will be an increase in sales within the business who have sponsored a particular organisation. Companies that are looking to sponsor a sporting organisation need to consider, which organisation will give them their targeted market. Sporting organisations that have a large support base, find themselves securing important sponsorship deals because the sponsor is

able to market its product or service directly, to a large number of individuals and potential customers. Sponsors will also take into consideration the amount of media coverage that the sporting organisations has. If that organisation has a large amount of media coverage, this means the sponsor has increased its market to individuals who are watching on television. Sport organisations with global, regional or strong national profiles have a huge advantage in the sponsorship market. Sponsors want to be associated with a club or league that has good, successful network television coverage, which reaches a broad audience (Hoye et al, 2009). The broadcasting media spends approximately 20% of their news time, dedicated to sporting news (Mullins et al, 1993). This is achieved through exclusive broadcast rights arrangements. Media organisations have become vital partners for professional and non-profit sport organisations. The amount of coverage that media organisations provide to their professional sporting partners is of such significance that it has the ability to influence the social and commercial practices of millions of individuals. (Bellamy 1998; Nicholson 2007). It has become increasingly clear that media organisations and consumers are interested in professional sport because of its huge entertainment value. The use of leagues, teams and athletes are reported across the world, over a wide range of print for example, newspaper and magazines and broadcast for example, radio and television. The value of sponsorships deals may differ between sports, between leagues, between clubs and across countries. At the highest level the IOC created 'The Olympic Partner Program' (TOP) in 1985, to provide companies with exclusive worldwide marketing rights to the Games. Coca-cola, McDonalds, Kodak, Omega, Visa and Panasonic are amongst the IOC's worldwide partners, while Volkswagen, the Bank of China and Adidas were the official partners of the 2008 Beijing Olympic Games. At other levels of professional sport, the sponsorship or marketing arrangements may go further, as clubs and leagues are willing to enter into sponsorship arrangements whereby commercial organisations are able to obtain naming rights or move into arrangements that give them either exclusive or increased access to the fans. The development of the Internet and online marketing has been particularly active in this respect. The English Premier League provides an example of the increased the number of sponsors within professional sport leagues and clubs. The

competition is known as the Barclays Premiership, sponsored by a UK-based financial service group engaged in banking, investment banking and investment management. The English Premier League also has a range of secondary or associate sponsors. For example, Budweiser is the official beer of the league. Individual athletes may also have their own sponsorship agreements that provide them with an additional income to enhance their playing contracts (for team sports) or prize money for individuals. Well chosen brands with a global profile can improve an athlete's overall image and, in case of more popular athletes, a sponsor can establish the athlete as a brand in their own right. Sponsorship of professional athletes is not controlled to superstar athletes like David Beckham or Tiger Woods. Sponsorship of professional athletes exists wherever there is a potential market, whether a mass market in the case of global athletes or a niche market in the case of a small sports (Hoye et al, 2009).

2.4 Endorsements

A sporting celebrity endorser may be defined as 'a famous athlete who uses public recognition to recommend or co-present with a product in an advertising campaign' (Keller., 1998). On average, one in five UK advertisements features the face, voice or testimony of a well-known celebrity in today's marketing campaigns (Brassington and Pittitt, 2006). Organisations are using a famous or noteworthy celebrity or sporting athlete to endorse and promote the benefits of a brands products or services. Using a celebrity as an endorsement is seen to provide several benefits for that particular brand. If organisations use a favourable celebrity to promote their brand, it will improve consumer's product recall, encourage the consumers to continue buying that particular brand and positively influence their brand choice for the on going future (Shimp, 2003., Bownan, 2002). If potential customers are exposed to a likeable celebrity or sporting athlete, they will find the brand more appealing and become increasingly interested in their products. For example, David Beckham is still the UK's most influential celebrity, regardless of him no longer playing for England or in the English Premier League. In the public eye, he is seen as a huge role model to individuals and well respected person. His

familiarity and likability within the marketplace makes him a very marketable character and a suitable endorser. By linking a celebrity face with a brand, the consumer is achieving a small step in aspiring to be like that individual (Brassington and Pittitt, 2006). Marketers are encouraged to use a celebrity to endorse a brand to drive product sales and increase manufacturer's stock value (Mathur, et al 1997). A memorable scenario regarding driven sales was, Michael Jordan announcing his return to the National Basketball Association in 1995 after what was thought to be his retirement. In Michael Jordan's basketball career he endorsed the brand 'Nike'. Once Michael Jordan returned to Basketball, the Nike stock portfolios stated that there was a dramatic increase in sales, due to consumer demand, wanting to purchase the brand that was endorsed by a sporting hero (Mathur et al., 1997). Effective endorsements are used to make an appealing message towards consumers about the endorsed product (Stafford et al, 2003). Endorsers can provide a service to the brand in many ways, such as a spokesperson (Seno and Lukas., 2007) and it is imperative that the endorsement creates an emotional knot to the athlete and consumer. Organisations will use celebrity endorsers that have a reputation of being trustworthy and credible to the target market. Using a favourable celebrity endorser for advertising is also to rely on the consumer respect towards the endorser. The influential power of celebrities is closely linked to their status as role models. If endorsers are considered to be a role model for the target market, this will therefore have a positive influence on consumer purchasing decisions (Raven et al, 1998). Proven research has been found that, celebrity endorsements drive merchandise sales, benefiting not only manufacturers, but also the retailers which carry the endorsed brands (Agrawl and Kamakura., 1995).

However, celebrity endorsement campaigns are also confronted with several drawbacks, for example unacceptable behaviour, which may negatively affect the brand. When an athlete, who is being paid to promote and endorse retail products, associates his or her self in socially unacceptable behaviour, lawful concerns over consumer separation from the product may arise (Till., 2001; Ahluwalia., 2000). Professional sport associations provide their athletes with guidance and advice regarding personal manner in media appearances,

(Freifeld., 2004) some sport figures have lost profitable product endorsements because they have ignored the guidance given and been involved in misconduct (Shuart, 2007; Burton et al 2000). Taking on a celebrity endorser within a brand needs to be assessed carefully. Identifying a suitable endorser is one of the most important decisions that can be taken for a brand (Halonen-Knight., E and Hurmerinta., L. 2010). If the celebrity is unsuitable for that particular brand, it may affect the persuasiveness of the endorser, which will eventually affect product sales (Stone et al., 2003; Keller., 1993). Marketing professionals also ask that the endorser meets the values of the company brand and behaves in a respectable manner when they are associated with that particular brand (Cimoroni, 2004). Wayne Rooney and Tiger Woods are now seen to have bad marketability, due to their unacceptable behaviour and negative comments within the media. Within the public eye, they are now seen as bad role models towards the younger generation. When looking for a celebrity to endorse a brand, research should be conducted among customers to find out who is a likeable celebrity and who is seen to be unfavourable in the marketplace. Popularity of an athlete will either make or break the brand identity. If a brand picks an inappropriate athlete, it may result in a decrease of sales for that particular product. The athlete should show a genuine passion towards the product and its benefits and will have a valid impact on the sales of the product. A background check of the athlete's history is essential, to find out if the celebrity or athlete has had any previous endorsements; this is to eliminate marketing conflicts. Also checking the athletes past history in their professional or sporting careers, to check that the celebrity has not been in the public eye for unethical behaviours. Endorsement contracts often contain performance and ethic clauses to protect the sponsor from negative media, which was a result of being associated with a 'tainted' athlete.

Many endorsement contracts may require drug testing, restrict the celebrity's lifestyle and ensure that the athlete uses the endorsed product. The sport marketer should match the demographics and lifestyles of the sport audience with those of the advertising tool and endorser. Mass media overwhelms audiences with celebrity coverage and images. From sports figures to actors

and actresses, musical artists and entertainers, audiences feel that they personally know these famous personalities and often develop an 'illusion of intimacy' with them. Indeed, some people admire, follow and become obsessed with their favourite celebrities (McCutcheon et al. 2009). Advertisers are well aware of the positive influence that celebrities can bring to an influential message. Celebrities draw more attention to advertisements they appear in and brands that they are associated with. More importantly, celebrities bring their own distinctive images to an advertisement and its associated brand and can create, enhance and change brand images. Celebrity endorser's effects have been said that they bring a huge amount of credibility to advertising messages and brands. With their high profile, wide recognition and unique qualities, celebrities in general are perceived as more credible than non-celebrity endorsers, exerting greater influences on consumers brand attitudes and purchase intent. Choosing the right sporting celebrity is an important aspect in promoting a specific brand and to ensure that the product or company is portrayed in the correct fashion. Also, contracting a well distinguished celebrity, certainly guarantees a minimum amount of consumers attention (Majumdar., R. 2010). Whilst selecting the sporting athlete their marketability should be assessed. Athletes marketability would be based on, is the athlete a role model to children? How much sporting success has the athlete had within their sport? Is the athlete described as 'good-looking'. Endorsements have a positive affect on sales, for example two years after David Beckham signed to Real Madrid, sales of football shirts and other merchandise jumped 62% to an income of 54.1 million Euros (Eichelberger., C. 2007).

CHAPTER THREE
METHODOLOGY

3.1 Introduction

Research is a systematic process of discovery and advancement of human knowledge. Research is generated by a specific research question, hypothesis or problem (Leedy 1985: Walliman 2001). Through-out this study, a combination of qualitative and quantitative data will be used, also known as a mixed method approach (Creswell, 1994). It has been suggested that mixing qualitative and quantitative methods together can produce a final product which will therefore emphasise the significant contributions of both methods (Nau, 1995). For example, qualitative data can be used to support and explain the meaning of quantitative research, in terms of providing some explanation to quantitative measurements (Jayaratne, 1993).

Qualitative research aims to collect meanings or qualities that are not quantifiable, such as experiences, thoughts and feelings. Qualitative research uses non-numerical data (krane et al 1997). Primary research refers to research that has involved the gathering of original data to a specific research project. For example, questionnaires and interviews. Qualitative research is rarely used in the sport marketing field. The nature of qualitative research is appropriate to develop information about consumer's beliefs, values and behaviours and also reveals in-depth information regarding the motivations and requirements of the customer. Qualitative research has the ability to produce data that is unexpected and highlight flexibility that may be useful to the sports manager (Smith and Stewart 2001). Quantitative research involves the use of numerical measurement and analysis methods. Using this method will ensure that results are statistically reliable. In the initial stages of planning the questionnaire, it is useful to know if the questions you will be asking are measurable.

3.2 Design

The method used to generate research for this project was questionnaires. Questionnaires include a number of questions or statements that are distributed to individuals, in which they respond by choosing existing answers through a tick box or writing their own answers, on a space provided (Brown., 2001). There are many advantages of using a questionnaire within research. They are easy to construct and therefore easy to analyse (Wilson and McLean, 1994). They allow for a large sample to be generated and completed. Once given to the participants, they are relatively quick and simple to respond to, if the questionnaire is well designed, the participants will be encouraged to complete all of the questions. A well designed questionnaire will also reduce the opportunity for the respondents to be bias. Questionnaires also come along with limitations. With a badly designed questionnaire, it may lead to participants miss-understanding and therefore ignore particular questions. Certain questions may also need a little more detail from the respondent, if this is not stated clearly, information that is required will not be given (Gratton and Jones 2010).

It is essential to create a questionnaire plan before assembling questions. Planning can consist of producing question ideas, ensuring that they are relevant to the topic. Researchers should not be tempted to include questions that are not required, even if they seem interesting (Gratton, and Jones, 2010). Researching relevant literature will aid the process of generating questions. It is important to ensure that the researcher collects all of its required information from the questionnaire, so the required information needs to be identified before the research starts to design the questionnaire (Oppenheim, 1992). There are several different question formats that are available to use, such as open and closed questions. Closed questions are when the participant is asked to choose from one or more responses from a series of questions that have been selected by the researcher. Providing information in the simplest form will make it easier to analyse and will eventually provide easily structured data. In some cases, as a researcher, it is not always easy to anticipate all of the answers that will be received. In this

case, open-ended questions are asking the participant to respond to the question without any prompting from the researcher. Using open-ended questions within a questionnaire allows the researcher to obtain a wide range of qualitative data. Open-ended questions are harder to analyse due to the variety of answers that will be produced. (Oppenheim 1992).

3.3 Participants

To complete the research for this study, the researcher has opted to use 50 sport students who attend Cardiff Metropolitan University. The sample will consist of 25 male participants and 25 female participants, aged 19-23. It is important to use an equal number of male and female participants to minimise bias answers.

3.4 Procedure

The sampling method that is going to be used to select participants to complete the questionnaire is a random sample. Random sampling is where every possible participant has an equal chance to be selected to take part in the research. This is seen as one of the most useful techniques of selecting a representative sample. Also to produce findings that will be generalised to the overall population (Gratton and Jones 2010). This was a clear choice within the study, as you are able to change the size of the sample at any given point, to ensure that there are an equal number of male and female participants. The questionnaires will be given out by the researcher, to ensure that the questionnaires are completed in a correct manner and to answer any questions that the participant may have regarding the questionnaire. It is also in the best interest for the research to be present at the point when the participant is completing the questionnaire, as they are able to ensure a full return of questionnaires. As this will help the research, it may make the participant feel pressured to take part within the research. Whilst giving their answers, they may not be as open and express their opinions as much as they would if the researcher is not present.

3.5 Pilot Study

(See Appendix A)

It is crucial to run a pilot questionnaire beforehand, to ensure that the questionnaire functions as intended. A pilot study allows the research to check the wording of the questions, to certify they are clear and understandable to the proposed sample and to see if the questions run in a clear and logical sequence. It also permits the research to assess the time in which it is likely to complete the questionnaire in. The pilot questionnaire should be carried out in the same conditions as the main questionnaire. For example, the research should use a similar sample. Once the pilot study has been finalised, the research should then complete a 'dry run' with regards to analysing the data that has been collected from the questionnaire (Gratton 2010). If changes are required after the completion of the pilot study, the questionnaire then needs to be re-piloted until the researcher is happy with the final sample. The participants that will be used for the pilot study will be sport student studying at Cardiff Metropolitan University, as previously stated by (Gratton and Jones 2010) the conditions should remain as close to the main study as possible. The research will use 10 participants within the pilot study, 5 female participants and 5 male participants. This is to keep the conditions of the research as close to the main research as possible. The sample used within the pilot study will not be used within the main research to ensure that there are no bias answers.

The results of the pilot study showed that there were several phrases to describe a celebrity endorser. Using one phrase through-out the questionnaire will limit confusion. Feedback stated that the questionnaire looked very unprofessional and felt like they were not filling in a questionnaire which was of high standards. The participants did not know the purpose of the questionnaire, as there was not an initial introduction to explain the reasoning behind the questionnaire. Some of the tick boxes were in the wrong place, which caused confusion on a couple of the questions. The questionnaire was then edited and the relevant changes were made. (See appendix B).

3.6 Data Analysis

The results from the questions will be analysed in groups, male and female, to limit confusion and a mix of results. The results will be presented in the format of percentages and pie charts with paragraphs explaining and justifying the results (Thomas et al, 2011).

3.7 Validity and Reliability

It is important for the researcher to ensure that the method of research is truthful. It is essential to make sure that the research method will allow the research to find results that will answer the original research problem. Reliability refers to the consistency of the results that have been obtained (Gratton and Jones, 2010). Validity is used to test or measure what the research claims to measure. Validity can not be considered valid if the data is not reliable (Thomas et al, 2011). To ensure that the research is reliable and valid, the researcher must make sure that the participants who took part in the questionnaire were not close friends and have had no previous involvement within the questionnaire process before hand. This is because the researcher was distributing the questionnaires personally, so therefore it was vital that the participants were not taking part just to show positive interest within the research (Thomas et al, (2011).

3.8 Ethical Considerations

Within a research project, it is important that the participant's welfare is dealt with in a professional and consented way. It is essential that the researcher assures full confidentiality for the participant and that the information and data that is collected from the research will be kept secure and private (McNamee et al, 2007). Each participant that is taking part in the research project should be fully aware of what the study is about and what is expected from them within the study. They should also be informed on what the data will be used towards once it has been collected. The research will ask them to read

through a questionnaire information sheet that explains all of the required information. The information sheet will state, in detail, all of the information regarding the research project and the exact requirements of the particular study. (See appendix C). The participants should also be informed on who will have access to the data collected. The researcher must guarantee that no one will be able to access the data within authorisation (Gratton and Jones 2010).

3.9 Limitations

A research project will always face limitations. A sample of 50 participants was used, which in itself can be seen as a limitation. The advantage of using a question to conduct research is that it is easy to get a large sample to participate. The sample used sport students from Cardiff Metropolitan University, aged 19-23. The research was a limitation in regards to data analysis. More knowledge with plotting and analysing data would have increased the understanding of the results that were collected (Berg and Latin, 2008).

CHAPTER FOUR
RESULTS

4.1 Results

This section will show the results of each question from the questionnaire.

1. Please select your gender

25 males (50%) and 25 females (50%) participated within the questionnaire.

2. Please state your age?

The age group of the participants were 19-23 years old. Average age of 21.

	Gender		Total
Age	Male	Female	
19	1	3	4
20	2	5	7
21	3	8	11
22	16	6	22
23	3	3	6
	25	25	50

Table 1. Age and gender of sample.

3. What sport do you participate in? Please state one.

(88%) of the male sample said that they participated in Rugby on a regular basis. (12%) of the male sample, said that they participated in Football on a regular basis. 20 (80%) of the female sample said they participated in Netball on a regular basis and the remaining 5 (20%) females said they participated in Hockey.

4. What sporting brand do you wear on a regular basis? Please state one.

Table 2 shows that the majority of the male sample (12 participants) 48% said that they wore the brand Nike on a regular basis. Closely followed by (6 participants) 24% of the sample wore Adidas and (5 participants) 20% wore Reebok. 2 (8%) of the male sample said that they wore the brand Asics on a regular basis. A low percentage of this brand may be due to the particular sports that they take part in.

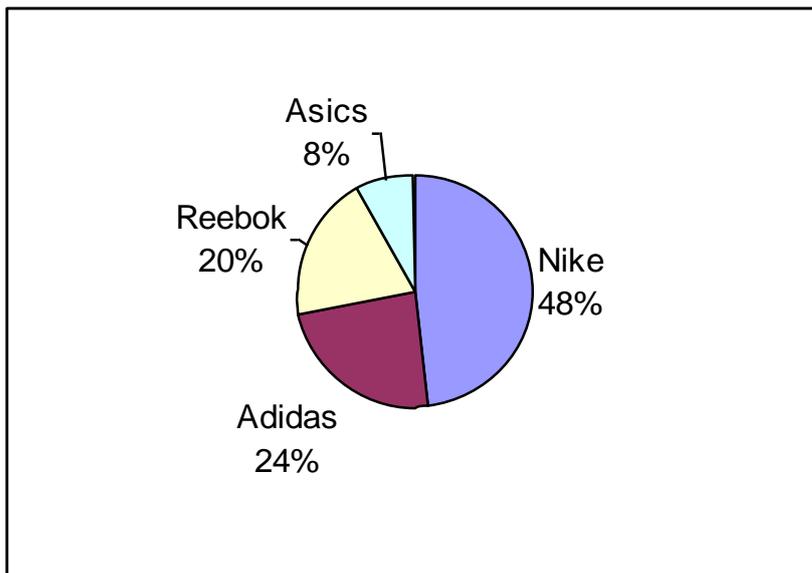


Table 2. Male choice of sporting brands.

As shown by table 3, 17 female participants (68%) said that they wore Nike on a regular basis. 7 of the female sample (28%) said they wore the brand Asics and 1 participant (4%) of the sample said that they wore Adidas on a regular basis.

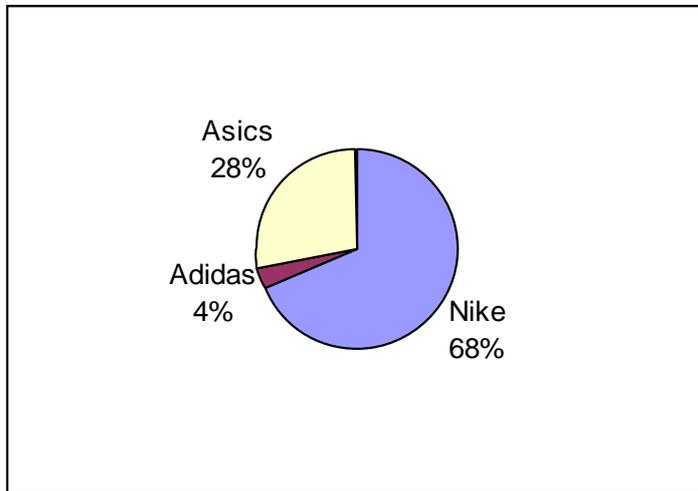


Table 3. Female choice in sporting brands

5. The brand you selected in question 4, do you think it will enhance your sporting performance?

19 (76%) of the male sample said 'Yes' they thought the brand they had chosen in question 4 would enhance their sporting performance and 6 (24%) of the male sample said that the sporting brand that they wear on a regular basis, does not enhance their performance. 15 (60%) of the female sample said 'Yes' they thought the brand they had selected in question 4, does enhance their sporting performance. Closely followed by 10 (40%) of the female sample said that the particular brand that they wear does not enhance their sporting performance.

6. Do you prefer to wear brands that are used by sporting professionals?

14 (56%) of the male sample said that they prefer to purchase a sporting brand that is being endorsed by a sporting celebrity. Closely followed by 11 (44%) of the male sample said that when they are purchasing a brand, they are not influenced by a sporting endorsement. 16 (64%) of the female sample said that they preferred to purchase a sporting brand that is being endorsed by a sporting celebrity. 9 (36%) of the female sample said that they are not influenced by a sporting celebrity when looking to buy a sporting brand.

7. Do you think purchasing expensive sports clothing/product will enhance your sporting performance levels?

There was a significant answer to whether or not purchasing expensive sporting brands enhance performance. 68% of the male and 80% of the female sample said that expensive brands will effectively enhance their sporting performance.

8. When you hear the phrase ‘celebrity endorsement’ what sporting athlete do you think of?

Table 4 shows that the majority of male and female participants recognised David Beckham as a sporting endorser more so than any other athlete with 38% of the choice. The second recognised endorser was a joint choice with 14% from the sample. The third most recognised endorser, with 12% from the male and female sample was Wayne Rooney.

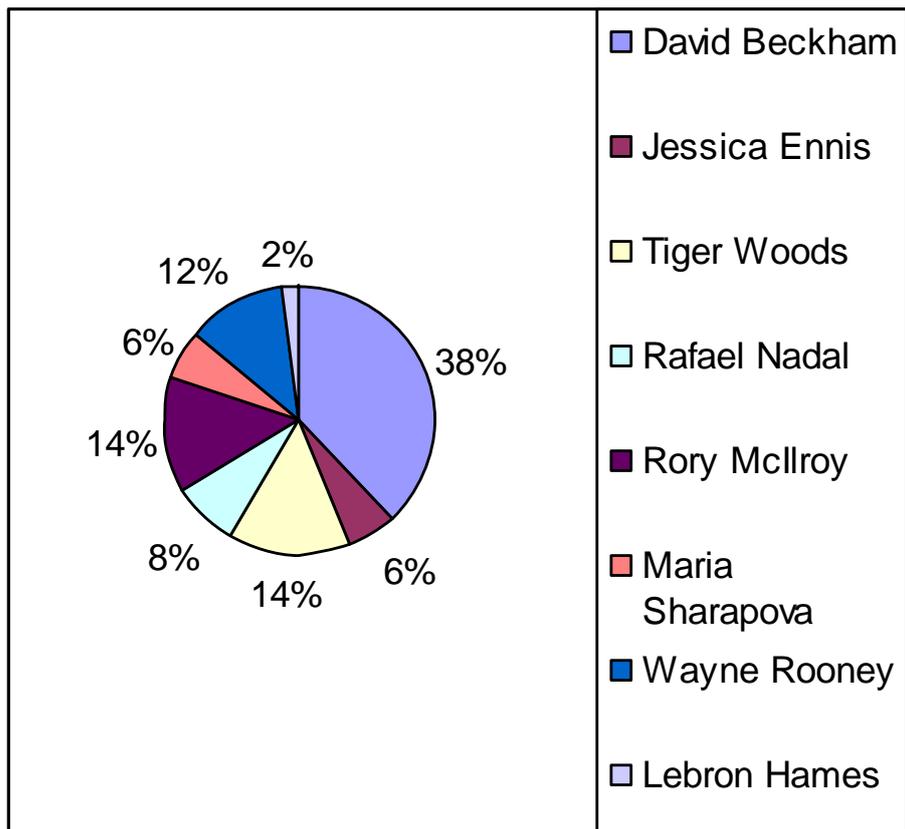


Table 4. Chosen celebrity sporting endorser by the male and female sample.

9. If a product is being endorsed by that sporting athlete, would you be more likely to purchase it?

78% of the male and female sample said that they would be more likely to purchase a brand if it was being endorsed by the sporting athlete they chosen in question 8. 22% of the sample that they would not be influenced by the sporting endorser they had selected in question 8.

10. How do you determine the quality of a product before buying it?

Table 5 shows that, 30% of the male and female sample said that they determine the quality of a particular sporting product. 24% of the male and female sample said that they determined the quality by the price of the product.

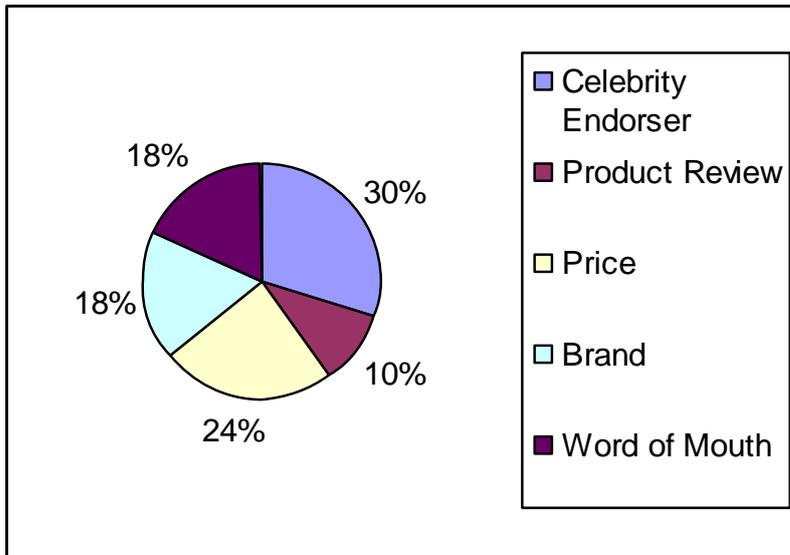


Table 5. How the sample determine the quality of a product before purchasing.

11. Rate the following statement: ‘When purchasing sports clothing/products I am influenced by the sporting celebrity endorsers?’

84% of the male and female sample strongly agreed with the statement and 16% of the sample did not agree with the statement.

12. Rate the following statement ‘Celebrity athlete endorsements are useful and affective marketing tool’.

70% of the male and female sample said that they strongly agreed with the statement, 26% said they agreed with the statement and 4% said that they disagreed with the statement.

13. Rate the following characteristics 'How vital is it for a celebrity endorser to have the following characteristics'.

a) 62% of the sample said that a likeable endorser is extremely vital and 38% of the sample said that likeability was fairly vital.

b) 70% of the sample said that it was extremely vital for the endorser to be credible and 18% of the sample said it was fairly important and 15% said it was important.

c) 94% of the sample said that sporting success was the most vital characteristic to have within an sporting endorser and a small number of the sample (6%) said it was fairly important to have a successful sporting athlete endorsing a product.

d) 54% of the sample said that physical appearance was a vital characteristic to have when being a celebrity endorser. 32% of the sample said it was fairly vital and 14% said it was vital.

e) All 50 of the individual that took part in the questionnaire said that it was extremely vital for the sporting endorser to be seen as a role model, scoring 100%.

14. Do you believe that products that are specifically endorsed by celebrities are of good quality?

54% of the male and female sample said that the products that are endorsed by a celebrity endorser are of good quality. This was closely followed by 46% of the sample do not think that products that are endorsed by celebrity endorsers are of good quality.

15. When purchasing a product, what are you influenced by? Please select one.

Table 6 shows that, 56% of the male and female sample said that they determine quality by the brand, closely followed with 26% of the sample said that they determine the quality of a product by the celebrity endorser.

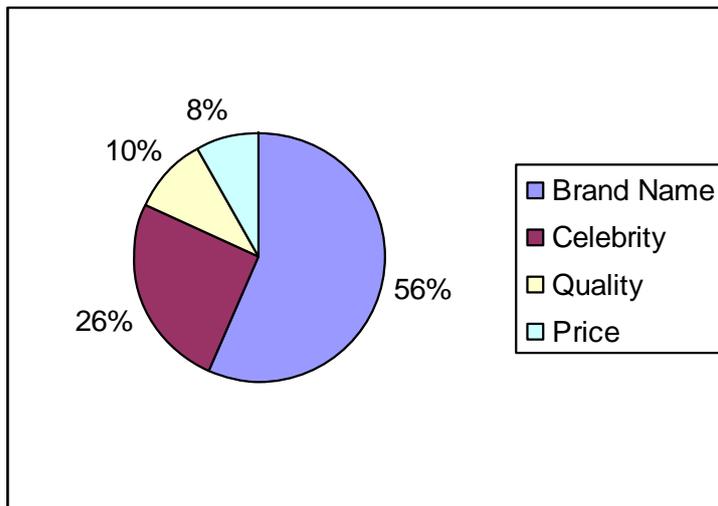


Table 6. Male and female opinion on whether or not the products endorsed by celebrities are of good quality.

16. Companies are investing large amounts of money using celebrities; do you think it is helping to increase their revenues?

64% of the sample said that using celebrity endorsers does increase a companies revenue and 36% of the sample said that celebrity endorser do not increase revenue.

17. There are several ways in which brands can advertise. Which of the following would you consider to be the most effective?

Table 7 shows that, 52% of the sample said that broadcast media (television and radio) is the most effective way to advertise a product and 48% said that print media (newspapers and magazines) are the most effective way to advertise a product.

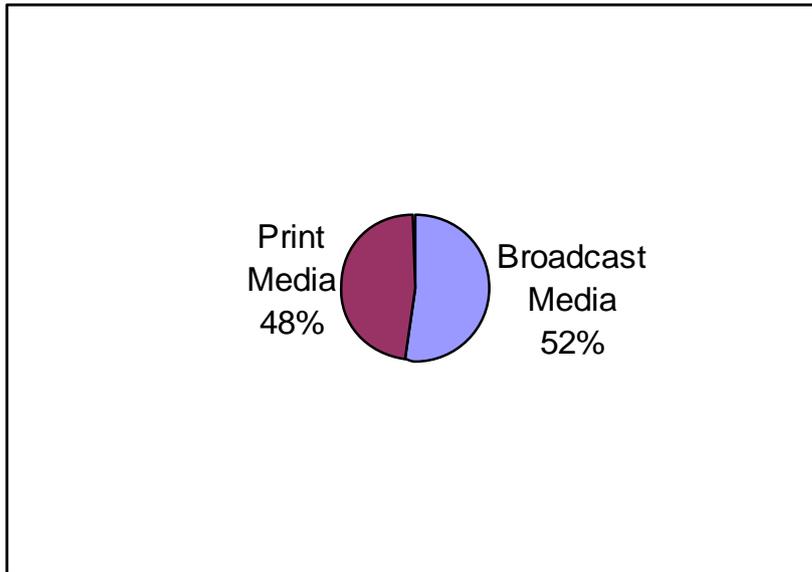


Table 7. Forms of advertisement are considered to be the most effective?

18. Can you name a sporting celebrity that has been used to endorse a brand, who has received negative exposure within the media? Please state one.

Table 8 shows that Wayne Rooney was the most recognised celebrity endorser to be faced with bad exposure within the media. Tiger Woods was the second most recognised celebrity endorser to be exposed to negative media.

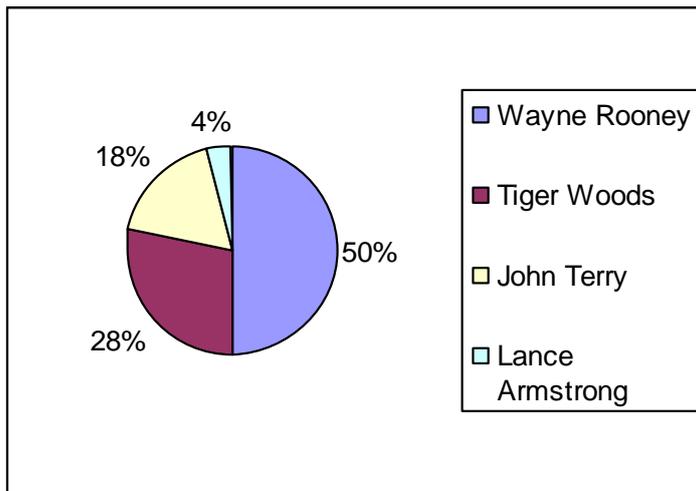


Table 8. Celebrity endorsers who have been in the media for unfavourable reasons.

19. Using your answer in question 18, would this negative exposure within the media affect your decision to purchase a product that has been endorsed by that athlete?

66% of the sample said that the negative exposure of the person selected in question 18 would affect their purchasing decisions and 34% of the sample said that it would not affect their purchasing decisions.

CHAPTER FIVE
DISCUSSION

5.1 Discussion

This section will discuss specific findings from the results of the questionnaire, showed in chapter three. The discussion will go into greater depth within the results, to get a further understanding to why the results have gone specific ways.

5.2 Understanding of Sporting Endorsements

The first question that was related to endorsements was question 8. The participants were able to distinguish a celebrity sporting endorser. 38% of the participants stated that when they heard the phrase 'celebrity endorser' they thought of David Beckham. This percentage supports Cashmore and Parker (2003) in saying that David Beckham has never left the public eye due to his career going from strength to strength. Beckhams personality and identity are what makes him unique, valuable and can also add a significant value to products or services. Harris and Clayton (2007) stated that David Beckham is without doubt one of the most significant athletes of modern times. He goes beyond boundaries in a way that a few other English athlete have ever done. His marketing image appeals to all individuals as a working class boy made good. To many families he is perceived as a loving father and husband. Tiger Woods was second with 14% of the sample. He makes himself available to the media after most of his golfing appearances. The interviews he gives appear in newspapers and television channels worldwide, as-well as various websites (Willis, 2003). The results of question 8, shows that 8% of the sample selected Wayne Rooney for a memorable endorser. This is an interesting percentage as Wayne Rooney is always in the public eye due his status as a top football player for one of the biggest clubs in the English Premier League.

5.3 Effectiveness of sporting endorsers on consumer purchasing decisions

The main purpose of this study was to investigate whether or not consumers are influenced, when purchasing a product or service, by a celebrity sporting endorser. There were several questions asked within the questionnaire to determine this answer. Question 9 asks the participants if they would buy a product or service if they were being endorsed by the celebrity athlete they identified in question 8. 78% of the sample said that they would purchase a product or service if it was endorsed by their chosen athlete. 22% of the sample said that they would not purchase a product or services if it was endorsed by their chosen athlete. This result is supported by Keller (2008). Pairing a brand with a celebrity, a brand is then able to increase their customer awareness and brand image. Therefore, celebrity endorsements lead to higher advertisement recall rates (O'Mahony and Meenaghan, 1997/1998). This states that celebrity endorsement has a greater impact on consumer purchasing intentions. The results of question 10, shows that 30% of the sample determines the quality of a product by the celebrity endorser. This means that the male and female sample decides on the quality of product or service by the endorser. If the celebrity endorser is advertising the product, it must effectively mean, in the consumers eyes that the product is of good quality; otherwise they would not make an endorsement deal with the brand. Question 11 asks whether the sample agrees with the statement of 'When purchasing products/services, are you influenced by the sporting endorser'. 84% of the sample agreed with the statement. This clarifies that consumers are persuaded by the endorser, which gives evidence for the research study problem. This related to question 12. The sample was asked if they thought celebrity endorsements were an effective marketing tool. 70% of the sample agreed that endorsers were an affective marketing tool. To make an endorsement work, the celebrity must be chosen with care. The sample was asked to rate the importance of particular characteristics.

Question 13 showed very interesting results. 54% of the sample rated physical appearance as fairly vital and vital. Originally, I thought the results for this question would be at a much higher percentage, due to my thinking of physical appearance is more attractive to the naked eye and a customer would be more drawn to a product due to the appearance of the celebrity endorser. Kahle and Homer (1985) state, that attractive communications are able to generate greater likeability, intent to purchase and higher recall rates for the endorsed products and brands. The main characteristic deemed to be the most vital by our sample was the celebrity endorser must be seen as a sporting role model to potential customers. 100% of the sample rate 'Role Model' as extremely vital, closely followed by 94% of the sample rating sporting success to be fairly vital. This shows that a likeable, favourable sporting celebrity makes it more appealing to buy the particular product they are endorsing. 70% of the sample rated credibility to be fairly vital. The female sample rated credibility to be more vital than the male sample. This suggests that females may look for reputation and reliability of the product before purchasing, more so than males would.

Question 14 asks the participants whether or not they think the products that are being endorsed by sporting celebrities are of good quality. 54% of the sample said that they thought the products that are being endorsed by celebrities are of good quality and 46% of the sample said that they are not of good quality. Linking the results of this question, with question 11, which was, as a consumer are you influenced by sporting celebrity endorsers when purchasing a product. 84% of the sample said that they are influenced by the endorser. Mixing these two questions together, the results show that consumers are more likely to purchase a product or service that is being endorsed by a celebrity endorser, even if they think the product is of 'OK' quality. These results are also backed by the results of question 15, which asks the sample, what they are most influenced by when purchasing a product or service. 56% of the sample said that they were more influenced by the particular brand of a product. 26% of the sample said that they were more influenced by the sporting endorser of the product. Only 10% of the sample said that they were influenced by the quality of the product. These results

show that consumers are more interested in what brand makes that particular product and which sporting celebrity is wearing that particular brand at that moment in time.

5.4 Effects of negative exposure of sporting endorsers and consumer purchasing decisions

Question 18 asked the sample if they knew any sporting endorsers that had been exposed to negative exposure in the media. 50% of the sample said that they were aware of Wayne Rooney being in the media for unfavourable reason. 28% of the sample said they were aware of Tiger Woods in the media for unfavourable reasons. Tiger Woods has been exposed in the media for unforeseeable reasons. The scandals are Knittel and Stango (2010) states, brought him to lose some of his endorsement deals. News reports stated that the involved sponsors lost an estimated 12 billion dollars in a result of Tigers unprofessional behaviour. During this bad public reputation, Woods decided to step out of the limelight for a period of time. This negative media had therefore ruined relationships with sponsors and effectively ruined the image of the particular brands he was associated with. Linking the results to question 19, which asked the participants, would the negative exposure within the media of their chosen endorser, would affect their purchasing decisions. 66% of the sample said that any negative exposure of a sporting endorser would effect their purchasing decisions and look at different products where that particular endorser is not involved. 34% of the participants said that the negative exposure would not effect their purchasing decisions.

CHAPTER SIX
CONCLUSION

6.1 Conclusion

It has been found that the use of celebrity sporting endorsers is an affective marketing tool for companies to increase their product/services sales. Results have shown that endorsers can positively affect purchasing decisions of sporting students within the age group of 19-23. Therefore the first objective set in the introduction of the study has been met. This confirms that University sport students respond positively to athlete endorsements. It was also established that sporting companies look to sign deals with sporting athletes who are perceived as a role model, to have huge sporting success and are likeable as an individual. These characteristics are what the sport students stated were the most important in their opinion and what they look for in a sporting endorser. David Beckham was selected as the most favourable celebrity sporting athlete within the research.

The second objective was to investigate whether or not endorsers are a good marketing tool. The results showed that endorsers are a good marketing tool because the participants said they were more likely to purchase a product that is being endorsed by a celebrity athlete compared to purchasing a product because of product reviews, price or word of mouth.

The third objective was to investigate if sport students purchasing decisions were affected by endorsers who have been in the media for unfavourable behaviour. The results presented that the participants were very aware of sporting celebrities who had been in the public eye for negative behaviour and stated that they would reconsider purchasing a sporting product that is being endorsed by an unfavourable endorser at that particular time. It was also shown that the female sample were more against purchasing products which were being endorsed by a negative sporting figure.

All of the objectives that were made at the beginning of the study have been met. It has been established that the research question has been answered and celebrity sporting endorsements are proven to be an effective marketing tool within University sport students.

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APPENDICIES

Appendix A

Pilot Questionnaire

1. Gender?

Male

Female

2). Please state your age?

.....

3. What sport do you participate in? Please select one.

Football

Rugby

Netball

Tennis

Hockey

Swimming

Other, please state.....

4. What sporting brand do you wear on a regular basis? Please select one.

Nike

Adidas

Reebok

Asics

Puma

Other (please state)

.....

5. The brand you selected in question 4, do you think it will enhance your sporting performance?

Yes

No

6. Do you prefer to wear brands that are used by sporting professionals?

Yes

No

7. Do you think purchasing expensive sports clothing/products will enhance your sporting performance levels?

Yes

No

8. When you hear the phrase 'celebrity endorsement' what sporting athlete do you think of? Please state one.

.....
.....

9. If a product is being endorsed by that sporting athlete, would you be more likely to purchase it?

Yes

No

10. How do you determine the quality of a product before buying it? Please select one.

Celebrity endorser

Product reviews

Price

Brand

Word of mouth

Other (please state)

11. Rate the following statement;

'When purchasing sports clothing/products I am influenced by the sporting celebrity endorsers'.

Strongly agree

Agree

Disagree

Strongly Disagree

12. Do you agree with the following statement?

Celebrity athlete endorsements are a useful and affective marketing tool?

Strongly agree

Agree

Disagree

Strongly disagree

13. Rate the following characteristics

(5 - Extremely vital 4- Fairly vital 3- Vital 2- Not vital 1- Unnecessary)

How vital is it for a celebrity endorser to have the following characteristics?

Likeability	5	4	3	2	1			
Credibility (trustworthiness)	5	4	3	2	1			
Sporting success	5	4	3	2	1			
Physical appearance (attractiveness)		5	4	3	2	1		
Role model	5	4	3	2	1			

14. Do you believe that products that are specifically endorsed by celebrities are of good quality?

Yes

No

15. When purchasing a product, what are you influenced by? Please select one.

Brand name

Celebrity

Quality

Self esteem

Status

Price

Review

Other (please state).....

16. Companies are investing large amounts of money for using celebrities; do you think it is helping to increase their revenue?

Yes

No

17. There are several ways in which brands can advertise. Which of the following would you consider to be the most effective? (Please select one)

Broadcast media (Television and Radio)?

Print media (Newspapers and Magazines)?

Internet adverts?

Other? Please state one

.....

18. Can you name a sporting celebrity that has been used to endorse a brand, who has received negative exposure within the media? (Please state one)

.....

.....

19. Using your answer in question 19, would this negative exposure within the media affect your decision to purchase a product that has been endorsed by that athlete?

Yes

No

Appendix B

Questionnaire

The purpose of this questionnaire is to determine how effective contemporary celebrity athlete endorsements are on university sports students.

1 Gender?

Male Female

2 Age?

18 - 21 22-25 26+

3 What sport do you participate in? Please select one

Football Rugby Netball
Tennis Hockey Swimming
Other Other, please state _____

4 What sporting brand do you wear on a regular basis? Please select one

Nike Adidas Reebok Asics Puma
Other (please state) _____

5 The brand you selected in question 5, do you think it will enhance your sporting performance?

Yes No

6 Do you prefer to wear brands that are used by sporting professionals?

Yes No

7 Do you think purchasing expensive sports clothing/products will enhance your sporting performance levels?

Yes No

8 When you hear the phrase 'celebrity endorsement' what sporting athlete do you think of?

9 If a product is being endorsed by that sporting athlete, would you be more likely to purchase it?

Yes No

10 How do you determine the quality of a product before buying it? Please select one.

Celebrity endorser Product reviews
Price Brand
Word of mouth Other, please state _____

11 Rate the following statement:
When purchasing sports clothing/products I am influenced by the sporting celebrity endorsers'

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Disagree	<input type="checkbox"/>	Strongly disagree	<input type="checkbox"/>

12 Do you agree with the following statement?
Celebrity athlete endorsements are a useful and effective marketing tool?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Disagree	<input type="checkbox"/>	Strongly disagree	<input type="checkbox"/>

13 Rate the following characteristics. (5 - Extremely vital, 4-Fairly vital, 3 - Vital, 2 - Not vital, 1 - Unnecessary)

Likeability	5	4	3	2	1
Credibility (trustworthiness)	5	4	3	2	1
Sporting success	5	4	3	2	1
Physical appearance	5	4	3	2	1
Role Model	5	4	3	2	1

14 Do you believe that products that are specifically endorsed by celebrities are of good quality?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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15 When purchasing a product, what are you influenced by? Please select one

Brand Name	<input type="checkbox"/>	Celebrity	<input type="checkbox"/>	Quality	<input type="checkbox"/>
Self esteem	<input type="checkbox"/>	Status	<input type="checkbox"/>	Price	<input type="checkbox"/>
Review	<input type="checkbox"/>	Other (please state)	_____		

16 Companies are investing large amounts of money using celebrities: do you think it is helping to increase their revenues?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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17 There are several ways in which brands can advertise. Which of the following would you consider to be the most effective

Broadcast media (Television and Radio)?	<input type="checkbox"/>
Print media (Newspapers and Magazines)?	<input type="checkbox"/>
Internet adverts?	<input type="checkbox"/>
Other? Please state one	_____

18 Can you name a sporting celebrity that has been used to endorse a brand, who has received negative exposure within the media? (Please state one)

19 Using your answer in question 19, would this negative exposure within the media affect your decision to purchase a product that has been endorsed by that athlete

Yes

No

APPENDIX C

Participant Information Document

The objectives of this research project was to establish whether or not celebrity sporting endorsers had a positive purchasing effect on sport students. The research also answered whether sport students are more influenced to buy a particular sporting brand because of the sporting endorser compared to the quality of the product. This study was conducted due to the fact that there was a lack of research regarding the effectiveness of celebrity sporting endorsements.

This document will inform you on all of the detail concerning the research project and what is being asked of you as a participant. The study will involve you completing a questionnaire and answering the questions with as much detail as possible when asked. If you have any further questions regarding the research of this study, please contact Emily Pedersen on the e-mail given at the bottom of this document.

You have been asked to take part within this research project because I require 25 female and 25 male Cardiff Metropolitan University sport students, aged 19-23, to conduct my research.

If you are able to participate within the research process of the study, it would be greatly appreciated. If you are unable or change your mind to take part in the research, please do not feel pressured to complete the questionnaire. It is your decision to take part within the research and will respect which decision you come to. You also have the legal rights to take yourself out of the research study at any point.

If you agree to take part within the research study, you will be asked to complete a questionnaire, involving a series of questions regarding celebrity athlete endorsers. It should take you no longer than 15 minutes to complete.

I have conducted a pilot study on the questionnaire, to ensure that all questions are suitable and that they are easy to understand and answer. If

you have any queries regarding the questions within the questionnaire, please do not hesitate to ask whilst you are completing the questionnaire.

Once you have completed the questionnaire, the results will be analysed using a computer programme. Your questionnaire will remain confidential through-out and your privacy will be respected at all times. A guarantee that nobody will be able to access your questionnaire and the data you have provided without permission. The questionnaire will not ask you to state your name and your name will not be noted once completed.

Once the research study has been completed, all data that has been completed by participants will be destroyed.

Thank-you for your time

Contact Details:

Emily Pedersen. E-mail: st09002305@outlook.uwic.ac.uk