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HOW DO MULTI-NATIONAL BUSINESSES USE CELEBRITY ENDORSERS AND MAJOR SPORTING EVENTS, LOOKING SPECIFICALLY AT EURO 2008, TO APPEAL TO GLOBAL MARKETS
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Abstract

This study explores the use of celebrity endorsement and major event sponsorship by large organisations in order to establish their effectiveness and increasing awareness of brands. It attempts to find if and why athletes are effective endorsers and why organisations associate with major sporting events. The study attempted to discover the opinions of both those who participate in sport and those who are spectators.

This study finds success and credibility to be the most desirable characteristics of celebrity endorsers while consumers also perceive that the products they endorse are of a higher quality. In conclusion with this, the study obtained results which show that sponsoring major sporting events help to raise awareness in brands and products for non sporting organisations.
1.0 Introduction
1.0 Introduction

The use of celebrity endorsers has become a massive industry over the past number of years. Indeed, it is common practice for large organisations, both sporting and non-sporting, to use the credibility and success of athletes to promote their products to global audiences. According to Stallard (1998 p.109) endorsement is “The promotion of a company’s product by means of the personal recommendation of an individual who is sufficiently well known and respected that he can influence the purchasing pattern of sections of the consumer public”. In could be argued that the use of athletes is a vital tool because it allows organisations to cross language and cultural barriers due to the fact that these celebrities are easily identifiable and well known. Athletes can be used for a number of marketing strategies, ranging from promoting new products to helping increase interest in well established products. In both situations, the aim of using celebrity endorsers is to increase awareness and in turn profits to such a level as to justify the sums of money paid to the athletes. Organisations are constantly prepared to offer athletes extremely large sums of money in order to associate their products and brands with high profile celebrities. For example, Michael Jordon earned over 240 million dollars in endorsements throughout the 1990’s (Jones and Schumann, 2000). Therefore, justification is required.

The use of athletes to endorse consumer products has been a primary contributor to the sports marketing industry and shows no sign of slowing down (Stotlar et al, 1998). Sports’ marketing has become increasing important aspect of the sports industry. During major sporting events, large organisations constantly compete to link themselves with such events in order to increase awareness of their products and improve their
marketability. It is argued that this process is beneficial for the organisations as it offers mass audiences, excitement and global appeal (Football sponsorship and commerce, 2004). It would appear that by associating with a major event, such as Euro 2008, brands can advertise to a global audience and, in theory, increase their consumer base. Research by Bennett (1999 p. 309) found that “sponsorship is a powerful device for communicating with spectators at sporting events”. Javalgi et al (1994) found that sponsorship can enhance the sponsor’s corporate image, but this is not automatic. Therefore, there is a gap in the research to establish exactly how effective sponsoring a major event is, paying particular attention to how this then links with such brands who use celebrity endorsers. Also, it is important to establish how effective it is for non sporting organisations to use sporting events to develop their brands, paying particular attention to those involved with Euro 2008.

This research is worth investigating for a number of different reasons. Firstly, because of the popularity and increasing importance of using celebrity endorsers, extremely large sums of money are being used to utilise this process. It is the purpose of this study to examine if the influence exerted by celebrity endorsers justifies the amount of money spent. Also, it will attempt to discover if celebrity endorsers actually impact upon the brand awareness of consumers and what the reasons are for any influence they may have. It will also aim to establish exactly how effective association with a sports event is for brand development.

Therefore, the study aims to establish how multi-national businesses use celebrity endorsers and major sporting events, looking specifically at Euro 2008, to appeal to global markets.
The objectives which will result in this aim being realised are:

1. Exactly how aware are possible consumers of the existence of celebrity endorsers?

2. To ascertain the importance of the use of celebrity endorsers from a public perspective and what reasons can be given for their influence.

3. What attributes are most important for celebrities to become successful endorsers?

4. For organisations, such as those involved with Euro 2008, does using a major sporting event actually increase the profile of their products?

The purpose of this research paper is to achieve the objectives set out in order to produce findings which offer clear indications and patterns in order to effectively examine and explain these relevant questions and therefore satisfy the overall research aim.
3.0 Research Methodology
3.0 Research Methodology

3.1 Introduction to Research Methods

This section offers an overview of the research methods that will be used in order to obtain relevant information on the chosen research topic. According to Thomas et al (2005), the purpose of the method section is to “describe the study in such detail and with such clarity that a reader could duplicate it”. This allows for the possibility of further developments to be made in terms of future research projects. Choosing the most appropriate method of research is essential for the success of the research project and is vital for obtaining results that are valid and accurate. These methods include:

- **Qualitative methods** – Generally include field observations and case studies (Thomas et al 2005). Focuses upon group meanings and attitudes. The significant feature of qualitative research is the interpretive content rather than an over concern for procedure (Thomas and Nelson 1996). This method is particularly useful in the collection of “people’s experiences.....their motivations, their attitudes and their knowledge”. McGivern (2003 p. 109).

- **Quantitative methods** – This method is about “Collecting data from a relatively large sample or population in a structured and standardised way.” McGivern (2003 p. 132). This method involves statistical analysis, the presenting and interpreting numerical data. This data can be drawn from questionnaires, face to face interviews and secondary data.
The main difference between the two is that Qualitative allows for the collection of individual thoughts and opinions thus allowing for the researcher to delve further into respondent’s basis for their views and opinions. Quantitative allows the researcher to collect statistical data which can help to highlight underlying themes and overall trends that are present in the results. It is vital for the process of collecting relevant results that the appropriate methods are selected. There are a number of variables which need to be considered by the researcher before deciding upon a method. According to Davies (2007 p.23) these variables can include “the individual preference of the researcher, the time available for the collection of data, resources available and the level of experience”. Along with these there are a number of other ideas to take into account, such as the nature of the research question, the participants selected and also the location in which the research will be carried out. After taking these variables into account, the researcher has decided upon the most practical and in theory, effective method to obtain results, questionnaires. The following looks to establish why this method of data collection has been chosen.
3.2 Questionnaires

Questionnaires, according to Veal (1997 p. 145) “involve the gathering of information from individuals using a formally designed schedule of questions called a questionnaire.” These questionnaires involve targeting a small sample of participants who meet the requirements of the researcher. The information received relies upon these participants, their ability to recall information and their honesty. It also relies upon the format of the questionnaire and the questions included. It is hoped that these questionnaires will best provide accurate and relevant information with regard to achieving the set aims.

Questionnaires will allow for the collection of all the required data, both qualitative and quantitative. The questionnaire will consist of both open and closed questions, allowing for participants to offer their own expressed opinion as well as choosing one of a selection of pre decided responses. Therefore supplying information from both an individual perspective and large group patterns and trends.

Questionnaires have been selected for a number of reasons. Firstly, it allows for the quick collection of information from a large number of participants. With the completion of the questionnaires taking a few minutes then the likelihood of individuals being willing to participant should be high. Also, using questionnaires should allow for the collection of information that can provide the purchasing patterns and behaviours of the sample participants and also help to establish the influence celebrity endorsers have over both individuals and groups. Also, questionnaires have been selected due to the fact that they are the most appropriate in terms of reaching the target participants. According to McGivern (2003 p.141), it is important that “the method is a suitable way of reaching
and achieving a response from the target population”. It is thought that the chosen participants will respond to questionnaires rather than other research methods. Other reasons include the fact that questionnaires allow time for participants to select their responses. This increases the likelihood of accurate and truthful answers being collected. Also, this method helps to provide a level of anonymity which can be effective in making the participants feel at ease and more willing to give accurate responses. (McGivern 2003).

With regard to the design of the questionnaire, it has already been established that both open and closed questionnaires will be used in order to collect a range of data on different topics. These different question formats will range from open ended questions to straightforward yes and no questions and also questions using a Likert scale as a response format. Likert scales involve asking people to express their opinion across a continuum or scale which can have any number of points (Davies 2007). With regard to this particular piece of research, five points will be used in order to establish individual opinion. This will allow for participant to effectively provide their own opinions.

The questionnaires will be produced using the computer program SNAP, creating a professional looking questionnaire. The computer program will provide the researcher with a choice of different styles of questions, along with the ability to transfer numerical data into graph and table form. Questions will be chosen and categorised prior to entry.
3.3 Participants and Procedure

It is important that the correct participants are used during research to ensure that accurate and reliable results are obtained. If participants not relevant to the study are targeted then the results obtained will not aid in the study of the research question. For the purpose of this topic, 50 individuals aged 18 or over will be asked to take part. The majority of these individuals will be those playing football in Merthyr Tydfil. Along with this, a number of fans of football will be targeted in order to collect relevant data from those who actively watch football (Euro 2008). Looking at these particular individuals should allow for accurate information to be obtained from relevant consumers. The reason for participants being selected from the highlighted area is due to ease of access in terms of the researcher. This allows for data to be collected in a shorter space of time and with minimum obstacles.

In order to collect the data, individuals, both players and non-players, will be contacted in order to establish their interest in participating. During this initial contact, information will be provided as to the nature of the research and its objectives, along with the participant’s role in the process. Informed consent sheets will be provided to all participants to explain this information; these participants will then be required to provide a signature. Next, the time and place in which the questionnaires will be passed will be agreed upon. The location in which questionnaires are administered may vary depending upon the situation; most likely this process will occur during training or a competitive
situation, ensuring the majority of players are present. In terms of targeting football fans, possible locations include local football games and opportunities when major football games are televised. These situations should ensure, in theory, that participants are relatively focused and comfortable during the process, therefore increasing the chances of accurate data being obtained.

3.4 Data Analysis

Data analysis will begin immediately after the final data is inputted. The analysis will cross check the results in order to obtain any relevant patterns which may appear. Hopefully, these patterns will establish the opinions of individuals with regard to purchasing behaviour linked with the use of celebrity endorsers. Also, information linked with the effectiveness of advertising during Euro 2008 will be obtained. These findings will have implications with regard to the actual effectiveness of not only the use of celebrity endorsers during Euro 2008, but also the use of adverts themselves during the event, paying attention to both sporting and non-sporting.


3.5 Validity and Reliability

According to McGivern (2003 p.72) validity refers to “how well a research design (and the research method and the measures or questions used) measure what it claims to measure.” In other words, how clear the results obtained are with regard to answering the research objectives. Veal (1997 p.36) describes reliability as “the extent to which research findings would be the same if the research were to be repeated at a later date or with a different sample of subjects.” Therefore, it is important that the results obtained are both valid and reliable.

Although it has been established that questionnaires will be used and that this method is effectively the most efficient for the researcher, it must be stated that this method of research is not without its weaknesses. According to McGivern (2003 p.143) with questionnaires, the researcher can have “a lack of control over the data capture process” this in turn can have a “knock on effect in terms of data quality.” Firstly, because the questionnaires will be distributed to groups, there is the possibility that participants may be influenced by the answers of others, leading to unreliable results being obtained. Secondly, using open ended questions can, in some cases, lead to a lack of information being obtained. Responses can be too vague or not relevant to the study. Also, the process does not allow the researcher to follow up or clarify answers, all initial answers must be accepted McGivern (2003). Another limitation, which can be linked to the first, is the problem of honesty. According to Davies (2007 p.96) “You can never be certain that people who answer your questions are telling the truth.” There could be a number of reasons for this. For example, pressure from peers and fears of being judged. A final
problem which researchers can face when using questionnaires is the difficulty in achieving and maintaining participant’s interest. Davies (2007 p.86) states that one important question the researcher has to ask themselves is “Is it an interesting question/topic”. It is therefore vital that correct participants are selected, those who would have an interest in the topic and who would therefore provide the most relevant information for the results. This should also help to maintain the concentration of the participants.

In order to help counter these problems, the questionnaire has been designed with the intention of achieving the most reliable results. Questions are all appropriate and non intrusive to the respondents personal lives which reduces the risk of dishonest responses. Open ended questions have been kept to a minimum and any used are straightforward and opinion based. Finally, the design has been used to try and develop answers further at each step, helping to develop the findings further.
3.6 Limitations

Obviously, as with any piece of research, the study had a number of limitations. These included:

- The sample group which was questioned was fairly small, 50 respondents were used in total, and this group size could have been increased to help improve the validity of the results.

- Timing of the study could cause difficulties. The research was carried out a number of months after the finishing date of Euro 2008 which could have implications on the participant’s ability to recall information regarding the tournament. Arguably, this time between research being conducted and the event can allow for the recall of only the most memorable brands.

- The study only took into account the opinions of male’s who actively engage in or watch sport. The views of females could have also been looked at and addressed.

- All respondents questioned in the study were residents of Merthyr Tydfil. This had implications on the results obtained as some questions often relied upon participants having knowledge of foreign organisations, mainly American. Participants from different cultures could have been questioned.

- Experience of researcher in terms of obtaining primary research.
4.0 Research Findings
4.0 Research Findings

The purpose of this section is to analysis the data which has been obtained and establish any patterns which can be selected, paying particular attention to those which link closely to the objectives of the research. This section will report the results sequentially under which objective they satisfy.

4.1 Objective one

Before establishing the influence celebrity endorsers can exert on consumers, it was important to understand exactly how aware these possible consumers are of the different celebrity endorsers and the products they are associated with. In order to gather data on this, the respondents were asked to name the first athlete who came to mind when thinking of celebrity endorsement. The following graph shows the responses of the participants:

![Which athlete first comes to mind when discussing 'celebrity endorsement'?](image)

*Figure 3 – Which athlete first comes to mind when discussing ‘celebrity endorsement’?*
66% of respondents chose David Beckham, while the second most popular choice was golfer Tiger Woods with 18%. There were four other athletes who were selected, albeit with much lower numbers than the first two. Wayne Rooney and Cristiano Ronaldo each received 6% while Thierry Henry and Gary Lineker each received 2%.

After establishing the participant’s knowledge of any celebrity endorsers, the research then required them to establish any products or services their chosen athlete endorsed. This information would help the researcher to understand how aware respondents are of the roles these celebrities play and how successful they are at promoting products. The following table highlights the products which were selected by participants, showing the most popular choice for each athlete, as well as the second most popular and other responses, if any:

<table>
<thead>
<tr>
<th>Most Popular</th>
<th>David Beckham</th>
<th>Tiger Woods</th>
<th>Wayne Rooney</th>
<th>Cristiano Ronaldo</th>
<th>Thierry Henry</th>
<th>Gary Lineker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adidas</td>
<td>Gillette</td>
<td>Nike</td>
<td>Nike</td>
<td>Nike</td>
<td>Nike</td>
<td>Walkers Crisps</td>
</tr>
<tr>
<td>Second Most Popular</td>
<td>Pepsi</td>
<td>Nike</td>
<td>None</td>
<td>Coca-Cola</td>
<td>Gillette</td>
<td>None</td>
</tr>
<tr>
<td>Any other responses</td>
<td>Armani, Perfume, Police</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

*Figure 4 – List of all products offered for each celebrity endorser*

Evidently, David Beckham was the celebrity with who the most brands could be associated while no more than two were offered for the others, on occasion only one.
4.2 Objective two

The nature of this objective was to attempt to clearly understand the effect celebrity endorsers have upon the purchasing patterns of the public. Therefore, it was important to establish exactly what the perception was from the public, how important they feel the use of celebrity endorsers is. The following graph shows the responses to the question directly linked to the first objective of research:

![Graph showing response percentages for 'How important is it for businesses to use celebrity endorsers'.](image)

Figure 5 - Percentage responses for question 'How important is it for businesses to use celebrity endorsers'.

Evidently, the overall opinion is that the use of celebrity endorsers is a major aspect of sports marketing. 48% of respondents selected the very important option while 34% selected important. Overall, 82% of those asked stated that using celebrity endorsers is important for an organisation. After establishing that the use of celebrity endorsers is seen to be important, the researcher then looked to understand how this importance helps to influence the purchasing behaviours of consumers. Question three looked to establish this level of influence. When questioned on how they were influenced by the use of endorser, 58% of participants stated that they were highly influenced by the use of
celebrity endorsers while 26% informed the researcher that they were occasionally influenced. Therefore, 42 out of the 50 respondents stated that celebrity endorsers had some amount of influence over their purchasing patterns. The next question looked to target the reasons for this influence, if the respondent chose the highly influenced option. Participants were given space to write their own thoughts. These thoughts have been categorized into a number of options, shown in the following table:

<table>
<thead>
<tr>
<th>Reason for Influence</th>
<th>Admiration</th>
<th>Attractiveness</th>
<th>Success</th>
<th>Perceived Quality</th>
<th>Benefits of High Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results</td>
<td>5</td>
<td>7</td>
<td>2</td>
<td>12</td>
<td>3</td>
</tr>
</tbody>
</table>

Figure 6 - Reasons for consumers being influenced by Athlete Endorsers.

Of the 29 participants who indicated they were highly influenced by endorsers, 12 stated that the perceived ‘high quality’ associated with products linked with popular athletes was the main reason for their interest. Interestingly, only 3 indicated that ‘success’ was important, while 7 decided that how the athlete looks was the main reason for the influence they exert.
4.3 Objective three

This particular research objective is one which has been covered in a number of recent pieces of literature. The purpose of its inclusion within this piece of research is to establish if current opinion is in fact the same or different to recent similar research.

After establishing how important celebrity endorsers are from a public perspective and the reasons for this, participants were asked to provide information on what the most important attributes for an athlete endorsing products were. In order to achieve this information respondents were given three options to choose from. The following graph shows how the participants responded:

![Graph showing the most important characteristics of a successful celebrity endorser.]

**Figure 7** - What characteristics are most important for a celebrity endorser to be successful.
Evidently, the most popular choice was ‘Current success and credibility’ with 30 respondents selecting this option. ‘Attractiveness’ was the next most popular choice with 11 while the sport the athlete is associated with. The sport the athlete is associated with was the least popular choice, with 9 respondents selecting this option.

4.4 Objective four

The purpose of the next objective was to establish just how effective it is for large organisations to use major sporting events to advertise their products, paying particular attention to the European Football Championships which took place in the summer of 2008 (Euro 2008). It was particularly important for the researcher to look at non sporting organisations due to the fact that the majority of the sponsors of Euro 2008 were in fact not sports related. All 50 respondents indicated that they watched sporting events either often or quite often. The participants were then required to state how aware they were of the advertisers involved whilst tuning into these events. 40% stated that they were very aware of these sponsors while 40% also chose the ‘aware’ option and 8% indicated they were ‘unsure’. Finally, 8% stated that they were ‘not very aware’ while 4% stated that they were ‘not aware at all’. To develop these answers further, the respondents were asked to name any organisations involved with Euro 2008, if they were capable. The participants were given the opportunity to name more than one organisation if possible; the following table shows how many times each organisation was selected:

<table>
<thead>
<tr>
<th>Organisation</th>
<th>None</th>
<th>Kia</th>
<th>Carlsberg</th>
<th>Coca Cola</th>
<th>MasterCard</th>
<th>McDonalds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of times selected</td>
<td>10</td>
<td>6</td>
<td>7</td>
<td>3</td>
<td>23</td>
<td>18</td>
</tr>
</tbody>
</table>

Figure 8 – Organisations associated with Euro 2008 that were selected
It can also be noted that Toshiba and Heineken were both selected once each, although neither organisation has any associated with the European Championships. All of the above are official sponsors of the 2008 tournament, apart from Kia, who are a global sponsor of the Championships. It is interesting to note that Adidas are also a global sponsor, although not one participant was able to name the sports manufacturer.

Following this information, the respondents were asked if the organisations involvement with the tournament raised awareness in their products or services. Out of the 40 participants who named an organisation, 14 indicated that the organisations involvement with Euro 2008 raised awareness in the available products and services. To lead on from this question, participants were queried on whether and organisations involvement in a major event would make the individuals more likely to purchase from them. The following table shows how the participants responded:

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>15</td>
</tr>
</tbody>
</table>

*Figure 9 - Responses to “Would seeing an organisation associated with a major event make you more likely to purchase from them”*

70% indicated that they would be more likely to purchase from businesses that actively involve themselves in major sporting events. The final question then required those who answered yes to offer reasons for the increased likelihood. Three options were offered, while respondents also had the opportunity to select all three. The following graph shows the responses:
Evidently, the most popular reason for respondents being more likely to purchase from these organisations appears to be the fact that the events help to generate ‘greater awareness’, with 36% selecting this option. 18% stated that association made the products seem ‘higher quality’ while 14% thought that a business with this sort of profile seemed successful.
6.0 Conclusion
6.0 Conclusion

After discussing the results which have been obtained within the study, the following section will attempt to conclude their relevance with regard to the objectives outlined previously.

Firstly, it was established that the celebrity endorser with the largest profile appears to be David Beckham. This particular athlete was not only the first who came to mind for over half those questioned but also the endorser for whom the most associated brands could be named. However, a number of these brands in reality are no longer associated with the particular endorser. This information suggests that organisations are able to reap the benefits of their associations with celebrities even after their contract has expired. This, along with respondent’s inability to identify more than 1 or 2 brands for other endorsers named seems to indicate that although consumers are aware of different endorsers their knowledge of the actual brands associated with these endorsers is limited. This information also suggests that organisations are able to reap the benefits on their associations with celebrities even after their contract has expired and along with this it would appear that the athletes themselves are becoming more famous than the brands they endorse.

The results also confirm that consumers feel that the use of celebrity endorsers is an important aspect of promotion and brand development, which would appear to show why organisations are willing to pay such large sums of money for their association. Research also indicated that these endorsers do indeed have an influence over consumers purchasing intentions. It is important to note that only their intentions can be established due to the fact that actually purchasing trends were not discussed or studied.
Furthermore, the main factor for this influence appears to be the consumer’s belief that products endorsed by top athletes are higher quality than those offered by similar brands. Also, attractiveness was found to be a popular choice, linking with relevant recent literature discussed previously. It was also found that success was deemed not to be such as important reason for the influence exerted by endorsers.

When asked to state what they felt were the most important qualities for celebrity endorsers to be successful, a large number of participant’s selected current success and credibility. Therefore, research indicated that successful athletes were most appropriate to act as endorsers but this success was not the main reason for their influence. This could suggest that consumers feel that personal success was important for successful endorsers because it allows them to have a greater profile and generally makes the public more aware of them, but this is not however the main reason for these athletes then having influence. This research therefore corresponds with that of Stone et al (2003) and Ohanian (1991) who found success and trustworthiness to be vital characteristics for celebrity endorsers respectively.

The research established that spectators of sporting events were on the whole aware of the associated organisations of these events. The study also shows that from that the majority of respondents were able to recall brands associated with Euro 2008, with MasterCard and McDonalds the most popular selections. All four of the official event sponsors for Euro 2008 were selected which would appear to indicate that associating with a major sporting event aids in terms of public awareness of selected brands.
Research findings clarify that consumers are more inclined to purchase products from those organisations associated with major sporting events. The majority believed that the reason for this was that links with events such as Euro 2008 helped to raise the awareness of these brands and their products resulting in their willingness to purchase from them.

6.1 Future Recommendations

- The research only studied the opinions and ideals of male consumers. A further development could also analyse facts from a female perspective in order to establish any similarities or differences between the two.

- The results only looked at the attitudinal patterns of consumers. Further developments could establish the actual purchasing effect (behavioural) celebrity endorsers have on consumers. This would indicate their impact on the sales and profits for the organisations with whom they associate and possibly seek to assess the return on investment gained from the celebrity’s fee for endorsing a company’s product.

- It would be interesting, in the increasingly celebrity obsessed culture, to study the popularity of celebrity endorsers against the brands they endorse. Research could look to establish whether endorsers actually help to increase awareness of brands or if they simply increase awareness in themselves.

- Further research could look to establish the amount of money spent by the sponsors of major sporting events and link this with actual sales figures. This could help to discover if the money spent by these associations is actually justified by increased sales.
Bibliography


Brooks, C.M. & Harris, K. (1998) Celebrity athlete endorsement; an overview of the key theoretical issues, *Sport Marketing Quarterly* 7 (2), 34-44.


Appendix A

Questionnaire Draft

1. Which athlete first comes to mind when you think of the term celebrity endorsement?
   David Beckham.  Tiger Woods.  Rodger Federer.  Other .........................

2. For the selected athlete, can you name any products which they endorse?
   ..........................................................

3. Would seeing a product endorsed by one of these athletes or any other make you more likely to purchase it?
   Yes.  No.

4. If yes, then what are the reasons for this?
   ......................................................

5. Do you think using a celebrity to advertise makes the business seem more successful?
   Yes.  No.

6. If yes, then why do you think this is?
   Money.  High Profile.  Good Connections.  All of these.

7. Do you think that using physically attractive athletes is important?
   Yes.  No.

8. Did you watch Euro 2008?
   Yes.  No.

9. Did England not taking part in the tournament make it seem less interesting and did this make you tune in less?
   Yes.  No.

10. Can you name any of the sponsors of the tournament? List, if any.
    ..................................................

11. If you are able to name any, have you bought any products from these organisations in the past year?
    Yes.  No.
12. If yes, was this due to the fact that you had seen their advertisements during the tournament, or is it just a coincidence?
   Seen during tournament. Coincidence.

13. Which players do you remember as stand out performers from Euro 2008?
   ............................................................

14. Would seeing these athletes promoting products make them seem higher quality to you?
   Yes. No.

15. Finally, how important do you actually think it is for businesses to use athletes to promote their products?
Dear Subject,

I am a Level 3 undergraduate/student in the School of Sport, PE, & Recreation, at the University of Wales Institute Cardiff. I am doing a dissertation on How multi-national businesses use celebrity endorsers and major sporting events, looking specifically at Euro 2008, to appeal to global markets and wonder if you would be kind enough to help with my research.

The research aims to discover how organisations utilise celebrity endorsers and links with major sporting events to influence the attitudes and behaviours of consumers in order to increase their sales. As a subject, you will be asked to give your opinion on how important celebrity endorsers are and how they influence your own behaviours and attitudes. Along with this, you will be asked to provide information regarding sponsorship at major sporting events.

The research might prove beneficial since it will provide up to date information on the effectiveness of the different strategies employed by these large organisations. There are no risks involved in participation.

Participation is entirely voluntary. You are free to withdraw at any stage of the research process.

Confidentiality will be upheld as far as is humanly possible. Your name will not appear anywhere at any time, and the features cited are only those relevant to the research. During the research process, the data will be kept by the researcher and access will be restricted to the researcher only. The final dissertation will be kept by the university and access will be restricted to the tutor in charge of marking the work.

If you are willing to participate, then please read the slip overleaf carefully, and sign. If you have any queries, do not hesitate to contact me.

Thank you. I look forward to hearing from you.

Yours sincerely,

Lloyd Morgan
Appendix D

I have read and fully understood the request to be a subject of Mr. Morgan’s research. I understand what I have to do. I understand the risks involved, and the measures in place in the event of accident. I understand that participation is entirely voluntary, and that withdrawal is possible at any time. I understand the measures that will be taken to uphold confidentiality as far as possible.

I agree to participate.

Signature  Date