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Celebrity endorsement effectiveness on teams of different sports league in India

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Abstract

Consumers in India are experiencing different advertisements through different platforms being endorsed by different celebrities throughout the country. On the other hand, India is seeing an extraordinary transformation in the sports business. India had assumed an estimable job in presenting various games group in various fields. As Indian sports league had been gaining huge popularity among the Indian fans, the purpose behind this paper was to measure the effect of Celebrity endorsement in different sports league in India for brand recall and brand recognition amongst the Indian fans. The study conducted was quantitative in nature and results of this study would help the marketers to strategize and become more audience specific in their marketing activities while targeting sports leagues fans.

Keywords: Sports leagues, endorsements, brand recall, brand recognition and fans

Introduction

India is a diverse nation with the number of inhabitants, of which 1.37 billion are playing various games throughout the country. Cricket being most renowned, while hockey being the national sport in the country had won eight Olympic gold awards till date. Kabaddi on the other hand, in the recent years has ascended higher than ever getting one of the flourishing games in the nation. Apart from these, there are other different games to which have now become mainstream in India, for example, Badminton, Shooting, Wrestling, Boxing, Tennis, Squash, Weightlifting, Gymnastics, Athletics, Table Tennis Football, Basketball and Chess. Out of these Kho-kho, Leg Cricket, Fighter kite, Polo, Kabaddi etc. India has been an achiever in Olympic winning decorations in Wrestling, Shooting, Badminton, Weightlifting, Tennis and Boxing. India has likewise not left any stone unturned in the Cricket, Field Hockey and Kabaddi winning various World Cups. Indian Premier League (IPL) been the most mainstream cricket class held since 2008 on the planet earth. It was positioned 6th by a normal participation among every one of the games classes in 2014. Indeed, even in 2010, the IPL turned into the principal game on the planet to be communicated live on YouTube. The 2015 IPL season contributed ₹11.5 billion (US\$182 million) to the GDP of the Indian economy. According to BCCI, it has generated more income than some other sports in the nation. It gets the most noteworthy measure of prize cash for sponsorship. BBC; The Hindu and ESPN (2019). The Indian Super League (ISL) is the men's affiliated football group in India. It is one among the two existing together well known football associations in India alongside. For sponsorship reasons, the challenge is authoritatively known as the Hero Indian Super League. The Pro Kabaddi League, prevalently known as Vivo Pro Kabaddi League. It is an expert level Kabaddi alliance in India. It was propelled in 2014 and is communicated on Star Sports. The class's initiation was impacted by the notoriety of the Kabaddi competition at the 2006 Asian Games. Hockey India League (HIL), generally known as the Coal India Hockey India League for sponsorship reasons, is an expert field hockey group in India. The association is organized by Hockey India, the administering body for the game in India. HIL, alongside the Indian Premier League, Indian Super League, and Pro Kabaddi League remains as one of the significant games classes in the nation. The Premier Badminton League is an establishment association; Sports& Live Private Limited (Sportzlive) possesses the rights to work and execute the Premier Badminton League. It was called Indian Badminton League (IBL), when established in 2013 afterwards altered to Premier Badminton League before the start of

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second season in 2016. All these five driving sports have added to the development of the country in the field of Sports. Also, different games are increasing equivalent acknowledgment and is all around upheld by the sports fan The Telegraph; The Times of India (2017).

Review of Literature

Kumar *et al.*, (2008) research was concentrated on the celebrity endorsement, and its effect on the client's shopping conduct and their recognition concerning the product or entire corporates. A quantitative system is utilized during this investigation to explore the effect of celebrity support on looking for conduct. Kara (2015) ^[10], underlined on character qualities of celebrity endorsers and characteristics of VIP. The article conjointly tries to take a gender at young people's recognitions with respect to how the celebrity-endorsement notices work. It was found that interviewees were prepared to review VIP endorsers whom they thought of being drawing in, entertaining and communicatory. The known quality, nice picture, and concordance between the celebrity's picture were totally vital components for the advertisers to consider, in picking VIP endorsers. Tinashe (2016), emphasized on the sports endorsement, highlighting that any random celebrity might casually show up in the advert or business utilizing the maker's item or brand. In different cases, a celebrity may give a tribute about a brand's highlights and benefits and prescribe that for shopper's utilization. Chaudhary and Asthana (2015) ^[4] concentrated on the exploratory and quantitative investigation which planned to survey the effect of superstar support in shoppers getting decisions. The guideline objective of this investigation was to show up at the connection or aftereffect of monstrous name on an entire and to extra dissect buyers' discernment towards viability of such supports on their entire devotion. Syutria (2013) ^[13] Advertisements has become one in all the premier instruments utilized wide by the corporate to showcase an item. To help an advert in giving data and draw in the eye of general society, an association can utilize endorser. Investigation goals were to inquire about the impact of celebrity endorser and in this manner the variable to entire picture. Speculations supporting this investigation are customer conduct, superstar endorser, and entire picture. The public decided during this research that watch the promotion with test as a few as fifty clients or respondents. Results highlighted several factors of superstar endorser (validity, appeal, ability, attribute, and VIP coordinate item) impact entire picture with credibility is that the most affecting variable. Das and Kumar (2012) ^[5] proposed the propensity to recommend the nature of different speculations in superstar endorsement for different Indian brands. There are some hypothesis like stockpile authenticity theory, supply attractiveness theory and transfer theory that offer an unmistakable system of celebrity endorsement, clarifies notwithstanding, the strategy for the celebrity support impacts the brains of the customers. Abhishek and Sahay (2013) ^[1] highlighted the focal point of foundation to create recommendations on customer edge towards celebrity supports might be a presentation of social parameters in rising nations like Asia. It tends to fabricate their contention by abuse culture to explain the significance among VIP and customers for expounding celebrity endorsement in Indian markets. Anmol and Javeed (2014), elucidated that the point of this investigation was to comprehend customer's discernment on Endorsement of celebrities through advancement. For the investigation fifty respondents were gathered, out of that 2 hundredth picked

their brands on the essentials of superstar endorsement of the product and one hundredth respondents might truly want to make buy call bolstered celebrity in advancement and fifty-six people same that effect of celebrity will be made by celebrities in advancement. In review, it was conjointly discovered that twelve-tone music supposition that item VIPs underwrite misuse them and HR accepted that they were not abuse that item. Furthermore, review conjointly unequivocal that twenty eighth people say that continuous change in VIP for adverting has bigger effect on people and this study conjointly express that twelve-tone music people impacted by film stars, HR affected by striking demeanor, 2 hundredth gets affected by cricketers and eight people impacted by legislators. Mukherjee (2012) ^[11], the paper focused to take a gender at the connection between the Celebrity supports and creators, and in the end, its effect on buyer's shopping conduct comparably as their inclinations. The paper conjointly proposes a twenty reason model which could be utilized as a blue-print foundation and might be utilized by entire administrators for picking famous people and promoting the VIP asset through 360 degree correspondence that is believed to be the motivation of the effect of VIP supports. Zohra (2011) took a gender at the interfacing superstar supports of brands and its effect on customer's looking for conduct in savor exchange Asia. The investigation attempted to pass judgment on the celebrity supports as compelling entire administration system and to explore the components that add to the expansion of positive entire picture for the product. The research conducted Chi-Square testing to pass judgment on the relationship of celebrity supports on entire buys and to audit the customer's observation with respect to VIP entire supports. Nyarko *et al.*, (2015) ^[16] investigation demonstrated the fundamental outcomes for advertisers considering VIP for an advertisement and express extra with respect to advancement of the product than the looking for behavior. It was found that the support is viable for a vendor to showcase their item that improved their deals and have an image in customer mind. Grimaldi (2014) ^[17] explained the impact of game sponsorship on brand mindfulness, corporate picture and brand association". The motivation behind this research was to investigate the impacts of game sponsorship dependent on brand mindfulness, corporate picture and brand affiliation. It secured the fundamental parts of sports sponsorship as an advertising apparatus utilized by numerous organizations now a day.

Research Gap

There had been numerous research conducted on celebrity endorsement, however there is very constrained research on the celebrity support in the field of sports, especially different sports league in India. Besides, finding the adequacy will help the administration of these sports class marketers to strategize and position various factors based on their relative significance.

RQ1: To examine the effectiveness of celebrity endorsement on teams of different sports league in India.

Research Methodology

A total of 207 participants took part in this survey that hails from different parts of the country based at different universities across Phagwara and Jalandhar, Punjab. The participants responded to an online questionnaires. To break down the assessment and response towards the adequacy of celebrity endorsement, the different sports league fans were chosen. It consists of statements answered in 5 point Likert

scale, respondents can specify their degree of agreement or disagreement Chan *et al.*, (2009) [3]. The present study involves the exploratory research that normally lead to contemplate an issue that has not been unmistakably characterized at this point. Simple random sampling technique had been used in this study as every individual from the population has an equivalent possibility of being chosen for primary survey. The first part of the study includes the statements on demographic profile. The other section includes different statements on effectiveness of celebrity endorsement on teams of different sports league in India.

Discussions with Results

The results highlighted in this study is based on the percentage analysis through pie charts, as it helps one to analyze the first hand data effectively and also helps the individuals to understand the interpretation easily, based on the graphical presentation.

Table 1: Age

Age Category	Percentage	Respondents
18-25	63	130
26-33	23	48
34-41	8	17
42-49	5	10
50 and above	1	2

It could be illustrated from the above Table:1 (rounded off) that around 63 percent of the respondents belong to the age group of 18-25 followed by 23 percent belonging to the age group of 26-33, 8 percent in the age category of 34-41, 5 percent in the age category of 42-49 and only 1 percent in the age category of 50 and above. The above percentages and number of respondents represents different age category that gets influenced with different Indian sports leagues as well as celebrities endorsements in sports leagues in India.

Table 2: Line of work

Category	Percentage	Respondents
Sports Celebrity	51	106
Film/TV Celebrity	38	79
Social Welfare Celebrities	9	18
Political Figures	2	4
Others	0	1

The above Table:2 illustrates the line of work in which celebrities are most popular in India According to this study 51 percent of respondent feels that the sports celebrities are more popular in India whereas 38 percent are from Film and TV Industries and 9 percent of them are social welfare celebrities and the remaining 2 percent are from politics and other background which itself proves that people do trust some brands through the celebrity endorsements by even sports celebrities and it is in increasing trend because of different sports league in the country.

Table 3: Presence of favorite celebrity in the sports league advertisement makes it more appealing

5 point Likert Scale	Percentage	Respondents
Totally Agree	35	72
Agree	21	43
Neutral	17	35
Disagree	19	39
Totally Disagree	8	18

The above Table: 3 highlights the presence of favorite

celebrity in the sports league advertisement makes it more appealing with majority over 56% significantly supports the statement, whereas remaining 17 percent of the respondent were neutral in this statement and around 27% does not support the above statement, which elucidates that majority has a significant impact on the presence of their favorite celebrity in sports league advertisements.

Table 4: Celebrity endorsed advertisements captures the brand recognition

5 point Likert Scale	Percentage	Respondents
Totally Agree	41	86
Agree	24	50
Neutral	20	39
Disagree	8	18
Totally Disagree	7	14

The above Table:4 illustrates the celebrity endorsed advertisements captures the brand recognition, which shows that almost 65 percent respondents supports the above statement collaboratively whereas almost 15 percent denied this statement and had a contradictory view- point on this. On the other hand 20 percent are neutral because they had a different point of view on celebrity endorse advertisement captures the brand recognition.

Table 5: Famous celebrity endorse brands which are reputed and been used or in current use by them

5 point Likert Scale	Percentage	Respondents
Totally Agree	33	68
Agree	22	46
Neutral	17	35
Disagree	13	27
Totally Disagree	15	31

The above Table:5 elucidate as per the survey, that 33 percent of the total respondents significantly supports the point that the celebrity who endorse brands, which are reputed and been used or in current use by them, while the other 22 percent also supports this viewpoint. On the other hand, it can be clearly seen from the above table that nearly 28% in one or the other way negates this statement and of the viewpoint that celebrities have tough competition in the market to prove their potential and associate some of these reputed brand with their personalities which can further enhance the sales of these brands.

Table 6: Celebrities endorsement also creates emotional involvement for brand recall

5 point Likert Scale	Percentage	Respondents
Totally Agree	34	70
Agree	25	52
Neutral	17	35
Disagree	11	23
Totally Disagree	13	27

The above Table: 6 illustrates that around 59 percent of the respondent significantly supports the statement and of viewpoint that celebrity endorsement creates emotional involvement for a brand recall while around 24 percent of them denies the statement that emotional involvement of celebrity endorsement for brand recall and 17 percent of the respondent remain neutral regarding this. Majority of the Indian customer tries to associate or favors the brands which creates an emotional attachment. Thus, as per the data in the

above table itself proves that, a significant number of people would like the celebrities must somehow create emotional attachment which would have a long lasting impact in the minds of the consumer.

Conclusion and Future Research

India in the last decade has developed from a secluded sports country obsessed with a game of bat and ball i.e. cricket, to a multiple sports with huge talent across the country that is making the nation proud on the Globalized stage. Cricket in India has now become a sports which is being followed by every nooks and corners in the country and also being worshipped in multiple cultures in multiple ways. Hence, making its place in the list of one of the most popular sport among the masses of India. The IPL has helped shaped the other different sports league in the country. The other famous sports like PKL, ISL and PBL are among the sports that are being followed most after the IPL. These sports league had not just nurture the talent from the sports field but also gave the opportunity for some of the new and reputed brands to grow and promote different sectors and its associated people within the country. It is certainly inferred from this study that Celebrity endorsement has a significant impact on the purchasing frame of mind of buyers. According to research data 56 percent of the respondent affirmed that the presence of their favorite celebrity in the sports league advertisement makes it more appealing, 33 percent of the total respondents significantly supports the point that the celebrity who endorse brands, which are reputed and been used or in current use by them, 65 percent supports that the celebrity endorsed advertisements captures the brand recognition. While 59 percent of the respondent also agreed that celebrity endorsement sports leagues creates an emotional involvement for a brand recall. The overall studies shows that celebrities could be utilized by the marketers in a strategic way, which would help them enhance the brand value and also creates a positive reputation in the minds of the people. There is more scope to such kind of studies, researches could explore the effectiveness of celebrity endorsements in different sectors particularly in the other formats of the sports league which could help the marketers to change their strategies and stand best along with its competitors

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