Is Consumer Behaviour Varying Towards Low And High Involvement Products Even Sports Celebrity Endorsed?

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Abstract: The major focal point of the present research is to recognize the effect of sports celebrity ads on the purchase intention of the buyers. Both high involvement products and low involvement products have included in the research. A combination of 450 undergraduate students and teachers has been chosen for the investigation. The respondents were picked utilizing Stratified sampling technique. The information were dissected utilizing Hierarchical Cluster Analysis and K-Mean Cluster Analysis. The significant finding of the present research is that on account of Low Involvement Product, there is an effect of sports celebrity ads on the purchase intention of the customers, and there is no effect on account of perceived risk factor. On the other hand, on account of High Involvement Product, there is a high effect in the perceived risk factor on diminishing the purchase intention of the customers. In this manner, the present research has proposed that on account of Low Involvement Product sports celebrity promotions can be utilized to expand the purchase intention of the purchasers. Yet, on account of High Involvement Product, sports celebrity promotions can be utilized just while presenting new products and for increasing its popularity.

Index Terms: Sports celebrity, Advertisement, Involvement Level, Purchase Intention, Risk factor, Product, Popularity.

1 INTRODUCTION

Celebrity promotion is a specific technique utilized Kotler (2014) by advertisers to publicize an item from such a stage through which the customers can connect themselves with the brand value from the viewpoint of the celebrity's personality. In India a celebrity is revered in the mind of the customer so huge that any activity can be profited by their tremendous fan base (Erdogan, 1999). Along these lines the tremendous and binding connection between celebrity advertisement and customer conduct can't be disregarded or undermined in a contending business environment like India. In the present situation, the advanced marketing procedure of most business firms depends vigorously on imaginative publicizing so as to promote their items among their prospective customers. A definitive objective of the present publicizing methodology is in the influence of clients, who are well educated, modern and at the same time very selective. Due to this reason, there is a huge competition in the market. Having a decent item alone isn't sufficient to contend in business sectors of elevated requirements. Clearly, the adjustments in business sectors and purchaser way of life are driving advertisers to concentrate on increasingly convincing methods for advancing their items. Because of this, in a day in day out basis, consumers receive numerous calls besides the advertisements in newspapers and other media. In the competitive world, various brands are in the race to attract consumers and exploit their time in the process of introducing their products.

Amidst anumber of products in the market, the manufacturers are forced to use tactics of various kinds to make the consumer turn towards their products. Celebrity endorser isone of the tactics use by the companies. In the process of passing their time, consumers of the modern era tend to overlook commercials altogether. However, the attraction of the celebrity is always welcomed by consumers across the age. Along these lines, it is understood that celebrity endorsements in commercials has more prominent effect on the products and its increasing sales. Organizations use celebrities to sell their items through such promotions. The impact and image of the celebrities are coordinated with the products' important features. This causes the buyers to pick a product in the midst of various products in the market. Notwithstanding its effortlessness, the structure of such campaigns and the ensuing achievement in accomplishing the ideal outcome requires a top to bottom comprehension of the product, the brand objective, choosing a celebrity, connecting the celebrity with the brand, and a system for estimating the viability.

2 STATEMENT OF THE PROBLEM

Advertisement plays a crucial role in popularizing a product among the people who might have the necessity to buy the product. Whenever there is a new product that is being launched in the society, the first medium through which the knowledge about the product reaches the consumer is through the advertisements. Therefore the advertisements act as a bridge between the people, the manufacturer and the society as a whole. There are many strategies that are being used by the advertisers in order to attract the consumers. One of the most popular strategies used today is the involvement of celebrities in the advertisements. It is also known as celebrity branding. Celebrity branding has a long history. It is recorded that as early as the 1760s celebrity branding was used by companies to advertise and popularize their products. Though, it was not as popular until the introduction of the modern media. When the modern media such as newspaper, television, radio and internet were introduced, the advertisements at large and celebrity branding in particular

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have become very popular. The current trend in the advertisement field is the branding of sport celebrities in advertisements. In the present world where there are various television channels which are dedicated to sports programmers along and various websites that give exclusive coverage of sports events, the sports celebrity branding has gained momentum. Even the common man is more involved today in sports activities unlike the pre-media era. There are dedicated fan clubs for sports activities and teams just like the media celebrities. Therefore, sports celebrity branding is the trending activity in the present context. Therefore, the present industries invest a huge amount in sports celebrity branding by involving many sports personalities from various sports activities. Lakh and Crores of rupees are being invested in these sports celebrities in order to popularize a particular brand or product. The case of Mr. Virat Kohli, the captain of Indian cricket team is the best example. He features in the top list of sports person who earned a lot of money through sports celebrity branding. Similarly there are many such sports persons today who have earned a lot of money through advertisements. If these advertisements are having an impact, are there any difference in the impact that it has among the low involvement products and high involvement products.

3 OBJECTIVES OF THE STUDY
1. To Cluster the product list according to respondents’ level of involvement during their purchase.
2. To identify the customers' profile of Low and High Involvement product.

4 REVIEW OF RELATED LITERATURE
The research undertaken by Natalie Braganca Dusenberg, et. al. (2016) has uncovered that demographic factors greatly affect the results of the celebrity endorsements. It features that men are more pulled in towards the reliability of the celebrities and ladies are more affected by the attractiveness of the celebrity. It additionally uncovers that the inclusion of customers in sports and related activities likewise affects the purchase intention of the customers. Ling Chang (2011), assessed factors that influence buyers’ purchasing choices. The outcomes showed that demeanours by customers towards a specific brand, of which they have high involvement, are essentially not quite the same as the dispositions of specific items with low involvement. Positive buyer frame of mind attitude towards endorsed items can be accomplished through creating and executing a system which incorporates all the key factors that impacts customer’s needs and purchasing choices. Celebrity endorsed items have an extraordinary potential to form shopper’s perspectives, thoughts and sentiments about a specific brand. This is to a great extent in light of the fact that such things serve to satisfy certain mental needs of people. Scientists have proposed that purchasers are fulfilled by procuring an item which adds to upgrading their idea of self, that communicates and fortifies their self-character and which enables them to implement their peculiarity and declare their character. Irene Roozen (2008) deals with the impact and effect of celebrity endorsement on different items and customers of various needs. She makes it very clear that the impact of such advertisements results in increased sales. The examination has utilized questionnaires to break down the impacts of female celebrity endorsers at the worldwide level as against the different product categories such as high involvement, low involvement and the beauty related products. The researchers have concluded her investigation that the inclusion of female celebrities appears to be helpful in increasing the sales, particularly in the case of beauty products. They could gain lower scores for chocolates with low involvement and PCs with high involvement. Iwasaki and Havitz (1998) found that there was a connection between significant levels of product involvement and elevated levels of brand loyalty. They likewise recognized that individual and social-situational factors, for example, individual qualities or convictions, cultural and social standards, impacted the loyalty. Vaughn (1980) further adds that items that are high in cost, ego inducing, social worth, freshness and risk require more data and consideration regarding process. Then again, low involvement products attract little interest, are less risky and in this manner require less information and exertion.

5 RESEARCH GAP
There are various researches available in the area of advertisements and particularly researches focusing on the influence of advertisements among the consumers towards all products. There is also commendable number of researches that focuses on the influences of celebrity branding advertisements upon the consumers. Moreover these researches have focused on all the products in common. Therefore there are very few researches that are focusing on the influence of sports celebrity branding upon the consumers with particular focus on high involvement product and low involvement product. Here, researchers find the gap of whether there is any difference in Consumer Behaviour on low and high involvement products even sports celebrity endorsed, the present research is trying to fill this gap and focuses on this little researched area.

6 RESEARCH DESIGN
In this study the researcher has used the descriptive research design with single cross sectional method. Systematic Random sampling technique under probability sampling method is used for the research to be conducted 600 questionnaires were distributed among them, Out of 600, only 512 filled questionnaires are received. Of these, 450 questionnaires were filled and had complete information and hence were used for the analysis. Clustering the product list according to respondents” level of involvement during on purchasing
The Dendrogram shows two cluster solution based on following cases:

**Cluster 1** (High Involvement Product List) - Ac/Washing Machine / fridge, Automobiles (car / bike), Cosmetics and Soaps, Banking and Insurance, Mutual funds, Dress and Foot wears, TV / Mobile/Laptop, Educational Institution, Land / House, Tourists Places and Ornaments.

**Cluster 2** (Low Involvement Product List) - Cool drinks, Energy / Health Drinks, Chocolates / Snacks and Newspaper and Magazines.

From the mean value, products in the list of cluster 1 are having high mean value than products in the list of cluster 1. Hence, it can be concluded that customers have been showing high involvement while purchasing the below listed products that are Ac/Washing Machine / fridge, Automobiles (car / bike), Cosmetics and Soaps, Banking and Insurance, Mutual funds, Dress and Foot wears, TV / Mobile/Laptop, Educational Institution, Land / House, Tourists Places and Ornaments. Likewise, customers have been showing Low involvement while purchasing the below listed products that are Cool drinks, Energy / Health Drinks, Chocolates / Snacks and Newspaper and Magazines. From this, customers’ involvements are vary according to the price range, technology level and risk incurred. Customers show high involvement When these factors are high as well as they show low involvement When these factors are low [Vaughn (1980)].
In the cluster profile the interest, intention, attitude, and risk taking trait of the respondents are being analysed. The cluster profile has been analysed separately for the low involvement products and high involvement products. From the table it can be gauged that in the case of the low involvement products, the first cluster respondents have low mean with regard to the interest, intention, attitude but they have high mean value when it comes to risk taking. Therefore, it can understood that the people in the first cluster are not ready to take risk. But in the second cluster, the interest, intention, attitude has high mean value. When it comes to risk taking, the mean value is low, therefore it can be understood that they are ready to take risks. It is the same case with regard to high involvement products also. The next table talks about the income of the respondents. In the first cluster people who have less than rupees 25,000 per month income are high in number. But in the case of the second cluster, the respondents are high in number in the category of between 25,000 to 50,000 rupees and the number is even more in the category of people who earn more than 50,000 rupees per month. The next table gives the details of the gender distribution of the respondents. In the first cluster female are more in number and in the case of the second cluster, all the respondents are male. In the case of domicile, rural respondents are high in number compared to the urban respondents in the first cluster. But in the second cluster the respondents are mostly from the urban area compared to the rural area. The final table talks about the player and non-player distribution among the respondents. In the first cluster the non-players are high in number (191), but in the second cluster, the players are high in number (251).

7 SUGGESTIONS

For the companies
1. The present research revealed that, high technological, highly priced, high risk and beauty oriented products are high involvement products. Therefore companies give more importance to such products and their advertisements. Low technology and low priced products are low involvement products and companies should be judicious in spending money on advertising these products.
2. The attitude towards advertisement of low involvement products as well as high involvement products is good among the respondents. But with the case of purchase intention - for the low involvement products, the purchase intention is good while for the high involvement products the purchase intention is questionable. So, in the case of low involvement product, companies may use sports celebrity endorsement when a new brand/product is being introduced as well as for the sales improvement of the existing product/brand.
3. In the case of high involvement products, when introducing a new product/brand the sports celebrities can be used in order to create awareness or positioning among the consumers about the product. But in the case of an existing product/brand which is already popular, sports celebrities are not advisable. The consumers do a lot of ground research and take expert opinion while going for a purchase of high involvement product. Therefore, instead of spending on advertisement with sports celebrities, they can spend the money on improving the quality, features and technology of the product. If the quality is increased, the consumer base might automatically increase and therefore increasing the sales of the product.
4. When compared to male, female consumers are not ready to take risks in the case of both high involvement as well as low involvement products. This is possibly because of the prevalence of male sports celebrities being used in the advertisements. So, in order to cover the female consumers, the companies may use female sports celebrities who have achieved fame in any sports.

For Celebrities
1. Being a celebrity is a great responsibility and it shows that people like you and believe in you. Therefore, the celebrities can make sure that the product that they endorse is of good quality, useful for the society and beneficial for the consumers. They need to be very careful not to sell their image and popularity just for money.
2. The celebrities can also focus on social advertisements for popularising ideas such as avoiding tobacco or alcohol, following traffic rules and obeying laws. This can be done for no/low payment and when this is done it will be of great help for the larger society. And moreover this will increase the fame and popularity of the celebrities and not the other way around.

For the Consumers
1. 1. The consumer can be careful and well informed before buying any product. Just because a celebrity is endorsing a product, it doesn’t mean that the product is good and worthy of consumption. Check twice and be sure before purchasing or investing in any product.

8 CONCLUSION

The importance of advertisements cannot be neglected in the present context. Any product that enters the market, if it is not advertised properly, will not be a success with the consumers. Companies use various techniques while advertising their products. One of the major techniques used today is the sports celebrity endorsement. Because of the popularity of sports among the people today, sports celebrity endorsement is a hit among the consumers. But the companies that advertise a product must be very careful before choosing their brand ambassadors. The relationship between the company and the consumer is a mutual benefit relationship and the role of the brand ambassador is to strengthen this relationship. In the present research the impact of the sports celebrity endorsement is analyzed and it has been found that the impact that is has is significant. But the impact is based on certain factors and it also varies based on high involvement products and low involvement products. Therefore, the companies have to follow certain principles, which are given as suggestions in the present research, in order to get the complete benefit for the money that they spend on the sports celebrity endorsements. Some of the major findings that were arrived at in the present research are When any product involves high risk, high technology and high price, the
consumers give high involvement before purchasing that product. But when the product involves low risk, low technology and low price, consumers give low involvement for that product. For any product, the attitude of the consumers towards advertisements is good. But when the purchase intention is taken into consideration, in the case of high involvement product, it is weak and in the case of low involvement product, it is good. Similarly, most of the female, low income, rural and non-players show low involvement with regard to all kinds of products. Most of the males, high income, urban and sports players show high involvement and have high positive attitude towards sports celebrity advertisements. Based on these findings, there were suggestion given in the present research. One of the major suggestions that was provided in the present research is that not just spending in advertisement can increase the sales of any product, but other factors are also involved in creating the purchase intention among the consumers. Therefore, investing in improving the quality of the product can give great dividends in the long run. The present research has not only given suggestion for the companies, but it has given suggestions for the celebrities as well as the consumers so that none of the party in the triangle of business feels cheated. Business is completely based on trust and if and when the companies build that trust, their business grows. When the trust is broken either by providing a faulty product or by using an inappropriate celebrity endorsement, the loss is not only for the company, but for the consumers as well as the celebrities is at a loss.

9 ACKNOWLEDGMENT

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10 REFERENCES