

The Advertising Power Of Sports Personality- Impact On Sports Brand (Adidas)

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Abstract

Most of the sports brands whether small or big have their main focus on the advertisement of the product and we often see celebrity athletes and sports personalities promote and represent the brand through advertisement or sponsorship or with collaboration on social media. This marketing strategy creates an instant impact on the consumers because consumers are easily attracted to the publicity, fame, and reputation of celebrities. The Organization invests millions for the advertisement and the celebrity athlete or sports personality charges a huge amount of money for this because they represent the brand and this marketing strategy has been profitable for the brands. The study aimed to study the influence of endorsement by sports personalities on consumer buying decisions towards Adidas products in every aspect and explain how different factors contribute to the development of the Brand. The paper also throws light on how the sports personality strategy of Adidas impacts the sports market. Sponsorship, Brand, Advertisement, Campaigns are the factors considered to study how the advertising power of sports personalities impacts sports Brands like Adidas. The research indicates that how a brand's popularity through advertising effect sports marketing. The study found results that the brand image is increased when a sports personality advertises and represents a brand as it easily gains the attention of the consumer with a clear purchase intention because they easily believe in the sports personality and get influenced by it. The research indicates that consumer is highly influenced with a clear purchasing intention when a famous sports personality or celebrity athlete advertise and represent a brand like Adidas.

Keywords: Sports Brand, Adidas, Advertising, Buying, Strategy

Introduction

Goods are abundant on the market today, but due to the number of replacements and complimentary items accessible, the product itself is no longer the deciding factor for customers, but rather the intangible messaging associated with the product. As a result, consumers are increasingly looking for something more to make their product stand out from the crowd - their brand. As a result, having a strong brand is very essential since it allows a business to stand out from its rivals (1,2).

When it comes to establishing a brand, image and associations are perhaps the most well-known methods. Using secondary associations, like the ones created by celebrities, is one approach to accomplish this in hopes of generating powerful, positive, and distinctive connections with the brand. Customer perception of the brand's identity is reflected in the picture. These messages may arrive in the form of individuals, as well as in the form of documents. Athletes and celebrities are often included in advertisements for many types of goods, with businesses hoping to boost brand recognition and increase sales. As one of the world's leading sportswear companies, Adidas is known for employing renowned athletes in their commercials to show what the brand is all about. As a result of Adidas' long connection with sportsmen such as Lionel Messi and Zinedine Zidane, the brand has gained a lot of its meaning by borrowing from and adding to their images (3).

For the endorsement process to be effective, it must be possible to transfer the appropriate connections from a person to a product, and for this message and message interpretation to be accurate. This means that if an athlete is sponsored by a business, they only want his or her good characteristics to transfer to the brand's image and improve it. People are, however, prone to being seen differently by consumers, and this may happen very quickly. Consumer attitudes are always changing, and this feature is especially important in today's culture, in which the transmission of information is not limited to traditional media such as newspapers, but also by new media like the internet and all of its communication possibilities as well. External sources for secondary affiliations, on the other hand, pose a significant danger to businesses, since they are effectively giving up control over one of their most precious assets.

Many of the teams mentioned in the above hand notes use Adidas kits, notably their primary sponsor Bayern Munich. Aside from that, they support national teams from Germany, Spain, Mexico, Argentina, Sweden, Japan, and the United States.

Numerous players have worn Adidas, including “Lionel Messi, Zinedine Zidane, Kaka, David Beckham, Steven Gerrard, Gareth Bale, Thomas Müller, Xavi, Mesut Ozil, James Rodriguez, Iker Casillas, Arjen Robben, Paul Pogba, Dele Alli, Luis Suárez, Ivan Rakitic, Diego Costa, Mohamed Salah, Roberto Firm”.

FIFA Champions League sponsors Adidas, and the official match ball of the tournament is the Adidas Finale. FIFA Champions League's official match ball is the Adidas Finale. Adidas also produces the Adi Pure line of football footwear in addition to the Adidas Predator boot. All “Major League Soccer” (MLS) clubs use Adidas clothes and equipment.

Adidas and Manchester United agreed to a ten-year kit contract in July 2014, opening with the 2015–16 Premier League season, which began in September. That makes it the utmost expensive kit contract in sports history. It supplanted Nike as the club's worldwide equipment supplier.

With a five-year deal allegedly worth \$24.5 million, Andy Murray became Adidas' highest-paid athlete. Ball-boy and ball-girl outfits for the ATP Tennis Tournament in Mason, Ohio, were also supported. In addition to “Malibu Tennis Camp, Green Fitness GmbH and Scholar & Micke Sportartikel Vertriebs GmbH”, Adidas is a partner of the following (4).

Basketball stars including Kareem Abdul-Jabbar and Tracy McGrady, as well as Chauncey Billups and Derrick Rose, have been sponsored by Adidas. The Adidas Equipment KB8 was Kobe Bryant's first trademark sneaker from Adidas till July 2002. Similarly, Kevin Garnett was sponsored by the business until 2010, when he chose to terminate his deal. In the past, Gilbert Arenas was an Adidas endorsement. James Harden signed a 13-year deal with Adidas in August 2015, allegedly for US\$200 million.

Rugby union teams such as the South African Stormers and Western Province rely on Adidas for their uniforms, including the All Blacks and the French national squad. In addition, Adidas is the official apparel sponsor of the New Zealand Rugby Union, which provides gear to all Super Rugby clubs, as well as several local teams and national referees in the country. Adidas is also the official provider of match balls for the Heineken Cup, which takes place in the Netherlands. In the years between 1997 and 2013, Adidas was the British and Irish Lions' clothing provider. The Gold Coast Titans Rugby League club in the Australasian National Rugby League wears their jerseys. Sonny Bill Williams, a former boxer and rugby and league international, is a worldwide spokesperson for Adidas.

Germany, England, Netherlands, Australia, Spain, and Belgium are among the countries that Adidas has sponsored with field hockey equipment as well as with sponsorships of many players. Over the last 15 years, the business has provided the Argentine women's and men's national teams with their uniforms. Besides Reading, Beeston, and East Grinstead, the business supported many more sports teams in England.

When it comes to the National Hockey League (NHL), Adidas struck a deal with the league to become its official uniform and licensed clothing provider beginning with the 2017–18 season. The company's Reebok subsidiary will be replaced as the official supplier by Adidas (5).

In addition to Lasith Malinga, Kieran Pollard, Dwayne Bravo, and K. L. Rahul, Adidas supports cricket. Adidas supports volleyball player Ivan Zaytsev. Earvin N'Gapeth, a professional volleyball player, works as a model and Adidas brand ambassador.

The objective of the study is to examine the influence of endorsement by sports personalities on consumer buying decisions towards Adidas products.

Literature Review

Brand Equity – The Value of a Brand

What does brand mean, first of all? As a mental association, it adds to a product's perceived worth. A brand's value is intangible and dependent on a product or service to support it. The brand is embodied in the product or service (6).

Brand equity, according to Keller et al. (2008), customers' connections, knowledge, and experiences of a brand create power. A product or service's pricing may be affected by these assets and liabilities, which are connected to the brand. This includes awareness, perceived quality, associations, distinctiveness, and loyalty as well as "other assets (such as pricing and distribution) and also patents and trademarks," as defined by Aaker (1992) Product-related and non-product related assets may be distinguished. Similarly, when customers select a product with a brand name over one without, the brand adds value to the purchase. It's also worth noting that an increased customer preference may be created by the information that a consumer has about a brand. When it comes to product performance, a consumer's impression of the brand may have an impact. It is thus crucial for customers to have the appropriate experiences and emotions toward the brand for the brand to have value. Customers will be more loyal to a brand if they have strong, positive, and distinctive connections with it (7).

Brand Knowledge

As Aaker explains, "brand knowledge" may be divided into twofold main categories: awareness and image. Being aware of a brand is the first step in developing an opinion about them. However, brand recognition is seldom enough to generate long-term value. To generate meaning, customers use associations with the brand to build a picture. Both "brand knowledge" components are shown in Figure 1 and are addressed in the sections below.

Endorsements

Celebrity endorsers are one method to create secondary brand awareness. Essentially, it is a method through which a company may communicate its brand identity to customers and set itself out from its rivals. Consumers are drawn to a brand by a well-known individual including a celebrity or an athlete because of the assumptions they make about the endorser's expertise. A well-known celebrity is required for this approach to work since it may help raise brand recognition and image (8).

People's Reasons for Purchasing Endorsed Brands

Consumers are influenced to purchase goods or companies by other people's endorsements. When it comes to celebrities, one of the most important elements is the identification process, when a person impersonates the conduct of someone else to emulate them. Athletes' and celebrities' followers are targeted by businesses, which provide them a chance to emulate their heroes. When Accenture recruited "Tiger Woods" as an ambassador in 2003, the tagline 'Go on, be a Tiger' was created to capitalize on Tiger Woods' qualities. When it comes to adding personality and lifestyle to the endorsement process, famous endorsers are more successful than anonymous endorsers.

A person's self-identification relies heavily on their ability to identify with themselves. People's self-concept is shaped by their beliefs about themselves and how much they value these notions. As part of this notion, between the actual self and the ideal self, the former being a more realistic view of who one is, while the latter represents what one aspires to be. As a result of societal conventions, the ideal self is influenced by advertising portraying successful people. An item or brand purchased because it's recommended by an "ideal" individual may lead someone to think that he or she is one step closer to achieving the ideal they've imagined for themselves. Instead of asking, "Who am I?" they ask, "What kind of person might I be if I were to be linked to you?" Association with the "correct" object or person reinforces an individual's feeling of self-worth (9).

Are Endorsement Agreements Worthwhile?

It is possible to get three kinds of advantages by using a renowned endorser. Celebrity endorsements of a product or brand can raise alertness of it, as was stated before. There is some debate as to who gains the most from advertising - the celebrity or the business. The answer is that both. There is a possibility that the

brand's message is lost in the shuffle since the celebrity gets all of the attention. Another danger is that people may see it more as an amusement than as a true advertisement.

Another benefit of celebrity endorsements is that they may help to create a favorable perception of the business and its products. For example, former basketball star Michael Jordan would be more credible if he praised nutritious morning cereal, relying on his healthy athletic image, rather than talking about something unrelated to his field of expertise. In a later part of this article, we shall explore the notion of credibility of an endorsement.

According to a third possible advantage of employing renowned endorsers, the psychological traits of an endorser may be linked with the brand's iconography. Many companies want to be linked with athletes since their brands typically represent success, confidence, and unique ability. Nearly ten percent of advertising expenditures may be attributable to the endorsers' wages according to Carlson and Donovan.

Factors Influencing the Effectiveness of Endorsements – Credibility, Compatibility, and Risk

Although endorsements provide advantages, they can only be gained if the endorsements are carried out properly. This means choosing a celebrity whose attributes align with those of the company in the issue. The spokesperson must be credible and believe what he or she says. Reliability and congruency between an endorsement and a product are explored more in detail here.

The endorser must be regarded as trustworthy by customers to effectively convey the message. Most academics believe that the endorser's message comes from him or her, rather than the more contemporary notion that he or she just relays information. What matters is how trustworthy customers find an endorser based on their perception of their perceived authority, prestige, and knowledge, as well as their beauty and overall trustworthiness.

Credibility is based on objectivity and competence. To be objective, one must have a solid track record of trustworthiness as well as the ability to rationally explain why one selects a particular brand. As opposed to that, endorser's opinion of their product and category knowledge is measured by their level of confidence in recommending it. People perceive celebrities who endorse too many products as dishonest and untrustworthy as they're more driven by money than any other reason. celebrities restrict their endorsements to only a few and select just those businesses that best suit their image (10).

According to the match-up theory, athletes would be deemed utmost related for ads showcasing sports equipment because that is where their expertise reasonably lies. A person's famous origins are thus a component in 20 of what renders him or her attractive as a brand endorser. For the endorsement to be credible, sportspersons and product categories must be compatible, but it's also crucial that the endorser's image matches the brands. For the appropriate associations to be transferred from the individual to a brand, this is essential. Bic's use of two-day stubble tennis champion John McEnroe as a spokesman for its disposable razors is an instance of a mismatch between person and brand.

Many businesses worry about putting their brand on the line by hiring external spokesmen since human beings are so unpredictable. Occurrences beyond the business's control may cause celebrities and sportsmen to rapidly acquire or lose fame. The corporation does not influence these events. As a result, if necessary, companies are preparing to dissociate with the endorsement.

Endorser and Brand Relationships

A brand's image is built on associations that may be drawn to it, as has been mentioned in the previous parts of this research study. Endorsers are the ones who make these connections happen. To determine whether the picture given by these connections is consistent with the brand identity, this research will be performed. Companies want their image to represent who they are, which means that the endorser should communicate that message unambiguously to establish that image. Hence, the endorser's personality characteristics should be comparable to the brands for the endorser to act as an amplifier of the brand's personality attributes. If these values aren't communicated, the picture will be confused with other connections.

Suppose the unfavorable connotations are passed from the endorser to the brand. According to the above statement, a business can't control which associations get associated with their brand name and image. The endorser may send unwanted images, but does this impact the brand's overall perception? In other words, does the endorser's participation change the intended picture from the observed image? Also, how does the brand's image change as a result of the involvement? According to the contemporary concept of a spokesperson as a messenger (rather than a source) of information, they are responsible for communicating and enhancing the brand's image to customers. As a consequence, the messenger's expertise must match the brand's understanding to avoid the scenario described above. As a result, the message about the business must be both clear and trustworthy. After gathering information about the endorser and the product, customers may subjectively construct a picture of the brand. For example, additional promotional efforts, corporate social responsibility (CSR), or news coverage are all considered "noise."

Methodology

Procedure and Sample

The younger generation is more likely to buy online in social commerce, thus understanding their online purchase intentions may help merchants target them and re-inspire customers' trust in online purchasing. This research has three goals: to identify what variables will affect customers' online purchasing intentions, including trust, perceived ease of use, and perceived utility, and to measure those effects. Those that are concerned about sports and Addidas customers were surveyed since they are the primary consumers of sports-related products and services. So, to find out how the advertising power of sports personality impacts the Adidas brand some studies were conducted.

Tools Used

The following tools were considered appropriate for the collection and analysis of data.

- a. Self Constructed Questionnaire

Procedure for data collection

The following technique is used to gather data

- a. Primary data- It is collected through a questionnaire
- b. Secondary data- It is collected through Internet Research Papers

Results and Discussion

This work's goal was to provide a new technique with adequate validation, and it was achieved in a big way

Hypothesis:

H1: Brand image does not have a major effect on customer purchasing choices on sports brands (Adidas).

H2: The influence of celebrity endorsement on consumer purchasing choices is negligible on sports brands (Adidas).

Table 1: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	Error t	Sig. (2-tailed)
Brand Image	100	7.480	1.2751	.1275	58.662	.000
Celebrity endorsement	100	7.91	1.006	.101	78.629	.000

From the following table 1, it is evident that the alternate hypothesis is accepted and the null hypothesis is rejected in both of the cases (Brand Image and Celebrity endorsement) as the significant value is lower than 0.05.

Consumers see sportsmen as human brands with distinct characteristics, according to the study. Additional research shows that the assessment of athlete identity is influenced by the athlete's reputation and uniqueness. A consumer's emotional connection to a sports figure increases the likelihood that they would identify with the sports figure's team, buy team-related merchandise, and increase their team-related viewing habits. A positive reaction is evident from the above Result, which shows that we selected an alternative hypothesis. To the academics' knowledge, the study would help them grasp the possibilities of future research that might be carried out. According to the research, customers are more likely to buy Adidas goods if they imitate the conduct of a famous athlete. Athletes' and celebrities' followers are targeted by businesses, which provide them with a chance to emulate their heroes.

Impact of sports personality advertising for sports brand Adidas

Consumers see sportsmen as human brands with distinct characteristics, according to the study. Additional research shows that the assessment of athlete identity is influenced by the athlete's reputation and uniqueness. A consumer's emotional connection to a sports figure increases the likelihood that they would recognize the sports figure's team, purchase team-related merchandise, and watch more games with their team (11).

A sports company, Adidas believes in the potential of athletics to transform lives. Adidas' goal is to be the world's greatest sports brand. Athletes of all levels are encouraged by Adidas to make a positive impact. Its primary target audience is young people. In any case, it has a strong connection with anybody who has a passion for athletics. Its goods are well-liked by a wide range of people regardless of age. In the last several years, it has made some significant modifications to its business model. The client is at the heart of everything Adidas does (12).

Impact of sports personality advertising for sports brand Adidas

It's possible to observe the influence and impact of a sports star on a product's perceived quality, its reputation being transferred to the brand or its overall competitive advantage over rival brands. For this reason, customers' subjectively perceived advantages are important. As in general marketing, sports superstars are used in marketing communications to reach the ultimate customer. Supposed as reference groups, like family, work colleagues, schoolmates, male and female friends and also fruitful individuals in the local area and icons in culture and sports, politicians and the like, are constantly being compared to both men and women. When choosing and buying goods from particular brands, customers adjust their tastes and behavior based on continuous contrast and an effort to come closer to these supposed standards. Customers then seek to join this reference group to be part of the same social group as the celebrity in question. Consumer purchasing behavior and preferences, on the other hand, are a complex process that is influenced by a variety of variables. using sports stars to influence businesses is a way of getting a sports star closer to their consumers, at least via their goods. Customers and consumers will have various levels of influence, with some having a lot of influence and others having none at all. Consumers under the age of 30 who have been exposed to a variety of marketing efforts, especially in the form of communication and advertising messages, are a particularly intriguing demographic. Some of these methods included television commercials, outdoor advertising, and Internet-based advertising. Companies are focusing on this group since it is entering an economically active age and because it is the topmost targeted group. Individuals born in the 1980s and 1990s make up this cohort of customers, often known as "Generation Y." Information and communication technology (ICT) as we know it now started to completely emerge throughout those eras. This generation mastered the use of technology to the fullest and made it an integral part of their daily life, according to the report. This generation of consumers, thanks to the ubiquitous communication media, instantly knows what kinds of golf clubs Tiger Wood uses, what spikes Usain Bolt used to break the world record in running, what shoes Lionel Messi wears, what skis Aksel Lund Svindal uses in competitions, as well as non-sports products, for example, what kind of hair gel David Beckham requires for his stylish hairstyles, and what waffle irons are used by the likes of the

Kardashians and other sports fan always want to follow his/her sports personality so it does a great influence over their purchase intention and brand like Adidas is getting immense benefit from it (13).

Limitation of the project: The scope of the study is limited to only a few people. The impact on sports Brand Adidas can have many other determinants but only the following prominent were given here.

Conclusion

Adidas puts the customer at the center of everything it does. Consumer loyalty and brand image are built by continuously creating appealing goods and exciting experiences. Adidas has improved its strategic direction, operational procedures, and incentive systems via 'Creating the New' to cultivate a culture of customer passion across the whole company. The most successful athletes tend to have a greater significance than just their physical achievements. To be able to draw on it may be important. Athletes are thus seen differently depending on the environment in which they compete. Creating a link between the athlete and the customer is a constant element in all theories and analyses of characteristics. For the appropriate buying choices to be made, there must be a connection between athlete and product. "Athlete's renown and popularity may have a tremendous impact on the business world if businesses can properly utilize it," Hsu and McDonald write.

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