

Athlete endorsements

The impact of athlete endorsements on the attitude and behaviour of consumers

Dominique van Bennekom

1611422

Utrecht University of Applied Sciences

13-06-2014

International Commercial Communications

University of Applied Sciences Utrecht

Thesis mentor: Martin Karemaker

Abstract

In this study the impact of athlete endorsements on the attitude and buying behaviour of consumers was investigated. Many times, endorsers are seen as having a positive impact on a brand and are used to endorse sport products as well as non-sport products. Sometimes an athlete is endorsing different products for different brands at the same time. But while companies are spending a lot of money on athletes to endorse their products, and experts believe companies should match the endorser with their product, not many explanations have been given by previous studies to explain why athletes not only endorse sport products but non-sport products as well, and if this has the same positive effect on the consumer. This study analyse the impact of athlete endorsers on the attitude and behaviour of the consumer towards the brand, looking at sport products as well as non-sport products. In addition, this study analyse the effect of negative publicity about an athlete and how this will affect the advertisement, and the attitude and behaviour of the consumer towards the endorsed brand. This knowledge will provide companies with the strategic help of how and when to make use of an athlete to endorse their products.

In order to find an answer on the question whether athlete endorsements have impact on the attitude and buying behaviour of consumers, for sport products as well as non-sport products, literature research has been done. In addition, field research has been done and 128 respondents have participated to the survey which studied the perception of the consumer towards athlete endorsements.

It was found that athlete endorsements can have a great impact on consumers. Athletes can draw attention to a brand and shape the perceptions of that brands. Athletes can also make the message more recognisable and more memorable. Athletes can transfer their positive meaning to a brand, which leads to an increase of awareness of a company's advertisement, an improvement in the company's image, a more positive attitude of the consumer towards the brand and a great probability of purchasing the product. In order to select the right athlete for the message and make the advertisement as effective as possible, the most important athlete endorser attributes are: expertise with the product, the athlete's personality and charisma, the popularity of the athlete, and the trustworthiness of the athlete. But although athlete endorsements can create a more positive attitude of the consumer towards the brand and a higher probability of purchasing the endorsed product, this seems mostly the case for sport-related products. People are only more likely to buy food, sports drinks, energy bars, sports material, and sports clothing when endorsed by an athlete. Besides, when we look at the effect of negative publicity of an athlete on the consumer, it depends on the person confronted with negative publicity about an athlete whether it affects the attitude and buying behaviour of this person or not.

Preface

The thesis that is lying in front of you is the result of the literature and field research that I have done as a completion of my studies at the University of Applied Sciences in Utrecht .

Writing this thesis was challenging and instructive. During the period I was writing my thesis I have learned a lot about doing your own research and writing it down correctly. I have worked on this thesis with great enthusiasm, as I really like the two main subjects of this thesis, sports and marketing communications.

I want to thank my mentor, Martin Karemaker, for the great cooperation. His responses came quick, the feedback was clear and he helped me looking critical to my research. I also want to thank the other teachers of the department International Commercial Communications for everything they have learned me during this year. Finally, I want to thank my friends and family for their support and feedback.

I hope you will enjoy reading my thesis.

Dominique van Bennekom

Utrecht, 13 June 2014

Table of contents

Abstract	2
Preface.....	3
Chapter 1. Introduction.....	6
1.1 Background	6
1.2 Definition of the problem.....	7
1.3 Research question and sub questions	8
1.4 Purpose.....	8
1.5 Relevance of the study	8
1.6 Methods	9
1.7 Definition of Terms	9
1.8 Overview	10
Chapter 2. Literature research	11
2.1 Athletes as a marketing communications strategy	11
2.1.1 The use of athletes as part of a marketing communications strategy	11
2.1.2 The perception of famous faces.....	12
2.1.3 The Balance Theory & the Meaning Transfer Model	12
2.1.4 The pros en cons of celebrity endorsement	15
2.2 How companies select their athletes.....	16
2.2.1 Influential factors.....	17
2.2.2 The Source Credibility Model, the Source Attractiveness Model & the Product Match-up Hypothesis.....	18
2.2.3 The TEARS Model.....	20
2.2.4 The Endorser Sexpertise Continuum.....	21
2.2.5 Attractiveness of the athlete	22
2.2.6 Gender	22
2.2.7 Saturation factor & trouble factor.....	23
2.2.8 Selection criteria when choosing an athlete endorser.....	23
2.3 Sport products versus non-sport products	23
2.3.1. The consumer of the endorsed product.....	24
2.3.2. The sport of the athlete endorser	25
2.3.3. Athlete endorsement for a sport product	25
2.3.4. Athlete endorsement for a non-sport product.....	25
2.3.5. Athlete-sport-consumer-product fit	26

2.4 The influence of performances of and negative publicity about athletes on consumer's attitude	26
2.4.1. The influence of the performances of an athlete	27
2.4.2. The influence of negative publicity about an athlete.....	27
Chapter 3. Research method of case study	30
3.1 Survey development	30
3.2 Substantiation of choice	31
3.3 Procedures & data analysis.....	31
3.4 Respondents.....	31
Chapter 4. Research results	32
4.1 The athlete used in the advertisement	32
4.2 The type of product advertised by the athlete.....	33
4.3 The influence of negative publicity about the athlete.....	33
Chapter 5. Conclusion	35
5.2 Insights obtained in this study	35
5.2 The impact of athlete endorsements on the attitude and behaviour of the consumer	39
Reference list.....	40
Appendix	49
Appendix 1. Survey links on Facebook and Twitter	49
Appendix 2. Survey athlete endorsement.....	51
Appendix 3. Survey results	57
Appendix 4. Graphs SPSS.....	66

Chapter 1. Introduction

This chapter provides an introduction about the subject of this study: celebrity endorsement of famous athletes in commercials. Chapter 1 first describes the background information of this study and the theory development. Then, this chapter will describe the research question and sub questions. Thereafter, the purpose of this study, the relevance, and the used research methods will be defined. This chapter will end with a definition of terms and an overview of the structure of this thesis.

1.1 Background

Celebrity endorsement is a widespread phenomenon in marketing communications strategies (Erdogan, 1999, p. 291). The use of athletes to endorse a product is used to create positive thoughts in the head of the consumer. Celebrity endorsement can give an advantage to the branding process as the company takes credit on the relationship a celebrity enjoys with his or her fans to affect consumer behaviour and increase brand recall (Rana & Srivastava, 2013, p. 1). McCracken (1989, p. 310) describes a celebrity endorser as *'any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement, this is useful, because when celebrities are depicted in marketing communications, they bring their own culturally related meanings, thereto, irrespective of the required promotional role'*.

As the sport market has grown, so have the different media which enable people to see or hear a commercial using a famous athlete to endorse the product being advertised. Advertisers pay millions of euros to these athletes, hoping that these sport stars will transfer their performances to the products and services they endorse and make them more attractive and successful (Jones, 1999, p. 193). Worldwide, celebrity endorsement has been used a lot as a marketing communications strategy. Sometimes athletes earn even more money off the field endorsing different kind of products than they do with their sports. David Beckham for instance made most of his money modelling underwear, not performing his sport soccer (Johnson, 2013). And Tiger Woods earns more than \$20 million annually off field from Nike according to Forbes (Badenhausen, 2013).

As some brands have been using famous athletes as a marketing communications strategy, certain products stand out from the crowd as a result of these endorsements. Nowadays, some athletes endorse a multitude of products, including sport products and non-sport products, while others limit themselves to products related to their sport (Simmers, Damron-Martinez & Haytko, 2009, p. 52). The use of celebrities to stimulate consumer buying behaviour is common in most branches of advertising. This strategy is used because of the positive effects of the endorsement on the consumer (Zwilling & Fruchter, 2013). Under normal conditions, it appears as though an athlete endorser is a more effective spokesperson than just an ordinary person. This is because of an increase in the perceived involvement of the athlete with the company of the endorsed brand. As levels of an athletes perceived involvement

increase, attitudes of consumers towards the product and advertisement become more positive (Hunter & Davidsson, 2007; Hunter, Davidsson & Anderson, 2007).

But, although there are many benefits in the use of celebrity endorsement, there are some risks as well which the marketer should take into account when using an endorser. Possible risks, for instance, are negative publicity about the athlete, consumers may have trouble remembering the advertised brand instead of the athlete, or an athlete endorses too many products (Keller, 2013, p. 279). Brands need to pay attention to these risks, in order to protect their brand and sales (Jacobson, Kulik & Louie, 2001, p. 21). Negative information about an athlete can be transmitted to the endorsed product and thus the brand who uses the athlete. But what can be questioned is whether the attitudes of consumers towards the brands will change for good after this negative publicity or not?

1.2 Definition of the problem

Many times, endorsers are seen as having a positive impact on a brand. Therefore, athletes are used to endorse sport products as well as non-sport products. And sometimes an athlete is endorsing a lot of different products for different brands at the same time. It is often believed that there has to be a fit between the product and the selected endorser. But while companies are spending a lot of money on athletes to endorse their brand and products, and experts believe companies should match the endorser with their product, not many explanations have been given by previous studies to explain why athletes not only endorse sport products but non-sport products as well. For instance, a tennis player is used to endorse a digital camera (Simmers et al., 2009, p. 52).

Also, although the use of athletes as endorsers for a brand is seen as having a positive impact on a brand, sometimes endorsers could bring risks to the brand, because of the negative information publicized about the athlete. This negative information could be transmitted to the brand (Louie et al., 2001, p. 21). This study will analyse the impact of athlete endorsers on the attitude and behaviour of the consumer towards the brand, looking at sport products as well as non-sport products. This study will also analyse the effect of negative publicity about an athlete and how this will affect the credibility of an advertisement, and the attitude and behaviour of the consumer towards the endorsed brand.

1.3 Research question and sub questions

After looking at the background of athlete endorsement and defining the problem of this study, the following research question has been formulated: “What impact does celebrity endorsement of famous athletes have on the attitude and behaviour of the consumer and is there a difference between the endorsement of sport products and non-sport products?”.

To answer the research question and to study the impact of athlete endorsers, the following sub questions are formulated:

- Why do companies choose celebrity endorsement as a marketing communications strategy?
- How do companies select their celebrities?
- Does negative publicity about athletes have influence on the relation of the consumer with the endorsed brand?
- What does the consumer think of the appearance of famous athletes in commercials?
- Is the use of athlete endorsements in your advertisements more memorable than the use of figurants in your advertising?

1.4 Purpose

Many athletes are used to endorse a product and many top athlete endorsers make considerably more money as product endorsers than they do as athletes in their chosen sport (Simmers et al., 2009, p. 52). Therefore, it is important to study if these endorsements lead to an effective campaign for the endorsed brand. This study is designed to examine the impact of athlete endorsements in marketing communications on the attitude and behaviour of the consumer and if there is a difference in impact between sport and non-sport products. Besides, this study will also look at the impact of scandals of athletes on the attitude and behaviour of consumers. The purpose of this study is to provide information about the impact of athlete endorsements for companies that are interested in using an athlete to endorse their product. This may help them when they need to make a decision about using a specific endorser for a new campaign. The purpose of this study is to provide a better understanding of the effect of athlete endorsers in marketing communications.

1.5 Relevance of the study

What I expect this study will contribute, is an extra insight in what impact famous athletes have on the attitude of consumers and the buying behaviour of consumers. Marketers can use the results of this study when they need to make a decision whether or not to use an endorser for their product. The results may provide a better understanding in the effect of athlete endorsements as an advertising tool

and a helpful document when developing a promotional strategy as part of your marketing communications.

This study will show the benefits and risks of using an athlete as part of your marketing communications strategy and what impact athletes have on the attitude and behaviour of consumers towards the brand. Because this study will look at the impact of athletes instead of actors or models, another perspective of the use of endorsers will be presented. All benefits and risks, and the impact of using athletes in a commercial must be identified to ensure brands will benefit from the use of the endorsement of famous athletes.

1.6 Methods

To be able to answer the research question and sub questions research has to be done. The research methods that will be used in this study can be distinguished into quantitative and qualitative research. This study will start with a literature study and will describe different models about celebrity endorsement as well as the benefits and risks about endorsements. Literature research will also be used to describe previous studies about the effect of celebrity endorsements, scandals of athletes, and the attitude and behaviour of consumers. This study will also use field research. A survey will be released to interrogate consumers about athlete endorsement. These surveys are spread and promoted through Facebook and Twitter, in order to get a sufficient number of respondents. By analysing the literature research and the responses given in the survey, an answer can be given on how consumers perceive advertisements using athlete endorsers and how these advertisements affect the attitude and behaviour of people.

1.7 Definition of Terms

While models and studies about athlete endorsements will be defined in chapter 2, some terms that are used throughout this thesis must primarily be defined (Cambridge Dictionary, n.d.):

Athlete: 'a person who is very good at sports or physical exercise, especially one who competes in organized events'.

Attitude: 'a feeling or opinion about something or someone, or a way of behaving that is caused by this'.

Belief: 'the feeling of being certain that something exists or is true; something that you believe'.

Celebrity: 'someone who is famous, especially in the entertainment business; the state of being famous'.

Credible: 'able to be believed or trusted'.

Endorse: *'to make a public statement of your approval or support for something or someone; an advertisement saying that you use and like a particular product'.*

Expert: *'a person with a high level of knowledge or skill relating to a particular subject or activity'.*

Identification: *'the act of recognizing and naming someone or something'.*

Impact: *'a powerful effect that something, especially something new, has on a situation or person'.*

Influence: *'the power to have an effect on people or things, or a person or thing that is able to do this'.*

Involvement: *'the act or process of taking part in something'.*

Likeable: *'describes a person who is pleasant and easy to like'.*

Match-up: *'if two pieces of information match up, they are the same'.*

Memorable: *'likely to be remembered or worth remembering'.*

Perceive: *'to come to an opinion about something, or have a belief about something'.*

Persuade: *'to make someone do or believe something by giving them a good reason to do it or by talking to them and making them believe it'.*

Product: *'something that is made to be sold, usually something that is produced by an industrial process or, less commonly, something that is grown or obtained through farming'.*

Relation: *'the way in which two people or groups feel and behave towards each other'.*

Scandal: *'(an action or event that causes) a public feeling of shock and strong moral disapproval; reports about actions or events that cause shock and disapproval; a situation that is extremely bad'.*

Transfer: *'to move someone or something from one place, vehicle, person, or group to another'.*

Value: *'the amount of money that can be received for something'.*

1.8 Overview

In chapter 1, the background, problem, purpose, relevance, methods and definition of terms of this thesis are explained. Chapter 2 will provide an overview of the literature research including different models and previous studies that can be used to explain the effect of celebrity endorsement. Chapter 3 will explain the research methods involved in the creation of the survey and the steps that were taken to complete this study. Chapter 4 will then provide the results of the field research. And chapter 5 answers the research question and will present the conclusion of this study. The survey used for this study and the answers given by the respondents can be found in the appendix. As well as the tables made in SPSS and the promotion of the survey.

Chapter 2. Literature research

This chapter will provide an overview of the literature research done in this study. This chapter will explain why athletes can be used as part of a marketing communications strategy, what models can be used to explain consumer behaviour, the pros en cons of celebrity endorsements, the way in which companies select the right endorser for their advertisements, and what impact negative publicity about an athlete has on the relation of the consumer with the endorsed brand.

2.1 Athletes as a marketing communications strategy

Using well-known and admired celebrities to promote products is a worldwide marketing tool. Today many companies choose to utilize celebrities in their marketing communications. A part of these celebrities are athletes. This paragraph will explain why companies choose athletes as a part of their marketing communications strategy, how people form their attitude when confronted with a message using an athlete endorser by describing different models, and the pros and cons of celebrity endorsement as a part of a brand's strategy.

2.1.1 *The use of athletes as part of a marketing communications strategy*

Some brands use an athlete to endorse their product. These endorsements include not only sport products, but non-sport products as well. The main reason for brands to use famous athletes as a part of their marketing communications strategy is that these athletes can draw attention to a brand and shape the perceptions of that brand. These perceptions are made through consumer's knowledge of and associations with the famous person (Keller, 2013, p. 279). Consumer research of Friedman and Friedman (1979), Kamins, Brand, Hoeke, and Moe (1989), and Petty, Cacioppo, and Schumann (1983) has shown that celebrity endorsements may increase brand recall, the recognition of brand names and the credibility of the message (Stallen, Smidts, Rijkema, Klucharev, & Fernández, 2009). By using athletes brands hope the athlete's fans will also become fans of their products or services. In order to create a successful campaign, and to improve brand awareness, image and responses for the brand, the athlete used in the marketing communications strategy must be well known by target audience (Keller, 2013, p. 279). The athlete used in the message can have a big impact on people's acceptance of the message. When there is a match between a product and an athlete, consumers are more motivated to process the message about the product (Solomon, 2011, p. 301).

2.1.2 *The perception of famous faces*

Advertisers need to use attractive messages to get the attention of consumers and to build brand awareness for their target audience. People process messages using a famous athlete, instead of an ordinary person, in a different way. Our brain pays more attention to famous faces and it more efficiently processes information about these images (Solomon, 2011, p. 304). Brain-scan research indicates that celebrity faces arouse specific happy memories, and people associate these positive feelings with the products the celebrity endorses. Recent research claims that these positive emotions get transferred from the personality of the athlete to the endorsed product. This leads to a more positive attitude of the consumer towards the product and a great probability of purchasing the product (Jacobs, 2010).

According to Stallen et al. (2009), an explanation for this positive transfer is that the perception of a famous face may bring facts about the celebrity and related personal experiences of the consumer to the consumers mind. These facts and personal experiences are then related to the endorser of the product and the product itself. Since athletes are usually selected because of their popularity and their performances, these feelings will be inherently positive. The positive affect that is experienced during the retrieval of these memories may be transferred to the product endorsed by the athlete (Stallen et al., 2009).

Another explanation is that the perception of a famous face triggers the return of implicit memories (Schacter, 1987, p. 506; Schacter & Buckner, 1998, p. 185-192). According to different studies, earlier exposure to a stimulus has been shown to be appropriate to increase the positive affect experienced toward that stimulus at a later moment (Harmon-Jones & Allen, 2001, p. 889; Zajonc, 2001, p. 224). Implicit memories of earlier exposures to a celebrities face may cause consumers to experience more positive feelings during exposure to that famous person at a later moment, than when seeing a non-famous person, because consumers have been exposed more often to the face of the celebrity than to the face of an unknown endorser (Stallen et al., 2009, p. 4). Because of this positive effect on consumers, the use of athlete endorsers increases awareness of a company's advertisement and improves both the company's image and the brand attitudes (Solomon, 2011, p. 304).

2.1.3 *The Balance Theory & the Meaning Transfer Model*

People form attitudes. These attitudes can change and shape behaviour. An attitude can be defined as a learned tendency to evaluate things in a certain way (Cherry, n.d.). This contains evaluations of people, issues, objects or events, including people's attitude towards a brand. Advertisers constantly bombard us with their commercials trying to change our attitudes and buy their products. People may form an attitude towards a brand in different ways. An important way people form their attitude is by modelling the behaviour of friends and media endorsers, such as famous athletes (Solomon, 2011, p. 285), who try to charm us to buy the endorsed product. This section

explains the effect of endorsers on people's attitude by describing the Balance theory and the Meaning Transfer Model.

One way to explain the effect of celebrity endorsement is by using the Balance theory of Heider (1946). This theory was developed as a framework for studying the structural arrangements between social actors and consumers and how this affect connections. This model explains how people try to maintain consistency in patterns of their liking and disliking. When patterns of liking and disliking are balanced, structures are stable. When they are imbalanced, structures are unstable and there is pressure in a person's mind to change into a direction that makes these structures balanced again (Munroe, 2007). People are motivated to reduce this tension by changing their perceptions in order to restore balance. This balance plays an important role when looking at celebrity endorsements. By using celebrities in their marketing communications brands try to transfer the athlete's popularity to the product (Solomon, 2011, p. 289). When people are confronted with an endorsed message, they need to find a balance between the product and the endorser.

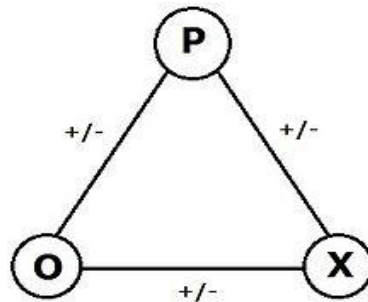


Figure 1. The Balance Theory (Heider, 1946).

Most of the time a balance exist, because people want to act consistently. The Balance Theory consists of three concepts: (1) a person who has an attitude towards (2) the person who endorses the product of (3) a brand. When people are confronted with an endorsed advertisement, maintaining imbalance is not an option because people want to be consistent. As a result two different scenarios can take place in order to create balance again. The first scenario can be described as a positive attitude of the consumer towards the brand. This is the desired situation for brands using an athlete endorser. A positive attitude towards the endorser is transferred into a positive attitude towards the brand using the endorser. Because the connections between the consumer, the endorser and the brand are positive, a balanced situation is shaped ("Marketingboeken.net," 2012). The second scenario can be described as a negative attitude of the consumer towards the brand. In this situation the positive attitude of the consumer towards the athlete endorser changes into a negative attitude. This leads to a negative attitude towards the brand. In this situation the use of an endorser is not effective for the brand ("Marketingboeken.net," 2012).

Another explanation about the effectiveness of celebrity endorsement can be given by using the Meaning Transfer Model, which argues that consumers tend to project an athlete's attributes onto the product (Zwilling & Fruchter, 2013). Celebrities develop an identity through the types of roles they play in society as well as how they are presented in the media (Amos, Holmes & Strutton, 2008). The characteristics consumers attribute to a celebrity endorser transfer to the consumer's relation with the product (McCracken, 1989, p. 310). As a result, athletes, who are easily recognizable and admired, positively influence consumers (Kambitsis, Harahousou, Theodorakis, & Chatzibeis, 2002, p. 156). According to McCracken (1989, p. 318), the effectiveness of an endorser depends on the added value of a celebrity on the endorsement process, because celebrities bring their own symbolic meanings into the endorsement process. Celebrities draw meanings from the culturally established world when developing their images, which are enlargements of meanings from the roles they assume in various aspects of their careers, both in media and in the public eye. Because the effectiveness of the endorser depends on the meanings he or she adds to the endorsement process, these meanings have to be meaningful for products (McCracken, 1989). The Meaning Transfer Model can be described in three stages. This model illustrates that the image of the endorser is first set in the mind of the consumer. Then the image of the chosen athlete endorser is transferred to the product, and, in the end, this image is transmitted from the product to the consumer according to studies of Langmeyer and Walker (1991), Langmeyer and Walker (as cited in Braunstein, 2006, p. 16) and McCracken (1989, p. 313-318). Thus, the Meaning Transfer Model consists of three sequential stages (Zwilling & Fruchter, 2013):

Stage 1: The advertiser chooses a celebrity to deliver messages about a product, utilizing the endorsers characteristics.

Stage 2: The message associated with the endorser connects itself to the product or brand. In this way, consumers begin to associate qualities attributed to the celebrity with the endorsed brand.

Stage 3: The consumption process. The consumer obtains the brand's characteristics.

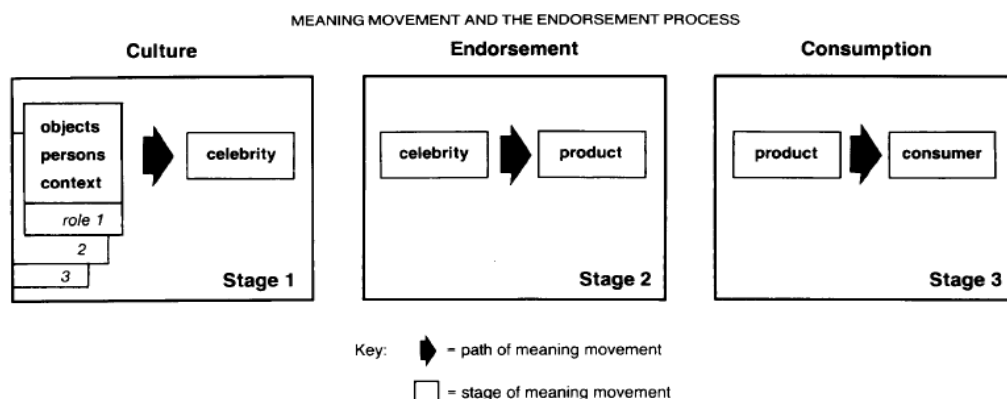


Figure 2. The Meaning Transfer Model (McCracken, 1989).

2.1.4 *The pros en cons of celebrity endorsement*

Celebrity endorsements can gain huge rewards for a brand, but there are some risks as well that marketers have to take in mind. This section will give an overview of the advantages and disadvantages of celebrity endorsement. First, the pros of using celebrity endorsers will be explained, followed by the cons of using celebrity endorsers.

There are several benefits in using celebrity endorsements. Research has shown that consumers are more likely to choose products and services endorsed by a celebrity than those without such endorsements (Agrawal & Kamakura, 1995). Famous athletes can draw and hold the attention of the viewer, and shape the perceptions of the brand. These perceptions are made through the knowledge and associations that consumers have about that famous person (Keller, 2013, p. 279). Second, an endorser can provide evidence for a product or service, especially when the product or service has contributed to their fame (Dyson & Turco, 1998). Celebrity endorsement can make people believe the product contributes to a superstar status. The use of famous athletes can lead to consumers believing that the brand or product contributes to the performances of the athlete. This relationship can increase a consumer's belief and trust in the product and its benefits. Celebrities embody cultural meanings and they symbolize important categories such as status and social class, gender, age and personality types. After an advertiser has decided what meaning a product should carry, the advertiser can choose a celebrity who embodies a similar meaning as the product does. In this way the product's meaning moves from the manufacturer to the consumer, using a celebrity as a vehicle (Solomon, 2011, p. 304). As explained in the Meaning Transfer Model, athlete endorsements can contribute to brand equity by becoming associated to the brand and improving brand awareness, adding new associations, or improving the strength, favourability, and uniqueness of existing associations (Keller, 2013, p. 282). Also, a celebrity endorsement strategy can be an effective way to differentiate among similar products. This is especially important when consumers do not perceive many differences among competitors. This occurs often when products are in the mature stage of their product life cycle (Solomon, 2011, p. 304). Furthermore, the use of a celebrity in advertising can help people to remember your ads and your brand better. Celebrity endorsements can improve advertisement recall, because a celebrity brings quick and high visibility for the brand or brand-item which, if the category need is also present, will increase brand recall (Rossiter & Bellman, 2005, p. 178). The use of a celebrity endorser will almost always increase recall, and by a large degree, even over competing brands (Rossiter & Bellman, 2005, p. 158). Finally, the more familiar an endorser is to a consumer, the more likely consumers are to buy the endorsed product according to Miciak and Shanklin (1994) (as cited in Dyson & Turco (1998)).

But although there are many advantages in the use of athlete endorsers, there are some negative consequences in using sport celebrities as endorsers as well. First, because of the high costs

necessary to acquire famous athletes, it is hard for small companies to afford a celebrity. It could be a big risk for these companies to invest large amounts of money in an athlete (Dyson & Turco, 1998). Another disadvantage is that athletes can endorse several products at the same time. In this way a company may not be able to get a celebrity to represent their product exclusively and the endorsers can be seen as opportunistic or insincere, lack any specific product meaning. When a celebrity works with many companies he or she might become overexposed. This can result in a decrease in the celebrity's credibility and the consumer's trustworthiness in the product and endorser (Keller, 2013, p. 280; Dyson & Turco, 1998). A third risk in using famous athletes is negative publicity about an endorser. Celebrity endorsers can get in trouble or lose popularity amongst their fans, diminishing their marketing value to the brand, or just fail to live up the expectations of their fans. Although most companies check an athlete's background before signing, this does not protect a brand against bad behaviour of the athlete in the future (Keller, 2013, p. 280). When a negative image of the celebrity is published, this picture will be transferred to the brand as well, making it difficult to gain consumer's trust to buy the product (Dyson & Turco, 1998). Negative information about an athlete may change a consumer's perception of that person and the brand. As such, the endorsement may be disadvantageous to the sale of a product and in some cases to an entire brand (Klebbba & Unger, 1982; Till & Shimp, 1998, p. 80). Another risk is that the use of an athlete by a company may result in the consumer remembering the athlete and not the product her or she is endorsing (Zwilling & Fruchter, 2013). Celebrities may distract attention from the brand in ads, which results in a notice of the athlete but also in trouble remembering the advertised brand (Keller, 2013, p. 281). This risk becomes bigger when celebrities endorse multiple products at the same time. In order to create a successful campaign, there must be a logical connection between the endorser and the brand. Some endorsements seem to fail at this point (Keller, 2013, p. 280). Last, many consumers feel celebrities are doing the endorsement only for the money and do not believe in the product or do not even use the endorsed brand. Some consumers feel the fees celebrities earn to appear in commercials add unnecessary costs to the brand (Keller, 2013, p. 281).

2.2 How companies select their athletes

Once all the aspects, advantages and risks of celebrity endorsement are evaluated, a company must choose whether to adopt the endorsement strategy or not. The use of celebrity endorsement to stimulate consumer purchase intentions is common in advertising, but how do companies know they selected the right endorser for their brand? Not all athletes are able to transfer their popularity onto a product or brand. In most cases, it is the attractiveness of the celebrity that strengthens the intentions of the consumer to purchase the advertised product (Kahle & Homer, 1985, p. 955; Kamins, 1990, p. 4). But promotional effectiveness is not only guaranteed by the physical attributes of an athlete

(Zwilling & Fruchter, 2013). This paragraph explains what companies need to look for when selecting an athlete to endorse their product, because the choice of a specific athlete based on his or her attributes does not inevitably strengthen the purchasing intention of the consumer (Caballero, Lumpkin & Madden, 1989; Maddux & Rogers, 1980; Ohanian, 1991, p. 39). Thereby, a distinction is made between different models to describe what factors can influence the message, the attitude of the consumer and the purchase intentions.

2.2.1 Influential factors

When selecting an athlete to endorse a product, advertisers should understand what factors can influence the message either positively or negatively (Pritzen, 2012). Finding the right athlete to endorse the product is an important decision for a brand. When selecting an athlete, brands have to look at different factors. Brands should look at the on-field attributes of the athlete as well as the off-field attributes of the athlete (Conway, 2013). On-field attributes of the athlete are the performance quality, the winning records, the skills, the style, and the potential of the athlete. Because athletes transfer their on-field attributes onto the endorsed products, brands want their endorsers to be successful, skilful and to play the game in style. Brands want to link their product with the best athlete on the field (Conway, 2013). Important for brands is to look at the on-field performances of new potentials as well, athletes who are expected to be a new sensation.

In addition, brands need to look at the off-field attributes of athletes. Off-field attributes of the athlete are his or her personality, physical attractiveness, uniqueness, his or her unique personal background, the relationship with the fans, and the influence of the athlete (Conway, 2013).

Further, marketers should consider the sport practised by the endorser carefully as well when they select a product endorser (Martin, 1996, p. 28-43). A study of Martin (1996) argues that the sport performed by the athlete is an important factor in creating a positive consumer response. The image of the sport, independent of the athlete, can contribute to the consumer's response to an endorsement. The image of a sport can improve, or reduce, the effects of the personality and appearance of the athlete endorsing the product (Martin, 1996, p. 28-43).

According to Erdogan, Baker and Tagg (2001, p. 40), the following criteria should be considered by brands as well when selecting an athlete to endorse the product or brand: trustworthiness, familiarity, and likeability of the athlete. Also the endorsed brand itself is important, according to a study of Erdogan et al. (2001). A study of Solomon (2011, p. 301 & 302) claims that source credibility is essential. Source credibility refers to the athlete's expertise, objectivity, and trustworthiness. It relates to the consumers' belief that the athlete in the message is competent and that he or she provides the necessary information people need when they evaluate competing products.

Summarized, endorser effectiveness can be determined based on source credibility, source attractiveness, the off- and on-field attributes of endorsers' characteristics, and his or her sport

(Simmers, Damron-Martinez & Haytko, 2009, p. 53). The next section of this study will explain which factors are import when selecting an athlete according to different models.

2.2.2 *The Source Credibility Model, the Source Attractiveness Model & the Product Match-up Hypothesis*

To select the most appropriate and most effective endorser for a product, different models can be used. These models provide a set of factors which can help marketers with their decision which athlete to use for their endorsement. To study which athlete a brand should choose for the endorsement and the effectiveness of the celebrity endorsement, two basic models can be used (Simmers et al., 2009, p. 53): the Source Credibility Model (Hovland, Janis & Kelley, 1953; Hovland & Weiss, 1951; McGuire, 1968) and the Source Attractiveness Model (McGuire, 1985; as cited in Braunstein, 2006, p. 5). Both models are designed to determine the conditions under which the brand's message is persuasive and (McCracken, 1989) thus can be used by marketers to decide on the most effective endorser for the product. In addition, the Product Match-up Hypothesis should be taken into account, to analyse not only the used endorser but also the product.

The Source Credibility Model (Hovland, Janis & Kelley, 1953; Hovland & Weiss, 1951; McGuire, 1968) aims that the effectiveness of the advertisement is determined by the expertise and trustworthiness of the athlete. The consumer's perception of the endorser's expertise and trustworthiness results in an persuasive message. Expertise can be defined as the perceived ability of the athlete to make valid statements. Trustworthiness can be defined as the perceived willingness of the athlete to make valid statements. This model argues that athletes presenting expertise and trustworthiness are credible and persuasive and can be used as endorsers (McCracken, 1989).

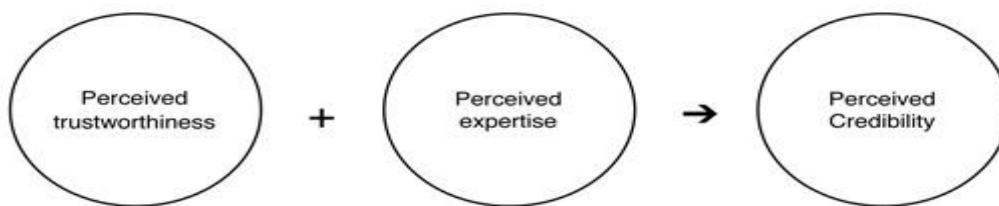


Figure 3. *The Source Credibility Model* (Hovland, Janis & Kelley, 1953; Hovland & Weiss, 1951; McGuire, 1968).

The Source Attractiveness Model (McGuire, 1985; as cited in Braunstein, 2006, p. 6) argues that similarity to, familiarity with, and liking of athlete endorsers determines the effectiveness and acceptance of the message. Similarity can be defined as a supposed likeness between the athlete and target audience of the message. Familiarity can be defined as knowledge of the athlete through exposure, and likeability can be defined as affection for the athlete as a result of the athlete's physical appearance and behaviour. This model argues that athletes who are known by, liked by, and/or similar to the consumer are attractive and persuasive and can be used as endorsers (McCracken, 1989).

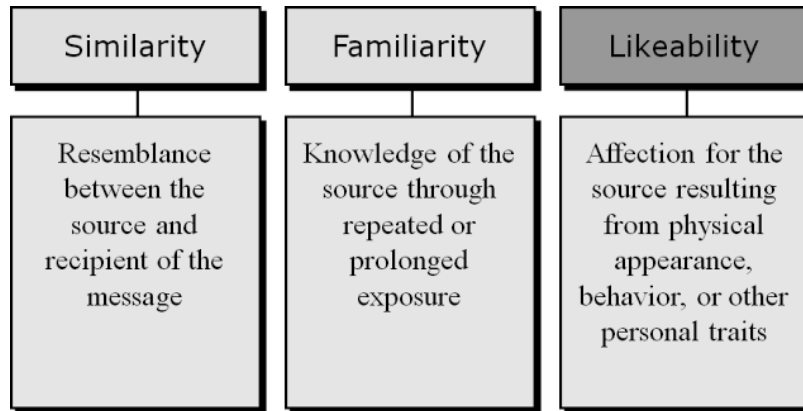


Figure 4. *The Source Attractiveness Model (McGuire, 1985).*

According to McCracken (1989), the Source Credibility Model and the Source Attractiveness Model argue that any celebrity could serve as a persuasive spokesperson for any marketing communications message, as long as the credibility and attractiveness conditions are fulfilled. According to these models, the persuasiveness of the message has everything to do with the athlete endorsing the product and nothing to do with the endorsed product itself. The Source models do not prepare advertising practitioners of an inappropriate choice of celebrities. Nor can they explain marketers what went wrong, when an endorsement failed (McCracken, 1989). Therefore a third study should be taken into account as well when selecting an endorser. This study is called the Product Match-up Hypothesis (Kahle & Homer, 1985; Kamins, 1989 (as cited in Braunstein, 2006, p. 9)). This study highlights the need for a match-up between the athlete and the product (Simmers et al., 2009, p. 53). According to a study of Kahle and Homer (1985), and Kamins (1989) (as cited in Braunstein, 2006, p. 9), the most effective message is a message with an appropriate match between the celebrity and the product. According to Koernig and Boyd (2009, p. 26), this is even more important when using an athlete, because fame and achievements stem from the athlete's sport, but his or her private behaviours are checked out by the media as well. Consequently, the match between the product and the endorser is important for the effectiveness of an endorsement (Braunstein-Minkove, Zhang & Trail, 2011). Till (2000), found that the image of the brand and the athlete can be affected if the athlete does not endorse a matched-up product (as cited in Braunstein, 2006, p. 42). This product-endorser match-up is vital to increase purchase intentions and to develop positive attitudes towards a product (Cunningham, Fink & Kenix, 2008p. 386).

2.2.3 The TEARS Model

In addition to the previous models, the TEARS Model should be taken into account when investing in an athlete to endorse a product. The TEARS model of Shimp (2003) claims that there are two attributes that play an important role in the effectiveness of a celebrity endorsement. These attributes are credibility and attractiveness. Credibility refers to the tendency to believe or trust the spokesperson. When consumers perceive the athlete endorser as credible, their attitude changes. Two important sub attributes of the credibility of the endorser are trustworthiness and expertise.

T E A R S	Credibility	Trustworthiness
		Expertise
	Attractiveness	Attractiveness
		Respect
		Similarity

Figure 5. The TEARS Model (Shimp, 2003).

Trustworthiness, the T in the TEARS model, stands for a person who is seen as believable, reliable and someone who can be trusted. The athlete earns the trust by his on-field and off-field attributes. If consumers believe the athlete is endorsing a product for self-interest, the convincing effect of the endorser, and thus the message, will decrease. The second sub attribute is expertise, the E in the TEARS model. Expertise stands for having the skills or knowledge that can be connected to the endorsed product or brand. Shimp (2003) claims it is not about the expertise of the endorser, but it is about how the consumer sees the expertise of the endorser.

The second main attribute that plays an important role in the effectiveness of a celebrity endorsement is attractiveness (Shimp, 2003). This attribute is about the characteristics of an athlete. These characteristics are physical attractiveness, intellectual skills, personality, lifestyle and athletic skills. When consumers find a characteristic that they like, persuasion happens through identification with the athlete. Identification means, when consumers find the endorser attractive, the consumer adopts the behaviour, attitude, interests or preferences of the athlete. Three important sub attributes of the attractiveness of the endorser are physical attractiveness, respect and similarity. Physical attractiveness of an athlete, the A in the TEARS model, plays an important role when selecting an athlete. For example, tennis player Anna Kournikova's popularity stems almost completely from her sex appeal as she has never won a tournament on the pro tour, but she still earns millions per year in endorsements (Simmers et al., 2009, p. 56). Research supports that attractive people are more likely to produce more positive evaluations of advertised brands and products than less attractive endorsers. This is called the HALO-effect (Thorndike, 1920). Respect, the R in the TEARS model, embodies the quality of being admired by fans due to an athlete's personal talent and success. Athletes can be

respected for different qualities, distinguished as their acting abilities, athletic skills, opinions and personality. When an athlete earns the respect of his or her fans, the endorsed brand can improve its equity due to the positive attitude the consumers may get towards the brand by seeing the athlete in the endorsed message. The last sub attribute similarity, the S in the TEARS model, which refers to how the athlete is equal to the audience in terms of age, gender, ethnicity and social class. According to Shimp (2003), this is important because consumers tend to better like persons who are sharing the same characteristics.

2.2.4 The Endorser Sexpertise Continuum

A final model that can be used to choose the right athlete endorser for a product is the Endorser Sexpertise Continuum endorser effectiveness model. This model considers both the roles of expertise and attractiveness of an athlete in determining the effectiveness of an endorser for a particular brand (Simmers et al., 2009, p. 55). In this model, expertise and attractiveness lie along a range based on the image of the athlete, as shown in the figure below.

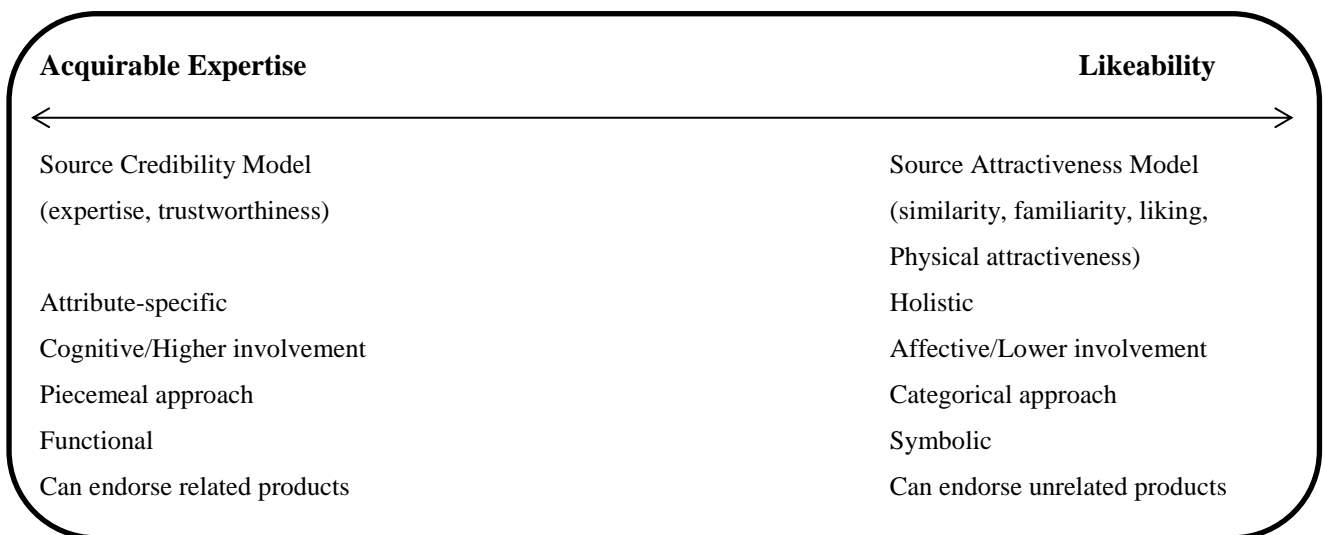


Figure 6. The Endorser Sexpertise Continuum (Simmers et al., 2009, p. 55).

When looking at sex appeal and the athletic success of athletes, each athlete is settled somewhere else at the Endorser Sexpertise continuum. Some athletes have an expertise which, when the endorser provides consumers with the tools or skills needed to obtain the same expertise, other people can learn as well. These athletes are settled at the left side of the continuum. Depending on the degree of likeability of an athlete, some athletes may be settled at the right side of the continuum as well. On the other hand, there are some athletes that possess an expertise exclusive to that person alone, which cannot be realized by another person. People are fans of these athletes. The images of these athletes focus on likability, the right side of the continuum. Athletes may also settle at this side when their images become more popular. If an athlete is chosen because of his or her likability, the

athlete can endorse more products than only sport-related products, since the image-transfer is based on personality rather than a specific expertise (Simmers et al., 2009, p. 57).

The further the endorser falls to the left side of the continuum, the acquirable expertise of the athlete, the more the athlete endorser will be limited to endorsing products linked to his or her own sport. This is because of the higher involvement the consumer has with these kind of products and therefore will give much attention to the functional properties of the product. The consumer will process the information using an unsystematic approach (Simmers et al., 2009, p. 56). The further the endorser falls to the right side of the continuum, the likeability of the athlete, the more the athlete can endorse both products related to his or her own sport and products that are not related to his or her expertise. Consumers buy these products because they are attracted to the endorser of the product. Because product involvement is lower, consumers are more interested in symbolic assets of the product and they will use more complete, categorical approaches (Simmers et al., 2009, p. 56).

Besides diverse models other criteria need to be studied as well. The next sections will study the effect of the attractiveness, gender, and the saturation and trouble factor of an athlete.

2.2.5 Attractiveness of the athlete

Physical attractiveness of the athlete matters mostly when the message is about an attractiveness-related product. This leads to an increased perceived credibility of the message and a positive attitude of the consumer towards the advertisement. But generally, the expertise of the athlete is more important than the attractiveness of the athlete (Simmers et al., 2009, p. 54). According to McCracken (1989), attractiveness or expertise alone is insufficient for achieving successful endorsements. He claims celebrities transfer meanings to the endorsed product and proposes that the effectiveness of the athlete endorser depends of the meanings he or she brings to the endorsed product. Therefore, the endorsed product must match well with the image of the celebrity endorser rather than the athlete's attractiveness or expertise alone to be effective (Simmers et al., 2009, p. 55).

2.2.6 Gender

When brands pick an athlete they should take the gender of the athlete and the gender of the target group in mind as well. A study of Boyd and Shank (2004, p. 82-93) finds that regardless the product type, people rate endorsers of the same gender as more trustworthy. Women rate endorsers as more expert when there is a fit between the athlete and the product, while men rate endorsers as more expert when there is not necessarily a match between the athlete and the product (Boyd & Shank, 2004, p. 82-93). Attractiveness of an athlete plays a more important role for females. The more attractive an athlete is the greater the perceived expertise of the athlete with the product is (Simmers et al., 2009, p. 54).

2.2.7 Saturation factor & trouble factor

When selecting an athlete to endorse a product, brands have to look at the number of other brands the athlete is endorsing. It may be a risk to choose an athlete who is endorsing many products. When an athlete is overexposed, his or her perceived credibility may decrease. This can be defined as the saturation factor. Another consideration brands should have in mind is the possibility that an athlete will get into trouble when endorsing the brand. A brand should find out what potential negative effects could be for the brand if the athlete endorsing the brand gets into trouble, for example when an athlete uses drugs or doping (Lindeberg, 2004, p. 13). But celebrity endorsements will remain an important part of advertising, although the negative effects of bad publicity are something brands should pay attention to. Reason for this is that athletes can be an effective tool for generating awareness and sales for the endorsed brand (Miller & Lacznia, 2011). Therefore, marketers should find ways to diminish the risks of using an athlete as an endorser. Companies must think about how they can avoid negative effects of this publicity when athlete endorsers “gone bad”. Brands should be aware of the secondary messages they send in their decision of athlete endorser and how these impressions can affect the consumer (Miller & Lacznia, 2011).

2.2.8 Selection criteria when choosing an athlete endorser

Concluding from the research in this paragraph, there are different factors brands have to take in mind when choosing an athlete for their messages. Athlete endorser effectiveness can be determined based on the following criteria: the on-field and off-field attributes of an athlete, the expertise, attractiveness and trustworthiness of the athlete, the similarity with, respect for, familiarity with and liking of the athlete, the performed sport of the athlete, the endorsed brand, the source credibility and attractiveness, the match between the athlete and the product, the level of involvement of the consumer, the gender of the athlete and the gender of the consumer, the number of other brands the athlete is endorsing, and the chance the athlete will get into trouble. So, concluding in particular, an athlete endorser should have a high level of visibility and a set of useful associations, judgements, and feelings. The athlete should be credible, in terms of expertise, trustworthiness, likability and attractiveness, as well as having associations that carry product relevance (Keller, 2013, p. 279).

2.3 Sport products versus non-sport products

It is important to identify the athlete that will achieve the brand’s stated objectives best, because using athletes in your marketing communications is an expensive strategy (Forbes, 2013). For most brands, a celebrity endorsement can have major, long-term effects in how a brand is perceived by consumers (Chown & Carter, 2012), as the endorsement can create big exposure for the brand. It is important to pick the right athlete to endorse your product, because the athlete should deliver the message in a natural way. Brands should select athletes that deliver the key brand messaging best. By

aligning an athlete to the essence of a brand, companies can transform emotion into engagement, resulting in a deeper more meaningful relationship between the brand and the consumer (Chown & Carter, 2012).

Consumers purchase athlete endorsed products based on a package of perceived benefits. These benefits include knowledge of the sport, entertainment, nostalgia, affiliation, and other benefits personal to the buyer (Conway, 2013). Brands need to select celebrities who represent the image and promises of the endorsed product best. In the previous paragraph the Match-up Hypothesis was discussed. This hypothesis claims that there should be a match between the product and the endorser. Although research, such as this hypothesis, claims that there has to be a match, athletes are endorsing not only sport products, but non-sport products as well. This paragraph will study the attitude and behaviour of the consumer and whether there is a difference in the response of consumers to the messages of sport products or non-sport products.

2.3.1. The consumer of the endorsed product

It is important to understand the needs and wants of consumers in the selection of an athlete endorser according to Greenstein and Marcum (1981), Hansen and Gauthier (1989), Schofield (1983), Zhang, Lam and Connaughton (2003), and Zhang, Pease, Hui and Michaud (1995) (as cited in Braunstein, 2006, p. 9). Brooks and Harris (1998), Chalip (1996), and Howard (1979) (as cited in Braunstein, 2006, p. 9) claim that the effectiveness of an endorsement is greater when an athlete is chosen who fits the target audience. According to Chown and Carter (2012), the consumer of the endorsed product is main factor to consider when selecting an athlete to endorse the product. If the athlete does not capture the attention of the consumer, the advertisement is less likely to be received (Chown & Carter, 2012). Therefore, it is important that the target audience does know who the athlete is, if not the message is worthless.

When the consumer is aware of the content of the message and accepts the promises made in the message, he or she can decide to make a move towards purchasing the product. If the consumer is not aware of the message or does not accept the promises made in the message, the advertising approach should be made on an emotional level, according Zwilling and Fruchter (2013). The use of celebrity endorsement as a source of peripheral stimulation is expected to influence how a consumer processes the advertisement. Athletes who are perceived to be an expert on the product, who are attractive, and who show interest in the product are likely to have a positive influence on the awareness of the consumer to the endorsed message (Zwilling & Fruchter, 2013).

2.3.2. *The sport of the athlete endorser*

Some products may fit better for a link with an athlete than other products (Martin, 1996, p. 33). For that reason, products vary in their ability to receive positive reactions from consumers as a result of an athlete endorsement. According to a study of Martin (1996, p. 33), not only the endorser matters, but also the type of sport of the athlete. From Martin's study we can conclude that some sports are significantly better in endorsing a product than other sports. But a selection of an endorser cannot be made based on which athlete works well in other product categories (Martin, 1996, p. 44). There is not a specific sport that is better than other sports to endorse a product and the effectiveness of an endorsement depends on the product being endorsed.

2.3.3. *Athlete endorsement for a sport product*

According to a study of Martin (1996, p. 36), there is a connection between the similarity of the sport, the product, and the evaluations of the endorsement. The greater the difference between the product and the sport, the less positive people form their attitude towards the endorsed product. A fit between the endorsed product and the sport being chosen can increase a positive evaluation of the endorsement. The more similar the product is to the sport, the more positive the consumer reacts on the endorsement. The attributes of the product and consumers, and the impact of media value are essential aspects for the connection formed between the product and athlete in the process of evaluation. The effect of the endorsement is maximized through the understanding of elements that facilitate consumption of the product. Therefore, it is important to develop a match between the product and the endorser in order to take full advantage of the endorsement (Braunstein, 2006, p. 10).

The appearance and personality of the athlete play a big role in the way consumers form their attitude towards the endorsed brand. But as discussed before, according to Martin (1996, p. 40), it is not just the athlete but also the sport that is an important factor when defining the success of the endorsement. The sport of the athlete can further improve the endorsement and hence, the consumer's attitude towards the advertisement and the product. Also, there has to be a match between the athlete and the consumers and not only between the athlete and the product. The brand should achieve synchronicity with athlete (Chown & Carter, 2012).

2.3.4. *Athlete endorsement for a non-sport product*

Some non-sport brands use an athlete to endorse their product, although the image of the endorser is discrepant from the product. When looking at the effectiveness of an endorsement for a sport product and a non-sport product, a non-sport product differs in its ability to derive a positive consumer response from being associated with sports and athletes (Drake, 2006, p. 7). According to a study of Martin, (1996, p. 38), there is little evidence that using an athlete that does not match the product makes the endorsement more interesting, attractive or credible. But some non-sport products are better than other non-sport products in creating positive attitudes. Nevertheless, it still has often

been argued that match-up is an essential part in defining the success of an endorsement (Kahle & Homer, 1985, p. 955; Kamins, 1989 (as cited in Braunstein, 2006, p. 9); Kamins, 1990, p. 4). Therefore, we could question the effectiveness of the use of athletes to endorse non-sport products. An athlete might fit into the appropriate market segment for a sneaker or a sports drink, but the level of acceptance of an athlete endorsing a lipstick or a camera has not been extensively studied (Braunstein, 2006, p. 10-11). In chapter 4 this will be studied further.

2.3.5. Athlete-sport-consumer-product fit

From this paragraph, we can conclude that the fit between the athlete and the product functions as a key determinant in the effectiveness of an endorsement (Friedman, Santeramo & Traina (1978) (as cited in Amos, 2008); Friedman & Friedman, 1979, p. 64; Kahle & Homer, 1985, p. 955; Kamins, 1989 (as cited in Braunstein, 2006, p. 9); Kamins, 1990, p. 4; Kamins & Gupta, 1994 (as cited in Amos, 2008); Erdogan & Baker, 2000, p. 208; Till & Busler, 2000 (as cited in Amos, 2008); Erdogan et al., 2001; Batra & Homer, 2004, p. 319). The effectiveness of an endorsement differs between sport and non-sport products. The better the fit between the athlete and the product, as perceived by consumers, the higher the level of effectiveness. Ignoring a right fit between the athlete and the product may decrease market results (Amos et al., 2008).

But, not only the fit between the athlete and the product is important, also the consumer of the endorsed product and the sport of the athlete are important. The target audience has to know the athlete, and the performed sport of the athlete must be considered, otherwise the message is meaningless. Some sports are better in endorsing a product than other sports. But, there is not just one sport that is better than other sports to endorse a product. From this we can conclude that the use of athlete endorsers is most effective for sport products. And, although some non-sport products are better than other non-sport products in creating positive attitudes of the consumer, it still has often been argued that a fit between the product and the endorser is an essential part in defining the suitable athlete to endorse a product.

2.4 The influence of performances of and negative publicity about athletes on consumer's attitude

As product endorsers, athletes can influence the attitude and buying behaviour of the consumer. There is a lot of publicity about athletes, on the television, in magazines, in newspapers, on the radio, on the internet, and social platforms. Because of their publicity in media, athletes have broader social effects for the brands they endorse. Athletes are created, promoted, and sold to us through the mass media. As consumers, we “buy” these athletes by watching them play a sport. But next to selling themselves by performing their sport, athletes publicize themselves by endorsing products, services, and ideas. They connect their name, image, and their personal meaning to the

brands they endorse (Miller & Lacznia, 2011). These athlete endorsements can have risks for brands. What happens when the athlete performs bad and does not win any games or what happens when negative information about the athlete is published? This paragraph discusses if the attitude of the consumer towards the endorsed brand will change when athletes perform bad or appear negative in the media.

2.4.1. The influence of the performances of an athlete

Many top athlete endorsers make more money as endorsers than they do as athletes in their chosen sport (Simmers et al., 2009). For instance, Beckham is one of the world highest paid athlete endorsers despite announcing his retirement, and Michael Jordan, although retired, would top everybody thanks to his endorsements (Badenhausen, 2013). A lot of athletes are the faces behind massive product launches. A study of McClatchey, Montfort, Karels and Farrell (2000, p. 1) about the influence of performances of Tiger Woods on sales and the endorsement value for different brands, finds that there is no relation between the performances of an athlete and the return on investment for a non-sport brand. However, McClatchey, Montfort, Karels and Farrell (2000, p. 1) do find a positive and significant impact of performances on the return of investment for sport brands, suggesting that the market takes advantage of the additional publicity the brand receives when an athlete is about to win. According to a study of Agrawal & Kamakura (1995), the effectiveness of an endorser has a tendency to decline when an athlete fails to perform well, where the performances are defined by consumers. This is also argued by Amos et al. (2008). As discussed in this study, athlete performances do have a slight negative impact on the celebrity endorsement effectiveness of a campaign. Therefore, companies should correctly match the chosen athlete with the endorsed product and choose an athlete who performs well. Also, sports with a higher visibility may have more value and thus a greater effectiveness. Hereby, visibility can be defined as the visibility of the athlete in general as well as the visibility of the athlete endorsement (McClatchey, Montfort, Karels & Farrell, 2000, p. 12).

2.4.2. The influence of negative publicity about an athlete

It might happen that an athlete gets involved in negative publicity, while he or she is connected to a brand with name, image, and personal meaning (Miller & Lacznia, 2011). This relation can be changed in a damaging way, when an athlete appears negative in the media, and the relation between the celebrity endorsement and the consumer attitude changes (Hoekman, n.d.). When an athlete is strongly associated with the brand, the negative publicity about the athlete will influence the attitude and purchase intentions of consumers towards the brand (Till & Shimp, 1998, p. 68). Negative publicity about the athlete can have two possible effects. First, negative publicity can have negative effects on the attitude and behaviour of the consumer. This will happen when an athlete shows bad behaviour, like getting into a fight or using doping (Till & Shimp, 1998). Secondly, negative publicity can have a positive effect on the attitude and behaviour of consumers. This will

happen when something bad happens to the endorser, like an unjustified disqualification or injury. This will positively affect the consumer, because consumers will feel empathy for the athlete, and, as a result, for the endorsed brand as well (Berger, Sorensen & Rasmussen, 2007, p. 11). Companies may fire the endorser from the endorsed activities for the brand, as a result of negative publicity. In this way, companies want to show consumers that they dislike the behaviour of the athlete and try to avoid the spill-over effect (Hoekman, n.d.). The next sections will further explain the effects of negative publicity on the attitude and behaviour of the consumer.

2.4.2.1. Negative effects of negative publicity on the attitude and behaviour of consumers

During the period an athlete endorses a brand, it could happen that the athlete appears negative in the media. Louie and Obermiller (2002) argue that the effectiveness of the endorser can decline, when such a scandal takes place, because the credibility of the athlete is affected (as cited in Hoekman, n.d., p. 22). This can result in an attitude change of the consumer towards the endorsed brand. Also, the purchase intention of the consumer will be influenced and so the sales of the product as well (Hoekman, n.d.).

According to a study of Klebba and Unger (1982), and Till & Shimp (1998, p. 67), negative publicity about an athlete endorser does not only influence the perception of the consumer about the athlete, but also about the endorsed product. This is a result of the connection between the brand and the athlete. This meaning transfer strengthens the link consumers found between the endorsed brand and the athlete, and, as a result, negative publicity about the athlete may negatively impact the endorsed brand (Erdogan & Baker, 2000).

2.4.2.2. Positive effects of negative publicity on the attitude and behaviour of consumers

Sometimes negative publicity can have positive effects on the attitude and behaviour of consumers towards the brand (Langmeyer & Shank, 1993 (as cited in Hoekman, n.d.); Berger et al., 2007, p. 11). When something bad happens to the endorser which is undesirable for this athlete, it can have a positive effect on the attitude of the consumers. For instance, when an athlete is badly injured or unjustified disqualified. When this occurs, the consumer feels sympathy for the athlete and as a result for the endorsed brand as well. Negative publicity of an athlete can increase product awareness in this case (Berger et al., 2007, p. 11).

2.4.2.3. Dismissal of the athlete after negative publicity

When negative information is published about the athlete, the endorsement can also harm the brand's ethical standards and judgement (Miller & Lacznia, 2011). And so, firms can jeopardize their reputation when they enter into a contract with a famous athlete (Lacznia, Burton & Murphy, 1999). A study of Amos et al. (2008) suggests that negative publicity about an athlete can be extremely damaging to an advertising campaign and put a company's products and image at risk. Therefore, brands should consider the likelihood of negative behaviour before enter into a contract with an athlete

(Miller & Laczniak, 2011). Athletes can be fired from the endorsement activities for the brand after appearing negative in publicity. In this way, brands try to show their consumers that they dislike the behaviour of their endorser and hope their consumers will not link the negative information of the athlete to the endorsed brand or product (Louie et al., 2001). By doing this, companies try to avoid the spill-over effect. The spill-over effect can be defined as the tendency of one's person's emotion to affect how other people around them feel (Alleydog, 2014).

2.4.2.4. When does negative publicity has the most effect?

Negative information about the athlete can be published before, during or after the launch of the campaign. Hoekman (n.d.), argues that negative publicity has the biggest impact on the attitude of consumers when the publicity appears before a match between the athlete and product has been made, because the already existing negative information about the athlete will be transferred to the endorsed product. When the athlete endorser of a new brand appears negative in the media, the image of the brand will be affected most and it will be hard for that brand to change the brand image (Hoekman, n.d.). Also brands with a low brand awareness are more at risk. Till and Shimp (1998, p. 68) claim that there must be a strong link between the athlete and the brand before negative information will affect the attitude and behaviour of consumers towards the brand. Therefore, unknown brands with a strong match-up between the athlete endorser and the product, have the highest potential risk negative publicity will harm the attitude and behaviour of their consumers (Hoekman, n.d.).

Chapter 3. Research method of case study

This thesis studies the impact of athlete endorsements on the attitude and behaviour of consumers. Besides the literature research of the previous chapter, field research has to be done as well as part of this study. From the previous chapter, we can conclude that the fit between the athlete and the product functions as a key determinant in the effectiveness of the endorsement. The effectiveness of the endorsement differs between sport and non-sport products. The better the fit between the athlete and the product, as perceived by consumers, the higher the level of effectiveness. Also the specific athlete used for the endorsement is an important factor. These factors are the factors where the field research in this study is based on. To study the impact of athletes a survey was made on www.thesistools.com and spread online via email, Facebook, Twitter and LinkedIn. The next paragraphs explain the survey development, the substantiation of the choice, and the procedures and data analysis.

3.1 Survey development

For this study, a survey was and split into three segments. The first segment of the survey is about the athlete used in the advertisement. The second segment is about the type of product advertised by the athlete, and the third segment is about the influence of negative publicity about the athlete on the attitude and behaviour of the consumer. In this way research can be done on how likely a consumer is to buy a (non-)sport product that is advertised by an athlete. In addition, research must be done on how a consumer react on the use of different kind of athletes. Last, it should be studied how negative information about the athlete published in the media will affect the consumer's attitude and behaviour. To answer the questions of the different segments of the survey, diverse answer possibilities were used. Some questions could be answered with yes/no or by a multiple choice format, whereas some other questions could be answered with a 5-point scale (1= immediately, 2= after some consideration, 3= I don't know, 4= probably not, 5= no influence). Additionally, questions on three socio-demographic variables (gender, age, and highest level of education) were included in a multiple choice format. In order to create the survey the website www.thesistools.nl was used. To ensure that as many people as possible completed the survey, the survey was spread through email and different social media platforms, including Facebook and Twitter.

Once, the survey was completed by the respondents, the data was gathered and analysed, using statistics to draw a conclusion whether athletes have impact on the attitude and behaviour of consumers or not. The survey created for the research can be found in the appendix of this study.

3.2 Substantiation of choice

I chose to use a survey as part of this study, because in this way I could question as many people as possible about athlete endorsement and gather as many data as possible about this subject. I chose to make an online survey, because of all the online benefits. Nowadays, many people have a profile on one or more social media platforms. Therefore, by using Facebook and Twitter to send people the link to the survey, I could spread the survey to a lot of people in order to gather as many respondents as possible. I could reach a diverse audience, with people of different ages, by posting the message in different Facebook and LinkedIn groups. On Twitter I could spread the survey to as many people as possible by including popular hashtags in the message with the link to the survey as well. In addition, I chose for the use of a survey as research tool, because it only takes a few minutes to answer the questions and it is anonymous. In this way, people are more willing to participate and answer the questions, because it does not take a long time to answer the questions and the answers people give are honest because nobody knows who answered the questions.

3.3 Procedures & data analysis

The online testing procedure was uniform for all research respondents. The data collection procedures included: an email to potential participants including an introduction, an explanation of and the link to the survey, and messages on Facebook, LinkedIn and Twitter including an explanation and the link to the survey. Before entering the survey on Thesistools, an explanation was given to the respondents that participation was voluntary and anonymous, and that it takes them approximately 10 minutes to complete the survey. Once the survey was completely answered by the respondents, the answers were administered in an online format.

To analyse the data of the survey, the graphs made by Thesistools and SPSS were used. By using SPSS's descriptive statistics, data could be measured and calculated and graphs could be made.

3.4 Respondents

To get as many respondents as possible for the qualitative research, everybody could enter the survey, including men and women of all ages and practise or not practising a sport. In this way different points of view could be studied. In total, 128 respondents participated to the survey, including men and women between 18 and 65 years old, of which 95 practised a sport, including hockey, tennis, golf, football, fitness, sailing, running, boxing, swimming, yoga, volleyball, rugby, skiing, cycling, netball and shot-put.

Chapter 4. Research results

The previous chapters explained the literature research and the research method used for the qualitative research. In order to complete the study of the impact of athlete endorsements on the attitude and behaviour of consumer, this chapter will provide the empirical data that has been collected from the survey. This chapter will present and analyse the answers given by the respondents, and thus the results of the qualitative research. In the first paragraph the results about the athlete used in the advertisement will be given. The second paragraph will provide the results about the type of product advertised and the third paragraph will give the results about the influence of negative publicity. The answers given by the respondents, and the graphs and tables made by Thesistools and SPSS can be found in the appendix.

4.1 The athlete used in the advertisement

The results for this sub-dimension suggest that most people know advertisements using famous athletes. Most of the respondents (n=116) could name at least one athlete who is endorsing a product. Most mentioned brands were Gillette, Nike and Calvé and most brought-up athletes were Messi, Roger Federer and Sven Kramer. The results suggest that most respondents could easier recognise and remember advertisements using an athlete than advertisements using an unknown person, but although they could easier recognise and remember the advertisements, more than half of the respondents (n=78) said they did not accept a message brought by an athlete quicker than a message brought by an unknown person. Most of the respondents (n=70) do not trust an advertisement more when an athlete is used to promote the product and when they do trust the advertisement more, it is only when the product is related to the sport of the athlete (n=46). Only a small number (n=15) of the respondents has bought a product in the past because it was endorsed by an athlete and most respondents (n=83) say the use of an athlete in an advertisements does not have influence on their buying behaviour.

When we look at the most important characteristic of an athlete when endorsing a product, most respondents answered expertise with the product or brand was most important (n=39), followed by personality (n=31), charisma (n=22), sport performances (n=20), the athlete's own use of the brand/product (n=12), and appearance (n=4). Most respondents (n=88) answered that an athlete they like has more influence on their buying behaviour than an athlete they do not like.

When we look at the answers of the respondents on how important the similarity with the athlete, trustworthiness of the athlete and popularity of the athlete are, we can suggest that the popularity of the athlete has the most influence on the decision making of the respondents whether to buy the product or not. Most respondents (n=72) answered that the popularity of an athlete has influence on their decision making. Trustworthiness of the athlete was important for many respondents

as well, as 65 of the respondents said that the trustworthiness of the athlete has influence on their decision making whether to buy the product or not. Similarity with the athlete did not seem to play an important role for the respondents, as most of them answered that similarity with the athlete does not influence their decision (n=48) or only has a little bit of influence (n=47).

Looking at the answers given by the respondents, we can suggest that the credibility of an advertisement becomes less when an athlete is used in more than one commercial. Most respondents (n=90) say the credibility of a message is less when an athlete is used in different advertisements for different brands.

When we look at the differences between the answers of men and women, men are more willing to accept a message from an athlete than women are. Also, when an athlete, who the respondent does not like, is used in an advertisement, men are more likely to not use the product anymore, whereas women would still buy the product.

4.2 The type of product advertised by the athlete

In the survey a distinction was made between fast moving consumer goods and durable goods. A distinction was made as well between sport products and non-sport products. The results for this sub-dimension suggest that athlete endorsements are most effective when used for fast moving consumer goods or sport products. Looking at the answers given by the respondents, food and drinks, personal care products like razors and washing powder, and sports equipment are most likely to be bought after being confronted with a message using an athlete to endorse the product. Brands the respondents have mostly bought were Nike, Adidas, Gillette, Calvé and Kinder Bueno.

The results of this sub-dimension suggest that the respondents are more likely to buy the following products when these products are endorsed by an athlete: food, sports drinks, energy bars, sports material, and sports clothing. Followed by normal drinks and clothing. The respondents were less likely to buy the following products endorsed by an athlete: alcohol and cigarettes, fast food, cars, make-up, jewellery and other accessories, banks and financial services, phones and tablets, computers and laptops, and airlines.

4.3 The influence of negative publicity about the athlete

When we look at the answers given by the respondents on the questions about negative publicity about an athlete, the results for this sub-dimension suggest that negative publicity about an athlete does affect the attitude of half of the respondents (n=65) towards the brands, whereas it does not affect the attitude of the other half (n=63) of the respondents. The results of the survey suggest that for 58 respondents the negative publicity does not affect their buying behaviour, whereas for another 58 respondents negative publicity could affect their buying behaviour depending on the product. A

small number of respondents (n=12) say negative publicity about an athlete always affect their buying behaviour. When an athlete appears negative in the media, most respondents would still buy the endorsed product. 4 of the respondents say a brand should fire the athlete, otherwise they would not buy the product anymore, whereas other respondents (n=11) say it does not make any difference for them whether the brand fires the athlete or not, in every case they do not buy the product anymore. Of the other respondents, 58 respondents say a brand should fire the athlete because of moral reasons and the remaining 55 respondents say they will still buy the product and a brand does not necessarily need to fire the athlete. When we look at the answers given by gender, there was no difference in the answers given by men and women.

When we look at injuries and bad diseases of an athlete published in the media, most respondents (n=109) answered that their attitude towards a brand would not change because of this publicity. Also, the buying behaviour of most respondents (n=100) would not change after being confronted with a message about an injury or disease of an athlete.

Chapter 5. Conclusion

Athletes are used to endorse a product or brand many times and they are seen as having a positive impact on a brand. Athletes are used to endorse sport products as well as non-sport products. And sometimes an athlete is endorsing a lot of different products for different brands at the same time. Although experts believe that companies should match the endorser with their product, companies are still spending a lot of money on athletes to endorse their products, including not only sport products but non-sport products as well. Also, although the use of athletes as endorsers for a brand is seen as having a positive impact on a brand, sometimes endorsers could bring risks to the brand, because of the negative information publicized about the athlete. This negative information could be transmitted to the brand, according to Louie et al. (2001, p. 21). This study has researched the impact of athlete endorsers on the attitude and behaviour of the consumer towards the brand, looking at sport products as well as non-sport products. This study also analysed the effect of negative publicity about an athlete and how this affect the credibility of an advertisement, and the attitude and behaviour of the consumer towards the endorsed brand. This chapter describes the conclusion of this study. In the first paragraph a description will be given of the insights obtained in this study. Then an answer will be given in the second paragraph on the research question of this study: *“What impact does celebrity endorsement of famous athletes have on the attitude and behaviour of the consumer and is there a difference between the endorsement of sport products and non-sport products?”*.

5.2 Insights obtained in this study

This study has the purpose to provide information about the impact of athlete endorsements on the attitude and buying behaviour of the consumer and to provide a better understanding in the effect of athlete endorsers used in advertisements. With the use of existing literature, research was done about the reason why brands use athletes as part of their marketing communications strategy for sport products as well as non-sport products, and how famous athletes affect the attitude and buying behaviour of the consumer. The literature research also looked at the influence of negative publicity about an athlete on the consumer. To further complete this study qualitative research was done about the consumer's knowledge and attitude towards athlete endorsements and the effects of these endorsements.

What we firstly can conclude from this study is that companies use athlete endorsements as a marketing communications strategy, because these athletes can draw attention to a brand and shape the perceptions of that brand. These perceptions are made through consumer's knowledge of and association with the famous person (Keller, 2013, p. 279). By using athletes, brands hope the athlete's fans will also become fans of their products or services. Our brain pays more attention to famous faces and it more efficiently processes information about these images (Solomon, 2011, p. 304). This leads

to a more positive attitude of the consumer towards the product and a great probability of purchasing the product (Jacobs, 2010). Implicit memories of earlier exposures to a celebrities face may cause consumers to experience more positive feelings during exposure to that famous person at a later moment, instead of seeing a non-famous person, because consumers have been exposed more often to the face of the celebrity than to the face of an unknown endorser (Stallen et al., 2009, p. 4). Because of this positive effect on consumers, the use of athlete endorsers increases awareness of a company's advertisement and improves both the company's image and the brand attitudes (Solomon, 2011, p. 304). This process can be described with the Balance theory and the Meaning Transfer Model.

The Balance theory of Heider (1946) explains how people try to maintain consistency in patterns of their liking and disliking. When patterns of liking and disliking are balanced, structures are stable. When they are imbalanced, structures are unstable and there is pressure in a person's mind to change into a direction that makes these structures balanced again (Munroe, 2007). People are motivated to reduce this tension by changing their perceptions in order to restore balance. This balance plays an important role when looking at celebrity endorsements. The Balance theory suggests that brands try to transfer the athlete's popularity to the product by using celebrities in their marketing communications (Solomon, 2011, p. 289). When people are confronted with an endorsed message, maintaining imbalance is not an option and they need to find a balance between the product and the endorser. As a result two different scenarios can take place in order to create balance again. The first scenario can be described as a positive attitude of the consumer towards the brand. This is the desired situation for brands using an athlete endorser. A positive attitude towards the endorser is transferred into a positive attitude towards the brand using the endorser. Because the connections between the consumer, the endorser and the brand are positive, a balanced situation is shaped ("Marketingboeken.net," 2012). The second scenario can be described as a negative attitude of the consumer towards the brand. In this situation the positive attitude of the consumer towards the athlete endorser changes into a negative attitude. This leads to a negative attitude towards the brand. In this situation the use of an endorser is not effective for the brand ("Marketingboeken.net," 2012).

The Meaning Transfer Model argues that consumers tend to project an athlete's attributes onto the product (Zwilling & Fruchter, 2013). The characteristics consumers attribute to a celebrity endorser transfer to the consumer's relation with the product (McCracken, 1989, p. 310). As a result, athletes, who are easily recognizable and admired, positively influence consumers (Kambitsis, Harahousou, Theodorakis, & Chatzibeis, 2002, p. 156). This model illustrates that the image of the endorser is first set in the mind of the consumer. Then the image of the chosen athlete endorser is transferred to the product, and, in the end, this image is transmitted from the product to the consumer according to studies of Langmeyer and Walker (1991), Langmeyer and Walker (as cited in Braunstein, 2006, p. 16) and McCracken (1989, p. 313-318). According to McCracken (1989, p. 318), the effectiveness of an endorser depends on the added value of a celebrity on the endorsement process. Because the

effectiveness of the endorser depends on the meanings he or she adds to the endorsement process, these meanings have to be meaningful for products.

Companies should choose their endorser carefully, as the athlete used in the message can have a big impact on people's acceptance of the message. When there is a match between a product and an athlete, consumers are more motivated to process the message about the product (Solomon, 2011, p. 301). When brands select an athlete to endorse their product, there are different factors they should take in mind when choosing the right athlete for their messages. To select the most appropriate and most effective endorser for a product, two basic models can be used (Simmers et al., 2009, p. 53): the Source Credibility Model (Hovland, Janis & Kelley, 1953; Hovland & Weiss, 1951; McGuire, 1968) and the Source Attractiveness Model (McGuire, 1985; as cited in Braunstein, 2006, p. 5). Both models are designed to determine the conditions under which the brand's message is persuasive (McCracken, 1989) and thus can be used by marketers to decide on the most effective endorser for the product. In addition, the Product Match-up Hypothesis should be taken into account, to analyse not only the used endorser but also the product. The Source Credibility Model (Hovland, Janis & Kelley, 1953; Hovland & Weiss, 1951; McGuire, 1968) aims that the effectiveness of the advertisement is determined by the expertise and trustworthiness of the athlete. The consumer's perception of the endorser's expertise and trustworthiness results in an persuasive message. The Source Attractiveness Model (McGuire, 1985; as cited in Braunstein, 2006, p. 6) argues that similarity to, familiarity with, and liking of athlete endorsers determines the effectiveness and acceptance of the message. Athletes who are known by, liked by, and/or similar to the consumer are attractive and persuasive and can be used as endorsers (McCracken, 1989). Because these models only look at the athlete and not at the product, a third study should be taken into account when selecting an endorser. This study is called the Product Match-up Hypothesis (Kahle & Homer, 1985; Kamins, 1989 (as cited in Braunstein, 2006, p. 9)), and highlights the need for a match-up between the athlete and the product (Simmers et al., 2009, p. 53). The most effective message is a message with an appropriate match between the celebrity and the product, according to a study of Kahle and Homer (1985), and Kamins (1989) (as cited in Braunstein, 2006, p. 9). In addition, the TEARS model can be used when selecting an athlete. The TEARS model of Shimp (2003) claims that there are two attributes that play an important role in the effectiveness of a celebrity endorsement. These attributes are credibility and attractiveness. The TEARS model argues that trustworthiness, expertise, attractiveness, respect, and similarity are the most important factors when selecting an athlete to endorse your product.

Concluding from the literature research of this study, athlete endorser effectiveness can be determined based on the following criteria: the on-field and off-field attributes of an athlete, the expertise, attractiveness and trustworthiness of the athlete, the similarity with, respect for, familiarity with and liking of the athlete, the performed sport of the athlete, the endorsed brand, the source credibility and attractiveness, the match between the athlete and the product, the level of involvement

of the consumer, the gender of the athlete and the gender of the consumer, the number of other brands the athlete is endorsing, and the chance the athlete will get into trouble.

Sometimes it happens that an athlete gets involved in negative publicity, while he or she is connected to a brand. According to Till and Shimp (1998, p. 68), negative publicity about an athlete influences the attitude and purchase intentions of consumers towards the brand, when an athlete is strongly associated with the brand. When an athlete appears negative in the media, this can have two effects. Negative publicity about an athlete may negatively impact the endorsed brand, as a result of the connection between the brand and the athlete. The meaning transfer between the athlete and the brand strengthens the link consumers found between the endorsed product and the athlete. The second effect is a positive effect on the attitude and behaviour of the consumer towards the brand. Sometimes, when something bad happens to the endorser, which is undesirable for this athlete, it can have a positive effect on the attitude of the consumers. When this occurs, the consumer feels sympathy for the athlete and as a result for the endorsed brand as well. Negative publicity of an athlete can increase product awareness in this case (Berger et al., 2007, p. 11). Till and Shimp (1998, p. 68) claim that there must be a strong link between the athlete and the brand before negative information will affect the attitude and behaviour of consumers towards the brand. Negative publicity has the biggest impact on the attitude of consumers when the publicity appears before a match between the athlete and product has been made, because the already existing negative information about the athlete will be transferred to the endorsed product, according to Hoekman (n.d.).

When we look at the consumers point of view, we can conclude that most people know advertisements using famous athletes. From the results of the survey we can conclude that most people recognise advertisements using athletes quicker and can easier remember these messages. But although endorsements bring these mentioned benefits with them, people do not trust an advertisement more when an athlete is used to promote the product and when they do trust the advertisement more, it is only when the product is related to the sport of the athlete. Important characteristics of an athlete endorser, according to the respondents, are: expertise with the product, their personality and their charisma. Less important were their sport performances, their own use of the product and their appearance. When we look at the importance of the similarity with the athlete, the trustworthiness of the athlete and the popularity of the athlete, we can suggest that the popularity of the athlete has the most influence on the decision making of the respondents whether to buy the product or not, followed by trustworthiness of the athlete. Similarity with the athlete seemed to play a less important role. Another important finding from the field research is that the credibility of an advertisement becomes less when an athlete is used in more than one commercial.

According to the field research, athlete endorsements are most effective when used for fast moving consumer goods or sport products. People are more likely to buy food, sports drinks, energy bars, sports material, and sports clothing when endorsed by an athlete. People are less likely to buy

endorsed durable goods and most fast moving consumer goods which are not sport-related. Negative publicity about an athlete does not affect the attitude of every person towards the endorsed brand, nor does it affect the buying behaviour of people, according to the field research. When an athlete appears negative in the media, most respondents would still buy the endorsed product. When we look at injuries and bad diseases of an athlete published in the media, the attitude of most respondents towards the brand would not change because of this publicity. Also, the buying behaviour of most respondents would not change after being confronted with a message about an injury or disease of an athlete.

5.2 The impact of athlete endorsements on the attitude and behaviour of the consumer

Athlete endorsements can have a great impact on the attitude and buying behaviour of the consumer. Athletes can draw attention to a brand and shape the perceptions of the brand. Athletes can also make the message more recognisable and more memorable. Athletes can transfer their positive meaning to a brand, which leads to an increase in awareness of a company's advertisement, an improvement in the company's image, a more positive attitude of the consumer towards the brand and a great probability of purchasing the product. In order to select the right athlete for the message and make the advertisement as effective as possible, the most important athlete endorser attributes are: expertise with the product, the athlete's personality and charisma, the popularity of the athlete, and the trustworthiness of the athlete, according to both the literature and field research. But although athlete endorsements can create a more positive attitude of the consumer towards the brand and a higher probability of purchasing the endorsed product, this seems mostly the fact for sport-related products and some fast moving consumer goods. People are only more likely to buy food, sports drinks, energy bars, sports material, and sports clothing when endorsed by an athlete. Besides, when we look at the impact of negative publicity, it depends on the person confronted with the negative publicity about an athlete whether it affects the attitude and buying behaviour of this person. So in the end, we can conclude from both the literature research and the field research, that athlete endorsement does have a positive impact on the attitude and buying behaviour of the consumer, but although athletes can have a positive impact on the buying behaviour of consumers of fast moving consumer goods, athlete endorsement are most effective when used for sport-related products and less effective when used for non-sports products.

Reference list

- Agrawal, J. & Kamakura, W. A. (1995). The economic worth of celebrity endorsers: an event study analysis. *Journal of Marketing*, 59(3), 56-63. Retrieved from file:///C:/Users/Dominique/Documents/ICC%20Blok%20B%20Ad%20Venture/Thesis/SSRN-id2424837.pdf
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: a quantitative synthesis of effect size. *International Journal of Advertising*, 27(2). Retrieved from <http://www.warc.com/www.dbproxy.hu.nl/Content/ContentViewer.aspx?MasterContentRef=60765099-11f4-4e06-a2fe-71b2e7166dbf&q=athlete+endorsement+products>
- Spill-over effect. (2014). In Alleydog. Retrieved from <http://www.alleydog.com/glossary/definition.php?term=Spillover+Effect>
- Badenhausen, K. (2013, May 6). Tiger Woods is back on top of the world's highest-paid athletes. [Web log comment]. Retrieved from <http://www.forbes.com/sites/kurtbadenhausen/2013/06/05/tiger-woods-is-back-on-top-of-the-worlds-highest-paid-athletes/>
- Badenhausen, K. (2013, May 6). The World's highest-paid athletes 2013: behind the numbers. [Web log post]. Retrieved from <http://www.forbes.com/sites/kurtbadenhausen/2013/06/05/the-worlds-highest-paid-athletes-2013-behind-the-numbers/>
- Batra, R. & Homer, P. (2004). The situational impact of brand image beliefs. *Journal of Consumer Psychology*, 14(3), 318–330. Retrieved from file:///C:/Users/Dominique/Documents/ICC%20Blok%20B%20Ad%20Venture/Thesis/SSRN-id555837.pdf
- Berger, J., Sorensen, A. T. & Rasmussen, S. J. (2007). Negative publicity: When is negative a positive. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.218.8679&rep=rep1&type=pdf>

- Boyd, T.C., & Shank, M. D. (2004). Athletes as product endorsers: the effect of gender and product relatedness. *Sport Marketing Quarterly*, 13(2), 82-93. Retrieved from <http://www.cabdirect.org/abstracts/20043098823.html;jsessionid=CBD84B6B94344865E2D60356D821A501>
- Braunstein, J. R. (2006). Influence of product-endorser match-up on consumer's purchase intentions of (non-sport) endorsed products. Retrieved from <http://ufdc.ufl.edu/UFE0014561/00001>
- Braunstein-Minkove, J.R., Zhang, J.J., & Trail, G. T. (2011). Athlete endorser effectiveness: Model development and analysis. *Sport, Business and Management: An International Journal*, 1(1), 93-114. doi:10.1108/20426781111107199
- Caballero, M. J., Lumpkin, J. R., & Madden, C. S. (1989). Using physical attractiveness as an advertising tool: An empirical test of attraction phenomenon. [Abstract]. *Journal of Advertising Research*, 27, 16-22. Retrieved from <http://psycnet.apa.org/psycinfo/1990-11195-001>
- Cambridge Advanced Learner's Dictionary. (n.d.). In *Cambridge Advanced Learner's Dictionary*. Retrieved from <http://dictionary.cambridge.org/dictionary/british/>
- Cherry, K. (n.d.). Attitudes: how attitudes form, change and shape our behaviour. Retrieved from <http://psychology.about.com/od/socialpsychology/a/attitudes.htm>
- Cherry, K. (n.d.). What is the Halo effect? Retrieved from <http://psychology.about.com/od/socialpsychology/f/halo-effect.htm>
- Chown, J., & Carter, M. (2012, September). Celebrity endorsement: The trigonometry of talent. *Admap*. Retrieved from <http://www.warc.com/www.dbproxy.hu.nl/Content/ContentViewer.aspx?MasterContentRef=8747ee30-382e-4004-be53-eddb869b3218&q=athlete+endorsement+products>
- Conway, C. (2012). How to choose the right athlete to endorse your brand. *Sport Sponsorship*. Retrieved from <http://www.sportsnetworker.com/2011/02/15/athlete-brand-endorsements/>

- Cunningham, G. B., Fink, J. S., & Kenix, L. J. (2008). Choosing an endorser for a women's sporting event: The interaction of attractiveness and expertise. *Sex Roles*, 58, 371-378. Retrieved from http://ir.canterbury.ac.nz/bitstream/10092/3115/3/12609742_Selling_Sport_final.pdf
- Drake, S. (2006, April 20). What is important when picking an athlete to endorse a non-sport product? Retrieved from <http://cdm15170.contentdm.oclc.org/cdm/ref/collection/p15170coll2/id/2077>
- Dyson, A., & Turco, D. (1998, January). The state of celebrity endorsement in sport. *Cyber-Journal of Sport Marketing*, 2(1). Retrieved from <http://fulltext.ausport.gov.au/fulltext/1998/cjasm/v2n1/dyson.htm>
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291-314. Retrieved from <http://www.tandfonline.com/doi/pdf/10.1362/026725799784870379>
- Erdogan, B.Z. & Baker, M.J. (2000) Towards a practitioner-based model of selecting celebrity endorsers. *International Journal of Advertising*, 19(1), 25-43. Retrieved from http://www.cerog.org/lalondeCB/CB/1999_lalonde_seminar/zafer.pdf
- Erdogan, B.Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of Advertising Research*, 41(3), 39-48. Retrieved from https://www.academia.edu/3801088/Selecting_Celebrity_Endorsers_The_Practitioners_Perspective#
- Farrell, K. A., Karels, G. V., Montfort, K. W., & McClatchey, C. A. (2000). Celebrity performance and endorsement value: the case of Tiger Woods. *Managerial Finance*, 26(7), 1-15. Retrieved from <http://www.emeraldinsight.com/journals.htm?articleid=865696&show=abstract>
- Forbes (2013, June). The world's highest-paid athletes. Retrieved from <http://www.forbes.com/athletes/list/>
- Friedman, H.H. & Friedman, L. (1979) Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71. Retrieved from <http://legacy.library.ucsf.edu/documentStore/c/t/q/ctq10j00/Sctq10j00.pdf>

- Harmon-Jones, E., & Allen, J.J.B. (2001). The Role of Affect in the Mere Exposure Effect: Evidence from Psychophysiological and Individual Differences Approaches. *Personality and Social Psychology Bulletin*, 27(7), 889-898. Retrieved from http://www.communicationcache.com/uploads/1/0/8/8/10887248/the_role_of_affect_in_the_mere_exposure_effect-evidence_from_psychophysiological_and_individual_differences_approaches.pdf
- Heider, F. (1946). Attitudes and cognitive organization. *Journal of Psychology*, 21, 107-112. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0378873302000199#bBIB16>
- Heider, F. (1958). *The Psychology of Interpersonal Relations*. Wiley, New York. <http://www.sciencedirect.com/science/article/pii/S0378873302000199#bBIB16>
- Hoekman, M. L. L. (n.d.). How does celebrity endorsement influence the attitude towards the brand and how does negative publicity affect this relationship? Retrieved from <http://arno.uvt.nl/show.cgi?fid=115680>
- Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15, 635-650. Retrieved from http://synapse.princeton.edu/~sam/hovland_weiss_source-credibility-Public-Opinion-Quarterly-1951-52.pdf
- Hovland, C. I., Janis, L. I., & Kelley, H. H. (1953). *Communication and persuasion*. Retrieved from <http://www.jstor.org/discover/10.2307/2087772?uid=3738736&uid=2&uid=4&sid=21103403931263>
- Hummon, N. P., & Doreian, P. (2003, January). Some dynamics of social balance processes: bringing Heider back into balance theory. *Social Networks*, 25 (1), 17-49. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0378873302000199#bBIB16>
- Hunter, E., Davidsson, P., & Anderson, H. (2007a). Celebrity entrepreneurship: Insights for new venture strategy. *Frontiers of Entrepreneurship Research*. Retrieved from http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1064601

- Hunter, E., & Davidsson, P. (2007b). Celebrity entrepreneurship: Communication effectiveness through perceived involvement. [Abstract]. *Journal of International Entrepreneurship and Small Business*, 4(5). Retrieved <http://www.ingentaconnect.com/content/ind/ijesb/2007/00000004/00000005/art00001?crawler=true>
- Hunter, E., & Davidsson, P. (2008). Celebrity entrepreneurship: The effect of negative celebrity information on the new venture. *Babson College Entrepreneurship Research Conference*. Retrieved from <http://eprints.qut.edu.au/19123/1/c19123.pdf>
- Jacobs, T. (2010, May 27). Celebrity product endorsements on the brain. *Pacific Standard*. Retrieved from <http://www.psmag.com/navigation/business-economics/celebrity-product-endorsements-actually-work-16431/>
- Jacobson, R., Kulik R. L., & Louie, T. A. (2001). When bad things happen to the endorsers of good products. *Marketing Letters*, 12(1), 13-23. Retrieved from http://download.springer.com/static/pdf/100/art%253A10.1023%252FA%253A1008159717925.pdf?auth66=1390734480_5ab0d70b49c20594692b1115b5d4a3ed&ext=.pdf
- Johnson, p. (2013, June 6). 18 Athletes who make more money endorsing products than playing sports. [Web log comment]. Retrieved from <http://www.businessinsider.com/18-athletes-more-money-endorse-sport-2013-6>
- Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of celebrity endorser: A social adaptation perspective. *Journal of Consumer Research*, 11, 954-961. Retrieved from <http://legacy.library.ucsf.edu/documentStore/d/p/o/dpo10j00/Sdpo10j00.pdf>
- Kambitsis C., Harahousou, Y., Theodorakis, N. & Chatzibeis, G. (2002). Sports Advertising in Print Media: The Case of 2000 Olympic Games. *Corporate Communications: An International Journal*, 7(3), 155–161. Retrieved from <http://www.emeraldinsight.com/journals.htm?articleid=858047&show=abstract>
- Kamins, M. A. (1990). An investigation into the match-up-hypothesis in celebrity advertising: When beauty be only skin deep. *Journal of Advertising*, 19(1), 4-13. Retrieved from <http://www.jstor.org/discover/10.2307/4188750?uid=364640911&uid=3738736&uid=2134&uid=2&uid=70&uid=3&uid=67&uid=5911848&uid=62&uid=40867&sid=21103327866857>

- Keller, K. L. (2013). Leveraging secondary brand associations to build brand equity. In S. wall, E. Gardner & S. Jackson (Eds.), *Strategic brand management* (pp. 278-283). Essex: Pearson.
- Klebba, J. M., & Unger, L. S. (1982). The Impact of Negative and Positive Information on Source Credibility in a Field Setting. *Advances in Consumer Research*, 10, 11–16. Retrieved from <http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=6070>
- Koernig, S. K. & Boyd, T. C. (2009). To catch a tiger or let him go: The match-up effect and athlete endorsers for sport and non-sport brands. *Sports Marketing Quarterly*, 18, 25-37. Retrieved from <http://www.thefreelibrary.com/To+catch+a+tiger+or+let+him+go%3A+the+match-up+effect+and+athlete...-a0200185610>
- Laczniak, G., R. Burton & Murphy, P. E. (1999). Sports Marketing Ethics in Today's Marketplace. *Sport Marketing Quarterly*, 8(4), 43–53.
- Langmeyer, L., & Walker, M. (1991). A first step to identify the meaning in celebrity endorsers. In R. Holman, & M. R. Solomon (Eds.), *Advances in consumer research* (pp. 364-371). Provo, UT: Association for Consumer Research. Retrieved from <http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=7186>
- Lindeberg, J. (2004). Celebrity endorsement. Retrieved from <http://epubl.ltu.se/1404-5508/2004/193/LTU-SHU-EX-04193-SE.pdf>
- Louie, T.A. & Obermiller, C. (2002). Consumer response to a firm's endorser (dis)association decisions. *Journal of Advertising*, 31(4). doi: 10.1080/00913367.2002.10673684
- Louie, T.A., Kulik, R.L., Jacobson, R. (2000). When bad things happen to the endorsers of good products. *Marketing Letters*, 12, 13-23. doi: 10.1023/A:1008159717925
- Maddux, J. E., & Rogers, R. W. (1980). Effects of Source Expertness, Physical Attractiveness, and Supporting arguments on Persuasion: A case of brains over beauty. [Abstract]. *Journal of Personality and Social Psychology*, 39(2), 235-244. Retrieved from <http://psycnet.apa.org/journals/psp/39/2/235/>

- Marketingboeken.net (2012, December 19). Balance Theory: De bouwsteen onder celebrity endorsement. Retrieved from http://www.marketingboeken.net/wetenschappelijke_papers/balance-theory-bouwsteen-celebrity-endorsement/
- Martin, J. H. (1996). Is the athlete's sport important when picking an athlete to endorse a nonsport product? *Journal of Consumer Marketing*, 13(6), 28-43. Retrieved from <http://www.emeraldinsight.com/journals.htm?articleid=856243&show=abstract>
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321. Retrieved from <http://www.jstor.org/stable/2489512>
- McGuire, W. J. (1968). The nature of attitudes and attitude change. Retrieved from http://learngen.org/~aust/EdTecheBooks/AECT_HANDBOOK96/34/34-02.html
- Metha, A. (1999). Celebrities in advertising. In J. P. Jones (Ed.), *The Advertising Business* (pp. 193-207). London: Sage Publications. Retrieved from <http://gandrllc.com/reprints/celebritiesinadvertising.pdf>
- Miller, F. M., & Lacznia, G. R. (2011). The ethics of celebrity-athlete endorsement: what happens when a star steps out of bounds? *Journal of Advertising Research*, 51(3). Retrieved from <http://www.warc.com/www.dbproxy.hu.nl/Content/ContentViewer.aspx?MasterContentRef=c73ab9ab-e43f-4684-aeb8-b7c0585d5ff0&q=athlete+endorsement+products>
- Munroe, P. T. (2007). Cognitive Balance Theory (Heider). Retrieved from http://www.sociologyencyclopedia.com/public/tocnode?id=g9781405124331_yr2012_chunk_g97814051243319_ss1-58
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52. Retrieved from <http://www.jstor.org/discover/10.2307/4188769?uid=364640911&uid=3738736&uid=2134&uid=2&uid=70&uid=3&uid=67&uid=5911848&uid=62&uid=40867&sid=21103327866857>

- Paul, A. (2014, January 5). What is the effect of celebrity endorsements in advertising? [Web log comment]. Retrieved from <http://www.wisegeek.org/what-is-the-effect-of-celebrity-endorsements-in-advertising.htm>
- Pritzen, P. (2012, December). Point, set, match: examining the impact of athlete endorser familiarity and endorser/product congruency on consumer attitudes, purchase intentions, and perceived endorser credibility. Retrieved from <https://mospace.umsystem.edu/xmlui/bitstream/handle/10355/33160/research.pdf?sequence=2>
- Rana, L., & Srivastava, R. (2013, August). Celebrity endorsement: pros en cons. *Legal Era*, 2-6. Retrieved from <http://www.ssrana.in/Admin%5CUploadDocument%5CArticle%5CCelebrity%20Endorsement%20Pros%20And%20Cons.pdf>
- Rossiter & Bellman, (2005). Brand awareness and brand preference. In S. Wilson, C. Robson, L. Male & A. Chandler (Eds), *Marketing communications: theory and applications* (158-178). Frenchs Forest: Pearson.
- Schacter, D.L. (1987). Implicit memory: history and current status. *Journal of Experimental Psychology*, 13(3), 501-518. Retrieved from <http://pages.pomona.edu/~rt004747/lgcs11read/schacter87.pdf>
- Schacter, D.L., & Buckner, R.L. (1998). Priming and the Brain. *Neuron*, 20(2), 185-195. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0896627300804481>
- Simmers, C. S., Damron-Martinez, D., & Haytko, D. L. (2009). Examining the effectiveness of athlete celebrity endorser characteristics and product brand type: The Endorser Sexpertise Continuum. *Journal of Sport Administration & Supervision* 1(1), 52-64. Retrieved from <http://js.sagamorepub.com/jasm/article/view/3041/2688>
- Solomon, M. R. (2011). Attitudes and persuasion. In S. Yagan, E. Svendsen, J. Heine, M. Sabella & S. Jackson (Eds.), *Consumer behavior: buying, having and being* (pp. 281-304). New Jersey: Pearson.

- Stallen, M., Smidts, A., Rijpkema, M., Smit, G., Klucharev, V., & Fernández, G. (2009, August). Celebrities and shoes on the female brain: the neural correlates of product evaluation in the context of fame. *Journal of Economic Psychology*. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0167487010000292>
- Thorndike, E. L. (1920). The Constant Error in Psychological Ratings. *Journal of Applied Psychology*, 4, 25-29. Retrieved from <http://www.the-halo-effect.com/links/ThorndikeHalo1920.pdf>
- Till, B. D., & Shimp, T. A. (1998). Endorsers in Advertising: The Case of Negative Celebrity Information. *Journal of Advertising*, 28, 67–82. Retrieved from <http://www.psych.ualberta.ca/~msnyder/p486/read/files/Till%26Shimp1998.pdf>
- Zajonc, R. B. (2001, December). Mere exposure: A gateway to the subliminal. *Current Directions in Psychological Science*, 10(6), 224-228. Retrieved from http://www.ideal.forestry.ubc.ca/frst524/Mere_exposure_gate_way_to_the_subliminal.pdf
- Zwilling, M., & Fruchter, G. E. (2013). Matching product attributes to celebrities who reinforce the brand: An innovative algorithmic selection model. *Journal of Advertising Research*, 53, 2-22. Retrieved from <http://www.warc.com/www.dbproxy.hu.nl/Content/ContentViewer.aspx?MasterContentRef=b5b308e9-1912-4796-a793-e7c2f3b476f0&q=celebrity+endorsement+brains>

Appendix

Appendix 1. Survey links on Facebook and Twitter

Facebook



Dominique van Bennekom
18 april om 21:00

Hooooi! Zouden jullie mij alsjeblieft willen helpen door deze enquête in te vullen? Duurt maar 5 minuutjes en ik ben jullie eeuwig dankbaar!!

Enquête + Vragenlijst + Onderzoek + Panel = thesistools.com

Deze enquête is gemaakt voor een afstudeeronderzoek naar de invloed van topsporters in reclames van verschillende producten. Ik zou het heel erg op prijs stellen als je de enquête in zou willen vullen om me te helpen met mijn scriptie. Het invullen van de enquête duurt ongeveer 5 minuten. De vragen...

THESISTOOLS.COM

Vind ik leuk · Reageren · Delen

Quirijn Raijmakers vindt dit leuk.

Quirijn Raijmakers Gedaan!
18 april om 21:10 · Vind ik niet meer leuk · 1

Dominique van Bennekom Thanks!
18 april om 21:13 · Vind ik leuk

Dennis Vloerbrood Ingevuld
19 april om 10:08 · Vind ik niet meer leuk · 1

Schrijf een reactie...

Twitter



Dominique @Dominiquevb3 · 2 mrt.
Wie helpt mij afstuderen door mijn enquête in te vullen? #scriptie #marketing #sport thesistools.com/web/?id=390035 Bedankt!!

Sluiten Beantwoorden Verwijderen Favoriet Meer

04:16 · 2 mrt. 2014 · Details

@Dominiquevb3 beantwoorden

LinkedIn

Populair

Recent



Hoi! Ik ben momenteel bezig met het schrijven van mijn scriptie. Zouden jullie mij misschien kunnen helpen door deze enquête in te vullen. Het duurt niet langer dan 5...

Dominique Van Bennekom

[Celebrity endorsement](#) thesistools.com

Deze enquête is gemaakt voor een afstudeeronderzoek naar de invloed van topsporters in reclames van verschillende producten. Ik zou het heel erg op prijs stellen als je de enquête in zou willen vullen om me te helpen met mijn scriptie. Het...

Interessant • Commentaar • Niet meer volgen • 10 minuten geleden

Appendix 2. Survey athlete endorsement

Geslacht:

- ☐ Man
- ☐ Vrouw

Leeftijd:

Hoogst genoten educatie:

- ☐ VMBO
- ☐ HAVO
- ☐ VWO
- ☐ HBO
- ☐ WO

Beoefen je een sport?

- ☐ Ja
- ☐ Nee

Zo ja: welke sport?

Ken je een merk/meerdere merken die gebruik maken van bekende sporters in hun reclame?

- ☐ Ja
- ☐ Nee

Zo ja → welk merk(en) ken je en welke atleten worden daarin gebruikt?

.....

.....

Welke reclames kunt je beter onthouden?

- ☐ Reclames die gebruik maken van topsporters
- ☐ Reclames die gebruik maken van figuranten

Ben je eerder bereid een boodschap van een topsporter aan te nemen dan dezelfde boodschap van een onbekende woordvoerder?

- ☐ Ja
- ☐ Nee
- ☐ Anders, namelijk

Helpt de aanwezig van een topsporter in een reclame je het merk te herkennen?

- ☐ Ja
- ☐ Nee

Koop je op het moment wel eens een product(en) die gebruik maken van topsporters in hun reclames?

- ☐ Ja
- ☐ Nee

Zo ja → welke product(en) koop je?

.....

Heb je wel eens een merk/product gekocht omdat het merk werd gepromoot door een bekende sporter?

- ☐ Ja
- ☐ Nee

Zo ja → welk merk/product?

.....

Stel dat een merk dat je nu niet gebruikt een samenwerking aangaat met een topsporter die je erg waardeert. Verandert je houding ten opzichte van het merk?

- ☐ Ja
- ☐ Nee

Stel dat een merk dat je nu niet gebruikt een samenwerking aangaat met een topsporter die je erg waardeert, ben je dan geneigd dit product te gaan proberen?

- ☐ Ja
- ☐ Nee

Stel je koopt altijd een bepaald merk. Dit merk besluit een samenwerking aan te gaan met een topsporter waar je negatieve gevoelens voor hebt. Heeft dit invloed op je gebruik van dit merk?

- ☐ Ja, ik zal dit merk minder gaan gebruiken
- ☐ Ja, ik zal dit merk niet meer gaan gebruiken
- ☐ Nee, ik blijf dit merk gebruiken

Vertrouw je merken die gebruiken maken van bekende sporters in hun reclame meer dan merken die hier geen gebruik van maken?

- ☐ Ja, ik vertrouw alle merken die gebruik maken van topsporters in hun reclame meer
- ☐ Ja, wanneer het product gerelateerd is aan de sport van de sporter
- ☐ Nee

Wat vind je de belangrijkste eigenschap van een topsporter om een merk/product/organisatie geloofwaardig te kunnen vertegenwoordigen?

- ☐ Zijn/haar uiterlijk
- ☐ Zijn/haar uitstraling
- ☐ Zijn/haar expertise voor het product/merk
- ☐ Zijn/haar persoonlijkheid
- ☐ Zijn/haar sportprestaties en behaalde prijzen
- ☐ Zijn/haar gebruik van het merk of product

Denk je dat het gebruik van bekende sporters in reclames invloed heeft op jouw eigen koopgedrag?

- ☐ Ja
- ☐ Nee

Denk je dat een topsporter die je kent en die je leuk vindt jouw koopgedrag meer bevordert dan een sporter die je niet zo goed kent?

- ☐ Ja
- ☐ Nee

Denk je dat het gevoel van gelijkenis tussen jouzelf en een bekende sporter een rol speelt in je aankoopbeslissing?

- ☐ Ja
- ☐ Een beetje
- ☐ Nee
- ☐ Weet ik niet

Denk je dat de betrouwbaarheid van een topsporter van invloed is bij het maken van een aankoopbeslissing?

- ☐ Ja
- ☐ Een beetje
- ☐ Nee
- ☐ Weet ik niet

Denk je dat de populariteit van een topsporter van invloed is bij het maken van een aankoopbeslissing?

- ☐ Ja
- ☐ Een beetje
- ☐ Nee
- ☐ Weet ik niet

Wanneer een topsporter in meerdere reclames zit voor verschillende merken, heeft dit voor jou invloed op de geloofwaardigheid van de reclames?

- ☐ Ja, de geloofwaardigheid wordt minder
- ☐ Nee, de geloofwaardigheid blijft hetzelfde
- ☐ Nee, de geloofwaardigheid wordt meer

In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer deze door een bekende sporter worden gepromoot in reclames?

	Direct	Na enige overweging	Weet ik niet	Waarschijnlijk niet	Geen invloed
Etenswaren					
Dranken					
Alcohol/sigaretten					
Fast food (Bijvoorbeeld McDonalds, Burger King)					
Energieepen					
Sportdrankjes					
Auto's					
Consumptiegoederen (Bijvoorbeeld tandpasta, wasmiddel, shampoo)					
Make-up en andere huidproducten					

Sieraden en andere accessoires					
Verzekeringen					
Banken					
Entertainment (Bijvoorbeeld een pretpark, bioscoopbezoek, theatervoorstelling)					
Financiële diensten					
Telefoons & tablets					
Computer & laptop					
Sportartikelen (Bijvoorbeeld een voetbal, hockeystick, tennisracket, golfclub etc.)					
Sportkleding					
Kleding					
Vliegtuigmaatschappijen					

Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter negatief in de publiciteit komt (dopinggebruik, drank- en/of drugsgebruik, ontmaskering van leugens etc.), kijk je dan ook minder positief naar het betreffende merk?

- ☐ Ja
- ☐ Nee

Heeft de negatieve publiciteit over een topsporter in de media ook invloed op je uiteindelijke koopgedrag?

- ☐ Ja
- ☐ Nee
- ☐ Hangt van het product af

Wanneer een topsporter negatief in de publiciteit komt, vind je dat het merk waaraan de sporter gekoppeld is de sporter moet ontslaan?

- ☐ Ja, om morele redenen
- ☐ Ja, anders koop ik het product niet meer
- ☐ Nee, dat moet het bedrijf zelf weten, maar ik koop het product niet meer
- ☐ Nee, dat moet het bedrijf zelf weten en ik blijf het product kopen

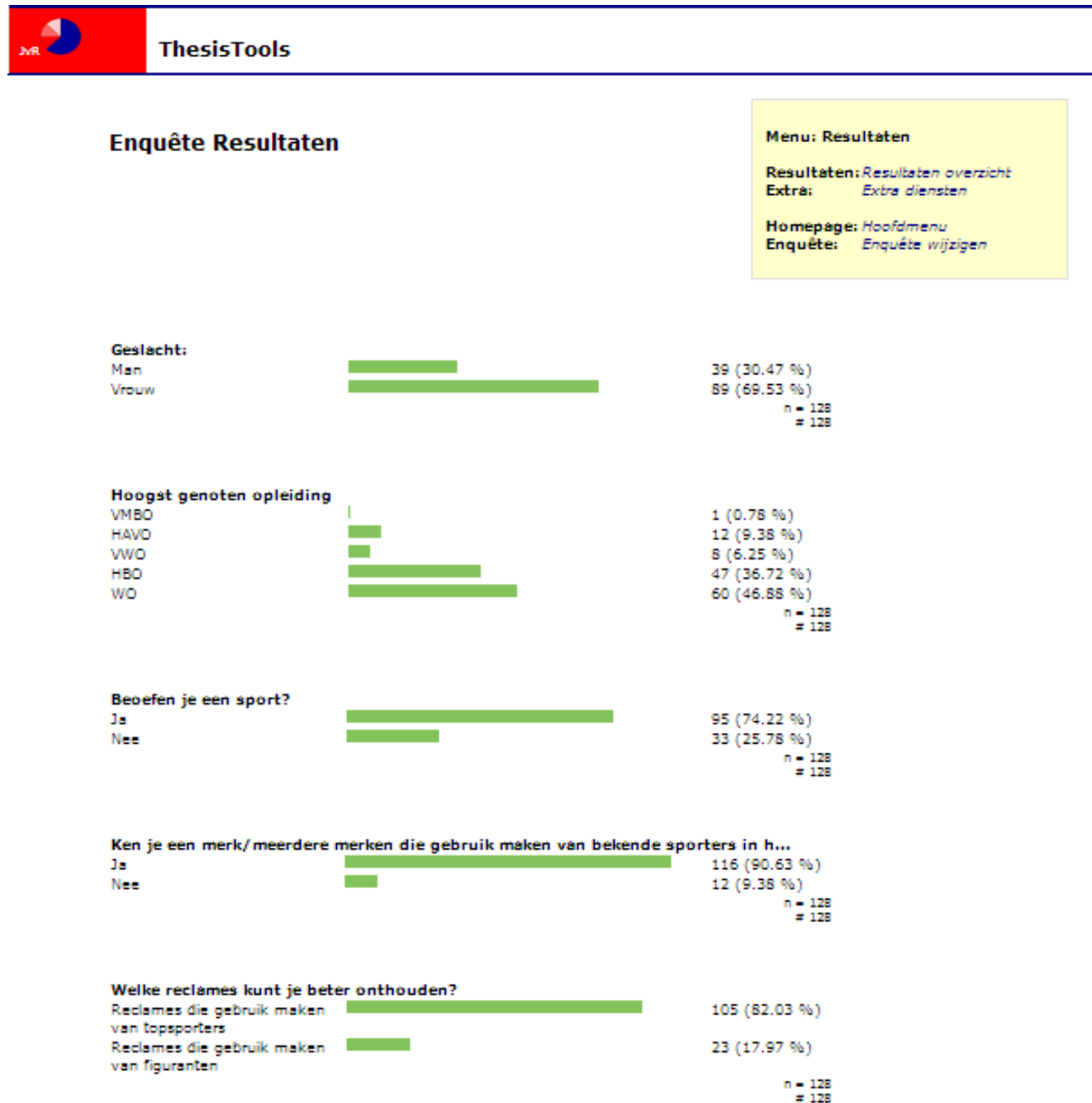
Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter komt in de publiciteit door een ernstige blessure of ziekte, kijk je dan ook anders tegen het betreffende merk waarvoor de sporter reclame maakt aan?

- ☐ Ja, minder positief
- ☐ Ja, minder negatief
- ☐ Nee

Heeft deze publiciteit over een topsporter in de media ook invloed op je uiteindelijke koopgedrag?

- ☐ Ja
- ☐ Nee

Appendix 3. Survey results



Ben je eerder bereid een boodschap van een topsporter aan te nemen dan deze...

Ja		50 (39.06 %)
Nee		78 (60.94 %)
n = 128 # 128		



Helpt de aanwezig van een topsporter in een reclame je het merk te herkennen...

Ja		98 (76.56 %)
Nee		30 (23.44 %)
n = 128 # 128		





Koop je op het moment wel eens een product(en) die gebruik maken van topspo...

Ja		40 (31.25 %)
Nee		88 (68.75 %)
n = 128 # 128		




Heb je wel eens een merk/product gekocht omdat het merk werd gepromoot door...

Ja		15 (11.72 %)
Nee		113 (88.28 %)
n = 128 # 128		

Stel dat een merk dat je nu niet gebruikt een samenwerking aangaat met een ...

Ja		11 (8.59 %)
Ja, maar alleen als het om producten gaat die je vaker aankoopt		59 (46.09 %)
Ja, maar alleen als het om producten gaat die je niet zo vaak koopt (duurdere producten)		5 (3.91 %)
Nee		53 (41.41 %)
n = 128 # 128		

Stel je koopt altijd een bepaald merk. Dit merk besluit een samenwerking aa...

Ja, ik zal dit merk minder gaan gebruiken		29 (22.66 %)
Ja, ik zal dit merk niet meer gaan gebruiken		4 (3.13 %)
Nee, ik blijf dit merk gebruiken		95 (74.22 %)
n = 128 # 128		

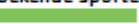

Vertrouw je merken die gebruiken maken van bekende sporters in hun reclame ...

Ja, ik vertrouw alle merken die gebruik maken van topsporters in hun reclame meer		12 (9.38 %)
Ja, wanneer het product gerelateerd is aan de sport van de sporter		46 (35.94 %)
Nee		70 (54.69 %)
		n = 128 # 128

Wat vind je de belangrijkste eigenschap van een topsporter om een merk/prod...

Zijn/haar uiterlijk		4 (3.13 %)
Zijn/haar uitstraling		22 (17.19 %)
Zijn/haar expertise voor het product/merk		39 (30.47 %)
Zijn/haar persoonlijkheid		31 (24.22 %)
Zijn/haar sportprestaties en behaalde prijzen		20 (15.63 %)
Zijn/haar gebruik van het merk of product		12 (9.38 %)
		n = 128 # 128





Denk je dat het gebruik van bekende sporters in reclames invloed heeft op j...

Ja		45 (35.16 %)
Nee		83 (64.84 %)
		n = 128 # 128

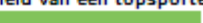



Denk je dat een topsporter die je kent en die je leuk vindt jouw koopgedrag...

Ja		88 (68.75 %)
Nee		40 (31.25 %)
		n = 128 # 128

Denk je dat het gevoel van gelijkenis tussen jouzelf en een bekende sporter...

Ja		17 (13.28 %)
Een beetje		47 (36.72 %)
Nee		48 (37.5 %)
Weet ik niet		16 (12.5 %)
		n = 128 # 128

Denk je dat de betrouwbaarheid van een topsporter van invloed is bij het ma...

Ja		65 (50.78 %)
Een beetje		37 (28.91 %)
Nee		21 (16.41 %)
Weet ik niet		5 (3.91 %)
		n = 128 # 128

Denk je dat de populariteit van een topsporter van invloed is bij het maken...

Ja		72 (56.25 %)
Een beetje		35 (27.34 %)
Nee		17 (13.28 %)
Weet ik niet		4 (3.13 %)
		n = 128
		# 128

Wanneer een topsporter in meerdere reclames zit voor verschillende merken, ...

Ja, de geloofwaardigheid wordt minder		90 (70.31 %)
Nee, de geloofwaardigheid blijft hetzelfde		35 (27.34 %)
Nee, de geloofwaardigheid wordt meer		3 (2.34 %)
		n = 128
		# 128

In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...

Etenswaren		
Direct		1 (0.78 %)
Na enige overweging		46 (35.94 %)
Weet ik niet		13 (10.16 %)
Waarschijnlijk niet		28 (21.88 %)
Geen invloed		40 (31.25 %)
		n = 128
		# 128

In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...

Dranken		
Direct		0 (0 %)
Na enige overweging		27 (21.26 %)
Weet ik niet		16 (12.6 %)
Waarschijnlijk niet		38 (29.92 %)
Geen invloed		46 (36.22 %)
		n = 127
		# 127

In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...

Alcohol/sigaretten		
Direct		1 (0.78 %)
Na enige overweging		4 (3.13 %)
Weet ik niet		12 (9.38 %)
Waarschijnlijk niet		28 (21.88 %)
Geen invloed		83 (64.84 %)
		n = 128
		# 128

**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Fast food (Bijvoorbeeld McDonalds, Burger King)**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Energieprepen**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Sportdrankjes**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Auto's**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Consumptiegoederen**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
(Bijvoorbeeld tandpasta, wasmiddel, shampoo)**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Make-up en andere huidproducten**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Sieraden en andere accessoires**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Verzekeringen**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Banken**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Entertainment (Bijvoorbeeld een pretpark, bioscoopbezoek, theatervoorstelling)**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Financiële diensten**



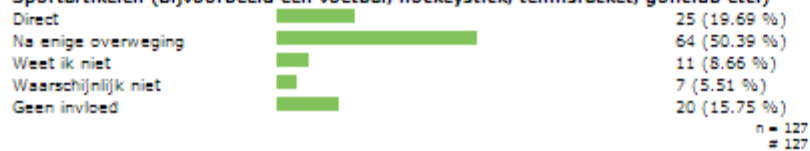
**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Telefoons & tablets**



**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Computer & laptop**

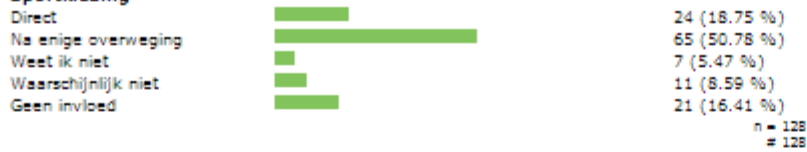


**In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...
Sportartikelen (Bijvoorbeeld een voetbal, hockeystick, tennisracket, golfclub etc.)**



In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...

Sportkleding



In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...

Kleding

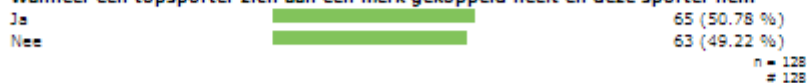


In hoeverre zou je de volgende producten en diensten (sneller) kopen wanneer...

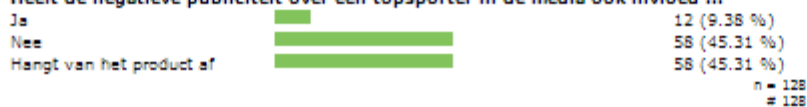
Vliegtuigmaatschappijen



Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter ne...



Heeft de negatieve publiciteit over een topsporter in de media ook invloed ...



Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter ne...

Ja		65 (50.78 %)
Nee		63 (49.22 %)
n = 128		
# 128		

Heeft de negatieve publiciteit over een topsporter in de media ook invloed ...

Ja		12 (9.38 %)
Nee		58 (45.31 %)
Hangt van het product af		58 (45.31 %)
n = 128		
# 128		

Wanneer een topsporter negatief in de publiciteit komt, vind je dat het mer...

Ja, om morele redenen		58 (45.31 %)
Ja, anders koop ik het product niet meer		4 (3.13 %)
Nee, dat moet het bedrijf zelf weten, maar ik koop het product niet meer		11 (8.59 %)
Nee, dat moet het bedrijf zelf weten en ik blijf het product kopen		55 (42.97 %)
n = 128		
# 128		

Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter ko...

Ja, minder positief		5 (3.91 %)
Ja, minder negatief		14 (10.94 %)
Nee		109 (85.16 %)
n = 128		
# 128		

Heeft deze publiciteit over een topsporter in de media ook invloed op je ui...

Ja		28 (21.88 %)
Nee		100 (78.13 %)
n = 128		
# 128		

Legenda:

n = aantal respondenten dat de vraag heeft gezien
= aantal ontvangen antwoorden

Appendix 4. Graphs SPPS

Geslacht * Welke reclames kun je beter onthouden?

		Welke reclames kun je beter onthouden?		Total
		Reclames die gebruik maken van topsporters	Reclames die gebruik maken van figuranten	
Geslacht	Man	35	4	39
	Vrouw	70	19	89
Total		105	23	128

Geslacht * Ben je eerder bereid een boodschap van een topsporter aan te nemen dan dezelfde boodschap van een onbekende woordvoerder?

		Ben je eerder bereid een boodschap van een topsporter aan te nemen dan dezelfde boodschap van een onbekende woordvoerder?		Total
		Ja	Nee	
Geslacht	Man	20	19	39
	Vrouw	30	59	89
Total		50	78	128

Geslacht * Beoefen je een sport?

		Beoefen je een sport?		Total
		Ja	Nee	
Geslacht	Man	29	10	39
	Vrouw	66	23	89
Total		95	33	128

Geslacht * Ken je een merk dat gebruik maakt van een bekende sporter?

		Ken je een merk dat gebruik maakt van een bekende sporter?		Total
		Ja	Nee	
Geslacht	Man	33	6	39
	Vrouw	83	6	89
Total		116	12	128

Geslacht * Helpt de aanwezig van een topsporter in een reclame je het merk te herkennen?

		Helpt de aanwezig van een topsporter in een reclame je het merk te herkennen?		Total
		Ja	Nee	
Geslacht	Man	31	8	39
	Vrouw	67	22	89
Total		98	30	128

Geslacht * Koop je op het moment wel eens een product(en) die gebruik maken van topsporters in hun reclames?

		Koop je op het moment wel eens een product(en) die gebruik maken van topsporters in hun reclames?		Total
		Ja	Nee	
Geslacht	Man	19	20	39
	Vrouw	21	68	89
Total		40	88	128

Geslacht * Heb je wel eens een merk/product gekocht omdat het merk werd gepromoot door een bekende sporter?

		Heb je wel eens een merk/product gekocht omdat het merk werd gepromoot door een bekende sporter?		Total
		Ja	Nee	
Geslacht	Man	9	30	39
	Vrouw	6	83	89
Total		15	113	128

Geslacht * Stel je koopt altijd een bepaald merk. Dit merk besluit een samenwerking aan te gaan met een topsporter waar je negatieve gevoelens voor hebt. Heeft dit invloed op je gebruik van dit merk?

		Stel je koopt altijd een bepaald merk. Dit merk besluit een samenwerking aan te gaan met een topsporter waar je negatieve gevoelens voor hebt. Heeft dit invloed op je gebruik van dit merk?			Total
		Ja, ik zal dit merk minder gaan gebruiken	Ja, ik zal dit merk niet meer gaan gebruiken	Nee, ik blijf dit merk gebruiken	
Geslacht	Man	4	19	16	39
	Vrouw	8	27	54	89
Total		12	46	70	128

Geslacht * Denk je dat het gebruik van bekende sporters in reclames invloed heeft op jouw eigen koopgedrag?

		Denk je dat het gebruik van bekende sporters in reclames invloed heeft op jouw eigen koopgedrag?		Total
		Ja	Nee	
Geslacht	Man	28	11	39
	Vrouw	60	29	89
Total		88	40	128

Geslacht * Denk je dat het gevoel van gelijkenis tussen jouzelf en een bekende sporter een rol speelt in je aankoopbeslissing?

		Denk je dat het gevoel van gelijkenis tussen jouzelf en een bekende sporter een rol speelt in je aankoopbeslissing?				Total
		Ja	Een beetje	Nee	Weet ik niet	
Geslacht	Man	22	10	4	3	39
	Vrouw	43	27	17	2	89
Total		65	37	21	5	128

Geslacht * Denk je dat de betrouwbaarheid van een topsporter van invloed is bij het maken van een aankoopbeslissing? Crosstabulation

Count

		Denk je dat de betrouwbaarheid van een topsporter van invloed is bij het maken van een aankoopbeslissing?				Total
		Ja	Een beetje	Nee	Weet ik niet	
Geslacht	Man	25	8	4	2	39
	Vrouw	47	27	13	2	89
Total		72	35	17	4	128

Geslacht * Denk je dat de populariteit van een topsporter van invloed is bij het maken van een aankoopbeslissing?

		Denk je dat de populariteit van een topsporter van invloed is bij het maken van een aankoopbeslissing?			Total
		Ja	Een beetje	Nee	
Geslacht	Man	24	12	3	39
	Vrouw	66	23	0	89
Total		90	35	3	128

Beoefen je een sport? * Heb je wel eens een merk/product gekocht omdat het merk werd gepromoot door een bekende sporter?

		Heb je wel eens een merk/product gekocht omdat het merk werd gepromoot door een bekende sporter?		Total
		Ja	Nee	
Beoefen je een sport?	Ja	12	83	95
	Nee	3	30	33
Total		15	113	128

Leeftijd * Welke reclames kun je beter onthouden?

		Welke reclames kun je beter onthouden?		Total
		Reclames die gebruik maken van topsporters	Reclames die gebruik maken van figuranten	
Leeftijd	18	2	0	2
	19	4	0	4
	20	5	1	6
	21	10	3	13
	22	17	0	17
	23	17	4	21
	24	12	4	16
	25	4	2	6
	26	5	0	5
	27	2	1	3
	28	3	0	3
	29	1	0	1
	30	1	0	1
	31	1	1	2
	33	3	0	3
	34	1	0	1
	35	2	1	3
	36	1	0	1
	40	1	0	1
	41	1	0	1
	42	0	1	1
	45	1	0	1
	46	1	0	1
	47	0	1	1
	48	2	0	2
	52	2	0	2
	54	2	0	2
	55	0	2	2
	56	1	0	1
	57	1	1	2
	61	1	0	1
	64	1	0	1
	65	0	1	1
Total		105	23	128

Leeftijd * Helpt de aanwezig van een topsporter in een reclame je het merk te herkennen?

		Helpt de aanwezig van een topsporter in een reclame je het merk te herkennen?		Total
		Ja	Nee	
Leeftijd	18	2	0	2
	19	4	0	4
	20	5	1	6
	21	9	4	13
	22	15	2	17
	23	18	3	21
	24	14	2	16
	25	5	1	6
	26	5	0	5
	27	2	1	3
	28	2	1	3
	29	1	0	1
	30	1	0	1
	31	1	1	2
	33	1	2	3
	34	0	1	1
	35	1	2	3
	36	1	0	1
	40	1	0	1
	41	0	1	1
	42	0	1	1
	45	1	0	1
	46	1	0	1
	47	0	1	1
	48	1	1	2
	52	1	1	2
	54	1	1	2
	55	1	1	2
	56	1	0	1
	57	1	1	2
	61	1	0	1
	64	1	0	1
	65	0	1	1
Total		98	30	128

	Frequency	Percent
Valid	12	9,4
?	1	,8
/gilette: Federe, Woods, Henrey. Mensis: Maarten v	1	,8
Activia, schaatsters	1	,8
adidas (beckham), fifa (...), pringles (voetballer	1	,8
adidas met eva de goede en andere nederlandse hock	1	,8
adidas, nike, sportlife, reebok, longiness, santan	1	,8
Adidas, Nike, Usain Bolt, Teun de Nooijer	1	,8
adidas, Robert Kemperman!	1	,8
Adidas/Naomi van As, Asics/Maartje Paumen,	1	,8
Brabo/M		
Aquarius Naomi van Ass, Sven kramer kpn, gilette	1	,8
F		
Ariel, Sven Kramer; Kinder Bueno, Mark Tuitert	1	,8
Ariel: Sven Kramer, Gillet: Federer, Woods, Henry,	1	,8
Auping - Epke Zonderland, KPN - Sven Kramer,	1	,8
Besli		
Bedden Ramona kromowidjojo, randstad Epke	1	,8
zonderla		
bekend vliegmaatschappij met prof voetballers	1	,8
Bekende hockeyers in Le Coq Sportif. Nike gebruikt	1	,8
Beslist met Mark Tuitert. Sanex met Rintje Ritsma.	1	,8
Bueno - mark tuitert	1	,8
Calv\`e, Pieter van den Hoogenband	1	,8
Calve Pieter van den Hoogenband	1	,8
calve pindakaas pieter vd hoogenband	1	,8
Calve, Nike	1	,8
Calvé, Pieter van den Hoogenband	1	,8
Dick advocaat, calve	1	,8
Die ene bekende schaatser in de reclame van P&G	1	,8
Durex, Usain Bolt	1	,8
Fatima le coq sportif	1	,8
Gilette	3	2,3
Gilette - voetballers, nike - tiger woods,	1	,8
Gilette Federer	1	,8
Gilette Federer Messi	1	,8

Gilette Federer; Nike Ronaldo; Pepsi Messi; Turkis	1	,8
Gilette meerdere sporters	1	,8
Gilette met federer. Essent, tvn met nl schaatsers	1	,8
gilette met messi	1	,8
gilette met sven kramer	1	,8
Gilette,	1	,8
Gilette, Liga	1	,8
gilette, nike	1	,8
gilette, roger federer	1	,8
gilette; roger federer, tiger woods en thierry hen	1	,8
gillete, nike, adidas, coca cola, Santander. Messi	1	,8
Gillette - Federer, Nike (diverse, veelal voetball	1	,8
H&M gebruikt David Beckham	1	,8
Husain Bolt, Puma	1	,8
Kpn - sven kramer	1	,8
KPN , sven kramer en naomi van as	1	,8
kpn sven kramer,	1	,8
KPN; Mark Tuitert. Gilette; Roger Federer	1	,8
Maria Sharopa (Nike), Roger Federer, Nadal	1	,8
mark tuitert Liga, Fatima rabobank	1	,8
michael phelps voor subway	1	,8
Niet zo een twee drie uit mijn hoofd	1	,8
nike	1	,8
Nike	1	,8
nike (federer, nadal), gilette (federer, tiger woo	1	,8
nike adidas	1	,8
Nike meerdere atleten	1	,8
Nike Ronaldinho, Pepsi Messi, KPN Sven kramer?	1	,8
Nike, Addidas	1	,8
Nike, Adidas	1	,8
niké, adidas, gilette, pepsi - federer, messi, tig	1	,8
nike, adidas, messi, ronaldo	1	,8
Nike, Adidas, Puma	1	,8
nike, adidas, puma,	1	,8
Nike, Adidas, Sportlife	1	,8
Nike, basketballers	1	,8
Nike, Calvé, Volkswagen	1	,8
Nike, Gillette	1	,8

Nike, Kobe Bryant	1	,8
nike, maria sharapova/federer nike, rolex en gilet	1	,8
Nike, Pepsi	1	,8
Nike, Tiger Woods, Usain Bolt	1	,8
nike, voetballers en basketballers	1	,8
nike: federer gillette: federer, tiger woods	1	,8
nivea, verschillende eredivisie spelers, gillette,	1	,8
P&G met Sven Kramer en zijn moeder, KPN met Svenni	1	,8
P&G- Sven Kramer	1	,8
P&G, Sven Kramer. Calvé en Pieter van den Hoogenba	1	,8
Paumen, kramer	1	,8
pepsi --> messi, gillete --> meerdere topsporters,	1	,8
pepsi Adidas Nike puma	1	,8
Puma en Usain Bold	1	,8
Puma Usain Bolt, Adidas Messi, Nike Ronaldo, Gilet	1	,8
rabobank	1	,8
Rabobank, Dita, Adidas, Gillette	1	,8
Randstad , Procter & gamble	1	,8
Rinje Ritsma Sanex Ronald Koeman Hak	1	,8
ronaldo armani, messi pepsi, kramer gillette	1	,8
Sander de Wijn, Dita. Jeroen Hertzberger Thunderwe	1	,8
sanex (lange geleden), hsbc,	1	,8
sanex rintje ritsma, kpn schaatsers, hockeyers hoc	1	,8
sanex, rintje ritsma	1	,8
Sanex, schaatsers. Nike, voetballers. H&M, David B	1	,8
Santander bank	1	,8
Santander, Rory McIlroy.	1	,8
Sven Kramer	1	,8
sven kramer - gillette? / ireen wust - kpn	1	,8
Sven Kramer - KPN	1	,8
sven kramer - KPN, fatima moreira de melo - Zinzi	1	,8
Sven kramer (ziggo?), messi (pepsi), fatima m de m	1	,8
Sven Kramer en Naomi van As - KPN	1	,8

Sven Kramer P&G, Pieter van den Hoogenband calve	1	,8
Sven Kramer- KPN, Messi- Adidas	1	,8
Sven kramer, kpn, federer gilette	1	,8
Tiger Woods	1	,8
Turkish Airlines: Bryant en Messi, Rexona: Ruud va Voetballers, scheerapparaat	1	,8
Volkswagen	1	,8
Volkswagen, Calve pindakaas	1	,8
vw, epke zonderland	1	,8
wasmiddel met sven kramer	1	,8
Weet niet welk merk, maar voor scheerapparaat; Rod	1	,8
Zinzi Fatima Moreira de Melo, Aquarius Naomi van A	1	,8
Total	128	100,0

Geslacht * Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter negatief in de publiciteit komt (dopinggebruik, drank- en/of drugsgebruik, ontmaskering van leugens etc.), kijk je dan ook minder positief naar het betreffende merk?

		Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter negatief in de publiciteit komt (dopinggebruik, drank- en/of drugsgebruik, ontmaskering van leugens etc.), kijk je dan ook minder positief naar het betreffende merk?		
		Ja	Nee	Total
Geslacht	Man	21	18	39
	Vrouw	44	45	89
Total		65	63	128

Geslacht * Wanneer een topsporter negatief in de publiciteit komt, vind je dat het merk waaraan de sporter gekoppeld is de sporter moet ontslaan?

		Wanneer een topsporter negatief in de publiciteit komt, vind je dat het merk waaraan de sporter gekoppeld is de sporter moet ontslaan?				Total
		Ja, om morele redenen	Ja, anders koop ik het product niet meer	Nee, dat moet het bedrijf zelf weten, maar ik koop het product niet meer	Nee, dat moet het bedrijf zelf weten en ik blijf het product kopen	
Geslacht	Man	16	3	2	18	39
	Vrouw	42	1	9	37	89
Total		58	4	11	55	128

Geslacht * Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter komt in de publiciteit door een ernstige blessure of ziekte, kijk je dan ook anders tegen het betreffende merk waarvoor de sporter reclame maakt aan?

		Wanneer een topsporter zich aan een merk gekoppeld heeft en deze sporter komt in de publiciteit door een ernstige blessure of ziekte, kijk je dan ook anders tegen het betreffende merk waarvoor de sporter reclame maakt aan?			Total
		Ja, minder positief	Ja, minder negatief	Nee	
Geslacht	Man	2	6	31	39
	Vrouw	3	8	78	89
Total		5	14	109	128

Geslacht * Heeft deze publiciteit over een topsporter in de media ook invloed op je uiteindelijke koopgedrag?

		Heeft deze publiciteit over een topsporter in de media ook invloed op je uiteindelijke koopgedrag?		Total
		Ja	Nee	
Geslacht	Man	10	29	39
	Vrouw	18	71	89
Total		28	100	128