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University of Nottingham

Advertising Effectiveness in Events

Mr. Sushilkumar Jain

MSc. Marketing



Nottingham University  
**Business School**

UNITED KINGDOM • CHINA • MALAYSIA

# Advertising Effectiveness in Events

By

Mr. Sushilkumar Jain

(4165302)

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A Dissertation presented in part consideration for  
the degree of

“Masters in Marketing”

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Sushilkumar Satish Jain

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## **Advertising Effectiveness in Events**

### **A. Abstract**

Confronted with decreasing effectiveness of the classic marketing communications, events have become an increasingly popular alternative for marketers. Events constitute one of the most exciting and fastest growing forms of leisure and business. With time, the decreasing effectiveness of classical marketing communications boosted the use of events for marketing and making brand awareness. Event marketing is seen as the unique opportunity to integrate the firm's communication activities like public relations, advertising, and direct marketing, in a sense which enables consumers to interact with brands. The basic objective of any industry is to deliver the product in market with making profits and merchandising. This can be done with the help increase in sales at remunerative prices. Advertising is the major player for reach of products and services to the consumers and a varied method of publicity. American Marketing Association (2006) defines advertising as "any paid form of non personal presentation and promotion of ideas, goods and/or services by identified sponsor" (Kotler and Keller, 2009).

This particular researcher paper focuses on the advertising effectiveness in (sports) events, London Olympic Games 2012. The focus of particular research is to gather knowledge from attendee's about the sponsors advertisements and products. Research work entails on understanding the effectiveness of advertisements by sponsors for promoting and maintaining brand image in public. Study conducts 40 semi-structured



interviews to understand the aspects of advertising effectiveness, and also explore the emotional and cognitive effects that advertisements generate. Henceforth, the research is conducted on London Olympics a mega sports event to understand the advertising effectiveness.

Event marketing (advertisements) thus links a company's brand to an activity for the purpose for creating experiences for attendees and promoting brand or product/service. The focus relies on what advertising effect the consumers have and how information is conveyed to consumers.

### **B. Purpose, Aim & Objective of the Study**

The rationale behind the research is to study the factors that have advertising effectiveness in events. With the help of different theories, the study claims to analyse the main reasons for consumer influence by these advertisements and also understand the factors for advertising effectiveness in events. The research focuses on four main objectives for following study:

1. How do advertisements in events influence the perceptions of a brand in minds of consumers?
2. How do advertisements in events create brand attitude and buying intention?
3. Do advertisements in events specifically offer opportunities for customer involvement and experience?
4. What emotional appeal does advertisements have in general over participants?

## **C. Introduction to Literature Review**

According to Saunders, Lewis and Thornhill (2000), the study of literature review is a structured framework for research studies, as it is a way of building an excellent perceptive and to endow the researcher with the insights of previous studies and emerging trends. From the foundation developed from literature review, the researcher will present the reader with some background of research questions and objectives. This will facilitate the reader to position the study in this paper in context with regards to preceding exploration on this subject.

### ➤ **Literature review**

#### **1. Sponsorship**

Sponsorship has become a vital part of funding for a wide range of sporting events. Sponsorship has been defined by most researchers as provision of assistance either financial or in kind to an activity by a commercial organization for competition with different brands and promoting of new range of products (Speed and Thompson, 2000; Bal, 2010; McDaniel, 1999). A financial assistance sponsorship strategy is appropriate for sponsors who wish to be associated with some sport property at a general level. This form of sponsorship includes many sub-categories such as benefiting from a visual presence with the name/logo on the location of the event, being recognized as an official partner of the event, or naming the event after the sponsor. In contrast, in-kind assistance sponsorship refers to a situation where a sponsor provides products or services which are used during the event. The sponsor's

products can either support the event structurally (e.g. time keeping service; providing outfits for the staff), or they can be used by the event's participants (e.g. playing with the sponsor's ball games) (Carrillat and Alain d'Astous, 2009). A large amount of sponsorship aims to project the Sponsor's corporate image to an audience, and attempting to relate a brand's unique attributes to the known characteristics of target groups, essentially because many brands are today so similar to those of competing businesses that corporate brand identity is often the major factor that distinguishes a particular brand.

Commercial sponsorship represents one of the most rapidly growing areas of marketing activity today at events. Mega events or major events have seen most of the corporate sponsors which has grown over the thirty years. The past three decades show development of concerted commercial version of sponsorship (Meenaghan, 2001). Speed and Thompson (2000) and Olson (2010), mentions that annual worldwide spending on sponsorships has grown rapidly to an estimated \$33 + billion during the last decade, due in part to such factors as increasing restrictions on advertising, higher advertising costs, zapping, and increased media coverage of sponsored events which supports the research of Meenaghan (2001). Due to higher advertising cost and the approach towards large audience at mega events, event marketing is the most suitable technique to reach out. The current scale of study suggests that the event sponsorship is growing substantially as a new method of marketing communications. The marketing communications

mark the presence of advertising as one of the major players in generating business to sponsors. The generation of such revenue indicates of the various factors in advertising covering the major aspect of research question. The substantial growth is due to the attitude participants have towards event and sponsors. The brand attitude, attitude towards advertisements, involvement and closure of advertisements also has been factors of substantial growth. This attitude is though formed due to use of different vehicles of marketing communications, which generates associations in minds of participants. The associations make general perceptions and also convince the purchasing power of the buyer.

From academic perspective advertisements effectiveness in events of sponsors brand/ product, topic has been of keen interest for scholars, but no research provides a comprehensive understanding on the subject.

### **1.1. Attitude toward the Event advertisement**

An attitude can be defined as an individuals' overall evaluation towards a physical object (Eagly & Chaiken, 1993). There is considerable classical conditioning research examining issues such as attitude toward the ad (Mitchell and Olsen 1981; Shimp 1981) and many more variables. These studies have highlighted the importance of attitude toward the unconditioned stimulus (in this case the sport event) in the creation of a favourable response. Within this stream, Speed and Thompson (2000) found that warm feelings about an ad positively affected evaluation of the advertised brand. Equally, negative feelings had a negative impact.

Extending this to sponsorship, it can be argued that positive attitudes toward the event will be associated with a positive response toward the sponsor.

Drawing on sponsorship research to date, Dees, Bennett and Villegas, (2008) proposed a model attitude toward the event in terms of two conceptually distinct constructs; personal liking for the event and perceived status of the event which have been through the ad's seen.

- Personal liking of the event: Personal liking for the event is a construct that taps into the benefits that individual respondents receive directly from the sporting event. Previous research found that respondents who perceived the event to be attractive and interesting believed it would have a stronger impact on the sponsor's image. Researchers also suggest that sponsors can benefit from "gratitude" that arises among fans, those with a strong liking for the event.
- Perceived status of the sponsored event: Perceived status of the sponsored event is a construct that taps into benefits that individual respondents receive indirectly from the sporting event and that a respondent may receive without any personal liking for the event. A special, high-status event, such as the London Olympics, creates opportunities for sponsors because the audience has a high regard for the event. Sponsors benefit from such event as it is conceptually different from liking. An individual may respond favourably toward the sponsor of an event that he or she

does not personally like. Sponsor's frequently bid for such events for the reason of publicity and promotion of the product, not because their citizens would like to attend but because of the economic and community benefits that are perceived to flow from the event.

### **1.2. Attitude towards the Sponsor's**

Attitude toward the sponsor could be defined as a consumer's overall evaluation of an organization sponsoring an event (Keller, 2003). Meenaghan (2001) operationalized this construct as a favourable disposition toward the sponsor. Rodgers (2004) supports this definition by suggesting that attitudes "generally refer to how favourably/unfavourably or positively/negatively an object is viewed". According to Meenaghan (2001) model of sponsorship effects, positive attitudes toward the sponsor are an antecedent of consumer purchase intentions as well as actual purchase behaviours (Dees, Bennett and Villegas, 2008). Previous research has shown that attitude toward the sponsor influences consumer purchase intentions. A study done by Koo et al. (2006), it was determined that participants with higher levels of affective responses to corporate sponsorship show significantly greater purchase intentions than those participants with lower-level affective responses. Other studies have also demonstrated this relationship between positive attitude toward the sponsor and consumer purchase intent (Dees, Bennett and Villegas, 2008).

Attitude toward sponsor changes with the personal liking and perceived status of the event reflecting the perception (participants) consumers develop. Study reflects on the notion of sponsorship effectiveness, which relates sponsors advertisements displayed in events.

Hence, sponsorship has been the largest area of study for scholars over decades. Thus, sponsorship and advertising are two different area of study in events and measurement of effectiveness on the sponsor's product or service have always been difficult (McDaniel, 1999; Speed and Thompson, 2000; Meenaghan, 2001; Bal, Quester and Plewa, 2010; Olson, 2010). Sponsorship marketing can be described as an indirect form of persuasion, since it relies on a complex and fundamentally affective relationship between a consumer and a sponsored property (products) (Bal *et al.*, 2007). From the academic perspective, the measurement of sponsorship persuasion remains a black box as there is no consensus on the modification through sponsorship (Cornwell and Maignan, 1998). The central thrust of research proposes that sponsorship works differently than the advertising and promotions on consumers in sports events though having a few same objectives (Walliser, 2003). The personal liking and perceived status of events, and the attitude towards sponsor is the result of different advertisements which individuals view through different channels of communication which is best understood by them.

Studies of sponsorship effectiveness generally focus on the impact that sponsorship may have, in and of itself, on the company or the brand (Speed and Thompson 2000; Carrillat and Alain d'Astous, 2009). Most

companies deploy their sponsorship efforts in conjunction with an advertising campaign. Such dual advertising/sponsorships strategy seems especially relevant in situations where the objectives to achieve are specifically related to products and brands (Meenaghan, 2001). Sponsorship is also like advertising in that both are used to target consumers via their involvement with certain vehicles, and the rising use of sponsorship has recently made it more like traditional advertising media in terms of clutter levels.

Thus, events make an influence or impression in minds of the participants through advertisements. However, study reflects on effectiveness of these advertisements of sponsor's products on consumers at sports events.

## **2. Advertising effectiveness**

### **2.1. Sponsorship and Advertisements**

Advertising and sponsorship differ significantly with respect to the type of inferences they activate among consumers. Meenaghan and Shipley (1999) research show that consumers perceive sponsorship as being less commercially-oriented than advertising. Whereas, advertising is seen as being driven mainly by profit, brands engaged in sponsorship activities are perceived as seeking the interest of the sponsored entity in-addition to their own. According to Meenaghan (2001), these perceptual differences between advertising and sponsorship may stem in part from advertising being an obtrusive form of marketing communication as opposed to the background role that sponsorship generally plays. As a



result, consumers exposed to advertising are more likely to infer that they are objects of influence attempts than consumers exposed to sponsorship (Carrillat and Alain d'Astous, 2009). Meenaghan (2001) argues that consumers are not passive reactors. In fact, the experience with advertising goes on changing and thus the knowledge change attempts to persuade consumers and changing the interpretations of the objects (brands). This likeliness of the knowledge being active, the attempt to persuade and interpretations of brand changes the attitude of consumers towards the company.

## **2.2. Effectiveness of Advertisements**

The major objective of a business is to make profit and a merchandising concern can do that by increasing sales remunerative prices. The selling of particular product/brand /service is possible if the product is widely polished to the final consumer. In other words to denote, advertising popularizes this product to final consumer. Advertising is common paid form of any non personal communication to target large audience through mass communication (Kotler, 2009).

The belief of researchers is that the power of advertising based on thousands of studies archives that advertising has the power to persuade, the power to influence the mind and shape destiny. It has the power to change markets and improve profit margins. Advertising has short-term power (conveying new information, building awareness, enhancing credibility, etc.) and long-term power (conveying brand image, attaching emotional values to the brand, building positive reputation, etc.).

The past decade has witnessed the development of information and communication technologies that enable easy and rapid interaction between customer and advertiser. As a result, advertisers are increasingly relying on various modes of interactive technology to advertise and promote their products and services. A new genre of advertising and marketing communications has emerged, the use of more traditional advertising have embraced the use of new advertising strategies and technologies.

Customer involvement is focused to be the main reason of being exposed to different brands at events. Attitude towards the advertisement increases the involvement and leads to persuasion (buying intention) for final purchase.

### **2.3. Customer involvement and Closure**

The concept of closure has been employed as a potential way of explaining program effect on commercials. For example, product commercials may be less effective when they interrupt an interesting program or occur during a tense program when a viewer's drive for closure may cause adverse reactions to commercials that delay it. Kennedy's(1971) research found some support for closure; that over 20% more of his subjects who watched a situation comedy (lower drive for closure) could recall product commercial brand names better than viewers of a thriller (higher drive for closure). Kennedy's research also found evidence that program environment effect is dependent on product type and manner of presentation. Viewed in the realm of political

(Government) commercials, Kennedy's work would support the idea that political (Government) ads might be recalled better in low closure programs and that humour commercial type (issue, image) could interact with program characteristics.

An area of research that may provide greater theoretical explanatory power than closure is that which focuses on viewer involvement in a program as a potential effect of advertisements. Theories suggest that viewer involvement is inversely related to commercial effectiveness, Soldow and Principe (1981) inserted ads into higher involvement (e.g. police drama) and lower involvement (e.g. situation comedy) programs. Research conducted by Soldow and Principe, found support for the ideas that better recall of brand names and sales messages, and a greater likelihood of purchasing a product, accompanied the ads in the lower involvement show. Soldow and Principe (1981) research suggest that lower involvement programs result in a more favourable attitude toward commercials received some support. Park and McClung (1986) research examined effects of both cognitive and emotional programs at high, moderate, and low involvement levels, which supported the findings of Soldow and Principe (1981). Despite these findings, Kaid, Chanslor and Hovind (1992), argues that interruptive commercials may be more effective. Using commercial attitude impact data on shows with natural commercial breaks versus shows with interruptive breaks, Kaid, Chanslor and Hovind found that a substantially greater percentage of high impact shows were actually of the interruptive kind.

Work represented by Soldow and Principe, Kaid, Chanslor and Hovind and Kennedy, present research by the researchers cite that the presentation is more powerful to influence the participants at events. This presentation clarifies the use of unique representation of sponsor's ad in terms to words, colours, characters etc; used in ads to influence consumers. The work of Park and McClung about emotional and cognitive programs supports the present research.

Moreover, the study of different authors deploy on the concept of involvement whether it is high, moderate or low. Another important point mentioned in the above discussion also reflects of representation of ads in situations of high and low involvement, which directly affect the customer's presence of mind on recalling of the ads. The best way of understanding of advertising effectiveness is to note the involvement and also presentation of such commercial ads in different situations (playing of either comedy show or some kind thriller suspense, or during political programs on TV, internet or any other form of media which display such programs).

General discussion to the topic of customer involvement and exposure provide insights on attitude towards the sponsored ads, brand attitude and celebrity endorsement, which relate to the effectiveness of ads on participants and the study flows to have a comprehensive understanding on the reason of ad being effective.

## **2.4. Attitude toward advertisements**

Attitude towards advertising in general were expected to influence the success of any particular advertising. It seems reasonable to anticipate a person's predisposition to respond consistently towards advertising in general, either favourably or unfavourably, would mediate the effectiveness of any given ad (Lutz, 1985). Bauer and Greyser (1968) suggested advertising have importance to economic and social effects, and their research developed a set of belief that, advertisements are related to positive and negative outcomes. Other researchers expanded belief inventory to include perceptions related to other aspects of advertising, for example, informational value, sexual content and use of women, ethics, deception and falsehood (Lutz, 1985). Mehta and Purvis (1995) study mentioned about two major measures include intrusiveness, an indicator of attention getting power and memorability of the advertising, and persuasion, measures as the favourable buying interest for brands.

In some cases researcher also mention of intrusiveness as a way of interactivity, but these intrusive ads can be disturbing. Online intrusive ads can be disturbing when some important information is needed. Whereas, interactivity generated by these advertisements develop perception and associations in minds of consumers regarding brand/ product/ service of particular sponsor. Undoubtedly, intrusive ads and persuasion are the measures for attitude towards advertisements.

Several studies by Rich, Coulter and Meenaghan and many other authors (Carrillat and Alain d'Astous, 2009) unsurprisingly prove that there are positive and negative attitudes towards advertising. On the positive side, advertising is seen as entertaining, informative, and playing a pertinent role in the economy. On the negative side, it is perceived as manipulative, possibly corrupted, and fostering materialism (Meenaghan, 2001). In light of this, it is interesting to speculate about the impact of marketing communication strategies that combine both sponsorship and advertising. Thus, it seems plausible that the use of sponsorship can offset the negative impact of advertising because of the favourable inferences that consumers may make regarding the brand's commercial intents. However, on the basis of observations by Meenaghan (2001), advertisements should work if sponsorship actions are not too obtrusive, advertisements of commercial brands influence the audience having a positive impact (e.g. a sports event) of the sponsoring brand (Carrillat and Alain d'Astous, 2009). When a persuasion attempt is subtle, persuasion knowledge may not be activated and consumers are less likely to generate cognitive responses that express resistance to the communication and understanding emotional response is a difficult task. Consequently, sponsorship is often seen as indirectly influencing consumer's perceptions of brands, whereas the advertising media are associated with directly influencing consumer perception (McDaniel, 1999). Attitude towards advertisements changes, being negative and customer involvement is less in any form (high or moderate or low level

of involvement), due mainly because of intrusiveness. Stoltman (1990) posits that advertisements schemas develop same way as other schemas, through repetitive exposure. As these audiences are more exposed to the viewing of the sports at place or watching on television, the value to sponsor increases through customer experience and involvement (McDaniel, 1999). Thus, events schemas influence the processing and response to advertising used to provide sponsorship information i.e., persuasion.

In contrast to events, advertising objectives flow from prior decisions of target audience, brand promotion and marketing strategy (Kotler, 2009). Advertising objectives can be varied according to their aim whether to inform, persuade, reminder, reinforcement. Informative advertisements with respect to sports events provide the right knowledge to target audience about the product or service the corporate willing to provide. Persuasion or persuading advertisements creates a liking, feeling, and conviction for the sponsor's product/service through creative advertisements. Reminder advertisements aim to stimulate repeat purchase of products and services. Reinforcement advertisements aim to convince the purchasers that they have made a right choice (Kotler, 2009). Communication with existing and potential customers is vital to business marketing success. Depending upon the media used, adverts generally consist of images, text and sound. Each of these aspects are encoded with various meanings and messages, some of which are

associated with the particular product the advertisement is trying to sell, and some of which are associated with its image.

## **2.5. Brand attitude**

While firms enter into sponsorship arrangements with a variety of goals, two of the most important are: to increase brand awareness; and to establish, strengthen, or change brand image. Recently, these goals have been theorized to be important in the development of customer-based brand equity, defined as the differential effect of brand knowledge on the consumer's purchase decision (Gwinner, 1997).

Ads reflect in minds of consumers for buying through persuasion and develop a strong brand attitude. Brand image has been defined as "perceptions about a brand as reflected by the brand associations held in memory" (Gwinner, 1997). A brand's image is the perception of the public as a whole. The brand image goes beyond the functional characteristics of the product itself and involves symbolic features associated with the product. According to Aaker (1991), the brand represents a set of associations that differentiate offerings within the marketplace. Such associations include the name, logo, values, causes, and/or other organization-specific attributes that help customers make selection decisions among alternatives. Doss (2008) suggests that brand image is equivalent brand associations, those items in one's memory linked to a brand. As further, these brand associations are attributes, benefits and attitudes perceived by the consumer concerning the brand. Attributes are



the features that describe and characterize the brand, while benefits are the self identified values that the product can do for the consumer. Finally, attitudes are the overall evaluations of the brand from the consumer's perspective (Doss, 2008; Keller, 2003; Becker-Olsen and Hill, 2006; Gwinner, 1997). Soldow and Principe (1981); Park and McClung (1986) mention about the recall of brand names through customer involvement and closure which generates experience and develops brand attitude and helps in persuasion. In other words to mention, brand attitudes are generated not by the brand or product itself but, with the help of unique advertisement. Interactivity among the consumer and ads is also a reason developing or deploying brand image and brand attitude.

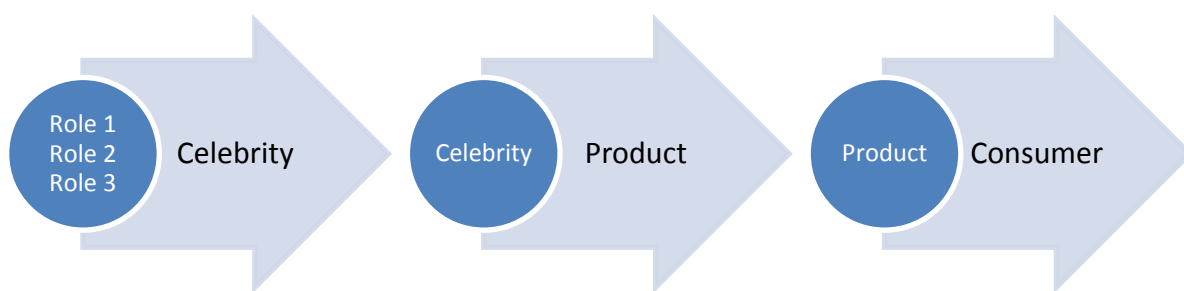
## **2.6. Celebrity endorsement**

Celebrity endorser advertising has been also a greater influencing or persuading power on consumers. Advertising response is influenced by the match of endorser's image attributes, brand image attributes, and/or the product function (McDaniel, 1999).

Celebrity endorsement has become a prevalent form of advertising. Several studies have examined consumer's response to celebrity endorsement in advertising. Particularly, findings show that celebrities make advertisements believable and enhance message recall. Furthermore, celebrities aid in the recognition of brand names, creating positive attitude towards brand and thus develop a distinct personality for the endorsed brand. Ultimately, these advertisements have a good impact

of the brand on consumers and persuade for choosing over the endorsed brand.

According to McCracken (1989) the meaning attributed to celebrities moves from the celebrity endorser to the product when the two are paired in an advertisement. That is, meanings associated with the celebrity become associated with the product in the mind of the consumer. To complete the meaning transfer process, consumers acquire the meaning in the product through consumption. This process is illustrated in Figure 1.



Celebrity advertisements influence the re-purchase decision and repetitive exposure of the brand in events generates a brand attitude.

Advertisers aim is to communicate information about the company and the image they want to create, to the audience, or rather the buying public. Words are most often used in advertisements to reaffirm the impression that companies want the audience to feel. Words are frequently used to tie the pictures/images created in advertisements to the product they are trying to sell. Advertisements are created to portray

a desire or a need in them which creates an effective appeal. Effective advertisements characteristics work on two levels. First one is advertisers should satisfy consumer's objectives by engaging them and delivering a relevant message. The other one is the advertisements must achieve the advertiser's objectives. Initially, a consumer may be interested in watching advertisements for its entertainment value or to satisfy his/her curiosity. If the advertisement is sufficiently entertaining, customer may remember it. Advertisements appeal or the factors that influence the audience in events may be classified on to:

1. Size- Full cover ads draw much more attention as compared to half sized ones. So a bigger ad will have more recognition as compared to a smaller ad.
2. Colour- Advertisers have to keep in mind what colour tone they are using in their advertisements because different colours have different meanings. The use of colours has a positive relationship with the attention.
3. Appeals- Positive and negative appeals can be used to influence attention.
4. Audience Characteristics- Education, gender, product interest etc.

Other factors can be level of involvement, speaker characteristics and changes in the environment.

Celebrity advertisements generate persuasion and interactivity with developing strong perception about any particular brand/ product/

service. Strong brand image, brand attitude is also influential through celebrity advertisements. Most importantly, if the celebrity is the favourite and well known person across different countries make a big difference in promoting a product/ brand/ service.

## **2.7. Concluding Chapter for Advertisement effectiveness**

The basic objective of any industry is to deliver the product in market with making profits and merchandising. This can be done with the help increase in sales at remunerative prices. Advertising is the major player for reach of products and services to the consumers and a varied method of publicity. American Marketing Association (2006) defines advertising as “any paid form of non personal presentation and promotion of ideas, goods and/or services by identified sponsor” (Kotler, 2009).

Promptly, the need to advertisement is the success factor for sponsors. As advertisements influence on purchase decision, due respect to the sponsorship and advertising effectiveness, cognitive and emotional response of an individual makes a purchase decision of the brand or product at display. Study provides a close up on the cognitive response and emotional response to advertising effectiveness in events.

## **3. Cognitive learning theory**

Researchers suggest that till date sponsorships largely concentrated on profiling management activities and the problems relating to sponsorship effectiveness (Meenaghan, 2001; Speed and Thompson, 2000).

Sponsorship modification study shows persuasion through the cognitive lens and emotional experiences. Cognitive learning theory particularly posits on the learning and understanding the meaning transfer or image transfer (Bal, Quester and Plewa, 2010; Speed and Thompson, 2000; Meenaghan, 1999). Image transfer is one of the core objectives of sponsorship, perhaps given that evaluation of the image transfer is a difficult task and image transfer has received less attention for research purpose than awareness effects (Meenaghan, 2001; Speed and Thompson, 2000; Bal, Quester and Plewa 2010). Thus, the given problematic nature of image evaluation is a difficult task. Despite their considerable corporate popularity, it is been recognized by many researchers that sponsor awareness has been the first line measure of sponsor impact and do not focus on understanding of consumer engagement with sponsorship (Meenaghan, 2001). Studies by Meenaghan (2001), Speed and Thompson (2000), Bal, Quester and Plewa (2010) of associative learning, meaning transfer or image transfers several unveiled the basements of a cognitively driven modification of attitudes in a sponsorship context. However, none of these frameworks has yet received empirical evidence to be considered. Overall, enhancing image and increasing awareness for brands and/or companies have traditionally been the most important sponsorship objectives. However, variance of sponsor objectives is large and depends on many specific factors, such as sponsorship area and activity as well as sponsor industry and company size (Walliser, 2003 and Meenaghan, 2001). Research studies of

sponsorship suggest that, every sponsored property has its own cognitive, symbolic and affective content that links it with a defined social group, and which distinguishes it from others (Bal *et al.*, 2007). Consequently, when a property and a brand are associated in a sponsorship context, a transfer can occur from the first to the second at least at three levels: at a cognitive level, in terms of meaning transfer; at a perception level, in form of image transfer or at an attitudinal one in form of attitude transfer (Speed and Thompson, 2000; Celuch and Slama, 1993). Recent studies have indicated that approaching sponsorship persuasion by merely analysing cognitive processes leads to a very fragmented understanding of the practice (Bal *et al.*, 2007). Relatively researchers elite about advertisements having three different levels of influence on respondents; the use of cognitive theory for measurement of ads does not provide comprehensive understanding on effectiveness of ads. Thus, most researchers' possess of having a understanding on emotional theory. Researchers suggest of cognitive theory having some relation to emotional content.

#### **4. Emotional learning theory**

Since, less received empirical research on cognitive learning, surprisingly experiencing emotions has been acknowledge as one of the main reasons to attend or watch sports events on a large scale (Laskey, Roslow and Nicholls, 1994; Bal, Quester and Plewa, 2010; McDaniel,1999; Celuch and Slama, 1993). Bal, Quester and Plewa (2010), mentions about the global appeal of major sports events and the stresses on the universal nature of

emotional responses elicited by a sport event are one of the reasons or common factor of sport enthusiasts from all over the world. Consequently, as Quester (1996) states, "the tacit nature of the message and the emotional involvement of the audience in the sponsored activity suggest that sponsorship may exercise an emotive rather than cognitive influence on consumer behaviour". Therefore, academics have progressively introduced non cognitive variables while measuring or illustrating relevance of emotions sponsorship and consider persuasion as affective process.

#### **4.1. Non Cognitive Sponsorship Persuasion Process**

Speed and Thompson (2000), Bal *et al.*, (2007) and Bal, Quester and Plewa (2010), mention of the first attempt of sponsorship framework as classical conditioning to explaining the attitudinal changes in sponsorship. In terms to events and sponsorship, classical conditioning (affective conditioning) is a repetitive process to transfer an attribute from semantically polarised stimulus (conditioned stimulus) to semantically neutral stimulus (unconditioned stimulus) (Speed and Thompson 2000; Bal *et al.*, 2007; and Bal, Quester and Plewa 2010).

Mere exposure is another theoretical framework used to explain sponsorship persuasion. The simple fact of exposing someone to the same stimulus several times, even in case of low involvement, can be sufficient to create a preference for this stimulus. Adapting the mere exposure effect to sponsorship, spectators exposed many times during a sport to basic stimuli, such as sponsor brands on boards or jerseys, may develop a

feeling of familiarity toward these brands. In other terms, a positive affective reaction toward a brand, as well as a better perceptual fluency, may result from the mere exposure to this brand, and thus lead to an affective modification of attitude in a sponsorship context (Bal *et al.*, 2007; Bal, Quester and Plewa 2010). Another non-cognitive explanation of sponsorship functioning can be found in the halo effect. The halo effect describes how emotions can influence subsequent judgments and cause attitudinal change.

Bal *et al.*, (2007) and Bal, Quester and Plewa (2010), suggests that a positive context of exposure may lead the consumer to overestimate the individual attributes of the product or brand he/she is exposed to.

Bal, Quester and Plewa (2010), mentions in the argument of the non cognitive explanation that there are very few studies conducted by different researchers that have tried to validate the notion of an affective transfer of emotional responses elicited by the property to the sponsor. Hence, most researchers questions the role played by emotions in sponsorship persuasion process and it still remains unclear and underestimated. A comprehensive review of the concept of emotion is beyond the scope and thus understanding of each emotion becomes difficult. Indeed, emotion is a concept that stands at crossroads of several scientific fields. Without any doubt every philosopher, psychologists, sociologist etc, have their own paradigm proposing multiple definitions always being different, rather than being compatible and rarely

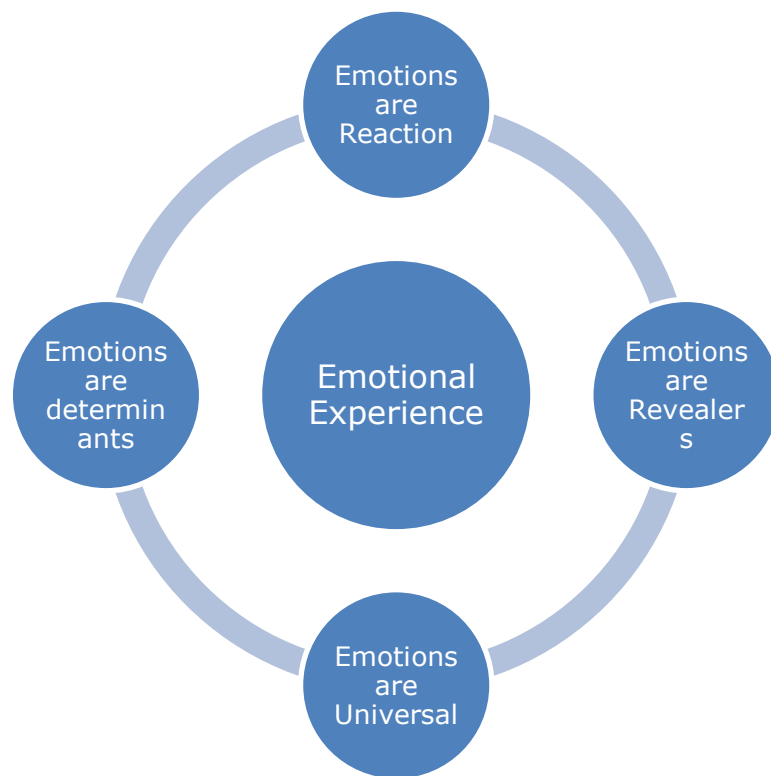


equivalent, leading a puzzled description of phenomenon (Bal *et al.*, 2007).

While the defined versions of emotion change instantly, a proper understanding of the main characteristics of the emotional phenomenon remains necessary to address in relation to sponsorship context. A review of the different literatures dealing with emotions revealed that the following aspects appear to draw a consensus view.

- Emotions are reactions: According to Bower (1992) and Rolls (1999) an emotion has several of the properties of a reaction like, it has an identifiable cause; constitutes a more or less intense and short experience; and is generally consciously felt by the subject.
- Emotions are revealers: Since emotions are before all reactions, they should be conceptualised as personal states, rather than qualities of the object that causes them (Batra and Ray, 1986). Therefore, emotions do not give information about the environment, but reveal how the individual is affected by his/her environment.
- Emotions are universal: although each individual does not express them identically; numerous evidences showed that certain emotions are felt similarly in every culture (Ekman, 1992; Izard, 1977). Emotions can thus be seen as an unspoken language that can be understood by most of us.
- Emotions are determinants: Zajonc (1968, 1980) demonstrated that under specific conditions (low involvement, for example), affects may well precede and determine cognitions. As a primary

motivational system (Tomkins, 1984), affect can indeed drive subject's attention, influence appraisal tasks, ease or reduce memorisation, etc. (Rolls, 1999). The figure 2 below describes the characteristics to emotional experience.



The cognitive theory discussed reveals the fact of image transfer or meaning transfer, while emotional theory explores the emotions felt by the participants on particular stimulus, shown by the sponsors. It is considerably difficult to measure cognitive responses as opposed to emotional responses of participants through semiotic study of advertisements. This is because; it is easy for participants to answer what they felt when viewing a particular stimulus than recollecting what they were thinking about the stimulus. As the task to measure cognitive

response is difficult compared to the emotional response, most cognitive researchers ignore the issue of the effects of emotion on cognition by trying to ensure that all their participants are in a relatively neutral emotional state. However, there has been a rapid increase in the number of cognitive researchers carrying out research in the area of cognition and emotion. As there are almost constant interactions between cognition and emotion in everyday life, any attempt to provide an adequate theory of cognition that ignores emotion is likely to prove inadequate.

### **5. Summary to Literature Review**

The main orientation of the current chapter is to establish how advertising by sponsor's influences on the consumers/respondents participating in events. Since due to increasing commercial message clusters and product homogeneity it is very difficult to communicate distinctive product features to customers purchase decisions. The marketing events concentrate on target audience to communicate brand messages, making use of the target group's selective attention. Events have been the most lucrative and popular than classic marketing communications for two important reasons (1) tangible experiences, (2) intangible experiences (Drengner and Taylor, 2006). The experiences are generated through advertisements by sponsors and promotion of brands. The range of this study encompasses variety of fields and in order to learn how advertising and brands affect the consumers and their purchasing behavior.

Advertising effectiveness will portray the reasons of which theory is influential and what are the main reasons behind such influences on

participants. Furthermore, the study also encompasses on the review of cognitive and emotional content for influential of ads on consumers and also raises the question of what makes respondents to make final decision on purchase. The subject of interactivity and persuasion is also another important point for understanding research study. Interactivity and persuasion techniques are part of cognitive and emotional content. Hence, the measurement will be done with the help of primary research and with the help of some secondary data also. Hence, research methodology explores different areas to measurement.

## **D. Research Methodology**

### **1. Introduction**

Current research will explain the research philosophy, research approach, and research design along with research methods used to address the research problem as outlined. Any research should have a proper structure of research design. For this purpose, theoretical framework has been developed, which is sufficient enough to recognize the objectives of the study and to answer the research questions; also it is a suitable tool that lead to the valid results since this tool is used commonly in validating research findings and support for investigation processes (Cross, 1984).

Solving specific problems is one of the most common tasks of a researcher, and is among the most difficult of projects (Shajahan, 2004).

On a broad argument research, activity constitutes a vital and rich space where practitioners engage on critical evaluation. Research pertains to search for the facts or issues developed. A careful and exhaustive investigation of a given phenomenon with definite objective of attaining the research question proposed. Research for practitioners includes various forms of data collection, recordings, assessments, and programme and project evaluation. For academically focused research to be defined as such, it has to be formed and shaped by a particular research questions or hypothesis. The question or hypothesis provides focus and context for all the methodology used; the methods used; the data gathered; the findings and analysis and the conclusion drawn. Thus, having decided the research question, the methodology of conducting

research is selected (Bradford and Cullen, 2012). The primary data collection method interview will be used as key mechanism for gathering the data. The reliability and validity of the data collected will be measured through thematic analysis and further conclusion will be given out.

## **2. Purpose of study**

The study will measure all the issues as described above, which will be done on field in a live situation. The research will conclude descriptive answers to the problems. The study here will collect data through interview process (on field, etc) which is a survey based and also provide conclusion to the relationship between the participants and advertisements.

The purpose of study cites the usage of qualitative interviews for desired aim of research. Qualitative research is a behavioural science concerned with qualitative phenomenon such as quality and kind.

## **3. Research approach**

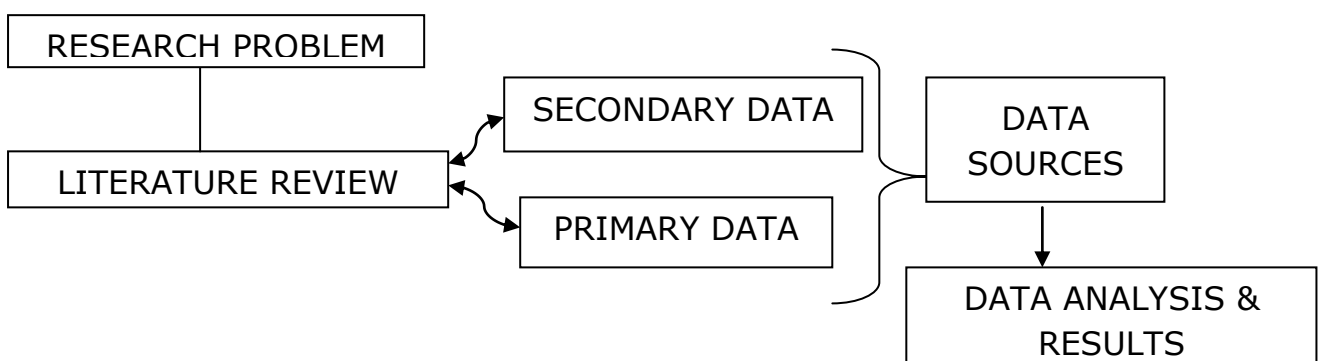
Research approach can be either deductive or inductive or combination of both (Sekaran, 2010). Deductive approach (top down) goes from more common to more explicit observation i.e. the conclusion is based on available facts whereas inductive approach (bottom up) works opposite, means from precise observations to broader generalizations and theories (Trochim, 2006). For the current research, deductive approach will be used. The research will follow the deductive research approach structure as the research moves from explaining general reasons of how

advertisements by sponsors are influencing in purchase decision and developing brand attitude, with perception for brand. Particular approach will provide with specific reasons that have on participants at events, with respect to advertising effectiveness.

#### **4. Research Design**

Preparing a research design is an important stage in process of conducting 'Research'. Design means a scheme of work to be undertaken by a researcher at various stages. In other words research design is a working plan for researcher, before starting the actual research.

As per Verbeke (2000), the underlying principle of research design is to attain and analyze experimental data (empirical data) and it consists of strategies, survey samples/interviews etc. Young defines research design as the logical and systematic planning and directing piece of research work. The below diagram 1 explains the research design for particular study.



<b>SECONDARY DATA SOURCES</b>	<b>PRIMARY DATA SOURCES</b>
1. Previous research 2. Internet 3. Books on events and advertising	1. Qualitative research work 2. Interviews 3. Analysis of interviews

## **5. Quantitative research methods**

Quantitative research tends to focus on measurement and proof. This research adopts a 'scientific approach'. It is based on the premise that something is meaningful only if it can be observed and counted. The key characteristics are numerical data that permits a range of statistical analysis. There are several approaches to quantitative research which include experimental, descriptive, co-relational and causal comparison. Inferential statistics are frequently used to generalise what is found about the study sample to the population as a whole. Quantitative research focuses on collection and analysis of numerical data. Statistical, although not an integral part of quantitative analysis is used to confirm or contradict on the drawn conclusions from analysed data (Malhotra, 2007). In other words, Quantitative research is a way of collecting data, which is largely in the structure of statistical data. Quantitative research process involves the arrangement of variables under studied and statement of research hypothesis before data and collection begins (Saunders, Lewis and Thornhill, 2002).

## **6. Qualitative research methods**

Qualitative data come in various forms. Many of the qualitative nursing studies, the database constitute of interview transcripts from open ended, focused, but exploratory interviews. Moreover, there is no limit to what might possibly constitute a qualitative database, and increasingly it can be seen that more and more creative use of such sources like recorded observations (both video and participatory), focus groups, texts and



documents, multi-media or public domain sources, policy manuals, photographs, and lay autobiographical accounts.

Qualitative data collected are not the exclusive domain of qualitative research. Rather, the term can refer to anything that is not quantitative, or rendered into numerical form.

Mann and Stewart (2000) mention that, 'Qualitative researchers use multiple methods to collect rich, descriptive, contextually situated data in order to seek understanding of human experience or relationships within system or culture'.

Qualitative data are gathered primarily in the form of spoken or written language rather than in the form of numbers, the data and interpretations are required to bring order and understanding. This requires creativity, discipline and systematic approach (Powell and Renner, 2003). In qualitative studies, the research serves as the 'instrument' through which data is collected (Boyd and Rewetal, 1993).

In qualitative research methods, there are few methods of data collection likely; interviews, observations (field notes, audio-visual data), documents and artifacts. Silverman (2005) mentions that most researchers believe that qualitative methods provide with deeper understanding of social phenomena, which is less obtained by applying or using quantitative methods.

As defined by Malhotra (2007), a qualitative research is an unstructured exploratory research methodology, which is based on small samples that provides us with the insights and understanding of the problem setting. He defines quantitative research methodology as one in which a typical form of statistical analysis is applied to the set of data collected. The purpose is to quantify the data. What distinguishes the data in a quantitative study from those generated in a qualitatively designed study is a set of assumptions, principles, and even values about truth and reality. The below generated table 1 provides with a clear idea of what is *QUALITATIVE and QUANTITATIVE* research methods are:

Qualitative v/s Quantitative Research methods

<u>PARTICULARS</u>	<u>QUALITATIVE</u>	<u>QUANTITATIVE</u>
1. Objective	Gaining qualitative understanding of the underlying reasons and motivations	Quantify the data and generalize the results from the sample to the population of interest
2. Sample	Small number of non representative cases	Large number of representative cases
3. Data collection	The data collection is unstructured	Whereas, it is structured under quantitative research
4. Data analysis	Based on non statistical data	Based on statistical data

5. Outcome	Qualitative research develops an initial understanding	Quantitative research recommends on final course of action
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Source: Research Design Formulation, Malhotra (2007)

Quantitative researchers cite of the fact that research pertains to discover the truths that exist in the world and to use the scientific method as a way to build a more complete understanding of reality.

Many quantitative studies include open ended survey questions, semi-structured interviews, or other forms of qualitative data. Although some qualitative researchers operate from a similar philosophical position, it is recognize that the relevant reality as far as human experience is concerned is that which takes place in subjective experience, in social context, and in historical time. Thus, qualitative researchers are often more concerned about uncovering knowledge about how people think and feel about the circumstances in which they find themselves than they are in making judgments about whether those thoughts and feelings are valid.

Secondary data available on internet and related books, articles will be used for reference and study. The basic idea behind use of secondary source is to learn and understand the effectiveness of advertisements in events, which provides comprehensive understanding on the research questions. Provided the previous data also generates knowledge on what

research has been done and also gives insights on specific methods and theories to be used for research.

## **7. Interviews**

Interviewing is an essential part of many types of research, which can be used in any stage of research process for gathering appropriate amount of data and detailed exploration. Interviews are relatively unusual tool of research as it is not tied to any particular theory. Researchers from virtually all approaches use interviewing method at some time (Breakwell et al., 2007). An interview is a primary data collection technique that involves oral representation of questions and feedback using different types of interviews.

### **7.1. Types of Interviews**

An interview involves a personal exchange of information between an interviewer and one or more interviewees in which specific information on a topic for collection of data for organizational purposes with co-operation of the interviewee(s). A commonly used typology distinguishes between structured, semi-structured and unstructured interviews, which links to some sought of in-depth knowledge. Another method mentioned by Bradford and Cullen (2012) and Robson (2011) is the focus group interviews. There are other methods of conducting interviews like telephone interviews, video conferencing, email etc for research work by the particular organisation (Thorpe and Holt, 2008; Bradford and Cullen, 2012; Robson, 2011). A variety of other terms is also used to describe

the types of interviews likely as, in-depth interviews and focused interviews.

Focus group is one of the interview methods for data collection. Focus group is a form of group interview that look into communication between research participants for generating quality data. Focus group is explicitly used for collecting data and is simple and quick method of data collection from several people at a particular time. Focus groups are regarded as a convenient mean for collecting data. Thus, it can be said that focus group is an interaction method of data collection (Kitzinger, 1995).

The idea behind the focus group method is that group process can help people to explore and clarify their views in ways that would be less easily accessible in one to one interviews. Group discussion is particularly appropriate when the interviewer asks some open end questions and the respondents discuss over these issues and basically have their own views and pursuing their own priorities (Kitzinger, 1995). Therefore focus groups have been founded the best method for research studies and have a flexible approach to interviews being conducted. Some criticisms have propounded in focus group study method: the focus studies should take place in atmosphere that facilitates the conversation and not in natural atmosphere. The data generation has no control and thus unclear or inappropriate data collection takes place. The interaction between the respondents should be related to the context and not being personal. The interviewer has very less control over the focus group as it can lead to debate over different topics and the respondents lose the track. The most

important drawback is data analysis which is more difficult to be done. Focus group method demands for well trained and skilled interviewer so that, the research project takes place conveniently (Krueger, 1988 and Morgan, 1996).

There are three fundamental types of research interview: structured, semi structured, unstructured.

Structure interview is a verbal interview in which a set of predetermined questions are answered by the respondents for collecting data. These interviews have no variation or little variation in fixed frame of questions.

These questions can be asked to a limited set of respondents and structured interviews are easy to administer and not very time consuming, if no clarification is asked upon any interview questions. As structured interviews have limited number of questions to be asked; thus the method does not give in-depth information from respondents which affect the research work (Gill *et al.*, 2008). Structured interviews are similar to survey and questionnaire except that administration is oral and follows a specific format, with explicit questions.

Unstructured interview do not reflect any of the preconceived ideas or theories and thus provides a free space to ask various question regarding the research work. These interviews can lead to in-depth information for the respondents for quality research work, but these interviews are time consuming and can take several hours for just one interview. The information collected can be inappropriate and this can lead to waste of time and money spent for research work. Unstructured interviews are

flexible in nature. Hence, unstructured interviews can provide a good piece of information if the interviewer sticks to the research question and collects only that amount of data which is needed for research purposes (Gill *et al.*, 2008).

Semi-structured interviews are main stream interviews with open-end questions; moreover, these semi-structured interviews are used to collect discursive information (qualitative as opposed to quantitative data) which contains high degree of opinion and attitude. Semi-structured interviews are exploratory and explanatory researched designed for in-depth knowledge. Semi-structured interviews consist of several key questions that help to define the areas which need to be explored. These interviews are frequent format of health care units or specific organizations as it provides the respondents some guidance on what to talk about. The flexibility of this approach is different from structured interviews as it allows the interviewer to change the question as per response dealt by the respondent (Gill *et al.*, 2008).

The interview methods are flexible and adaptive for analysis, but its time consuming (Robson, 2011). Interviewees have genuine responses, but answers to interviews can change for the secrecy of information. The question answer session conducted between the interviewer and interviewee might not give the output required to the interviewer. The output could be vague as the interviewees possibly do not give appropriate replies to the questions, leave the interview or tend to skip the question by giving excuses. Therefore, it results in not getting the

exact output for the researcher and in return there is considerable loss of time, resources and rise in cost for conducting interviews (Kamenou, 2008). As the focus of the research is on understanding the advertising effectiveness on participants at events, interview methods (semi-structured) is best way to gather the needy data. Gill *et al* (2008) mentions above the determinants of interviews, semi-structured interviews is more useful for collection of the required data.

Semi-structured interviews are widely used as it is flexible and generates right output. Semi-structured interviews is characterised by a defined topic and one of the key advantages is that it allows respondents to answer on their own terms, which helps in clarification and elaboration (Bradford and Cullen, 2012).

The particular paper explores approaches and analysis of the findings by interview methods. Hence, paper claims to use semi-structured interview method; as it is appropriate for a perfect research work and use of transcripts for research which will ease on the analysis; hence providing a pure research work (Silverman, 2010).

Moving ahead for pure research work, the form of question and response should be developed for better responses.

## **8. The form of questions and response**

It is entirely, the series of questions asked in an interview which define the interview schedule. Interviewers use range of formats for interviews particularly from totally structured to totally unstructured interviews. Furthermore, every range of interview has different set of questions and



response to each set of question changes, according to the format of interview. The structured interviews have the most constrained format of interview, while its opposite in unstructured interview.

Particularly, this paper focuses on the semi structured interviews and thus the format is different from totally structured to totally unstructured interviews. This is an open-end question answer format; open end answers allow interviewees to divert the topic and ask different questions for more information. The semi-structured interview schedule is based on clear list of questions to be answered and should be flexible to allow other relevant topics to be covered during the interview. Robinson (1993) compares semi-structured interviews to a set of 'shopping list' that allows researcher freedom to explore existing and surrounding issues and questions (Bradford and Cullen, 2012).

With respect to data collection, richness of information can be lost if the interviewee and interviewer involve in discussion other than defined topic. It's the interviewer's responsibility to keep the focus of interview on the relevant topic and questions asked, to obtain a detailed account of the relevant topic. Whether, the use of structure, semi-structured or unstructured interviews, there are number of guidelines to follow in formulating and questions and in asking of these questions. "Breakwell provides with a set of question format that should not be used while formulation and asking such question, for example (1) double barreled; (2) introducing assumption before posing the question; (3) including

complex words; (4) including double negatives; (5) biased questions” (Breakwell *et al.*, 2007; 2011).

Semi structured interviews need to be sequenced systematically, if the schedule fails then the respondents get confused, suspicious and sometimes belligerent. Systematic interviews can shorten the time and reducing the hop between vague topics and covering important aspects of research. It’s of utmost important while conducting interviews to familiarise oneself with the relevant literature surrounding the topic (Bradford and Cullen, 2012).

On the basis of guidelines provided by Breakwell and previous research, interview questions are developed keeping in mind the area of research. Few questions developed are (1) Have you seen any advertisements at all? (2) What kind of advertisements have you seen at Olympics? (3) What product advertisements have you seen? Furthermore, different set of sub-questions have also been developed to support the research question and issues related to research.

Researchers like Silverman, Holt and Bradford and Cullen, support Breakwell for providing guidelines to form of question and the response to semi-structured interviews. Many researchers view or express or stress on using of semi-structured interviews as it provides ample amount of flexibility to questions asked and restructure questions according to need of research at time of conducting interviews.

## **9. Summary of Research Methodology**

Precisely the mode of conducting research is based on qualitative method and current study reveals for pure research process and demands for the use of semi-structured interviews, which generate pure responses among respondents and also the cognitive and emotional responses can be studied. Furthermore, various other reasons will be studied which have relationship with advertising tool being one of the effective reasons for influencing participants/consumers in purchase decision and developing brand perceptions with having some kind of feeling towards the brand. Data collection technique being semi-structured interview which best suits the research question for a comprehensive understanding on specific issue of effectiveness. The research process will also help to understand the theories which are the reason for effectiveness on respondents. The above section also explains the guideline to prepare questions to be asked during an interview process. The means of data collection process together with the development tool were explained in detail. In the descending chapter research finding will be discussed in detail.

## **E. Data collection and Analytical Technique**

### **1. Data Collection**

Data collection is the most important and crucial step involved in any research. The survey so carried has to be accurate and must produce good results. The results should satisfy the queries raised for the purpose of the research and the researcher should provide crucial recommendations and suggestions that should help to improve the current subject. Subsequently the results produced will be useful for further research and studies.

The Appendix table contain the questions used for the semi-structured interviews to collect data for the purpose of estimating the characteristics of advertising effectiveness on respondents at London Olympics, 2012.

The present research involves the study of advertising effectiveness on participants at events, studying their purchase behavior as well the perception towards the brands advertised. The research also entails onto study of positive and negative feeling developed over the brand, as well as what emotions do the participants have towards different ads, with customer involvement towards ads.

The study investigated consisted London Olympic sport events attended by respondents and those who watched it on television or internet. The sample size considered of 40 respondents of different age groups and different demographic environment. The data collection posits on advertisements seen by these respondents during and post events via

interview method. The purpose of the research by interview was to understand key issues like, brand attitude and buying intention, customer involvement and experience, perceptions about the sponsor's brand and emotional appeal.

To gain the insight over the issues semi-structured interviews were conducted, with open-ended questions which would also explore a detailed study of relevant issues. Respondents interviewed were given full knowledge about the ethical consideration of the data not being harmed and will be used only for the research purpose.

Each interview lasted for about 15 minutes for better understanding of the issues cited. During the interview process necessary notes were made for an efficient study of research.

The purpose of data analysis is to facilitate the researcher to resolve the problem statement. The problem statement for the current research is to facilitate the research on how the participants at events gets affected by advertisements by several social, ethical and environmental factors thereby affecting their decisions of purchase, perceptions towards brands and developing appeals among the respondents.

Data collection is made through personal interview which started with general conversations with the respondents and then with the consent to the interviewee, interview was conducted. General conversation was on the sports seen and their favourite athlete/ sport player, etc. Most of the responses by interviewees were in favour to the particular country and patriotic value, for watching sport event. Some respondents replied back

as the reason for watching sports at Olympic Games is because it represents the country's national sports. The interview conducted on 40 respondents of attending the Olympic Games at park or watching these games on television sets or internet or some club. The respondents were of different demographic background (nationality), male to female ratio was more in the interview process, and of different age, which showed that male dominated the interviews.

The research included only 40 respondents as the responses regarding to general issues were almost the same, but respondent's generated different views in respect to personal questions asked. As far as interview go, reliability is concerned about alternative interviews revealing similar information. The reliability of data relates to consistency of the interview and the results generated. The idea of reliability in relation to semi-structured interviews is less appropriate as repetition of semi-structured interview will not necessary elicit same responses. The content and phrasing will change because of the social life and thus the reliability will not be consistent (Payne and Payne, 2004).

On the other hand, validity of data is concerned with the extent to which interview questions have been adequately developed in order to answer the research question at hand. As, a result the validity of this approach is reliant on careful consideration of the methodology (semi-structured) being used and the degree to which the findings are an accurate interpretation of events (Bradford and Cullen, 2012; Breakwell *et al.*,

2007). Response by participants to the questions related to feelings and attitudes had different answers, but meaning did not change. The data collected is analyzed using thematic analysis, which suits the research and provides with best result for recognized research issues.

The current chapter deals with the analysis of the data collected through personal semi-structured interview. After the analysis of the collected data; the author will make some recommendations to future research in relation to what different aspects of ads have effect on events. The technique selected for data analysis depends on the marketing research process; known characteristics of the data; properties of the statistical techniques to be applied; and the background and philosophy of the researcher (Malhotra, 2007).

## **2. Thematic Analysis**

The growth in qualitative research is a well-noted and welcomed fact within the social sciences; however, there is a regrettable lack of tools available for the analysis of qualitative material. There is a need for greater disclosure in qualitative analysis, and for more sophisticated tools to facilitate such analyses. This paper details a technique for conducting thematic analysis of qualitative material.

Thematic analysis is a method for identifying, analysing, and reporting patterns (themes) within data. It minimally organises and describes your data set in (rich) detail. However, it also often goes further than this, and interprets various aspects of the research topic (Boyatzis, 1998).

Thematic analysis can be an essentialist or realist method, which reports experiences, meanings and the reality of participants, or it can be a constructionist method, which examines the ways in which events, realities, meanings, experiences and so on are the effects of a range of discourses operating within society. It can also be a 'contextualist' method, sitting between the two poles of essentialism and constructionism, and characterised by theories such as critical realism, which acknowledge the ways individuals make meaning of their experience, and, in turn, the ways the broader social context impinges on those meanings, while retaining focus on the material and other limits of 'reality'. Therefore, thematic analysis can be a method which works both to reflect reality, and to unpick or unravel the surface of 'reality'

Thematic coding analysis is presented as a generic approach to the analysis of qualitative data. It is also used as a realist method, which reports experiences, meanings and the reality of the participants, or as a constructionist method, which examines the ways in which events, realities, meanings and experiences are the effects of a range of discourses operating within society.

Coding in thematic analysis is the core in qualitative analysis. Coding is all about defining the data and analysis of the data. It involves identifying and recording of text or other data items such as pictures etc, which exemplify some theoretical and descriptive idea. Usually, this data is identified and they are linked with some name called as code. In general, coding reduces the huge amount of information collected into a form that



is amenable to analysis. Coding is an interpretive technique that seeks to both organize the data and provide a means to introduce the interpretations of it into certain quantitative methods. Coding is den followed by grouping of the initial codes into small number of themes. The themes developed are in relation to the research question (Robson, 2011). 51

In simple words, coding refers to the process by which data categorised into groups and numerals or other symbols or both are assigned to each item depending on the class it falls in; thus can be seen in analysis.

## **F. Data analysis & Interpretation & Results**

### **1. Introduction**

The methodology described above provides the baseline for data collection, thus 40 out of 50 interviews were generated for collecting data. The presentation of data is linked to the self developed questions asked in interview, attached in appendix. The following process is used for analyzing the data: Description of sample, interpretations and main results concluding with discussion and recommendations.

This chapter will focus on the analysis and interpretation of data that was collected for this study. According to De Vos (1998), data analysis entails that the analyst segregate the data into constituent parts to draw answers for research questions.

The purpose of interpreting the data is to reduce it to an intelligible and interpretable form so that the relations of research problem can be studied and tested, and conclusions drawn. On the other hand, when researcher interprets the research results, he/she studies them for their meaning and implications (De Vos, 1998).

The following section discuss on the analysis of the data collected, with the use of thematic coding analysis

#### **1.1. Description of the Sample**

As stated from the previous chapters, the goal of study is to conduct research in understanding the advertising effectiveness in events (effects of ads on respondents at events). The research is a pure research survey, which comprises of data collection by conducting semi-structured

interviews. All the interviews conducted were face to face, with the approval of the University of Nottingham and also from the respondents provided explanation for the study.

The population of the study included respondents who have been to or seen London Olympics, 2012. The sample was randomly selected from the whole population at the event premises and in the London City as a whole. Respondents were not only local, but visitors from other countries as well, which counted for very small amount of responses. Overall the sample varied across different age group. The sample size selected was 50 respondents but only 40 interviews provided clean and right information for studies and the remaining 10 interviews were invalid.

The sample size accumulated of males and females of different age groups and marital status. Most promising responses were from the students group and singles/marital status group and whereas old age group refused to answer some questions. Student's ratio to other age group was more in giving interviews. Another point noticed was that respondent's ratio of men to women was 2:1, i.e. which makes it clear that interviews were dominated by men over women.

The responses revealed right information and thus it generates different themes and subthemes, which quoted different description by the sample. The table 2 below provides an idea on the themes coded and also refers to the main questions for research.

## Coding

Themes	Sub themes	Description
1. Sponsors & Advertisements	<ul style="list-style-type: none"><li>➤ Different sponsors</li><li>➤ Effectiveness</li><li>➤ Celebrity endorsement</li><li>➤ Different Locations</li><li>➤ Type of media used</li></ul>	
2. Brands	<ul style="list-style-type: none"><li>➤ Brands represented</li><li>➤ Brand appeal (emotional or rational appeal)</li><li>➤ Brand attitude</li><li>➤ Future purchase of the brands</li></ul>	

3. Emotional Effect	➤ Positive and Negative emotions towards advertisements/ Brands	
4. Customer	➤ Respondents Experience and involvement	

The following chapter will provide with clear idea on data collected and the use of thematic analysis, for interpretation and analysis and results.

## **2. Data analysis & Interpretation & Results**

### **2.1. Advertisements and Sponsors**

The table 3 below provides classification of different age group and identification of different Sponsors and Partners at London Olympics, 2012

Demographic (Segmentation)Participants	Sponsors	Partners
1. Students	Samsung, Panasonic, BMW, Acer, McDonalds, Adidas,	Coco-Cola

		Sainsbury, Omega, Lloyd's TSB, Coco- Cola	
2. Singles/ status	Marital	Samsung, Panasonic, BMW, Acer, McDonalds, Adidas, Sainsbury, Omega, Lloyd's TSB, BP, Cisco, GE, British Airways	Coco-Cola, Visa, P&G, Dow, Acer, GE
3. Old age group		Samsung, Panasonic, BMW, Acer, McDonalds, Adidas, Sainsbury, Omega, Lloyd's TSB, BP, Cisco, GE, British Airways	Coco-Cola, Visa, P&G, Dow, Acer, GE

#### Number Sponsors and Partners at London Olympics, 2012

London Olympic 2012 witnessed many sponsors, as respondents mentioned in their particular interviews. Sponsors seen by participants were Coco-Cola, McDonalds, Samsung, Omega Watch Company, Adidas, Lloyds TSB, BP (British petroleum), Panasonic and many more. Participants interviewed cited the list of partners at London Olympics 2012, which indicated a few names like Dow, Acer, Coco-Cola, General

Electric and Visa as being the main partners at event. Interview statements of participants cited of watching sponsors products being advertised during events and pre-events. Continual exposure of advertisements particularly increased their knowledge of sponsors and its products and services. Recording made of participants indicates that respondents watched sports, at the Olympic park and at the different locations in London and on television and internet.

Advertisements seen by the participants were in relation to sports events, which displayed sponsors products and brands. Respondents mentioned of watching these events on television, internet, billboards, and flyers, at tube stations, on bus, posters etc. Participants cited of watching these sponsor's advertisements on regular chores, while travelling to work or shopping or making journey, responses enlightened on the Lloyds TSB advertisements, Coco-Cola, Visa and many other brands. Responses mentioned of seeing Omega clock at every location in the city reminding the start of London Olympics, 2012 and also promoting Omega watches. Foreign and Local nationality respondents mentioned of watching these advertisements on taxis (London Black cabs). Tourist travelling from different countries mentioned of watching advertisements at airport promoting London Olympic Games 2012. Few respondents spoke of watching the advertisements at Cineworld (cinema halls) and respondents also advertisements at malls (point of display). Respondents saw advertisements on magazines and tourism booklets. An important discussion was figured out while conducting interviews that, few

participants voiced of watching different videos in relation to sponsors and Olympics on YouTube.

Newspaper advertisement was very common among the respondents, and advertisements through use of mascots were also seen by few participants of interview. Free samples of Coke beverages were distributed as a part of communication activity, for promotion of Coca-Cola to consumers providing information to audience at large of being the official sponsor and partner in Olympics, which respondents talked. Similarly, participants even raised the topic of Samsung using road displays for providing information, like Coca-Cola and spreading awareness about Samsung being official sponsors of Olympics.

Advertisements were also seen in the local stores which promoted London Olympics 2012. Participants cited of watching advertisements at 'Sports Direct' store, also these respondents commented of watching such advertisements at different stores which promoted Team Great Britain. Stores displayed the sponsor's products, which promoted both the sale of goods and the Olympic Games, as mentioned by respondents.

Analytical study also reflected on the respondents watching advertisements on official websites of sponsor's. Interviews conducted provide an insight on advertisements made by sponsors used all the possible means to communicate to audience, for sale of particular products and promotion of the London Olympics 2012. Participants cited



of having surfed through the BBC website, which displayed of sponsors products and brands.

Responses also confronted of watching the brands display during the Olympic torch which was taken into different cities across the Country. This aspect also makes a difference to study, clarifying the knowledge about respondents being aware of different sponsor's brands and the official partners of the mega event.

All the responses from different participants were recorded and thus noted down; an example of respondent would make it clearer, "I saw these advertisements online, at tube station, posters, and local store". Another respondent spoke of watching through different media "I saw advertisement online, television sets, internet and flyers were given out to promote the different products." Most recordings of the interviewees quoted "I saw different ads of different brands like Adidas, Lloyds TSB, Coke, Samsung and others too through different media"

Sponsorship and advertisement were made in particular to generate awareness among the mass through different means of advertising. Another major factor of study also reflected on maintaining the brand image or developing brand attitude, also generating perceptions in minds of consumers. This particular sponsorship and advertisements by sponsors gives a clear view on influencing the buying decision or consumption of particular brands or products or services. Moreover,

sponsorship effects also generated as an analytical part of study to understand brand notions.

The very next section explains on the themes coded and gives a brief description on what the 40 respondents spoke during interview conducted. The purpose of this description makes it clear on the research question generated.

## **2.2. Description:**

### **2.2.1. Sponsors**

#### **2.2.1. a. Sponsorship effectiveness**

##### **Image of Sponsorship & Goodwill Factor**

The sponsorship effectiveness study notifies on the goodwill of the sponsors which have developed in market. The brands differentiate each of its products from other which is beneficial for sponsors and thus develop 'goodwill' as one of the factors for sponsorship effectiveness. Generic level study elite's goodwill as the first and foremost factor for sponsorship effectiveness. The responses/answers to interview questions reveal that consumers are more general to these sponsor's and don't engage in deep influence over consumers. With some respondents effectiveness was at personal level, in which this group of participants were involved with usage of product/services of sponsor's brands products or services.

Interview responses of participants mentioned of Samsung, Adidas, and Panasonic are the sponsors which marked a presence of them being in market. Such responses could be noted when the participants were asked question with regards to sponsor and its image. Few respondents' replies were "Panasonic is one of the best leading electronic company then others according to me and Adidas has also been the product which has provided the best goods to me, preferably I seek to buy the same products". Another reply in respect sponsors cited this particular comment "I prefer Samsung as its products are user friendly and at good rate, with the preferred quality, I would advice others also to buy Samsung products".

These responses clarified, that these particular sponsors have a strong goodwill in market. With respect to other sponsors, the responses were neutral, which can be seen in through particular comment "I prefer drinking any drink till it satisfies my thirst, so Coke is not the only option". Respondents replied that the use of the product also have some kind of effectiveness on them.

Goodwill factor was seen with the biggest Sponsor and Partner Lloyds TSB, as the bank provided financial support on a large scale to the whole season of Olympics, which can be seen in this particular response "I personally have good experience with Lloyds as they have funded me in my rough patches when I was in need and moreover they offered me good services during repayment of loans".

Image of sponsors was also touched by respondents, giving insight on which sponsor brands had better image in market, than the other. Participants in relation to image of sponsors mentioned of McDonalds, as having really bad image in their minds because of unhealthy and unhygienic. Few respondents mentioned of that McDonalds not having much options for those who turned Vegans and Vegetarians. Responses from the participant noted such statements "I would prefer eating at Subway or KFC, because of clean kitchen and which is healthy and hygienic, as meat provided is not of good quality"; "McDonalds also don't provide vegetarian or vegan food so I prefer eating at Subway".

Participant study also discussed of other sponsors generating a good image on few and the others had already developed a good image. Analysis of sponsorship effectiveness was more towards those brands which the respondents have used or will make a purchase. Respondents which were tourist had not much to talk on the sponsor's brands and its relation to Olympic Games 2012.

The basic responses towards the sponsors reflected on having some brand image associated in their minds. Evaluation of interviews mention of respondents having a clear idea of what associates sponsors to Olympic Games and also what products the sponsors have? Analysis of the data interpreted of having a sponsorship effective only on few brands. Respondents mentioned few names of sponsors which influenced interviewers; likely students group spoke more on Adidas, Samsung and

Panasonic having some kind of effect on them. Rest responses only spoke of having nominal effect of sponsors, as most of the products by the sponsors at Olympic were already consumed by respondents, which were not so satisfactory. Some even mentioned of using same product associated with different brand. Overall, responses from participants which were interviewed generated of having some kind of image transfer of the sponsors products/ brands. It can also be stated of having responses neutral.

### **Celebrity Endorsement**

Another phenomenon, in analysis was the effect of celebrity endorsement. Respondents opened up with regards to celebrities but remained silent on with which celebrity was endorsing a particular brand or product/service. Unfortunately, very less respondents knew about the celebrities endorsing the sponsor's brand. However, rest respondents provided generalized information about celebrity endorsements. 'David Beckham' was one of the celebrity which all the 40 respondents mentioned, performing and promoting the Samsung new mobile handset 'GALAXY S3'. Few respondents mentioned of watching commercials on TV of Coco-Cola using different artist from various communities and promoting the product. Celebrity endorsement was a question in which respondents were clueless regards to all sponsors. Most respondents had idea of 'David Beckham' being the celebrity endorsing product of Samsung. Moreover, analysis study comments on to celebrity endorsers as one of the factors

influencing consumers towards sponsor's brands. The convincing power through celebrity endorsement show, that celebrities have created a good impact on consumers which generates strong image in minds of consumers.

Sponsorship effectiveness overall implies of goodwill and product image/ brand image as the important factors, whereas celebrity endorsement is one of the factors that generate sponsorship awareness. However particular data analysis focuses on the brand image and goodwill for sponsorship effective. Moreover, sponsorship effectiveness is because of the advertisements that sponsors make and display among the large audience. These advertisements generate company's image and develop brand, and sponsor's branded products develop goodwill among consumers.

Precisely, sponsorship effectiveness among audience is due to the advertisements that can be seen, which develop the brand attitude and brand image, also the appeal that advertisements make towards the audience regarding a particular product.

### **2.2.2. Brands**

#### **2.2.2. a. Measuring Attitude:**

##### **Brands Representated**

The analytical study mentions various sponsors and partners of London Olympic 2012. Surprisingly respondents had idea only of the famous

brands as being the sponsors of the London Olympics. Respondents also mentioned about the partners of London Olympics Games. The table above makes it clear of which sponsors participated and which of them were associated as partners.

### **Brand Appeal**

Consumer products normally employ a combination of appeals. Particularly the combination of appeal is due to the attraction towards these brands. The attraction defined by most respondents is the presentation and positioning of the brand creating some association in mind of consumers. Sponsors brand advertisement focused on creating more than one appeal to respondents, which could be understood by the respondent's responses/answers.

The responses by students group on different products which they came across expressed their gratitude towards the brands and showed urge of purchasing the same. When questions regarding to appeal were asked, students broached of particular brands making sense and some kind of association in their mind. Appeal to them was the colors that were used, packaging of the product, and display of the product. Along with student group the single/marital status group, expressed appeal on the use of the product. Appeal for them was the benefits from the product. Similarly for old aged people, the brand appeal didn't make sense as the brands were not so relating for their use, where they also contradicted themselves by expressing their views towards those products which benefits them.

Particularly, with the old aged group the brand appeal was more confusing as which brand would be more promising and beneficial.

The interview statements from students "Samsung and Adidas are better products which benefit me for my usage" with regards single/marital status people "Lloyds TSB banking service is better and is getting more better and I find Acer laptops are good and cheap in comparison to other brands available in market" and with regards to old aged group "I prefer banking with Lloyds TSB for their different easy and friendly user services and I would like to continue to purchase goods at Sainsbury as it's the one oldest local Britain superstore".

Study of participants makes it clear that they have rational and emotional appeal towards the brand. Rational appeal can be understood from the response from the old aged group, whereas in some cases even the singles/marital status group support the rational appeal and emotional appeal. With respect to marital status/singles group, students group both confront having strong support towards emotions as a huge factor in influencing the brand appeal. Moreover, the study follows the perspective of having the right positioning of the brand and right presentation to make a brand appeal.

### **Brand Attitude**

Perhaps the most straightforward way of finding out about someone's attitudes would be to ask them. However, attitudes are related to self-image and social acceptance (i.e. attitude functions). In order to



preserve a positive self-image, responses from interviewees may be affected by social desirability. They may not well tell about their true attitudes, but answer in a way that they feel socially acceptable. Given this problem, of knowing the attitude questions regarding the brand attitude and advertisement were asked.

Brand attitude is defined as a consumer's overall evaluation of a brand (Wilkie, 1990) and thus the attitude depends on specific considerations concerning the attributes and benefits of the brand (Keller, 2003). Brand attitude according to the study echoes the thought of as having two components: 1) The strength of positive or negative valence that a customer experiences with regard to a particular brand and 2) the conviction that the positive or negative valence is accurate. In other words, how much does the customer like/dislike a brand, and how convinced is the customer that this perception about the brand is correct?

In development of the relevant research, the questions asked are to measure the different parts of brand attitude in relation to advertising of sponsor's products and its effectiveness. Research analysis entails, that respondents have seen sponsors advertisements, online and at Olympic park and also at different locations. Study supports the work of Hansen (1998) the overall measure was on the perception of brands and the brand image of the existing and new brands. However, the research studies also reflects on understanding on the same aspect of Hansen, as

questions to the current study cite of the same aspects of existing brands and also new brands.

In contrast to the research questions asked, interviews were conducted to know the perceptions of brands seen and how these events influence for buying and also to measure the overall effect of advertisements in creating brand attitude.

Relative study measuring attitude can be seen when respondents mention of knowing the brands really well and also using particular brands. An example makes it clearer, a student from University of Birmingham was asked about sponsor brand and he voiced "I prefer Nike and Adidas for my sports and casual wear". He also spoke of "Samsung Phone and Tabs comparing with Apple products are good", this shows that the student was very clear about the brand. There was a considerable indication of student's perception on using or purchasing and also having some kind of brand attitude towards Samsung products instead of Apple products.

Most responses on brand attitude and perception concluded that students group has a great potential towards perception towards different brands and products/services. Expect the students group the other two demographic groups (singles/marital status and old aged group), mention of having perception only towards those brands which have some value associated. Interviewee's from both the groups make it clear by expressing their view towards, Acer as brand and Samsung as a brand and Apple products. With the value of Samsung and Apple, Acer products

are cheap in price, as well as the quality and technology of is the same as Samsung and Apple. This example makes clear the changed views and opinions.

Moreover, responses talk about the attitude in the terms to the information that have been passed on and how meaningful is the information given to audience. It is very clear from the advertisement of Samsung, Adidas, British Airways, Acer and others which are very much viewed among all the different age groups. The common comment recorded in different age groups related "all the advertisements have the right message and relate themselves to Olympic, 2012".

Responses also spoke on for the brand generating feelings among the respondents. Feelings generate perceptions and thus, perceptions are particularly the opinion developed by the customer and in the relevant research most advertisements made impact on the respondents through creative advertisements. Responses of few participants were intellectual by mentioning of ads by Coco Cola, Omega watches, Panasonic portrayed a different association in their minds and thus the view about the brands changed and also changing brand attitude.

A key feature in developing of the materialistic value is the perception of materialistic possessions. A value of possession associated with the branded goods is related to happiness, friendship, personality, celebrity and many more reasons (Chan, 2006). This materialistic possession is development for perception which can also be studied in the data

analysis. Further, discussion relies on the traits for possession of goods, which reflects the buying intention of consumers and thus, may lead to the buying of goods/products of particular brand.

Analytical study of the responses state that, those respondents which were affected by the advertisements because of selective attention and the communication they made with the particular brand which is through marketing communications. Thus, advertising inputs affect the perceptions. Sixteen of the respondents contradicted the perception meaning as they were not influenced by any of the advertisements and mentioned that there are much better products or brands available in market which is clear from their statements with regards to Adidas, BMW and many other brands "I would prefer buying different brands instead of these as they are better and cheap and have better features, with good advertisements". This shows that the advertisements have not been showing the right kind of characteristics (color, message, and creativity) not only to respondents participating in interview, but there may be other spectators which have the same response on the topic of perception about brands at display during Olympic Games. Few respondents in study also mentioned that some commercials didn't make sense to them at all and thus, their response to perception was negative. Perception can also be another reason for the need to by a particular product or brand.

Future purchase of any particular brand had biased answers and very confusing, different demographic age group had already made purchases

or was in process to make them, some refused to buy those goods. Consumers buying behaviour (intention) is influenced by cultural, social, and personal factors, in which cultural factors exert the broadest and deepest influence (Kotler and Keller, 2009). Buying intention depends solely on decision making process. Decision making is through internal psychological process. Motivation, perception, attitude formation, integration and learning are important promotional tool for consumer decision making, which eventually lead to buying intention.

Buying intention typically involve selection among different brands of a given product category (Kokkianki and Lunt, 1999). Buying intention of most respondents was influenced because of the advertising which contrasts the study of Speh and Hutt (2004) of the sources which influence in buying the products/services.

Some respondents had some positive brand attitude for particular products. A few respondents had already purchased Samsung phone, Adidas products and some of them had even bought Omega limited edition Olympic watches, and some bought Acer laptops too. Some respondents had complete negative response to perception as they said that the advertisements didn't have the right kind of information for buying any of the particular brands. Neutral response was also seen as participants indicated "I would buy the products only if they have some value to me and the money invested, and I go to Sainsbury quite regularly for my grocery purchase, so I prefer there itself"

This particularly reflects the study by Baisya and Sharma (2009) which mention about the advertisements having motivational tool (persuasive advertising) to buy the products. A strong relation can be observed with respect to Olympic events and advertising on the respondents due to emotional brand attachment. Buying intention can thus be indentified in different roles; (1) advertisements, (2) celebrity or peers, (3) product features, (4) satisfaction from same brand etc. Some respondents being parents mentioned that ads by Coco Cola and McDonalds persuaded their kids to eat and drink; which leads to buying intention. Different schemas were also made available for audience at large by Lloyds TSB for better customer satisfaction. Schemes by British Airways were also provided to increase the count on for more purchases and also more maintaining brand image developed.

Kotler and Keller (2009) state that the buying decision is from the preferences among the brands in the choice set. Totally, agreeing to Kotler and Keller analysis mention about those respondents which have the intent to buy will depend on the choice set available. Another aspect which affects buying intention is (1) the product features – respondents mentioned about the advertised products having different features which suited their choice criteria, (2) price of the product- product price were high and low depending on the annual income of the individuals, as mentioned by respondents; and (3) benefits from the products, respondents mentioned of different products have different benefits for every individual which is studied from the responses.

Positive attitude towards these brands could be seen by those respondents response towards the perception of sponsor's brands and sponsor's products. Positive attitude was also noted with respect to different sponsor's brands like Adidas and BMW. Statements like 'better product quality, good pricing and comfort' which was recorded for both these brands. Any advertisement in respect with Adidas or BMW makes respondents feel better and proud. On the other side it was also seen that advertisements had influenced the buying intention of respondents.

Positive attitude effective study was also seen in cases of respondents which already purchased the products. Respondents expressed their feeling of gratitude towards British Airways services provided to him/her, thus indicating positive attitude towards the British Airways as a brand. Hence, the study clarifies about respondents having positive attitude towards these brands.

Analytical studies also reflected negative attitude towards brands. This attitude was developed because of the previous use of the branded products, which reflected in the response of the interviewee. Respondents also have negative attitude towards different product/services because of personal difficulties they face. Some respondents mentioned of not using the Acer products, because they prefer other product over it, generating negative attitude towards Acer as a brand.

Negative attitude was also seen among very few respondents regards to Coke as a brand. In respect with Coke marital status group respondents

stated that these drinks harm the health of themselves as well as their children. In one of the cases, respondent refused to eat at McDonalds because of unhealthy and unhygienic food products and very bad customer service provided. With these traits they also mentioned of not having a lot of options for Vegans and Vegetarians. Hence, this particular case provides with the negative attitude the participants have towards the brand or products/services.

Neutral responses were also seen in the analytical study, responses by all the demographic age group viewed that use new products of Samsung are good in comparison to Apple or Blackberry products. Neutral response by the participants also mentioned about the use of different sport clothing and accessories brand as they preferred to use all brands depending upon the quality, price and benefits from different brands and its products. Buying of any product solely depend on the quality and price of the product, it was also noted in some cases that maximum responses mentioned of buying product will be on the value to (consumers) them.

The overall attitude of the respondents varied particularly advertisements seen by them. Each respondent had different views for different advertised brands and some measurement show that respondents have positive and negative as well as neutral response. Understanding of attitude in some cases proved identical as most of them were positive, negative or neutral with responses.



Overall, a sponsor's brand is effective and generates positive attitude from the value perceived and value received from the product/service to consumer. A consumer looks into total customer benefit and total cost benefit which the consumers receive against alternatives available in market (Kotler and Keller, 2009).

In the current study buying intention is totally dependent on the perception and liking of the product. Rightly said is the definition for perception that consumer's opinion is the real reason for persuasion and purchase. This perception develops a different brand attitude and brand image. Analysis point out to ads being commercially successful for change attitude of brands among respondents which is clear in this study and advertisements serve as mediator and major player for generating this attitude.

### **2.2.3. Measurement of Emotions**

Emotions are mental states of readiness that arises from appraisals of events or one's own thoughts. This article addresses emotional behaviour in events. Nevertheless, emotions are central to the actions of consumers. The emotions derived are through cognitive and affective appraisals of thoughts. Emotions are said to have specific referent and arise in response to appraisals one makes for something of relevance to one's well being (Bagozzi *et al*, 1999).

Corporate organisations continue to invest in sport events with the hope to positive emotions, which enhances in increase brand image and

resulting in positive outcomes (Miyazaki and Morgan, 2001). Moreover, research study reveals that sport events offer a strong emotional value to consumers and therefore emotions occupy a prominent role in consumer's life. Emotional responses lead to perception and purchase. Relevant study reflects on the positive and negative emotional responses (effects) on advertisements.

### **Positive and Negative emotions**

With relation to defined version of emotions by Bagozzi the measurement of emotional responses were noted down. Respondents were exposed to most of the advertisements by sponsors. Respondents watched advertisement online, at the Olympic park and at different locations. Most of the advertisement seen were generated in correspondence to the Olympic Games and were made for the spirit of sports. Particularly to mention viewership towards advertisements possessed positive and negative emotions.

Data analysis also show that respondents view over these advertisements were neutral, biased and identical in some cases. Advertisements by Samsung, Coco-Cola, Adidas, Omega, and British Airways had identical positive emotions. Respondent mentioned of having positive effect of advertisement on them because, the needed information has been provided to them, advertisements have been made colorful and they have the right gesture for persuasion.

Another aspect of study revealed the type of information was simple and straight and the message to be given out was clear. Audio-video advertisements made were creative and displayed organized series of context which was appreciated by the respondents. Respondents also mentioned of advertisements having the right humor and advertisements being made for one and all. Print media used for advertising products were fairly treated by the respondents. Participants mentioned of reading flyers and posters for the needy information on branded products, which cumulates to analysis of respondents having positive effect on those advertisements. Respondents which mentioned of watching the advertisements in store mention of having creativity, and also cite that the arrangement at the shop floor provided better knowledge and accessibility to variety of products. Online advertisements had positive impact on only few respondents, because the way the sponsors brand had advertised their web page for Olympics.

On the other hand, negative emotions were also generated in terms to advertisement effectiveness. Participants of interviews mentioned that few advertisements did not relate themselves to Olympics. Most respondents indicated that Lloyds TSB bank service have put them down, thus they have a negative emotion towards the advertisement done by Lloyds. Intact, Lloyds TSB advertisements were not creative and just promoted the different schemas and services which did not attract much of the audiences. Productivity was not seen with the bank advertisement;

responses were only aware regarding the sponsorship and partner, in hosting the London Olympics 2012.

Some advertisements like Sainsbury, GE, Visa and many more have not been up to the mark as with relation to humor and animation, which generates a negative effect among the respondents towards advertisements. Respondents viewed was also noticed in relation to online advertisement which possessed negativity because of not having the right information and some also indicated and commented on the type of creativity used; recognized as negative effect on those particular advertisement.

Negativity towards ads was less seen as most of the content in advertisement was clean, which is recorded in the statement "Different ads which I saw were not appealing but were clean and safe to watch, as they had no harmful content". There was a misconception with negative emotions in respondents, which is noted.

Neutral responses were also noted down with respondents not expressing their feeling clearly on either of the sides (positive or negative). Responses were more general which makes study clear about the having a neutral emotional feeling towards advertisements. Therefore, analysis concludes with respondents having responses with no biased answers to the particular advertisements. Most responses generated both Positive/Neutral responses and less of negative.

#### **2.2.4. Customer involvement and experience:**

Rasmussens (2008) defined Customer Experience as the customer's direct and indirect experience of the service process, the organisation, and the facilities and how the customer interacts with the service firm's representatives and other customers. Relatively, analysis show that respondents actively involves in some way and takes memory aspects into account and such related aspects show that (respondents) customer experiences is the mental journey that leaves the customer with memories (participants) of something special. Another aspect which is understood is that customer experiences exist between the participants and sponsors product which generate reaction. This reaction could be because of the involvement the interviewees have; which are likely to be spiritual, psychological, emotional, sensational etc. Customer experience is a feedback dimension on the outcomes of purchase decision and usage, which is studied in the analysis. It can be stated that individual responses to advertising through sponsor's filtered by factors of motivation and ability to process information, which can radically change or alter individuals response to advertising (Belch and Belch, 2003). Involvement is viewed as a variable in analysis that helps to understand how consumer process of advertising information has affected the message recipients (participants).

For better understanding on the customer involvement and experience with advertisements, responses of individuals were common in most advertisements seen. Respondents, made attempt to communicate

“Lloyds services provide me with all the services and timely information on regular basis”; in terms to feeling they had developed and how deeply they were involved with advertisements. Out of all the respondents, maximum respondents showed that Samsung advertisements had good impact and the previous purchase entails them for future purchase of Samsung products. Considerably, responses changed over different sponsor’s brand and products/services. Respondents cited statement that “BMW and other car companies provide proper customer involvement and generate a good positive experience”. Overall, interviews generated gained insight of respondents having positive and negative emotions. Responses also mentioned of having different views with regards to Adidas over Nike and Puma as sport brand. Involvement was considerate with Adidas and also some mentioned of using the product and having neutral emotions with regards to other brands in market.

Therefore, analysis also suggest of having atmosphere as one of the facets in customer experiences and involvement. Respondents cited of using Lloyds TSB bank services, which showed customer involvement and generating good experience among the customers. Study, reflects that experiences and involvement with Lloyds TSB services has influenced in the buying decision among participants. Another important point which one respondent mentioned was the ambience at the bank has increased the involvement with bank. With regards to Visa as one of the sponsors and partner, experiences changed almost with every respondent. Participants mentioned of having easy and quick access to cash. Some

mentioned of Visa services not being available, as part of research studies it is clear with the customer experience and also providing of involvement.

These experiences have a good memory in mind of consumers which can be studied and also is an essential source for satisfying customers' experiences. Store display of products creates different experience for customer and encourages for involvement, as most of the participants commented, while conducting interviews. Overall, the physical environment associates with customer experience and involvement.

Participants responses/answers to questions also commented on situational experiences are found emotionally appealing to customers. These experiences generate perceptions in mind, creating a good image of sponsor's brand and influence purchase decision. Analysis study found that experience is generated from three types of encounter: (1) communication, (2) service delivery and (3) usage (Maklan and Klaus, 2011). Study on interviewees also recalls that customers have different perspective when assessing their experiences and will believe that they have had experience with a company even before they have bought something, this arises from advertising.

Respondents, stated of drinking Coco-Cola drinks regularly, because of the taste and freshness it provided, which shows that experience developed with Coke as a beverage is due to previous purchase and use of it. Hence, it clarifies the loyalty the respondents have with Coco-Cola.

Similarly, participants mentioned of good and bad experiences with McDonalds (point of sale), which directly affects the involvement. Customer experience and involvement study notes of having customer satisfaction and loyalty, the participants have for sponsor's brands and products/services. Thus, analytical study of respondents in the field suggests that the more experiences one (participants) accumulates, the more affective and emotional the evaluation becomes and integrates into satisfactory evaluation.

Participants, notified about the sales representatives, providing with necessary knowledge which also generated a good experience for consumers influencing the participants purchase decision. Moreover, respondents mentioned of their visit to Acer store; which also generated good experience among the respondents and had proper involvement, with the right technical support/customer service support.

Customer experience also depends on the culture and social class belonging. Respondents stated of having experience involvement, for only reason of sharing same lifestyle, values norms, etc. Therefore, customer experience and involvement study noticed that customer Experience is not a one-dimensional construct and it encompasses facets like atmospherics, facilities, information, website, sounds, lighting, and music and so on. Thus, the facets of customer experience motivate the customer involvement, which creates perceptions and influences the buying decision.



The data analysis makes a clear statement of having advertisements as a major player, in generating such responses. Customer experience cannot take place by itself; it requires some kind of promotion and publicity. Advertising provides the right promotion for customer involvement with the brand and also publicity for sponsor's products/services.

### **2.2.5. Advertising effectiveness**

The current section of advertising effectiveness flashes on the area of respondents view towards advertisements. The characteristics of the advertisements make a difference in its display and conveyance of message to the large audience, which is clear from interviews conducted. Data filters all the necessary information on advertising effectiveness, stating a few comments like "Samsung advertisement is awesome, it has casted my favorite soccer player with covering all the different parts of the world sending a message to unite the world for Olympics". Another interviewer mentions of "Coke making the best advertisements ever, a complete fan of Coco-Cola". Interviewers didn't hesitate in speaking about advertisements their creativity and also about different characteristics, humor and many more variables. Interviewers also praised the advertisement by British Airways, stating that advertisement is made for promoting London Olympics and also to travel via BA flights for better service.

Moreover, negative approach was also seen among few interviews, highest ration of negativity is seen with the old age group of people. As discussed

above about the old aged group of people not influenced by the advertisements of some brands. One of the interviewer of old aged group freely stated, "Visa ads have been put for public convenience and now the Visa machines not working conveniently in public places".

However, overall advertising effectiveness in events can be well understood with the fact that to brand attitude towards consumers and sponsors, what emotions do they generate overall. The result section makes it clearer of what factors are more convenient for advertising effectiveness.

As the advertisements watched by respondents have different views it can be seen that, different view generate different imaginations about ads and emotions. Overall it generates different image in mind of participants, with influence to brand attitude and brand appeal. Moreover, it can also been seen that freely given interview answers provide clear idea on what actually influences the purchase decision and what develops perception. Brand appeal is due to ads having the right presentation and position. Emotional and rational appeal among the respondents can be seen as the reason to viewing of advertisements.

Responses in above section for purchases and brand attitude have clearly stated of having some kind of associations in their minds, these associations are due to the advertisements.

In construct to analysis of the data, the process which respondents go through in responding to advertising effectiveness can be viewed from different perspectives. Responses found more favourable in places to

brand attitude and emotional appeals. Customer involvement is low with experience not very high (moderate). Results also, analyzes on the exposure to advertisements, which creates a mind map of images, which creates perceptions and influences buying decision of participants. Moreover, interpretation of analysis can be divided into different dimensions, in relation to advertising likely; affect is the 'feeling' process and experience and involvement is the 'feedback' process. Above all, interpretation of analysis shows the effect on respondent's perception being changed or developing a brand attitude. Advertising appeal was pleasing, enthusiastic, contented, and cheerful; thus clarifying the emotional responses the respondents have. Whereas, negative vibes from respondents were also noted like the sad, boring, less informative, and non creative advertisements. Moreover, buying intention and perceptions about the brand in mind of respondents is also studied. Brand image is the cognitive responses by participants, which had no clear explanation of what consumers perceived. Respondents also commented on advertisements not having the great humour and creativity which influenced particularly to a sponsor's brand or product or services. Responses clarified on advertisements not having clear messages which could develop some positive/negative emotions towards brand and ads; whereas, it also did not make respondents influence to purchase or make a decision for purchase.

Overall results show that it was difficult for the participants to decide on which brand to purchase, as of having a lot alternatives available in

market. Perception for few brands changed accordingly, the brand image also change with influence to positive and negative emotions towards brand and buying intention was also reflected.

The study of having cognition effect and emotional effect can be seen in the study, the perception of change towards brands clarifies of respondents having emotional effect of advertisements on them. Another important point is that cognitive responses can also be noted where respondents freely spoke of advertisements having the right message and perfect picture expressing the value of product to them. Celebrity endorsements also had the right genre in promoting the product thru advertisements to audience at large.

The analytical studies of data collected mark presence of advertising as a mediator for persuasion, customer involvement, developing brand attitude, generating emotions and finally the purchase decision.

Results merely classify all the acts for having some kind of cognition and emotional content in advertisements; and also having some kind of cognition on emotion. The next section on discussion will make it clear with regards to cognition and emotional effect.

## **G. Discussion**

The analysis on the interviews conducted; considerably show that there is some kind of advertising effectiveness. The study comprises of 40 interviews which provide with right reasons for advertising effectiveness. The area of research is across different age groups to understand, an in-depth knowledge with regards to what are being the main reasons for advertising effectiveness.

Research questions asked; demonstrate the use different modes for persuasion through advertisements. Coded themes relate to different theories for study, which endow with better understanding of advertising effectiveness in events. Advertisements are made under the influence of creativity to attract large area of audience. These advertisements are part of media and different types of media are used to display these ads. Mostly, print media is used at large scale for outdoor advertising; television and internet is also used on large scale.

Sponsors' used Geographical Spread advertising which can be studied in the course of analysis. Geographical spread advertisements comprise of National advertisements, Local Advertisements, and Global Advertisements (Chunawalla and Sethia, 2010). Sponsor's advertisements are spread across the local stores which advertised for the promotion of London Olympic Games 2012. These stores like Sainsbury, Tesco, Sports direct, Lilly Whites, and so on are of an example. Sponsor's used national advertisements to spread the news of different products and brands to

the audience at large in a country. Lloyds, Coco-Cola, Adidas, Omega Watch Company, Samsung, Panasonic, Acer, BMW and many more sponsors used national Advertisements for promotion of the products and services they provide. Global advertisements were also at large in promotion of brand and these advertisements were impressive. Global advertisements were more to favour London Olympics and promotion of new products and services which is reported.

Another aspect of advertisements, which is noted is the target group, most advertisements were consumer focused advertisements and public awareness advertisements, with product advertisements also making a mark in London Olympics and also flash in research study (Chunawalla and Sethia, 2009; Aaker *et al.*, 2006; Belch and Belch, 2003).

Events enable sponsors to communicate with current and potential customers in ways that are more contemporary and personal than other forms of marketing communication. Analysis refers to sponsorship effectiveness on consumers, which speaks of goodwill, celebrity endorsement and image transfer of sponsors to consumers. The study reveals how participants use their existing product knowledge to form favourable associations about the event sponsor. Product knowledge plays a pivotal role in favourably influencing event attendee's assessments of event sponsor's. Product knowledge can also impact preference for the event sponsor. In the context of event sponsorship effectiveness, participants who are familiar with the sponsor's products through their personal experiences are more likely to assess the sponsor more

favourably. General idea and favourable assessment about the sponsors, creates effectiveness in terms to goodwill and image of sponsor's in minds of consumers. The findings show how respondents are familiar to sponsors and with their products before and during the event. This particular study reveals the sponsorship effectiveness on respondents, which also match's up/repeats the research of Close *et al.*, (2010).

The study focuses on to understand the same effectiveness through advertisements. Close *et al.*, study does not focus on the use of advertisements by sponsors for generating the effectiveness. The research studies conducted provide in-depth knowledge of ads playing the major role for sponsors in creating effectiveness. Moreover, study familiarizes on the use of different media to communicate the message to audience with various messages and creativity, which is best, understood. Study also gives an idea on what are the main reasons for such effectiveness.

Study comprises of having cognitive and emotional effect. Responses for persuasion and brand attitude generate buying intention. Positive and negative attitude responses, with positive and negative emotions are also generated. All these responses are due to advertisements displayed, via different media to audience.

In psychology, emotion is often defined as a complex state of feeling that results in physical and psychological changes that influence thought and

behaviour. Emotionality is associated with a range of psychological phenomena including temperament, personality, mood and motivation.

Investigation on respondents brings to notice the extensive use of non cognitive persuasion process through advertisements. Mere exposure, benefits the sponsor's which create an image in minds of respondents interviewed and influences their buying intention. The halo effect which is also another section of non cognitive persuasion process relates to analysis conducted on interviews taken, and proposes of the influence of emotions subsequently for attitude change in respondents.

Non cognitive process of emotions affects all the issues which can be noticed in analysis and also approach the relation between the respondents and emotions having some emotional feeling which is either positive or negative. Emotional appeal relate to the customer's social and /or psychological needs for purchasing a product or service. Consumer motives of purchase decision are emotional, and their feelings about a brand can be more important than knowledge of its features or attributes. Emotional appeal to consumer decided the positive and negative attitude towards the brand (Kotler and Keller, 2009; Belch and Belch, 2003).

Advertisements generate various responses; the reason for these responses is the characteristics used, which convey message to the audience. These characteristics have some emotional content attached, which can be studied. Reactions to these emotions generate feelings, liking or being associated with it. The study supports the research of



different authors in terms to the mere and continuous exposure to advertisements, which can be seen in the data analysis, where respondents were exposed to ads during events and pre-events.

High and low involvement relates to the cognitive theory (Cognitive response model). Aaker *et al* (2006), states that low involvement situations may prove beneficial in creating ads that generate awareness among respondents and change brand attitudes. Whereas, high involvement situations it may be beneficial for creating ads which provide strong reasons for superiority of particular brand in market. Most, sponsors have used high involvement ads for proving oneself of being superior than others and low involvement advertisements have been used to introduce new product and stabilize it in market and generate awareness among the consumers.

Another aspect in data analysis studied is the cognitive response in the form of image transfer. Though not much of cognitive response is studied as reviews from participant fail to express the sponsor's image that is associated in their minds and describe brand image as a transfer in respect of the product. Having used high involvement advertisement by the sponsors the study confronts on having very less effect on transferring a sponsor's image to participant on the product/brand image which is developed in respondents mind.

Overall discussion comes to point that advertising effectiveness research is more due to non cognitive responses and the study generalizes on the

very fact of emotions playing the major role for the effect. In due respect to cognitive study, image transfer of sponsors only focuses on the goodwill of sponsor. Non cognitive responses elite emotional as an important factor for influence and thus advertisements have effectiveness on consumers. With research studies generated, emotional reasons can be seen in brand appeal, brand attitude, feelings towards the brand, thus creating customer involvement and experiences. These experiences influence buying process, which proves advertisements having effectiveness on consumers as a whole.

## **H. Conclusion**

In conclusion, the flow of construct allows examining the active participation of the respondents via communication process. This particular study highlights the importance of advertisements in events and its effectiveness. The study provides with the sponsorship advertising as more focused area with the existing literature on involvement and the attitude possessed towards sponsors. Study provides significant amount of knowledge on attitude towards the brand and attitude towards advertisements. The interaction with participants also gives an insight on influencing the buying intention and creating perception in minds of consumers (respondents).

The study also outlines the benefits of the increased media exposure on the respondents and denotes the positive/negative feelings towards the media exposed. Advertisements vehicle effects by sponsor do contribute to the influencing nature on buying and perception.

Research also concludes with the focus on the advertising as prime area of focus and use of different codes to understand the effectiveness. Use of non cognitive responses reflects the emotional content.

Image transfer studied in analysis only explains of the brand image and the poster image that has developed in minds of respondents, due to ads displayed over and over. Mere exposure of advertisements to participants has played a major role in advertising effectiveness; and also a theoretical part of non cognitive persuasion response process. High,

moderate and low involvements of ads generate image transfer; thus study reflects on cognition effect on transferring image values to participants. Overall, both cognitive and non cognitive process contributes to the advertising effectiveness in the particular research study. However, emotional content of advertisement have a considerable amount of effect on participants at event.

The main objective for study reveals the fact of advertising being solely responsible for the process of developing perception to buying intention and making strong brand image. Study comprises of emotional reasons with cognitive reasons having this effect on consumers on a large scale. Objective of study though lacks to explain a few reasons which comprise of different more theories which are recommended for future research and also the limitations which were barriers to research.

The next covers these limitation and later covers the future recommendations for a more comprehensive study in the same field.

## **I. Limitations to Research**

The restricting condition that is far-off from the researchers control is termed as limitations of the study (Algozzine, 2009). Every research has some limitations and this was no different. There were several limitations that took place in the course of the study. The proposed research question focuses on sports events at large (London Olympics) which generated qualitative methods for study. Initially the samples refused to give interviews as they thought of being harmed by sharing some personal views. Semi-structured methods were used for collection of primary data, but during the interviews respondents took time for their response which did not generate the right information. Some interviews lasted long because of the talk proceeded to irrelevant topics. Another limitation to the study is that total of 50 interviews were collected, but only 40 interviews generated right kind of information. Most important drawback to the interviews was the repeat of same response didn't let explore the other areas related to research. The whole process of interviews was time consuming and expensive.

## **J. Future Recommendations**

The current research study focuses on the aspects of advertising effectiveness. The paper explores the area to brand attitude and buying intention, with perception created in minds of consumers through advertisements. The study also examines the attitude towards brands and ads. Research work provides evidence for emotional effect on participants and supports the work.

Study in future should entail on the sponsorship and advertisements as one entity and its effectiveness. Academics should focus on providing research on the cognitive responses and the effect of celebrity endorsement. Future research should focus on the use of triangulation method for a better understanding on image transfer and provide with some other hypothetical examples for better understanding on advertising effectiveness. Semiotic study should also be covered as an important factor for advertising effectiveness that influences the perception and buying intention of sponsor's brands. Future research should also explain the type of model used for customer involvement and exposure.

Research so far studied makes it clear that emotions are one of the reasons for successful advertisements.

**Word Count: 19953**

## **K. Appendix**

### Interview Protocol:

Hello, my name is Sushilkumar Jain; I am doing a research project on advertising effectiveness in events and I would like to conduct an interview with you. The purpose of conducting interview is to gather some data on the advertisements that you have seen and also to understand your opinion over these advertisements. With your permission can I start with my interview process? The interview process will be conducted in short span of time and not wasting much time of yours. The collected data will be used for research purpose and only me guidance. All the data collected will be kept confidential and will not be disclosed to anyone. All the data collected will be erased as soon as the research is over and Sir/Ma'm you have full right to terminate the interview any time if you think its exploiting or hurting your feelings and emotions.

- Have you ever been to any of the events or watched events at home or any place?
  - a. What type of events have you seen?

R1: Yes, I have seen many events like music concerts, football matches, cricket events and such more. I have seen events at home, pubs, internet, TV and also at the venue.

R2: Yes, I have been to the venue to watch only Tennis matches and Formula 1 race. At times I have seen these events at home only.

- Have you attended any of the sport events at London Olympic Games 2012?

R1: No, I haven't attended the sports events. I have seen the games on internet and television (BBC). I have seen the games at pubs on big screen.

R2: Yes, I have seen the matches at the Olympic Stadium (Stratford, Wembely Park).

- Which of the sport events have you attended at the Olympic Park or watched?

R1: I have seen sport games like the boxing and running, and watched the tennis and hockey matches.

R2: I have seen only of the games that is the swimming tournament of male and female; also watched gymnastics and wrestling.

- What makes you watch the London Olympic 2012 sports event?

R1: I watch sports in general for the spirit of the game and also I'm found of sports. I personally like playing hockey and being found of sports I watch different games. Another reason to watch Olympic is that it happens once in 4 years span and new athletes are being watched by many spectators, the cheering for the favourite players



take place. I watch Olympics as to being associated with the mega event.

R2: Personally Olympic is a good platform for many new athletes and also it represents my countries national game. Being student here it was privilege to watch such a big event. I watch the games for my favourite athlete and also for the first time in my life that I had got the opportunity to watch the event.

- During the watch of events did you come across the official sponsors and Partners of the event?

R1: Yes, but clearly I don't remember them all; likely I saw Lloyds TSB, Adidas, Coco Cola, and Samsung Galaxy S3, and Omega watches. Partners at events were Lloyds TSB, Dow, Visa and many more

R2: Yes, the official sponsors included the Coco Cola, Omega watches, VISA, BP, and British Airways, and National lottery, Panasonic etc.

- Did you see any of the sponsor's advertisement at all?
  - a. Can you please tell me about these advertisements that you have seen? (celebrity endorsements)
  - b. Where did you see or which place did you see these advertisements?
  - c. What products/services or brands did these advertisements display?

R1: Yes, I have seen the sponsor's advertisement; I saw the advertisement by Samsung and Coco Cola. I saw these advertisements online and also in Cineworld. I also saw Posters in Tubes and at local stores. There was also point of sale display seen around the city, for guidance of products they provide. Samsung displayed their new phone Galaxy S3 with new features, design etc. Coco-Cola made a point of providing of free samples to people for having a drink as refreshment. Samsung Galaxy displays David Beckham as one of the celebrities endorsing the product.

R2: I have seen these advertisements on television and at Olympic stadium which did not display specific products, but had overall representation of all the products/services. I have seen different products like Adidas shoes and jerseys, different brands which I came across were Acer products, Panasonic etc.

- How would you like you to evaluate these advertisements?
  - a. What do you like most about them?
  - b. What do you least like about them?

R1: Advertisements, according to me were average as they are not creative and non influencing or motivating. So for me advertisements did not the right taste/colour or humour for making me fall for it. Few advertisements which were very good in terms to message passed on for the value for money to me.

R2: The advertisements of Omega watches were the best, because of the meaning it creates to me and what it basically symbolizes. Overall advertisements were good and attractive. Samsung Ads and Adidas ads were nice and influencing to me.

- How appealing are the products/services represented in these advertisements to you?
  - a. How likely are you to buy any of the products you have mentioned in the near future?
  - b. If not, why?
  - c. If so, what appeals to you about the products being associated with the Olympic Games?

R1: Personally, I did not enjoy all the advertisements, so only a few of the products/services presented appeals to me and were seen as average by me. The advertisements lacked creativity and humour and also there is no right message communicated out and did not the right benefit to customer. The need for particular product only appeals after seeing the advertisements.

R2: Coco-cola, National Lottery, British Airways, Omega watches, also these products represented provided some kind of customer benefits and also have products in new design and shape colour which is appealing. Definitely I will buy the products after having a careful study of what I need.

- How does it make you feel about the products, seeing them in the Olympic Park in this way?
  - a. What type of emotions does it generate to you?
  - b. Do you feel that the products appeal to you after seeing the advertisement?

R1: After looking at the advertisements, it generates a neutral emotion. None of the advertisements make me fantasize of having the product. I would rather by as per my need.

R2: For me the advertisements are creative and colourful and amazing, I have a strong feeling for these advertisements and I find these advertisements appealing to me after watching them at Olympic park. I love the advertisements of all the brands for its creativity and music and colours used.

- What type of association/feelings do these advertisements make to you?
  - a. Positive association/feelings
  - b. Negative association/feelings

R1: Samsung advertisements had positive feelings to purchase. In relation to other ads likely the Acer, Adidas, Coco-Cola and many more ads have positive or neutral response and in some ads like it generates negative feeling.

R2: Advertisements generate positive feelings for me and also appeal to me. I have been through ads but some ads are just the

same and thus there is no positive emotion towards that particular ad, more i have a neutral response and would love to watch a different ad altogether.

- What is the overall impression about the particular brands represented and advertisements displayed?

R1: Overall the Brands represented create a neutral response and the display of products also has been average. Brands and advertisements make an impression but not for a very long time, but have some kind of association that may influence later for adaptation of particular product.

R2: As I mentioned of buying products, it is very clear that i like the advertisements and also brands link to self identity and being a loyal customer I will definitely go ahead for purchase.

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