

ABSTRACT

The aim of this research was to investigate the factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on sport products. There was one independent variable, which is endorser credibility dimension. It included sub-variables such as attractiveness, trustworthiness and expertise. There were three dependent variables; attitudes towards the Nike advertisements in magazines, attitudes towards the Nike brand; and purchase intentions on Nike golf accessories.

The research hypotheses were tested by using Spearman rank-order correlation coefficient. The results were summarized on the basis of responses received from 200 respondents. It was found that they had positive attitudes towards the Nike advertisements in magazines, attitudes towards Nike brand and intentions to purchase Nike golf accessories.

The results showed that the top three priorities of attractiveness of celebrity were attractiveness related to products advertising in magazines which was followed by familiarity related to products advertising in magazines and likability related to products advertising in magazines. The top priorities for trustworthiness of celebrity were honesty related to products advertising in magazines which was followed by trustworthiness related to products advertising in magazines and dependability related to product advertising in magazines. For expertise of celebrity, the priorities were found for the quality related to products advertising in magazines which was followed by skilled related to products advertising in magazines and expertness related to product advertising in magazines.

From hypotheses testing, it was found that the attractiveness towards advertisements, brand and purchase intentions, trustworthiness towards advertisements and brand, and expertise towards advertisements and brand could not influence respondents to purchase Nike golf accessories. However, the trustworthiness towards purchase intentions and expertise towards purchase intentions can influence respondents to purchase Nike golf accessories.

It has been recommended that advertising agencies may conduct a survey of target customers about the celebrity chosen for their advertisements, to be acquainted with their opinions about celebrity's credibility (attractiveness, trustworthiness and expertise). Because it is important to associate a product with the right endorser in order to enhance the positive image of the product and brand. Thus, more careful consideration must be made in selecting the right endorser for the right brand. The fit between the endorser and the product that is being endorsed must be made prior to making the final advertisement. If there is a fit between the brand and the endorser, brand recall and recognition could be enhanced. It is also necessary to find the association between the product and the endorser, in order to influence the consumers to purchase the endorsed brand. If the consumers did not find any association between the celebrity and the product, they may not like the advertisement and the effectiveness of the advertisement is constrained. Therefore, it is advisable for companies to consider using a well-known celebrity as an endorser rather than nameless spokesperson. The advertising strategies must be made carefully to determine the potential effectiveness of the advertisement and selected the appropriate celebrity is important to enhance the credibility of the advertisement and brand.

Future research should examine the impact of consumer's involvement and confidence in the product. For example, how does source credibility influence purchase intentions with high involvement products, as opposed to low involvement products? Should celebrities and other credible sources be used with high involvement or low involvement products? And how does the level of consumer's confidence and knowledge about the product mediate the impact of source credibility on intentions to purchase the product?