

TITLE:

Famous International Footballers as Nike Brand Endorsers and Their Influence on South
African Consumers' Purchase Intentions

NAME:

Jarryd Buchalter

STUDENT NUMBER:

14007409

SUPERVISOR'S NAME:

Anli Grobler

PROGRAM NAME:

BA Honours in Strategic Brand Communication

MODULE NAME:

Research Methodology

MODULE CODE:

RESM8419

DECLARATION

I hereby declare that the Research Report submitted for the BA Honours in Strategic Brand Communication degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

ABSTRACT

The real-world and research problem that this study hopes to solve is that there is little to no understanding of how Nike's use of famous international footballers as brand endorsers influences South African consumers' perceptions, attitudes and purchase intentions of Nike. According to Francis and Yazdanifard (2013), celebrity endorsement is a key marketing strategy as celebrities are the most influential icons that people look up to and admire. This study can provide value for a number of parties such as Nike, South African consumers and brands operating in the South African market. The theoretical framework upon which this study is based is the balance theory. Semi-structured interviews were used to conduct the research. Six participants were interviewed and their answers helped answer the research questions and solve the research problem. The major key finding from the research is that Nike's use of famous international footballers as brand endorsers does, in fact, positively influence South African consumers' perceptions, attitudes and purchase intentions of Nike.

ACKNOWLEDGEMENTS

There are two people that I would like to thank for all their help throughout this process. Firstly, I would like to thank Dayle Raaff, my research lecturer, for providing me with all the necessary skills required to conduct this research. Secondly, I would like to thank Anli Grobler, my research supervisor, for helping me every step of the way and for being an integral part of ensuring that I completed this research to the best of my ability.

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CHAPTER 1: INTRODUCTION

1.1. BACKGROUND

Celebrity endorsement has been around since the nineteenth century (Francis & Yazdanifard, 2013). Since then, celebrity endorsement has evolved into one of the common practices in the marketing and advertising world (Elberse & Verleun, 2012). There are many categories of celebrities, however, this study focuses on one category in particular and that is famous international footballers. Specifically, this study looks at the use of famous international footballers as brand endorsers for Nike and the influence this strategy has on South African consumers. Nike has a long list of athlete endorsers and among these athletes, are some of the biggest and best footballers in the world including Cristiano Ronaldo and Neymar Jr. (opendorse, 2016). By having names such as these as brand endorsers and linked to the Nike brand, the influence it has on consumers, specifically South African consumers, can be immense and this is what this study aims to find out.

There are several key concepts that need to be discussed in order to fully understand this topic. These key concepts, which will be discussed in detail later, are celebrity endorsement, consumers' attitudes, consumers' perceptions, purchase intentions, brand image and brand identity. All of this will help to determine whether Nike using famous international footballers as brand endorsers does, in fact, have a positive influence on consumers.

1.2. RATIONALE

This research study is relevant and worth investigating for a number of reasons. The first reason is that a study like this can help improve the understanding of how using famous international footballers as brand endorsers can influence current and potential South African consumers of Nike. According to Francis and Yazdanifard (2013), celebrity endorsement is a key marketing strategy as celebrities are the most influential icons that people look up to and admire. Therefore, conducting this study can help Nike understand and improve their use of famous international footballers as brand endorsers in the South African market. The second reason this study is relevant is that a similar study has been conducted in France by Roux-Fougère and Segalen (2014), however, a study like this has not been conducted in South Africa. By conducting this study with regards to sport, Nike and South African consumers, new and useful information can be uncovered. This new

information can help Nike and South African consumers, among others, fully understand the effects of this strategy. The third and final reason this study is relevant is that it can help others, who are working in the industry as well as those who are studying marketing, advertising and branding, find out more information about this strategy and how effective it is in South Africa. Therefore, this study is relevant and worth conducting as it can be helpful in a number of areas, as stated above.

1.3. PROBLEM STATEMENT

To evaluate the influence of Nike using famous international footballers as brand endorsers on South African consumers' perceptions, attitudes and purchase intentions of Nike.

This problem statement links to the above rationale as it pinpoints exactly what is being studied. The problem being looked at is whether or not the use of famous international footballers as brand endorsers for Nike has a positive influence on South African consumers. Studies such as this one have been conducted before yet there is a gap in this topic as no study like this has been conducted in South Africa and on South African consumers. This is the main problem of this study and is why it is relevant and worth investigating.

1.4. PURPOSE STATEMENT

The purpose of this study is to evaluate how South African consumers' attitudes, perceptions, and ultimately, purchase intentions, of Nike, are influenced by Nike using famous international footballers as brand endorsers.

1.5. RESEARCH QUESTIONS

- What are the perceptions of South African consumers towards Nike using famous international footballers as brand endorsers?
- How do South African consumers' perceptions of the brand endorsers influence their attitudes towards Nike?
- How do South African consumers' attitudes of the brand endorsers influence their purchase intentions of Nike products?

1.6. RESEARCH OBJECTIVES

- To determine South African consumers' perceptions towards Nike using famous international footballers as brand endorsers.
- To determine how South African consumers' perceptions of the brand endorsers influence their attitudes towards Nike.
- To determine how South African consumers' attitudes of the brand endorsers influence their purchase intentions of Nike products.

CHAPTER 2: LITERATURE REVIEW

2.1. INTRODUCTION

This study looks at the influence of Nike using famous international footballers as celebrity endorsers on South African consumers' purchase intentions of Nike. The argument of this study is that Nike using famous international footballers as celebrity endorsers positively influences South African consumers' attitudes, perceptions and, ultimately, purchase intentions of Nike. This is different from other studies that have been conducted with regards to celebrities and brand endorsement for a couple of reasons. One reason is that a study like this has not been conducted in South Africa and with regards to South African consumers and another reason is that no study has been conducted that specifically focuses on Nike and their use of famous international footballers as brand endorsers. These are the problems this study aims to fix and it is why it is worth conducting.

In order to make this argument, the following will be discussed in this chapter: the background of the topic, the research paradigm chosen, the literature that highlights the key concepts and previous literature on the topic as well as the literature that highlights the theories relating to this study, with one theory used as the main theoretical framework that will be used in conducting this study.

2.2. PARADIGM

The research paradigm to be used in this study is the interpretivist paradigm with the use of the socio-psychological communication tradition. According to Stahl (2013), interpretivism "focuses on sense making in complex and emerging situations and that it attempts to understand phenomena through the meanings assigned to them by individuals in situations".

As this is a qualitative study that looks at understanding the influence of Nike using famous international footballers as celebrity endorsers on South African consumers' purchase intentions, the interpretivist paradigm is the most appropriate paradigm for this study. The purpose of this study is to ascertain whether or not South African consumers' purchase intentions of Nike products change when Nike use a famous international footballer as a celebrity endorser. In order to conduct this study and to fulfil its purpose, the researcher must understand the meanings associated with the phenomena, by the participants of the study and to make sense of it all. The interpretivist paradigm is most suited to this study as it deals with understanding how and why people behave in certain ways and what influences these behaviours.

Humphrey (2013) states that, according to interpretivism, people conduct themselves in accordance with their self-concepts, meanings, motives and life-goals. This leads to the socio-psychological communication tradition. The socio-psychological communication tradition focuses on a person being part of a network of other people, yet still being independent in what they do. This tradition looks at the relationship between psychology and communication and how a person's personality will influence their reaction to specific messages (Littlejohn & Foss, 2009). This tradition is the most appropriate tradition to this study as the purpose of this study is to understand how a person's feelings towards specific famous international footballers will change their purchase intentions when that footballer is a Nike celebrity endorser. The socio-psychological communication tradition will help in the understanding of the influence famous international footballers as Nike celebrity endorsers has on South African consumers' purchase intentions.

2.3. KEY CONCEPTS

2.3.1. Celebrity Endorsement

There are many different definitions of celebrity endorsers and celebrity endorsement and the following definitions are three of the best. The first two definitions can be described as original definitions while the third is a recent yet important definition. According to McCracken (1989), a celebrity endorser is someone who relishes public recognition and uses this recognition to endorse a consumer good by appearing alongside it in any form of advertisement. Friedman and Friedman (1979) define a celebrity endorser as someone who is well-known for their achievements in areas different to that of the endorsed product class.

Khatri (2006) stated that celebrity endorsement is when a celebrity “lends their name to advertisements for products or services for which they may or may not be the experts”. Therefore, via these three definitions, celebrity endorsement is the marketing strategy employed by companies where they use a well-known celebrity to endorse their products or services. Each definition includes the fact that the celebrity is a well-known person who uses their fame to endorse a company’s products or services, whether the celebrity is an expert in that product or service or not.

Celebrity endorsement is an effective strategy and, according to a survey by Ask Your Target Market conducted in 2015, 49% of the respondents to this survey stated that celebrity endorsements can, in different ways, be effective for brands. The same survey concluded that athletes are the most effective celebrity endorsers, with 40% of respondents stating this, and that Nike is the top endorsed brand of them all (Pilon, 2015). Another study conducted by Elberse and Verleun (2012) on the use of celebrities as brand endorsers stated that using the celebrity endorsement strategy can increase sales by up to 4% as well as increase stock returns by up to 0.25%. These numbers may not seem impressive but for large companies such as Nike, these small percentages equate to millions of dollars. A 4% increase in sales results in roughly \$10 million in added annual sales (Elberse & Verleun, 2012).

However, there are cases where celebrity endorsement has failed. There are a variety of different risks when it comes to using celebrities as endorsers and each of these risks can have a significant, negative impact on the company employing this strategy. Francis and Yazdanifard (2013) explain some of these risks in their study. These risks include the celebrity overshadowing the company’s brand, the negative publicity of celebrities, customer confusion if the celebrity used is endorsing multiple brands and the high costs required to get a celebrity to endorse their brand. There have been well-known cases where these risks have come about and resulted in large losses for the brands involved.

According to these studies, there is both a negative and a positive impact of companies using celebrities to endorse their products or services. An example of a negative impact is when sportswear brand Diadora used sprinter Ben Johnson as one of their celebrity endorsers. This backfired though when Johnson was found to have been using steroids in the 1988 Olympic Games which resulted in Diadora taking a huge hit and ended up dropping a \$2.8 million deal with Johnson (Goldman & Bennet, 2011). An example of a positive impact though is Adidas and Lionel Messi’s deal. In 2016 and on social media alone, Messi

produced \$53.5 million in value for Adidas (Badenhausen, 2017). Adidas and Messi's deal is also the fifth highest athlete endorsement deal in history (Total Sportek, 2016). There are many cases of both positive and negative impacts of celebrity endorsement in sports. However, based on previous literature, the positive impacts outweigh the negative impacts. This is because employing the celebrity endorsement strategy results in a likely chance that South African consumers will be more inclined to purchase the company's, in this case Nike's, products or services.

2.3.2. Consumers' Attitudes

An attitude is a long-lasting, overall assessment of an individual's issues, objects or advertisements (Hoekman, 2010). An attitude, therefore, is how we feel about certain things and this attitude can be caused by a number of variables. It is long-lasting and an overall assessment as each variable will have a different impact on the attitude but it is all these variables brought together, through a period of time, that create the overall attitude. Owhal (2015) furthers this definition by stating that an attitude is a predisposition with respect to things and shows whether we like or dislike something. Whether we like or dislike something will influence our intentions towards it. Aleksejava (2016) takes it one step further again and defines an attitude as "positive or negative behaviour potential of individuals learned about an object". This means that an attitude is the potential to behave in a certain way, according to how an individual feels and what they have learned about something.

Barth (2012) conducted a study on Adidas' use of celebrity endorsement during the 2008 Beijing Olympics. The study looked at how Adidas used Chinese athletes to endorse their brand and how it impacted on the Chinese population's attitudes. Adidas created advertisements in which Chinese citizens were helping Chinese athletes in their respective sports, such as helping block a shot in volleyball. Adidas did this in order to target the Chinese population by using the athletes that they love. This resulted in an increase in national pride as well as excitement in the market. The Chinese athletes were also wearing Adidas uniforms. This all resulted in an improvement of consumers' attitudes towards Adidas as Adidas' strategy of using their beloved athletes as celebrity endorsers made consumers love Adidas (Barth, 2012). Another study conducted by Vasconcelos (2014) backs up the study conducted by Barth (2012). Vasconcelos (2014) looked at Puma and their use of athletes as celebrity endorsers. According to this study, consumers' feelings and attitudes, especially that of trust, of a brand are increased when a brand such as Puma uses

charismatic athletes as celebrity endorsers. By having these athletes endorse their products, Puma improves consumers' attitudes of their brand as these consumers will feel like a superstar athlete and in turn, feel good about the Puma brand itself (Vasconcelos, 2014). When it comes to how consumers' attitudes would change when an athlete they admire, or any athlete, was involved in a scandal, Roux-Fougère and Segalen (2014) found that the majority of consumers would have significantly negative attitudes towards both the athlete and the image of the brand they are endorsing but it would have no impact on the product the brand is offering. Roux-Fougère and Segalen (2014) also found that when an athlete is involved in charity work, it would not have an impact on consumers' attitudes towards the athlete and the brand as these athletes are earning a lot of money and they should be donating some of it in the form of charity.

According to Ndlela and Chuchu (2016), there is very little evidence that a celebrity endorsement strategy affects young South African consumers' attitudes towards the endorsed brand. However, the findings of their study were that a celebrity endorsement strategy does, in fact, influence South African consumers' attitudes towards a brand. Attitudes such as brand awareness, brand recall and brand loyalty can all be affected by a brand's use of celebrities as endorsers. This study aims to determine the extent to which South African consumers' attitudes towards Nike are influenced by Nike using famous international footballers as brand endorsers.

Therefore, consumer attitudes are how consumers feel about certain products and services. These feelings can be positive or negative and come about through an overall assessment of a number of variables. If they have a positive attitude, they will be more likely to purchase the products or services but if they have a negative attitude, they will be less likely to purchase the products or services. Consumer attitudes are important to this study as they play an important role in influencing how South African consumers feel about Nike using famous international footballers as celebrity endorsers. How they feel about the footballer as well as how they feel about Nike will influence whether they will be more or less likely to associate themselves with the footballer and whether they will be more or less likely to purchase Nike products.

2.3.3. Consumers' Perceptions

Perception can be defined as a process of using all five senses to obtain, choose and interpret stimuli from the environment (Kardes, Cline and Cronley, 2011). Through this process, people can define their own worlds and develop meaning from the overall environment (Roux-Fougère & Segalen, 2014). It is about how people perceive the world around them by the information they consume. Williams (2017) defines perception as an individual recognising and interpreting sensory information. Perception can then be understood as how people view certain information, using their five senses, and how the information changes their opinions of the world. Roy (2016) builds on these definitions of perception and incorporates it into consumers' perceptions. Roy (2016) states that a consumer's perception "encompasses customers' impression, awareness and/or consciousness about a company or its offering". This means that consumers can perceive a company or its offering in different ways while some may not even be aware of the company or its offering.

According to Rassman, Rashford and Williams (2013), Under Armour, another sports brand, also uses athletes as celebrity endorsers in order to improve consumers' perceptions of Under Armour. Previously, Under Armour ran a campaign in which a diverse group of athletes, all Under Armour endorsers, are shown to be training hard in Under Armour gear in order to be better than their competition. The advertisement ends with the phrase 'I WILL' on the screen meaning that the athletes will outwork their competition. This improves consumers' perceptions of Under Armour as seeing a professional athlete working hard, in Under Armour gear, to be the best, makes consumers think that they can also train hard and be the best with the help of Under Armour's products. Roux-Fougère & Segalen (2014) also researched consumers' perceptions with regards to celebrity endorsement and they looked at Adidas. Similar to how Adidas used celebrity endorsement in the 2008 Beijing Olympics, as discussed previously, they did it again for the 2012 London Olympics. Adidas used athletes such as David Beckham and Tom Daley in their campaigns for the Olympics where they were discussing their intimate thoughts, goals and fears. By running these unorthodox campaigns, they were able to get people thinking more about Adidas as a brand and if people are thinking more about Adidas, they will end up talking more about Adidas. This, in turn, can result in consumers' overall perceptions of Adidas improving. When it comes to South African consumers' perceptions of Nike, Diniso and Chuchu (2017) found that the

majority of South Africans have positive perceptions of Nike while only 1% of South Africans do not like the brand.

One study, conducted by Nkosi (2011), looked at young South African consumers, aged 18 to 24, and what forms of advertising, including celebrity endorsement, appeals to them. The findings of this study, in which only 13 people took part in, were that South African youth have negative perceptions about brands using celebrities as endorsers. South African youth's perception of celebrity endorsements is that it is only a money-making scheme (Nkosi, 2011). However, another study, conducted by Ndlela and Chuchu (2016), as mentioned previously, looked at celebrity endorsement among young South African consumers, also aged 18 to 24. The findings of this study, in which over 300 people took part in, were that young South Africans, especially those between the ages of 18 and 20, have positive perceptions about brands using celebrities as endorsers. Of these two studies, each has opposite findings yet the latter was conducted with more participants. This study aims to determine which of these two studies are correct in their findings and how South African consumers' perceptions of Nike are influenced by Nike using famous international footballers as brand endorsers.

Consumers' perceptions are what consumers think about a brand. Therefore, South African consumers' perceptions of Nike will be affected by the information Nike releases, in this case, the information they release by using famous international footballers as celebrity endorsers. By using these footballers, Nike can change the perceptions of South African consumers on Nike as a brand as well as the products they offer. If this change in South African consumers' perception is positive, it will again lead to a higher chance of them purchasing Nike's products. However, if it is negative, it could have the opposite effect.

2.3.4. Purchase Intentions

A consumer's purchase intention is the inclination to purchase a product or service, either now or sometime in the future (Lakshmi & Kavida, 2016). A consumer may have a certain preference with regards to a product or service and if this preference is significant enough, it will increase the chances of them purchasing the product or service. Wu (2015) defines purchase intention as the likelihood for consumers to buy a product. It is about whether a consumer is more or less likely to buy a product depending on how they feel about it. Baker, Donthu and Kumar (2016) expand on these two definitions by stating that purchase intention

is the degree of readiness and motivation to ultimately buy a brand's product. Therefore, purchase intention is the overall chances of a consumer buying a product or service depending on their feelings towards the product or service and what motivates them to want it.

In the study conducted by Vasconcelos (2014), the purchase intentions of consumers, due to Puma using famous athletes as celebrity endorsers, was also looked at. The study stated that using celebrities as endorsers, especially athletes, spreads the message they are trying to get across at a faster pace. If the message Puma want to send is spread quickly, consumers will recognise their brand more easily. Vasconcelos (2014) provides proof that this strategy increases consumers' purchase intentions by showing that Puma's annual tennis racquet sales increased from 15 000 per year to 150 000 per year after Boris Becker, a Puma endorser, won the 1985 Wimbledon tournament. As Becker was one of the best tennis players at the time, people who played tennis looked up to him and wanted to be like him and, therefore, started buying Puma racquets purely because Becker was using them. Another study, conducted by Chung, Dergenger and Srinivasan (2012), backs up the study by Vasconcelos (2014). Their study looked at how Nike's use of Tiger Woods as a celebrity endorser impacted on the sale of Nike golf balls. They stated that, while Tiger Woods was under contract with Nike, an additional 1 416 000 golf balls were sold each month. Additionally, they stated that between 2000 and 2010, 9,9 million sales took place which yielded a profit of \$103 million. This was all due to Tiger Woods' endorsement of Nike which shows that using athletes as celebrity endorsers can increase consumers' purchase intentions of the endorsed brand (Chung, Dergenger & Srinivasan, 2012). When it comes to South African consumers' purchase intentions of sportswear brands, Euromonitor International (2017) found that Nike are second biggest, and the second most purchased, sportswear brand in the country, behind Adidas. One of the main reasons for this is emergence of the major trend 'athleisure', which is when clothing and apparel designed for sports and exercise is worn in everyday settings (Euromonitor International, 2017). Therefore, South African consumers' purchase intentions towards Nike are significant.

According to Pramjeeth and Majaye-Khupe (2016), celebrity endorsement has varying effects on South African consumers' purchase intentions. When it comes to products such as alcohol, furniture and cars, South African consumers' purchase intentions are less likely to be affected by celebrity endorsements. However, when it comes to other products such as clothing, health and beauty products and sports apparel, South African consumers'

purchase intentions are highly likely to be affected by celebrity endorsement. As this study focuses on Nike, a sports apparel company, and the influence of Nike using celebrities, specifically famous international footballers, as brand endorsers on South African consumers, these findings aid in determining the extent to which this strategy works.

Consumers' purchase intentions are how likely they are to purchase a product. Therefore, South African consumers' purchase intentions of Nike products depends on a number of variables. One way of potentially increasing consumers' purchase intentions is to use famous international footballers to endorse Nike's products, which is what this study is looking at. The international footballer chosen as the celebrity endorser can have a positive influence on South African consumers' purchase intentions but only if the consumer admires and looks up to the footballer. This may increase their motivation and inclination to purchase Nike products for a number of possible reasons. Therefore, it is important for Nike to understand that finding the best international footballers to use as celebrity endorsers can be beneficial. This is because it can either result in increased purchase intentions or, in some cases, decreased purchase intentions of South African consumers.

2.3.5. Brand Image

The brand image of a company is how their consumers perceive their brand (Rosengren, Standoet & Sunbrandt, 2010). It is what consumers think and feel about the brand due to the information they have received about it. Brand image can also be defined as a set of items, images or action words that are seen as an abstract idea in the minds of consumers (Roux-Fougère & Segalen, 2014). This means that the information and objects displayed by a brand all come together in the minds of consumers and leads them to have their own idea, unique to each consumer, about the brand. Perhaps the best definition of brand image comes from Keller (1993). Keller (1993) states that brand image is the "perceptions about a brand as reflected by the brand associations held in consumers' memory".

According to Lee, James and Kim (2014), Puma has an impressive brand image that focuses on the design of their products rather than functionality. Puma has this brand image in the minds of consumers as they market their products this way and provide information focusing on design rather than functionality (Lee, James & Kim, 2014). Puma understands that their consumers are more motivated by impressive design and prefer Puma products as they are designed very well. Their consumers are more attracted by the style and design

of their products, which leads to their consumers wanting to purchase Puma products in order to represent their self-worth (Lee, James & Kim, 2014). Cho and Fiore (2015) also look at brand image in relation to Adidas. In their study, they found that consumers like that Adidas has a very European image and a strong and real personality while still remaining traditional. Adidas understand that this is what their consumers like and want and they continue to focus on maintaining this image as it is one of the main reasons they are so successful (Cho & Fiore, 2015).

Therefore, brand image is the feelings and perceptions consumers have about a brand. These feelings and perceptions come about by what the consumers associate with the brand over a period of time of collecting and interpreting information about the brand. Brand image is how the consumer sees the brand. If South African consumers have positive feelings and perceptions about Nike, their purchase intentions are likely to increase. This is how Nike using famous international footballers as brand endorsers can increase South African consumers' perceptions of the Nike brand and, in turn, increase their purchase intentions of Nike products.

2.3.6. Brand Identity

While the brand image is how the consumer sees the brand, the brand identity is how the brand wants consumers to see them. Klopper and North (2015) state that brand identity is the unique and specific meaning of a company's brand and its overall reason for existence. Klopper and North (2015) add that a brand's identity is developed by the company in order to clearly state the purpose of the brand and how it is different to others as well as how it adds value to the lives of their stakeholders. Building on this definition, Buil, Catalán and Martínez (2016) mention that brand identity "includes a set of features and dimensions that determine the brand's way of being, thinking and behaving". This means that brand identity is about how the brand acts and how it goes about its everyday business. Brand identity could also be defined as the brand's internally envisioned ambitions that are communicated to their specific target audience (Pich, Dean & Punjaisri, 2014). Therefore, brand identity is what the brand does, how it does it and how it communicates this. It is the reason they are in business and how they want the world to see them.

A study conducted by Arsena, Silvera and Pandelaere (2014) looked at the importance of the fit between the celebrity endorser and the brand, specifically the brand's identity. They

state that, in order for a brand to use a celebrity endorser effectively, the celebrity's identity must match that of the brand. A brand must find the best celebrity to endorse their brand. One that consumers will feel fits the brand's identity they are trying to communicate. If a brand uses a celebrity with a strong, pre-existing trait that does not align with the brand, the outcome will be negative (Arsena, Silvera & Pandelaere, 2014). Roux-Fougère & Segalen (2014) also researched this and found that brands look for athletes, to use as celebrity endorsers, that will result in a strong link between the athlete and the brand. Brands want to link themselves with athletes that share some of the same values as the brand. By doing this, it increases the effectiveness of using celebrity endorsers.

There are many ways in which a brand can communicate its identity to the world. One of these ways is by using celebrities as endorsers. Nike use famous international footballers as celebrity endorsers all the time but they are very specific in who they use. By choosing the right international footballers that suit Nike's brand identity, as discussed above, Nike can communicate their desired brand identity effectively which can result in an improvement of their brand image in the minds of South African consumers and, therefore, increase their purchase intentions of Nike's products. This study aims to determine whether Nike have already done this successfully in the South African market.

2.3.7. Theoretical Framework

There are three theories that relate to this study. The first is the social adaptation theory. According to Kahle and Homer (1986), the social adaptation theory states that "individuals evaluate information in terms of its adaptive significance". When applying this theory to this study of celebrity endorsement, it suggests that if the celebrity's personality as well as the brand's personality are congruent, viewers of the information would see it as an effective source (Mishra, Roy & Bailey, 2015). This means that when both the celebrity's and the brand's personalities are aligned, it will increase the chances of viewers of the information to adapt and begin aligning themselves with both the brand and the celebrity. The chances are further increased when the viewer looks up to the celebrity and will, therefore, want to associate themselves with the celebrity and adapt accordingly. This theory is relevant to this study as a South African consumer viewing a Nike advertisement, that includes a famous international footballer as the product endorser, will either be more likely to purchase Nike products or not and this depends on the adaptive significance of the information in the advertisement.

The second theory is the attribution theory. This theory states that consumers look for an explanation as to why a certain celebrity is endorsing a certain brand (Mishra, Roy & Bailey, 2015). This means that consumers want to know if the celebrity endorsing a brand's products actually believes in the products and uses them in real life or if they are just endorsing the products for the money. This theory is relevant to this study as South African consumers are more likely to purchase Nike products if they believe the famous international footballer endorsing the products really likes them and uses them in their own lives. If South African consumers feel that the international footballer is only endorsing Nike's products to make some more money, the chances of the consumer purchasing the products are small.

The third, and main, theory is the balance theory. This theory will be used throughout this study as the theoretical framework upon which this study is based. The balance theory looks at the relationship between three elements in a triad. Heider (1946) states that "the essence of the balance theory is that individuals in a triad seek balance in their interpersonal relationships and among their attitudes toward these relationships". This means that an individual wants each of the three elements within the triad to be balanced and harmonious. The triad can include any number of elements. For this study, the three elements to be used are the South African consumer, the famous international footballer and Nike's brand image. As this study is also looking at perceptions, attitudes and purchase intentions, the three elements discussed above can be linked to these three aspects. The South African consumer can be linked with purchase intentions, the famous international footballer can be linked with attitudes and Nike's brand image can be linked with perceptions. The balance theory will be applied by looking at how the footballer's image can impact on Nike's brand image, how Nike's brand image can impact on the footballer's image, in the minds of South African consumers. Meaning that if the footballer is involved in a public scandal, will the consumer's perception of Nike decrease along with that of the footballer. Also, if Nike is involved in a public scandal, will the consumer's perception of the footballer decrease along with that of Nike. The balance theory is relevant to this study as this study focuses on the influence, on South African consumers' purchase intentions of Nike products, of Nike using famous international footballers as celebrity endorsers and by using this theory, this influence can be determined.

Roux-Fougère and Segalen (2014) used the balance theory in their study of sports celebrity endorsement. In their research, and with the use of the balance theory, they looked at

whether there will be a change in the consumers' attitudes and perceptions towards the brand if there is a change in the consumers' attitudes and perceptions towards the athlete. They found that if the athlete is involved in a public scandal, the consumers' attitudes and perceptions of the athlete will always decrease. However, this does not always result in a decrease in consumers' attitudes and perceptions towards the brand. Some consumers' attitudes and perceptions of the brand did decrease but some still felt the same way about the brand and its products. Roux-Fougère and Segalen (2014) also looked at what would happen if the athlete was involved in doing charity. This resulted in an increase in consumers' attitudes and perceptions towards both the athlete and the brand. Their study was conducted in France and will help in this current study as it looks at the impact on consumers' purchase intentions in South Africa. Their use of the balance theory will be looked at in order to benefit and improve the use of the theory in this study. Throughout this study, the balance theory will continue to be mentioned and discussed as it is the theoretical framework that will assist in conducting of this study.

2.4. CONCLUSION

In conclusion, there have been many studies conducted on the use of celebrities as endorsers. However, none have been conducted with regard to South African consumers as well as Nike. This chapter has shown that there are many different elements that influence the use of celebrities as endorsers. Each element plays a role in how effective the strategy of celebrity endorsements is. The elements that have been discussed are celebrity endorsement in general, consumers' attitudes, perceptions and purchase intentions as well as brand image and identity. The paradigm and research tradition (being interpretivism and socio-psychological) of this study was also discussed as well as the theories relating to this study (the social adaptation theory and the attribution theory) and, in particular, the theoretical framework (the balance theory) to be used throughout this study. All this has been brought together to argue that, if done correctly, celebrity endorsement, specifically Nike using famous international footballers as celebrity endorsers, will have a positive impact on South African consumers' attitudes, perceptions and overall purchase intentions.

CHAPTER 3: RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

As previously discussed, the most appropriate paradigm for this study is the interpretivist paradigm with the use of socio-psychological communication tradition. The interpretivist paradigm is most appropriate for this study as it is about making sense of situations and understanding the phenomena associated with the situations (Stahl, 2013). The socio-psychological communication tradition is also appropriate for this study as it links with interpretivism by focusing on the relationship between communication and psychology and how one's personality influences their response to certain messages. Both the paradigm and communication tradition will aid in fulfilling the purpose of this study, which is to understand whether South African consumers' attitudes, perceptions and purchase intentions of Nike change when Nike use famous international footballers as brand endorsers.

There are three possible research strategies that can be used when conducting research such as this. The first is qualitative research, which is, according to Yilmaz (2013), "an emergent, inductive, interpretive and naturalistic approach to the study of people, cases, phenomena, social situations and processes in their natural settings in order to reveal in descriptive terms the meanings that people attach to their experiences of the world". The second is quantitative research, which is research that describes phenomena according to numerical data and this data is then analysed by methods that are mathematically based, especially statistics (Yilmaz, 2013). The third is a mixed method of both qualitative and quantitative research. This study will use the qualitative research strategy as it looks at understanding the meanings that people associate with their experiences, specifically the meanings South African consumers associate with Nike with regards to Nike's use of famous international footballers as brand endorsers.

This study will be conducted deductively as well as being an exploratory and a cross-sectional study. This study will be conducted deductively, which is when the research questions are deduced from existing theories and these existing theories are used when analysing the data (Roux-Fougère & Segalen, 2014). It is an exploratory study, which is a study conducted in order to define the nature of the problem and help have a better understanding of it (Dudovski, 2016). It is a cross-sectional study, which is a research tool

that is used to gather data and capture information for a specific point in time (Rivers, 2017). This method is most appropriate for this study as this study will be conducted over a short and specific period of time as there is limited time available to the researcher. This method is also most appropriate to the topic of this study as this study is looking at how South African consumers respond to Nike's use of famous international footballers as brand endorsers at a specific point in time and not over an extended period of time.

3.2. POPULATION AND SAMPLING

The population for this study will be young men living in Johannesburg, between the ages of 20 and 35, who are currently watching and following European football, who have been doing so for five or more years and who purchase products of sporting brands. The population only includes males as, according to Zimmermann (2016), upwards of 60% of European football watchers among Europe's biggest countries are male. As the majority of those who watch European football are male, this study will only focus on men. The population only includes those living in Johannesburg as the study is being conducted in Johannesburg and the researcher does not have the resources required to conduct the research elsewhere. The population only includes those between the ages of 20 and 35 as, according to Mander and McGrath (2015), this age group makes up the majority of those who watch European football, who actively follow sports stars on Social Media and who find and engage with brands via celebrity endorsement. Race is not a determining factor of the population as watching and following European football is not specifically done by one particular race.

When it comes to sampling, there are various aspects that must be considered and decided upon. The first is the unit of analysis. The unit of analysis for this study will be individuals as interviews will be used to collect the data and interviews can only be conducted individually. The second is the sampling method. According to Maree (2016), there are two classes that sampling methods fall into: probability and non-probability sampling. In probability sampling, each component of the population has a non-zero and known chance of being selected while non-probability sampling is not random (Maree, 2016). Therefore, probability sampling means that each component has the same, random chance of being selected and non-probability sampling means that each component has a different, non-random chance of being selected. This study will use the non-probability sampling method as time is limited, the instruments used to measure the data must be tested and the population is difficult to

access. The specific non-probability sampling method to be used is the snowball sampling method. The snowball sampling method starts off by finding one or more people that fall within the population and then asking them to refer others that also fall within the population (Maree, 2016). This sampling method will be used in order to try and minimise the researcher bias that comes with other non-probability sampling methods such as convenience sampling. Finally, the intended sample size of this study will be six people who fall within the population. The sample size is six as interviews will be conducted to collect the data and each interview is time consuming to conduct and analyse and there is limited time to conduct this research.

3.3. DATA COLLECTION METHOD

The data collection method for this study will be semi-structured interviews. A semi-structured interview is one where the interviewer can have a prepared list of questions yet does not strictly have to follow this list but instead, makes use of semi-structured, open-ended questions that allows the conversation to flow without a strict path (Doyle, 2017). This method will be used as the data and information needed to be collected is about understanding people's attitudes, perceptions and purchase intentions and a semi-structured interview is the best method for this. The interviews will be conducted face-to-face and will also be recorded in order to transcribe and analyse all the data afterwards. Each interview will take between 45 minutes to an hour, which will give the interviewer enough time to gather all the necessary information. There will be roughly ten open-ended questions, however, not every question may be asked and the researcher will determine this while conducting the interviews. Screening questions will also be asked beforehand in order to ensure the interviewees fall within the population. A triangulation method of market research will also be used in order to corroborate all the data. The triangulation method will include the secondary research that makes up the literature review, the primary qualitative research that will be conducted to collect the necessary data and possible further research to confirm the findings. All of this will help in collecting all the relevant data that is needed to answer the research questions and to fulfil the purpose of this study.

Below is a list of the data collection process:

Collection Method	Date	Name
Semi-structured interview	20/08/2017	Participant A
Semi-structured interview	14/09/2017	Participant B
Semi-structured interview	16/09/2017	Participant C
Semi-structured interview	17/09/2017	Participant D
Semi-structured interview	18/09/2017	Participant E
Semi-structured interview	19/09/2017	Participant F

Table 3.1 – Data Collection

3.4. DATA ANALYSIS METHOD

The data analysis method for this study will be the Miles and Huberman framework for qualitative data analysis (Miles & Huberman, 1994). This qualitative data analysis method comprises of three stages.

The first stage is data reduction. The purpose of data reduction is to reduce the amount of data without losing any important information as well as not stripping the data from their context. This may be the first stage of this method yet it is conducted continuously throughout the data analysis process. In the early stages of analysis, it happens through summarising the data, in the middle stages, it happens through coding and in the later stages, it happens through explaining (Miles & Huberman, 1994).

The second stage is data display. Much like the data reduction stage, the data display stage is also done throughout the analysis process. It is the organising, compressing and assembling of the reduced information. It is essential to display the data as it helps in organising and summarising the data, showing what stage of analysis the researcher is in and can be used as a basis for further analysis. Data can be displayed in a variety of ways such as networks, graphs, charts and other types of diagrams (Miles & Huberman, 1994).

The third and final stage is drawing and verifying conclusions. The two previous stages are both conducted in order to help in drawing conclusions from the data. Instead of drawing conclusions after the data has been reduced and displayed, conclusions can be drawn concurrently with the first two stages. This could result in ill-formed and vague conclusions being drawn in the early stages. Throughout the stages, these conclusions are sharpened and improved and once all the data has been analysed, they can be finalised. The

conclusions that are drawn are in the form of propositions and once finalised, will be verified (Miles & Huberman, 1994).

With the use of Miles and Huberman's framework for qualitative data analysis, all the data that will be collected, will be analysed according to this method. The data will be reduced, displayed and finally, conclusions will be drawn and verified.

3.5. TRUSTWORTHINESS

In qualitative studies such as this one, it is important to ensure trustworthiness and there are four criteria that need to be considered. The four criteria are credibility, transferability, dependability and confirmability (Maree, 2016).

Credibility deals with how consistent the findings are with reality and how it is ensured that the reader will believe the findings (Maree, 2016). In order for this study to be credible, the research methods will be well-established, the research design will fit the research questions, the sampling will be purposive and well-defined, the data collection methods will be detailed and a triangulation of research methods will be used.

Transferability deals with whether or not the findings of this study can be transferred to a similar situation (Houghton, C, Casey, D, Shaw, D & Murphy, K, 2013). In order for this study to be transferable, the researcher will focus on how representative the participants of the study are to the context that is being studied as well as focusing on the context that the findings will apply to.

Dependability refers to how stable and dependable the findings of this study are over time (Anney, 2014). The researcher will demonstrate the dependability of this study through the research design and how it is implemented, the functioning detail of the data collection process and the insightful evaluation of the project.

Confirmability deals with how the findings of this study are formed by the participants and not by the motivation, bias or interest of the researcher (Maree, 2016). In order for this study to be confirmable, the researcher will use a triangulation method of research as well as reducing the impact of researcher bias. The triangulation method and how it will be used has been discussed previously and the impact of researcher bias will be reduced by the

researcher taking a neutral stance during the data collection and analysis stages so as to not let their own feelings influence the data.

These four criteria for trustworthiness will all be thoroughly followed and applied to this study in order to ensure that this study is a trustworthy one. Trustworthiness will also be ensured by conducting a pre-test, a pilot study as well as recording the interviews. A pre-test will be conducted with the help of the research supervisor who will thoroughly go through the interview guide in order to improve it and ensure it is ready to be tested in a pilot study. A pilot study will be done after the pre-test by conducting the interview with someone who falls within the population in order to fine tune the interview process and ensure that the interview guide and the researcher are ready to collect the data. The data collected from the pilot study will not be used in the analysis, it is only for the purpose of ensuring everything is ready for the study to be conducted. The interviews will be recorded so that everything that is said during the interview can be transcribed and analysed properly. This ensures that no data, no matter how big or small, is left out.

3.6. ANTICIPATED CONTRIBUTION

The most important contribution that this study will have is that it will aid in providing a deeper understanding of how South African consumers' attitudes, perceptions and purchase intentions of Nike are influenced by Nike using famous international footballers as brand endorsers. It will help South African consumers understand the effect that this strategy used by Nike has on them, it will help South African marketers understand how they could use this strategy to target South African consumers and it will help Nike understand how they could improve this strategy and target South African consumers better.

3.7. ETHICAL CONSIDERATIONS

In this research study, the following ethical considerations will be taken into account:

- All participants will agree to participate voluntarily and will sign a consent form before the interviews are conducted in order to ensure that no one was forced to be involved in this study.
- All participants will be fully informed as to what this study is about and will be able to decide for themselves if they would like to participate or not.

- All participants' information, both personal and that gathered from the interviews, will be kept confidential.
- All participants must provide permission for the researcher to record the interviews.
- No incentives will be provided to the participants in order for them to be involved.
- The researcher will ensure that there is no researcher bias when conducting the interviews by remaining neutral throughout the interviews.
- The researcher will ensure that all the appropriate, ethical steps are taken to ensure that this study will be an ethical one by following an ethical guide that states what should and should not be done.

3.8. LIMITATIONS AND DELIMITATIONS

The limitations for this study include:

- There is limited time to conduct this study which results in a representative sample not being able to be used.
- The results of this study will not be able to be generalised to the broader population as the population is large and only conducting six interviews will not result in enough information to be able to generalise the findings to the full population.

The delimitations of this study include:

- Only one brand (Nike) is being studied.
- Race is not being taken into consideration.
- Only looking at individual footballers and not clubs as each club is sponsored by a different brand.
- Only looking at males as, according to Zimmermann (2016), majority of European football watchers are male.
- Only looking at those situated in Johannesburg as that is where the researcher lives and it is where the research is being conducted.

CHAPTER 4: FINDINGS AND INTERPRETATION

4.1. INTRODUCTION

This chapter will discuss the findings from the conducted research. This study looks at the influence of Nike using famous international footballers as brand endorsers on South African consumers. It also uses the balance theory, the theoretical framework upon which this study is based, to determine the relationship between three elements. The three elements are Nike's brand image, which can be linked to consumers' perceptions, the famous international footballer, which can be linked to consumers' attitudes and the South African consumer, which can be linked to purchase intentions. All of this, with regards to the balance theory, will be discussed in detail in this chapter.

Miles and Huberman's framework for qualitative data analysis (Miles & Huberman, 1994) was used to develop the three categories as well as the themes within each category via a three-step process which includes data reduction, data display and drawing and verifying conclusions. The three categories that were developed, with the use of the research questions and objectives as well, are Consumers' Perceptions, Consumers' Attitudes and Purchase Intentions.

The findings from the conducted research were generated from six semi-structured interviews with a sample of young men living in Johannesburg, between the ages of 20 and 35, who are currently watching and following European football, who have been doing so for five or more years and who purchase products of sporting brands. These semi-structured interviews were transcribed and coded and then used to determine the findings.

The conducted research's findings will also be interpreted according to the findings from the literature and it will be determined whether the findings support or contradict those from the literature.

4.2. CONSUMERS' PERCEPTIONS

Perception can be defined as a process of using all five senses to obtain, choose and interpret stimuli from the environment (Kardes, Cline and Cronley, 2011). Through this process, people can define their own worlds and develop meaning from the overall environment (Roux-Fougère & Segalen, 2014). Williams (2017) defines perception as an individual recognising and interpreting sensory information. Perception can then be understood as how people view certain information, using their five senses, and how the information changes their opinions of the world. Roy (2016) builds on these definitions of perception and incorporates it into consumers' perceptions. Roy (2016) states that a consumer's perception "encompasses customers' impression, awareness and/or consciousness about a company or its offering". Therefore, consumers' perceptions are what their impression is, what their awareness is and how conscious they are about a certain brand or its offering, according to how they have interpreted sensory information about the brand or its offering. It is what consumers think about a brand or its offering.

The following table is a summary of the findings from the Consumers' Perceptions category. This category is broken down into two themes, which are perceptions of Nike's brand and link between Nike and sponsored footballer.

<u>Category Name:</u> Consumers' Perceptions			
<u>Theme (Code):</u>	<u>Definition:</u>	<u>Frequency:</u>	<u>Verbatim Quote:</u>
Perceptions of Nike's brand	What South African consumers think about Nike as a brand.	6/6 – positive perception	"Uh, well obviously I think their brand is pretty amazing. Like especially what they've done like transitioning between like obviously a sports kit and sports utility provider to like more the lifestyle provider. Like I mean if you look at their shoes, that's like, even though they're a sports brand, they've managed to sell their shoes in sort of the mainstream which is pretty impressive" – Participant D
Link between Nike and	The importance of the link between Nike and the famous	5/6 – link is important	"Ya I do believe so. If he was to have a negative, bad boy attitude I think you would kind of shy away

sponsored footballer	international footballers that they sponsor, both personality and image wise of Nike and the footballer.		from Nike more but seeing that if you like him and you like his personality and he's actually a good individual, you tend to agree with what his sponsors are because you think that they like to back a good individual themselves" – Participant B
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Table 4.1 – Consumers' Perceptions

4.2.1. Perceptions of Nike's brand

As discussed above, consumers' perceptions include their awareness, impression as well as their consciousness about a brand or its offering (Roy, 2016). Therefore, South African consumers' perceptions of the Nike brand and its offerings are based on how aware they are of Nike, what their opinions of Nike are and how conscious they are of Nike.

From the research conducted, it was found that all six of the participants have a positive perception of the Nike brand. Among the specific perceptions of the Nike brand are that they always produces high quality products, their products often stand out in a crowd and they always use the best technology in all their products. One participant stated that "the way they (Nike) show themselves out is really good ... like when you see their sportsmen or their adverts or their stores, it's always up to date, good marketing" (Participant C, 2017).

From the findings from the literature, one study found that the majority of South Africans have positive perceptions of the Nike brand and only 1% have negative perceptions (Diniso & Chuchu, 2017). Therefore, the findings from the conducted research supports the findings from the literature as all six participants stated that they have a positive perception of Nike.

4.2.2. Link between Nike and sponsored footballer

The link between an endorsed athlete and the brand that they are endorsing is important as brands want to associate themselves with athletes that share the same values as the brand (Roux-Fougère & Segalen, 2014). Therefore, Nike must, and do, find the athletes, in this case footballers, that are a good match to use as their brand's endorsers.

It was found, from the conducted research, that five out of the six participants perceive the link between Nike and the famous international footballers they sponsor to be of high importance. One specific perception is that if a footballer has a bad attitude or a poor personality, they do not embody Nike's brand essence and the relationship between the two is not positive if the footballer is not behaving properly. However, one participant stated that the link between Nike and the footballer is not as important as the link between Nike and the football teams they sponsor. Participant A (2017) stated that "So, in my opinion, I think in a team sport, as soccer, I think the logo and the sponsor of the team is more important than the individual ... I think in a team sport like soccer, the fact that someone is individually sponsored by Nike it doesn't, uh, it doesn't link up to me that much but if you take a sport like golf and when you think of Nike you think of Tiger Woods".

As stated above, the findings from the literature were that the link between a brand, Nike, and the famous athletes, or famous international footballers, is important and that the footballer's values must be the same as the values that Nike have (Roux-Fougère & Segalen, 2014). Therefore, the findings from the conducted research supports the findings from the literature as five out of the six participants stated that the link between Nike and the famous international footballers they sponsor is important.

4.2.3. Interpretation

Overall, it was found that the conducted research supports the literature when it comes to consumers' perceptions. From both the literature and the conducted research, it is clear that consumers', specifically South African consumers', perceptions of Nike are positive as well as the fact that the link, in values, between Nike and the endorsed footballer is of utmost importance. This means that South African consumers have positive thoughts about Nike and see Nike as a large and impressive brand in all aspects. It also means that South African consumers think that it is important for Nike and the famous international footballers that they sponsor to share the same values, otherwise the partnership between the two is not seen a healthy one.

It is interesting to note, however, that one participant stated that when it comes to football and Nike's sponsorships within the sport, it is more impactful when Nike sponsors a football team rather than an individual. As football is a team sport, the team is seen as more

important than the individuals within it. Therefore, Nike's sponsorship of football teams can play just as important a role as their sponsorship of individual footballers.

The key takeout from this category is that Nike has a very positive and healthy image among South African consumers and the majority of South African consumers feel that it is important for both Nike and the famous international footballers that they sponsor to share the same values as this leads to improved perceptions of both Nike and the footballer.

This category links with the theoretical framework of the study, which is the balance theory, as the first of the three elements within this framework is South African consumers' perceptions of Nike's brand image. As discussed above, from the conducted research and the literature, South African consumers' perceptions of Nike's brand image are positive. The other two elements will still be discussed and it will be determined whether or not the three elements are balanced and harmonious and aligned with the balance theory framework.

4.3. CONSUMERS' ATTITUDES

An attitude is a long-lasting, overall assessment of an individual's issues, objects or advertisements (Hoekman, 2010). An attitude, therefore, is how we feel about certain things and this attitude can be caused by a number of variables. It is long-lasting and an overall assessment as each variable will have a different impact on the attitude but it is all these variables brought together, through a period of time, that create the overall attitude. Owah (2015) furthers this definition by stating that an attitude is a predisposition with respect to things and shows whether we like or dislike something. Whether we like or dislike something will influence our intentions towards it. When it comes to consumer attitudes, Perner (2017) states that a consumer's attitude is the combination of their feelings about, beliefs about and behavioural intentions towards a brand or its offering. Therefore, consumers' attitudes are how they feel about a brand or its offering.

The following table is a summary of the findings from the Consumers' Attitudes category. This category is broken down into four themes, which are sponsorship, sporting scandal, personal scandal and charity.

Category Name: Consumers' Attitudes			
Theme (Code):	Definition:	Frequency:	Verbatim Quote:
Sponsorship	Attitudes towards favourite footballer being sponsored by Nike	4/6 – no change in attitudes	“Um, it wouldn't really make a difference to me. I mean like the branding and the sponsorships of the players are not really important to me when I watch the sport. I mean their skill and their ability is like what I look for in a player rather than their branding” – Participant F
Sporting Scandal	Attitudes towards footballer and Nike if the footballer was involved in a sporting scandal	6/6 – negative attitudes towards footballer	“Ya I think it would. I mean actually that's a good point. I suppose like probably one of the reasons that I like Gareth Bale is because he's just got like the idea of started, sort of, in the youth ranks and sort of worked his way honestly up to becoming like sort of the player he is now. So I suppose any athlete that dopes, it's sort of like, it would taint sort of how much I admire them. So definitely, if Gareth Bale was found to be doping, I think it would definitely lead me to not admiring him as much” – Participant D
		3/6 – negative attitude towards Nike	“The brand that they give off individually affects the brand that they're sponsored by. So the values that he has will automatically, um, reflect the values of the sponsor. So if he does something bad, it's going to give me a negative connotation towards the brand as well because why they sponsoring him instead of someone else who abides by the rules and does the right thing than someone who is willing to break the law” – Participant A
		3/6 – no change in attitude towards Nike	“I don't think it would. I feel that it's more him that he's messed up in that doping scandal or if something like that was to happen whereas Nike have had no control over it” – Participant B

Personal Scandal	Attitudes towards footballer and Nike if the footballer was involved in a personal scandal	3/6 – negative attitude towards footballer	“Uhhhhh ya I mean obviously it’s not a great thing to do so ya it probably would, it would uh, definitely change the way I think about him like as a player” – Participant D
		3/6 – no change in attitude towards footballer	“No because that’s his personal life. Professionally on the pitch, that’s what’s important if you’re a football fan, not what he gets up to on his own personal business” – Participant E
		4/6 – no change in attitude towards Nike	“No I don’t think so. I feel that yet again Nike is separate from him and because it is in his personal capacity, I don’t see that Nike would look bad because of what he’s done on his own” – Participant B
Charity	Attitudes towards footballer and Nike if the footballer was involved in a charity	5/6 – positive attitude towards footballer	“Um, well it would. As much as I do like him, it would make me still like him ... if it’s one of the really good players that I do like and he does do stuff like that, it would make me like them more as a sportsman, support them in sport, that kind of stuff” – Participant C
		3/6 – positive attitude towards Nike	“If Nike had to get involved, yeah they don’t have to give thirty million dollars or something. They can just help out maybe promote, even if they don’t give money, just help promote the charity, it would do a lot for swinging like me in the way of the actual brand itself” – Participant C
		3/6 – no change in attitude towards Nike	“I think just because he gives charity doesn’t mean that Nike is so generous. I think that he gives charity in his personal capacity not because of Nike” – Participant A

Table 4.2 – Consumers’ Attitudes

4.3.1. Sponsorship

McCracken (1989) stated that a sponsored celebrity, or a celebrity endorser, is someone who enjoys public recognition and uses it to endorse a consumer good by appearing with it in any form of advertisement. This can then result in changes in consumers' attitudes towards both the celebrity, in this case the famous international footballer, and the brand sponsoring the footballer depending on a number of variables.

According to the research conducted, four out of the six participants stated that their attitudes would not change if their favourite footballer was sponsored by Nike. One participant stated that it would only make a difference if the footballer was sponsored by Nike over a small brand such as Fila or Reebok but when it comes to other big brands such as Adidas, that do sponsor major football teams and footballers unlike Fila and Reebok, it would not make a difference. Another participant stated that they "don't know if it would really change anything ... ya it wouldn't make a huge difference" (Participant D, 2017).

From the findings in the literature, one study found that a brand that uses celebrities, or famous international footballers, as brand endorsers can influence the attitudes of South African consumers (Ndlela & Chuchu, 2016). Brand recall, awareness and loyalty can be influenced by a brand, such as Nike, using this strategy. Therefore, the findings from the conducted research contradict the findings from the literature as four out of the six participants stated that their attitudes would not change if their favourite footballer was sponsored by Nike.

4.3.2. Sporting Scandal

Roux-Fougère and Segalen (2014) state that when an athlete is sponsored by a brand and that athlete is involved in a scandal, consumers' attitudes towards both the athlete and the brand can be significantly affected. The scandal can be in the form of a sporting scandal such as doping.

The conducted research found that all six of the participants would have negative attitudes towards their favourite footballer if they were involved in a sporting scandal such as doping. While half of the six participants stated that their attitudes towards Nike would not change if they sponsored the footballer. With regards to having negative attitudes towards the

footballer, one participant said, “Ya. I mean I don’t think there’s any place in the sport for doping. Um, I mean if that made him a better player it would obviously be an unfair advantage and then he wouldn’t be the player that I thought he was” (Participant F, 2017). With regards to having no change in attitudes towards Nike if they sponsored the footballer, another participant said “No, not at all. I think that’s very out of Nike’s control” (Participant F).

From the literature, it was found that when an athlete is involved in a scandal, consumers’ attitudes towards the athlete and the brand sponsoring them do, in fact, become significantly negative (Roux-Fougère & Segalen, 2014). Therefore, the findings from the conducted research support the findings from the literature, as all six participants stated that they would have negative attitudes towards the footballer in this scenario. However, the conducted research findings also contradicts the literature findings as only half of the six participants stated that they would have negative attitudes towards the brand, Nike, if the footballer they sponsor is involved in a sporting scandal.

4.3.3. Personal Scandal

As discussed above, when an athlete is involved in a scandal, consumers’ have negative attitudes towards the athlete and the brand that sponsors them (Roux-Fougère & Segalen, 2014). The scandal can also be in the form of a personal scandal such as cheating on a partner.

From the conducted research, it was found that half of the six participants would have negative attitudes towards their favourite footballer if he was involved in a personal scandal such as cheating on his partner. While four out of the six participants’ attitudes towards would also not change if Nike sponsored the footballer. With regards to having negative attitudes towards the footballer, one participant said, “I think it would also because you look at these guys as role models that try to be inspirations to everyone who watches them so I feel like if they do something that you see you wouldn’t personally do yourself, it does give a negative reflection on him” (Participant B, 2017). With regards to having no change in attitudes towards Nike if they sponsored the footballer, the same participant said, “No I don’t think so. I feel that yet again Nike is separate from him and because it is in his personal capacity, I don’t see that Nike would look bad because of what he’s done on his own” (Participant B, 2017).

The literature found, as previously discussed, that when an athlete is involved in a scandal, consumers' attitudes towards the athlete and the brand sponsoring are negatively affected (Roux-Fougère & Segalen, 2014). Therefore, the conducted research's findings contradict the literature findings as only half of the six participants stated that they would have negative attitudes towards the footballer in this scenario. The conducted research's findings contradict the literature findings again as four out of the six participants stated that their attitudes towards the brand, Nike, would not be affected by a sponsored footballer being involved in a personal scandal.

4.3.4. Charity

With regards to a famous international footballer being involved in charity work, Roux-Fougère and Segalen (2014) state that consumers' attitudes towards the athlete and the brand sponsoring them are not affected in this scenario. Charity work can include hosting events such as fundraiser or something as simple as donating to worthy causes.

According to the conducted research, five out of the six participants would have positive attitudes towards their favourite footballer if he was involved in his own charity work. While half of the participants stated that they would also have positive attitudes towards Nike if Nike sponsored the footballer. When it comes to having positive attitudes towards the footballer, one participant said, "Ya, I think because they willing to give back and they're trying to actually prove that they are nice guys. I feel like he is a nice individual because he does more than just play soccer, he helps in charity with the community and it does give a good personality. Like you see him as a better individual because of that" (Participant B, 2017). While when it comes to having positive attitudes towards Nike if they sponsored the footballer, another participant stated that "I suppose so, yes ... obviously if Nike was like associated with someone like that then obviously it just leads to a greater reputation, greater like... it just leads to more positive things being said about that person and said about Nike" (Participant E, 2017).

From the literature, it was found that consumers' attitudes towards a famous international footballer, and the brand that sponsors them, are not affected by the footballer being involved in charity work as the footballer earns a lot of money and should be involved in charity regardless (Roux-Fougère & Segalen, 2014). Therefore, the findings from the

conducted research contradict the findings from the literature as five out of the six participants stated that their attitudes towards the footballer would improve if he was involved in charity work. The conducted research's findings contradict the literature findings again as half of the six participants stated that their attitudes towards the brand sponsoring the footballer, Nike, would also improve if the footballer was involved in charity work.

4.3.5. Interpretation

Overall, the findings from the conducted research in this category mostly contradict the findings from the literature with only finding supporting what was found in the literature. The six findings, from the conducted research, that contradict the literature are that the majority of South African consumers' attitudes would not change if their favourite international footballer was sponsored by Nike, only half of them would have negative attitudes towards Nike if they sponsored a footballer who was involved in a sporting scandal, only half of them would have negative attitudes towards the footballer if he was involved in a personal scandal, the majority of South African consumers' attitudes towards Nike, if Nike sponsored a footballer who was involved in a personal scandal, would not change, the majority of them would have positive attitudes towards the footballer if he was involved in charity work and only half of them would have positive attitudes towards Nike if they sponsored a footballer who was involved in charity work. The one finding that supports the literature is that South African consumers would have negative attitudes towards a footballer if he was involved in a sporting scandal such as doping.

It is interesting to find that almost all of the findings from this category contradict what was found in the literature. It is clear to see that South African consumers' attitudes, with regards to the above scenarios, differ from the consumers in previous studies conducted elsewhere. The key takeout from this category is that South African consumers' attitudes differ when it comes to different scenarios but the majority of them agree that their attitudes would not change if their favourite footballer was sponsored by Nike, that they would have negative attitudes towards a footballer if he was involved in a sporting scandal, that their attitudes of Nike would not change if a footballer they sponsor was involved in a personal scandal and that they would have positive attitudes towards a footballer if he was involved in charity work.

This category links with the balance theory, the theoretical framework of this study, as the second element within this framework is South African consumers' attitudes towards famous

international footballers and Nike. As discussed above, South African consumers' attitudes towards a footballer and Nike differ in different situations and this causes the balance between all three elements of the balance theory to change. This makes it more difficult to determine whether or not the three elements are balanced and harmonious. The third and final element will still be discussed and whether or not the three elements are balanced and harmonious and aligned with the balance theory framework.

4.4. PURCHASE INTENTIONS

A consumer's purchase intention is the inclination to purchase a product or service, either now or sometime in the future (Lakshmi & Kavida, 2016). A consumer may have a certain preference with regards to a product or service and if this preference is significant enough, it will increase the chances of them purchasing the product or service. Wu (2015) defines purchase intention as the likelihood for consumers to buy a product. It is about whether a consumer is more or less likely to buy a product depending on how they feel about it. Baker, Donthu and Kumar (2016) expand on these two definitions by stating that purchase intention is the degree of readiness and motivation to ultimately buy a brand's product. Therefore, purchase intention is the overall chances of a consumer buying a product or service depending on their perceptions and attitudes towards it and what motivates them to want or need it.

The following table is a summary of the findings from the Purchase Intentions category. This category is broken down into two themes, which are purchasing of sporting brands' products and influence of sponsorship.

<u>Category Name:</u> Purchase Intentions			
<u>Theme (Code):</u>	<u>Definition:</u>	<u>Frequency:</u>	<u>Verbatim Quote:</u>
Purchasing of sporting brands' products	What sporting brands do South African's purchase, both sporting and lifestyle, products from and why.	5/6 – purchase Nike products	"The fact that it's Nike and you know you're getting a quality product, it is probably the reason I would turn towards Nike before any other brand" – Participant A

Influence of sponsorship	Are South African consumers more likely to purchase Nike products if Nike sponsor a footballer they like or would it not make a difference	3/6 – more likely	“Let’s say if I saw Lionel Messi wearing a brand-new pair of sneakers ... then you would associate that pair of sneakers with him and then you would start looking for those sneakers in your own personal life and that generally just leads to a connection towards Nike and then you obviously going to go more actively pursue purchasing Nike products” – Participant E
		3/6 – does not make a difference	“The two things that I look for when I buy something is comfort and looks. And if something feels comfortable and looks good, regardless of who wears it, um, I’d purchase that. I wouldn’t be inclined to purchase something just because someone else wears it” – Participant F

Table 4.3 – Purchase Intentions

4.4.1. Purchasing of sporting brands’ products

According to Euromonitor International (2017), Nike is one of the most purchased sportswear brands in South Africa and one of the major contributing factors to this is the emergence of the ‘athleisure’ trend. Many South African consumers enjoy wearing stylish,

sporty clothing and apparel in their everyday lives and Nike provide some of the best products, which is why they are one of the most purchased sportswear brands in the country.

The conducted research found that five out of the six participants purchase Nike products, whether they are sports products or lifestyle products. When asked why they purchase Nike products, one participant stated that “Uh, ya I think for Nike like especially with the shoes, I mean that’s just a case of like they’ve done just a good job and like making their shoes pretty cool so I honestly think that as well as like their shoes just being very cool I also think that technology wise, they do like a good job with the latest materials and just making sure that like the stuff they sell like optimises performance” (Participant D, 2017). While another participant said, “I’ve never actually thought about why I would purchase something like Nike but I suppose when you walk into like commercial stores, something like that, based on the association that you’ve had before with watching these players wearing these new Nike boots and they’re very well promoted within like specific stores as well. Or online let’s say you go onto Instagram or Facebook or Twitter, you do see this specific sports equipment being promoted and I suppose that generally just leads to an association with a certain brand and for me that’s been Nike” (Participant E, 2017).

From the literature, it was found that many South African consumers do purchase Nike products, whether it is sports products or lifestyle, casual products (Euromonitor International, 2017). Therefore, the findings from the conducted research support the findings from the literature as five out of the six participants stated that they do purchase Nike products.

4.4.2. Influence of sponsorship

According to Pilon (2015), the influence that sponsorship has, especially when the person being sponsored is an athlete, can be very effective for brands in improving the purchase intentions of consumers. Pilon (2015) also states that Nike is the top endorsed brand.

From the conducted research, it was found that half of the six participants would be more likely to purchase Nike products if Nike sponsored their favourite footballer while the other half stated that it would not make a difference to their purchase intentions. Of those who would be more likely, one stated that “I probably would want to buy like a jersey that he (Paul Pogba) has or like a tracksuit top or something like that and just why, because yeah, I really

like him and I think he's got good style, good fashion and he presents himself really well in public and on the sports field" (Participant C, 2017). While of those who it would not make a difference for, one stated that "Um, I don't think it would really influence my purchasing preferences. I mean again, like when I say he's like my favourite player like not to the extent that like if I see him wearing Nike shoes, I wanna go purchase those shoes" (Participant D, 2017).

From the literature, it was found celebrity sponsorship is effective in increasing consumers' purchase intentions. Vasconcelos (2014) proves this by giving the example of Puma's annual tennis racquet sales increasing by 135 000 per year after Boris Becker, a Puma endorser, won the 1985 Wimbledon tournament. As Becker was one of the best tennis players at the time, people looked up to him and wanted to be like him and, therefore, started buying Puma racquets purely because Becker was using them. Therefore, the conducted research contradicts the findings from the literature as only half of the six participants stated that they would be more likely to purchase Nike products if their favourite footballer was sponsored by Nike.

4.4.3. Interpretation

Overall, it was found that, in this category, the conducted research supports the literature when it comes to South African consumers' purchase intentions of Nike products. However, the conducted research does, somewhat, contradict the literature when it comes to the influence of Nike's use of famous international footballers as brand endorsers, on South African consumers. It is clear that the majority of South African consumers enjoy purchasing Nike products and do so, whether it is sportswear or casual/lifestyle wear. As only half of the six participants stated that they would be more likely to purchase Nike products if Nike sponsored their favourite international footballer, the findings from the conducted research do contradict what was found from the literature. However, it is still clear that this strategy does work and does have a positive influence on South African consumers, although not as much as would be expected.

The key takeout from this category is that the majority South African consumers have positive purchase intentions of Nike products and they do purchase these products either occasionally or on a regular basis. Also, although only half of the South African consumers feel that Nike's famous international footballer endorsement strategy would be effective in

increasing their purchase intentions of Nike's products. However, this is still a significant number and it shows the strategy does work, to a certain extent.

This category links with the theoretical framework of the study, the balance theory, as the third, and final, of the three elements within this framework is South African consumers' purchase intentions of Nike products. As previously discussed, the conducted research and the literature found that South African consumers have positive purchase intentions of Nike products and that Nike's use of famous international footballers as brand endorsers can be effective. When bringing all three elements of the balance theory together, South African consumers have positive perceptions of Nike, their attitudes towards a footballer and Nike differ in certain scenarios and their purchase intentions of Nike products are positive. As their attitudes towards the two differ in different scenarios, it can disrupt the balance and harmoniousness of the balance theory. As all three elements in the balance theory need to be consistent, the fact that the attitudes element is dynamic may be the reason why only half of the South African consumers would be more likely to purchase Nike products if their favourite footballer was sponsored by Nike. If the attitudes element can become more static, then the possibility of more South African consumers becoming increasingly likely to purchase Nike products if Nike sponsored their favourite international footballer, may increase and improve. Therefore, the balance between the three elements of the balance theory is not harmonious and needs to become so for this strategy of celebrity/athlete endorsement to be more effective in South Africa.

4.5. CONCLUSION

In conclusion, this chapter has discussed the findings from the conducted research and interpreted them according to the findings from the literature. It was found that not all of the findings from the conducted research support those from the literature. Some of the findings contradict those from the literature. However, this leads to a better understanding of the influence, on South African consumers, of Nike's use of famous international footballers as brand endorsers and provides an opportunity to improve Nike's use of this strategy in South Africa. The overall, key finding is that only half of South Africans are more likely to purchase Nike products if Nike sponsor their favourite international footballer.

CHAPTER 5: INTERPRETATION AND RECOMMENDATIONS

5.1. INTRODUCTION

The final chapter of this study uses the findings from the previous chapter in order to answer the research questions and address the research problem. In order to get to this point, a literature review was conducted to get an understanding of what will be researched and how it will be conducted, then the research methodology was developed followed by the actual research being conducted. All of this was done in order to answer the research questions, address the research problem and make recommendations for Nike and the industry to improve the use of celebrities, in this case famous international footballers, as brand endorsers. These three things will now be discussed in detail.

5.2. RESEARCH QUESTION 1

What are the perceptions of South African consumers towards Nike using famous international footballers as brand endorsers?

Firstly, it was found that South African consumers have very positive perceptions of Nike. These perceptions include that they are a big and successful brand and that they always produce products that are stylish, high in quality and utilise the newest and best technology.

When it comes to South African consumers' perceptions towards Nike using famous international footballers as brand endorsers, it was found that the majority of South African consumers have positive perceptions of this but only if Nike and the footballer share the same values. In order for this strategy to be effective, according to South African consumers, the footballer being used as a brand endorser must have the same values as Nike or else the partnership between the two will not be seen as healthy and trustworthy. However, it is also interesting to note that some South African consumers have enhanced perceptions with Nike's sponsorship of football teams rather than individuals as football is a team sport and the team is more important than any individual.

Therefore, South African consumers have positive perceptions of Nike and their use of famous international footballers as brand endorsers. Yet there are opportunities to focus

more on team sponsorship as well, as this has potential to improve South African consumers' overall perceptions of Nike.

5.3. RESEARCH QUESTION 2

How do South African consumers' perceptions of the brand endorsers influence their attitudes towards Nike?

Firstly, it was found that the majority of South African consumers' attitudes, towards both Nike and the footballer, would not change if their favourite international footballer was sponsored by Nike. As previously discussed, South African consumers have positive perceptions of Nike already and obviously have positive perceptions of their favourite footballer so they would still have the same perceptions if Nike sponsored their favourite footballer.

When it comes to any changes in South African consumers' attitudes towards Nike and their favourite footballer, if Nike sponsored them, there are some scenarios in which their attitudes towards either one or both, would change. If the footballer was involved in a sporting scandal, South African consumers' attitudes towards the footballer would be negative but only half would have negative attitudes towards Nike. While if the footballer was involved in a personal scandal, half of South Africans would have negative attitudes towards the footballer and the majority's attitudes towards Nike would not change. Finally, if the footballer was involved in charity work, the majority of South African consumers would have positive attitudes towards the footballer and only half would have positive attitudes towards Nike.

Therefore, South African consumers' perceptions of the footballer being used as a Nike brand endorser can change their attitudes towards both the footballer and Nike. However, this depends on the scenario in which the footballer is involved in.

5.4. RESEARCH QUESTION 3

How do South African consumers' attitudes of the brand endorsers influence their purchase intentions of Nike products?

Firstly, the majority of South African consumers already purchase Nike products based on their perceptions of Nike, which have been discussed above. As they are already purchasing Nike products, it can only be determined if they would be more or less likely to continue or increase their purchase intentions of Nike products if Nike sponsored their favourite footballer.

When it comes to whether or not South African consumers would, in fact, be more likely to purchase Nike products, or if there would be no change at all in their purchase intentions, if Nike sponsored their favourite international footballer, half would be more likely to increase their purchase intentions. The other half, however, would see no change in their purchase intentions of Nike products yet the majority of these consumers purchase Nike products anyway.

Therefore, while the majority of South African consumers already purchase Nike products, half of them would be more likely to increase their purchase intentions due to their attitudes towards the footballer endorsing Nike.

5.5. RESEARCH PROBLEM

To evaluate the influence of Nike using famous international footballers as brand endorsers on South African consumers' perceptions, attitudes and purchase intentions of Nike.

The problem being looked at is whether or not the use of famous international footballers as brand endorsers for Nike has a positive influence on South African consumers.

From the above interpretations and answers to the research questions, it can be concluded that Nike's use of famous international footballers as brand endorsers has an overall positive influence on South African consumers' perceptions, attitudes and purchase intentions of Nike. There is, however, different ways in which this strategy can be improved and these recommendations will now be discussed.

5.6. RECOMMENDATIONS

The following are recommendations that can be made according the findings from the research conducted in this study:

- As the use of famous international footballers as Nike brand endorsers has been proven to be successful in South Africa, Nike could increase their use of South African footballers as brand endorsers as local football is huge in the country.
- Nike could focus more on sponsorships of football teams and communicate this in the South African market as some South African consumers find this strategy more effective than sponsorships of individual footballers.
- Other brands operating in South Africa can use the famous football as a brand endorser strategy as it has been proven to be successful.
- South African consumers can use this study to understand how Nike use this strategy to influence their perceptions, attitudes and purchase intentions.
- As this strategy has been proven to be successful and as sports is a huge part of South African culture, Nike could branch out and sponsor individuals and teams of other sports that have a large following in the country.

5.7. CONCLUSION

To conclude this chapter and the overall study, it was necessary to conduct this research in order to solve the problem of a lack of understanding how Nike's use of famous international footballers as brand endorsers influences South African consumers' perceptions, attitudes and purchase intentions. Each chapter in this study has been a step towards answering the research questions and solving the research problem. Chapter one introduced the purpose of this study and what it is about, chapter two was a review of previous literature relating to the topic of this study, chapter three discussed the research methodology and how the research will be conducted and analysed, chapter four showed the findings from the conducted research as well as the interpretations of them and chapter five is a conclusion of the study with recommendations of how this study could be beneficial. Finally, the overall finding of the research is that Nike's use of famous international footballers as brand endorsers has a positive influence on South African consumers' perceptions, attitudes and purchase intentions of Nike.

APPENDICES

Appendix A:

Appendix B:

Interview Guide:

Hi, my name is Jarryd Buchalter. I am an honours student at Vega doing academic research on Nike's use of famous international footballers as brand endorsers and their influence on South African consumers. Please be open, honest and free to express your opinions and feelings of the questions being asked. There are no right or wrong answers. I would also like to ask for your permission to record this interview.

1. Introduction:

- Who is your favourite international footballer?
- Which European football team/s do you support?
- Do you know who they (footballer and team) are sponsored by?

2. Perceptions:

- What do you think of the Nike brand?
- What do you think about Nike with regards to football?
- How important do you think is the link between Nike and the famous international footballers they sponsor, such as Ronaldo, Neymar and Hazard? Why? **side note – link = personality, image...**

3. Attitudes:

- How would you feel if your favourite footballer was sponsored by Nike? *
- If the footballer was a part of a scandal, will it change how you feel about him and, in turn, Nike? Why? (give eg – 1 sport and 1 personal life)
- If the footballer was involved in his own charity work, will it change how you feel about him and, in turn, Nike? Why? (give eg)

4. Purchase Intentions:

- Do you purchase any sports products? Which brands and why?
- Do you purchase any lifestyle products of sporting brands? Why that/those brand/s?
- Because you like this footballer, and if they were sponsored by Nike, are you more or less likely to purchase Nike products? Why? *

Appendix C:

Participant A (Pilot Study):

Interviewer: Jarryd Buchalter

Interviewee: Participant A

Location: 24 Northwood, John Avenue, Bedford Park

Date: 20 August 2017

Key:

JB – Jarryd Buchalter

PA – Participant A

JB – Hi, my name is Jarryd Buchalter. I am an honours student at Vega doing academic research on Nike's use of famous international footballers as brand endorsers and their influence on South African consumers. Please be open, honest and free to express your opinions and feelings of the questions being asked. There are no right or wrong answers. I would also like to ask for your permission to record this interview.

PA – You have my permission.

JB – Ok, um. First off, just a couple of introductory questions. Um, who is your favourite international footballer?

PA – Uh my favourite footballer is probably Thomas Müller.

JB – Thomas Müller ok, why?

PA – Um he plays for the team I support internationally which is Germany and he just has a style that is like no other. He's an all-round footballer, he can do everything basically and his style is, it's not, it's not textbook either, it's his own style of playing and he pulls it off and I like individuality like that.

JB – Well that leads onto my next question. Um, which European football teams, as in clubs, do you support? Whether it's more than one or just the one.

PA – Ok so my team that I support in the Premier League is Newcastle. Um and the, and in Europe in general is Bayern Munich.

JB – Ok um, do you know who Thomas Müller is sponsored by?

PA – Not really, hahaha. So I think from, from I think Bayern Munich, they're sponsored by Adidas.

JB – Ya that's my next question is, um, the footballer, Thomas Müller, as well as the teams you support, being Newcastle and Bayern Munich?

PA – Ya so I'm pretty sure Bayern Munich is Adidas and I know Newcastle is Puma.

JB – Ok thank you. Now onto the, those were just the introductory questions, now onto the more in-depth questions. What do you think of Nike as a brand?

PA – So I think that they have built up their reputation through the years, um very well. Everyone knows Nike, that swish is a trademark to everyone. Um, I think the people that they've endorsed to be their brand ambassadors have been not, uh like, average people but the top of their sports. So that would also go a long way in endorsing the brand Nike but I think, um, the way Nike make products is always the best. Like it might not be the best but it's always viewed as the best. So that Nike swish on anything is just, you know what it is, you know what it represents.

JB – Ok, um, now what do you think of Nike with regards to football?

PA – Hm, so with regards to football, when I think of Nike, I actually think of Man United because they sponsored Man United in their peak. Um, and when I, uh and mostly soccer boots. When I think of Nike, I think of teams and boots. I don't really, really focus on an individual. As I said, like Thomas Müller, he's my favourite player and he plays in one of my favourite teams but I actually don't know who he's sponsored by. So, ya. Nike as a football brand, I just think of boots and kits, the brand on the kits mostly, not individual players.

JB – Ok, um. How important do you think is the link between Nike and the famous international footballers that they sponsor? Some examples of who they sponsor is Ronaldo, Neymar or Hazard. So how important do you think is the link between the player and Nike?

PA – So, in my opinion, I think in a team sport, as soccer, I think the logo and the sponsor of the team is more important than the individual. The only person I know that is sponsored by Nike is Cristiano Ronaldo because he's one of the best in the world. I think in a team sport like soccer, the fact that someone is individually sponsored by Nike it doesn't, uh, it doesn't link up to me that much but if you take a sport like golf and when you think of Nike you think of Tiger Woods. So I think that's more important when it's an individual sport like tennis even or Formula 1. Um, when it comes to soccer and rugby and knowing who's individually sponsored by what brand, I don't, I don't really know.

JB – Ok, um. Just a follow up question, would you think that the, just individually speaking, not thinking about the teams or anything, just Nike and Ronaldo. Do you think that Ronaldo's personality and his image, do you think it's important that that matches Nike's personality and image?

PA – Ya, of course. I mean if you have a brand ambassador that doesn't, uh, give off the same values and reputation as the brand that they're endorsing then obviously you've got a total mismatch there. So ya, definitely.

JB – Ok, um. Next questions, how would you feel if your favourite footballer, being Thomas Müller, was sponsored by Nike?

PA – In terms of what? How would I feel?

JB – In terms of would you be, would you like the fact that he was sponsored by Nike, would you think less of him, more of him? Just like on a personal, not related to his team, just him.

PA – So ya, um, I think it would maybe not enhance because like Nike and Adidas, like they, I wouldn't say one is better than the other but ya I mean if Thomas Müller was sponsored by Nike

instead of like Fila, you know, like a not well-known brand then ya. That would make a massive difference. Um, so ya when, ya. I didn't, is that fine?

JB – Ya hahaha, no wrong answers. Um, if Thomas Müller was part of a scandal, would it change how you feel about him and, in turn, Nike? So an example is, I'll give you two examples. The first is a sporting scandal. Let's say Thomas Müller was, um, caught doping. How would that change how you feel about him and, in turn, Nike if they sponsored him?

PA – Ya as I said in the question before, the brand that they give off individually affects the brand that they're sponsored by. So the values that he has will automatically, um, reflect the values of the sponsor. So if he does something bad, it's going to give me a negative connotation towards the brand as well because why they sponsoring him instead of someone else who abides by the rules and does the right thing than someone who is willing to break the law. Like personally, I don't know who in their right mind would sponsor Luis Suárez with the things that he's done. Like if he had to wear a Nike swish, like I don't agree with that. I think like if you do something bad, the ambassador should have a serious talk with you and just be like it's not working out.

JB – Ok and the second example would be like in their personal life. Like we just spoke about the doping example and now let's say Thomas Müller was caught cheating on his wife. Would that give you, would that influence how you feel about him and Nike more so or less than the sporting example?

PA – So when it comes to personal life, I think it's less public and it should be less public. So obviously like the morals and values should go along with your sponsor but no one is perfect all the time. So I don't think you should be penalised as much as if you would like, um, showing bad morals and values in the spotlight on the sport that you've been sponsored for. So I think that's a big line that I draw. So for instance, Tiger Woods. All the things happened in his personal life. Sure, that's not the right thing you can do but no one's perfect, no one's had the perfect bringing up. We all make mistakes and no one should be in the spotlight all the time but I think if you misbehave or you are being bad in the spotlight, which you are being paid to be in showing that brand, then ya, then there's a serious problem but the personal life, I think that's a bit of a grey area.

JB – Ok, um, similar kind of question now. If Thomas Müller was involved in his own charity work, would that change how you feel about him and again, Nike?

PA – Um, I think it would change how I feel about him but not necessarily the brand. although, as I said, the values and morals should be interlinked but I think just because he gives charity doesn't mean that Nike is so generous. I think that he gives charity in his personal capacity not because of Nike the brand you know. Um, I think when players are linked to brands, um, that brand should be linked to the sport that they play and the morals and values that they express in the sport that they play and when they in the spotlight but that goes again in their personal life. I don't think that would influence me on the brand per se.

JB – Ok, um, just heading into the final few questions. Um, do you purchase any sports products like sporting apparel? And if so, which brands and why?

PA – So if I, so mostly golf stuff if I do and soccer shirts. So the soccer shirts I would buy because I support the team or I like the team. Um, and golf stuff on the technology that they are producing at the moment. Um ya, also look as well. If I'm buying a soccer shirt, like obviously even if I support the team, if the soccer shirt looks shit, I'm probably not going to buy it. And also, golf clubs, a golf club has to look good.

JB – Are there any brands which you prefer for sporting apparel?

PA – Ya so, I lean towards Puma, I think Puma make good looking shirts and I think they pretty like, they appeal to the millennials like myself. I think that they're pretty like recent in their design. Um and Nike. Uh, Nike more for the fact that you know you're getting a quality product. Um, and ya. I think, hahaha, can I be honest?

JB – Yes.

PA – So Nike have been lacking in their, for me, it's all like personal. To me Nike have not really appealed to me visually in what they've been producing. Um, more specifically shoes but the fact that it's Nike and you know you're getting a quality product, it is probably the reason I would turn towards Nike before any other brand.

JB – Ok. And that leads onto the next question. Um, do you purchase any lifestyle products of sporting brands? So we just spoke about the sporting goods aspect and now do you purchase any lifestyle products like clothes that you wear out, sneakers, stuff like that?

PA – Um, ya. So I do have Nike takkies. Um, as far as like hoodies and stuff and clothes that I wear out, not so much sports brands such as Nike but I do have a few, ya, not particularly.

JB – So you did mention Nike. So why do you like purchasing Nike lifestyle apparel?

PA – So as I said, because you know it's gonna come with quality. You know it's a trusted brand um and if the product that they selling is up to my personal preference, look wise, there's no reason why I shouldn't get it. As I said, if you compare it to a brand like Fila or, I don't know, even Reebok. Like I know I'm not really going to, you know, show off my Reebok takkies. I'm gonna show off my Nike takkies.

JB – So it's the status as well?

PA – Ya, of course.

JB – Um, let's move onto our final question then. Because you like Thomas Müller, and if he was sponsored by Nike, would you be more or less likely to buy Nike products? And why?

PA – So I think if I think about it personally, not really but maybe subliminally, I would be more inclined to purchase Nike because of that, because it's got that, everything that he reflects. Also like it links with me subliminally I would be linked to Nike as well if he was sponsored by Nike. So I think if I had to think about it, not but I mean there is always that subconscious link between your favourite footballer and the brand that you don't really think about when you buying a product. So I think it does make a huge difference. Um, as I said maybe not with Thomas Müller especially because he's a soccer player and when I think of soccer players in a team, I don't really think of the brand that he's being endorsed by individually but uh, let's say Puma and Newcastle, I'm strongly linked with Puma and Newcastle so that would have a big influence and let's say like Tiger Woods and Nike, although he's not Nike anymore, he's TaylorMade but that's beside the point hahaha.

No but I mean Tiger Woods is Nike. He was Nike golf at a stage. There was no Nike golf until Tiger Woods came around and now if it wasn't for Tiger Woods, I probably wouldn't have a Nike driver.

JB – Ok so, you saying that more the team aspect would influence you more of purchasing Nike products than an individual footballer?

PA – Ya, I think especially because it's a team sport, when you think of a team, oh I support Newcastle or oh I support Man United, you don't support Thomas Müller or Cristiano Ronaldo.

JB – Ok so if you would to see let's say instead of Thomas Müller in a Nike advert wearing a pair of Nike sneakers but if you saw maybe five Bayern Munich players wearing similar sneakers and that, it would make you more likely to purchase Nike products?

PA – Ya so that's exactly what I'm saying. The sponsor of the team is more important to me personally than the sponsor of an individual player.

JB – Ok well thank you very much. That was very helpful. If you have any follow up questions or if there is anything you would like to know, you have my contact details and I just want to thank you for um, volunteering to take this interview and for being very helpful.

Participant B:

Interviewer: Jarryd Buchalter

Interviewee: Participant B

Location: 10 Orange Road, Orchards

Date: 14 September 2017

Key:

JB – Jarryd Buchalter

PB – Participant B

JB – Hi, my name is Jarryd Buchalter. I am an honours student at Vega doing academic research on Nike's use of famous international footballers as brand endorsers and their influence on South African consumers. Please be open, honest and free to express your opinions and feelings of the questions being asked. There are no right or wrong answers. I would also like to ask for your permission to record this interview.

PB – Ya perfect.

JB – Sweet, let's get started. So first we move onto the introductory questions. To start off with, who is your favourite international footballer and why?

PB – So I would say that it is Eden Hazard for Chelsea. Um, I like how he plays for the club and I am a Chelsea supporter myself and I just find that he is a great attacking player and I just find that his ability to play the game and his dribbling and his style is one that's very enjoyable to watch.

JB – Perfect, thank you. Um, so the next question is which European football team or teams do you support?

PB – In the Premier League I support Chelsea but if I'm watching any other European games I like to watch Barcelona as well.

JB – Ok. Um, do you know Chelsea, Barcelona and Eden Hazard are sponsored by?

PB – I know that Chelsea is currently sponsored by Nike as well as Barcelona but I feel Eden Hazard might be sponsored by Nike but it could be Adidas, I'm not too sure.

JB – Ok so those were the introductory questions. Moving onto the questions about perceptions. So what do you think of the Nike Brand?

PB – So Nike's overall, in terms of soccer, is a great brand that you can buy apparel and the gear itself I mean that when or if I play soccer I do buy their shoes and their accessories etcetera and with the shirts, I think they are great quality. They look great compared to other brands out there.

JB – Ok so that's with regards to football but with regards to Nike, the brand in general, not just the apparel the attitudes of the brand, who Nike is as a person, how would you think about Nike?

PB – I think is a big brand that they're trying to introduce soccer all over the world. They're trying to make soccer more enjoyable but they also try put a positive spin on it with their branding and they try be more supportive and motivational to the players to try, not just the players but to anybody who wants to be a part of soccer, to enjoy it more and to be a part of it.

JB – Perfect. Um, how important do you think is the link between Nike and the famous international footballers that they sponsor? So you say your favourite footballer is Hazard and I know that he is sponsored by Nike. So how important do you think the link is between Hazard and Nike? If Nike sponsors Hazard.

PB – Um, I think there is a big relationship there because if one is having Hazard, as myself, as their favourite player, you do tend to enjoy seeing him in a Nike shirt. You tend to associate him with Nike and when he does something, playing for Chelsea and you think that is a great goal or a great game he's had, you always see Nike there and it's just in the back of your mind that when you think of something good, Nike's kind of a part of it.

JB – And with regards to say Hazard's personality and his image, do you think it's important that his personality and his image matches that of Nike?

PB – Ya I do believe so. If he was to have a negative, bad boy attitude I think you would kind of shy away from Nike more but seeing that if you like him and you like his personality and he's actually a good individual, you tend to agree with what his sponsors are because you think that they like to back a good individual themselves.

JB – Perfect. And, um, do you think that Nike and Hazard's personality and image, etcetera, do link up well at the moment?

PB – I would think so. I think that both are trying to encourage sports and especially soccer to the younger kids and I know that Eden Hazard does a lot of charity work and I know that Nike do as well so I think they're trying to promote the sport in a healthy way and just a good lifestyle more than trying to force you to buy their product.

JB – Perfect. Ok that concludes the perceptions questions. Moving onto the questions about attitudes. Um, how would you feel... knowing that Hazard is sponsored by Nike, how do you feel about that?

PB – I feel like it's, I'm more... it's neutral so like I feel like because I support Eden Hazard that Nike kind of... I support that along with it more than me supporting Nike because of Eden Hazard... um, more than me supporting Eden Hazard because of Nike, I support Nike because they're associated with a player like Eden Hazard.

JB – Ok. Um, if Hazard was part of a scandal, would that change how you feel about him and, in turn, Nike? So an example is... well I'll give you two examples. The first example is if Hazard was caught doping, would that change how you feel about him?

PB – I think it would definitely change my, uh, image on him and see that he's more of a cheater so it would affect my image on how he plays and everything that he's done so you wouldn't know how trustworthy he is from beforehand.

JB – And then with those feelings with regards to Hazard, would that change how you feel about Nike being that they sponsor Hazard?

PB – I don't think it would. I feel that it's more him that he's messed up in that doping scandal or if something like that was to happen whereas Nike have had no control over it. Whereas if it was something that Nike could actually have control over then I would look negatively towards Nike.

JB – Ok um, the second example is if Hazard was involved in a personal scandal such as cheating on his wife. Um, would that change how you feel about him?

PB – I think it would also because you look at these guys as role models that try to be inspirations to everyone who watches them so I feel like if they do something that you see you wouldn't personally do yourself, it does give a negative reflection on him.

JB – And then with those feelings towards him, would that also change how you feel about Nike?

PB – No I don't think so. I feel that yet again Nike is separate from him and because it is in his personal capacity, I don't see that Nike would look bad because of what he's done on his own.

JB – OK. Um, moving on, if Hazard was involved in his own charity work, which you did mention that he is, would that change how you feel about him?

PB – Ya, I think because they willing to give back and they're trying to actually prove that they are nice guys. I feel like he is a nice individual because he does more than just play soccer, he helps in charity with the community and it does give a good personality. Like you see him as a better individual because of that.

JB – Ok. And in turn, would that change how you feel about Nike?

PB – To some degree it would because when you see him at these events you do see him in his Chelsea kit which he has Nike shirts or he might have a Nike soccer ball so you do have this, um, thought that Nike is playing a good role in him being a good individual.

JB – Perfect. Um, moving onto the last section about purchase intentions. Um, do you purchase any sports products?

PB – Yes. So I purchase Chelsea... if I purchase a Chelsea soccer shirt which is Nike and then my, do you want me to talk about soccer only?

JB – Ya, anything.

PB – Ok so with soccer I do have Nike soccer boots and also if I buy a Chelsea shirt and I'm looking at shorts or something, I do tend to pick Nike because you're already at the Nike section or whatever so I feel like I tend to stick to Nike and also with my running shoes and most of my sports apparel is Nike.

JB – Ok and why would you say that you prefer Nike over other brands such as Adidas and New Balance?

PB – Well I've always had a brand loyalty to Nike. When I first started running I would always wear this one brand of Nike shoes, Nike Pegasus, and every time I've needed a new shoe they've done nothing wrong. I feel the shoes are very good, they're good quality so I've always gone back and bought the exact same brand or even the exact same shoe. It's always Nike Pegasus or always Nike soccer boots.

JB – Ok perfect. Um, do you purchase any lifestyle products of sporting brands such as sneakers and hoodies and apparel like that?

PB – Ya so I buy sneakers and shirts and you can buy like hats and all that type of stuff like wristbands or if you're playing extra sports or ya, it's the jerseys, the casual shirts and the shoes.

JB – And which brands do you purchase these products from?

PB – So Nike, Adidas and ya, those are the main two.

JB – And why? Why do you purchase Nike and Adidas over other brands?

PB – I feel like the brand you get or the image you get from the logo gives you good quality indication and you know what you're getting when you buy these products and you feel like

they've done everything you've wanted them to in the past and you like you just instinctively go back to towards buying them.

JB – Ok perfect. Moving onto the final question. Um, because you like Eden Hazard and because he is sponsored by Nike, are you more or less likely to purchase Nike products?

PB – I would say I'm likely to buy Nike products to begin with regardless of supporting Eden Hazard but I feel like it would push me a little bit more to buy Nike products. Um, if I wanted to buy a shirt of his, it would be Nike so I do see when you see it in the background it kind of plays into the back of your mind, Nike so seeing the Nike symbol over and over again you do seem to purchase more Nike products.

JB – And that relates to... does that relate to football specific products or lifestyle as well? So if you saw Hazard was in and advert wearing a pair of Nike sneakers, because he's your favourite footballer, are you more likely to purchase those sneakers or are their other variables that come into play?

PB – It does prove that because I'm his favourite playing and I see... hahaha he's my favourite player and I see him with this kit a lot more I do tend to want to buy it if I see it in the shops and I think just Nike in general because I see it a lot more with him so it does play on the back of my mind to buy more products from Nike.

JB – Ok perfect. Well that concludes the interview. If you've got anything else to say or if you want to know more about the research or if you've got any questions whatsoever, you have my contact details as well as my supervisor and my course navigator. I'd just like to thank you very much for your time and for all your help. Um, ya, thank you.

PB – My pleasure, thank you.

Participant C:

Interviewer: Jarryd Buchalter

Interviewee: Participant C

Location: 10 Orange Road, Orchards

Date: 16 September 2017

Key:

JB – Jarryd Buchalter

PC – Participant C

JB – Hi, my name is Jarryd Buchalter. I am an honours student at Vega doing academic research on Nike's use of famous international footballers as brand endorsers and their influence on South African consumers. Please be open, honest and free to express your opinions and feelings of the questions being asked. There are no right or wrong answers. I would also like to ask for your permission to record this interview.

PC – Yes, I give you permission.

JB – Little bit louder please.

PC – Oh ok.

JB – Ok let's start...

PC – Does it matter that Pogba's not sponsored by Nike?

JB – No, it doesn't. Ok, let's start. Um, first, the introductory questions. Um, who is your favourite international footballer and why?

PC – Uh, Pogba because um, I think he's just classy, his distribution is ridiculously good. Um, he's got really good skill and he's young so he still has a long future ahead and I'll be able to watch and support him for a long period of time.

JB – Ok um, which European football team or teams do you support?

PC – Man United.

JB – And why?

PC – Why do I support them? Mainly because my whole family supports them and ya I just grew up with watching the soccer with my dad and he was a very staunch Man United supporter so that's the influence.

JB – Ok, do you know who Paul Pogba your favourite footballer, and Manchester United are sponsored by?

PC – Yes, both are Adidas.

JB – So they're both sponsored by Adidas?

PC – Yes.

JB – Ok, those were the introductory questions. Moving onto the perceptions. What do you think of the Nike brand? Just in general.

PC – I think it is a really good brand. um, in general or must I go deeper?

JB – Just, ya.

PC – Um, when it comes to takkies and clothes and stuff, I am a Nike fan if I were to be honest. Um, so if I ever need new gym clothes or sporty um just like um stuff to mess around in, usually it's Nike.

JB – And what do you think of Nike like as a brand? like not with regards to the products but just as an overarching brand?

PC – Um, I think as a brand, I don't know, I'm not good at uh, what's this?

JB – Like the personality of Nike.

PC – So um, I think it's quite good, their adverts, the way they, the way they show themselves out is really good. So um, like when you see their sportsmen or their adverts or their stores, it's always up to date, good marketing, good like, it seems all vibey and good kind of vibes within their um, brand. So um, ya.

JB – Perfect. So what do you think about Nike with regards to football?

PC – Um, back when I used to play um, I think I bought three pairs of Nike boots. I thoroughly thoroughly enjoyed them. I liked their style. Um, when it comes to um, football like as in kits or what you want to know?

JB – Well just in general. Like if you like their boots, their kits.

PC – Um, to be honest I don't think... I'm not quite sure who they do sponsor but I see more of the bigger teams sponsored by Adidas. Well in the Premier League. I know, I think PSG is sponsored by Nike.

JB – Yes.

PC – Um, but I'm saying in the Premier League, I don't see as much of them out there as I do in maybe another league or something else so um, what was the question again?

JB – So it's just what you think about Nike with regards to football.

PC – So I think if they could be more out there as in um, distribution across all leagues and all competitions but I do think they are a very good football brand and they do make really nice stuff that I like to buy.

JB – Ok um, when it comes to the link between Nike and the athlete that they sponsor, do you think that link is important? Do you think that the personality and the image of the athlete is important to match that of Nike?

PC – Um, yeah of course. Like you don't want, I'll give an example just because I seriously dislike the guy. Um, you get a guy like Costa for Chelsea um and to be honest, if he almost wears something, it kind of turns me off it like maybe if him and my favourite player wore the same thing, then it wouldn't worry me, I'd still want what my favourite player wears but if let's say for instance, ya someone that just... like as good as they are, if they have a poor personality and not a role model and kind of disliked, um I don't think a sponsor, no matter how good the oak is, should, I think it gives their brand a bad name. Um, especially seeing them on like billboards or in TV adverts. Not so much let's say they're wearing Nike boots or whatever but let's say they in the advert promoting and giving talks for the brand, I don't think they're a very good ambassador for the actual sponsor.

JB – Ok, thank you. That concludes the perception questions. Moving onto attitudes. Um, how would you feel if your favourite footballer, being Paul Pogba, was sponsored by Nike?

PC – Well obviously it would make me like Nike a bit more. Um, I try not be a superficial person and like things just for their brand. I try like things because they are cool or they are good quality or something. So I don't try buy things for the brand but it definitely would be an influencing factor when it comes to... let's say you have an option between two things, three things and they're all equally good, similar prices, look the same, almost look... like a few things equally, I would obviously rather pick the one that a role model has over one that isn't a role model.

JB – So would you be happy if Paul Pogba was sponsored by Nike?

PC – I would, I would. Um ya, I like Nike.

JB – Ok now, if Paul Pogba was, if he was sponsored by Nike, and if he was involved in scandal, um I'll give you a couple examples. So, if he was involved in a scandal, would it change how you feel

about him? So the first example is in sports. If he was caught doping and cheating, would that change how you feel about him?

PC – See it depends on what he does. Um, so like I said earlier um, a player like Costa or to be honest, I know you like him but a player like Suárez who in the world cup that was here, who hand balls it and his team still wins and bites players or had a history of biting payers and stuff. To be honest it... from what could be a player that I really really like if let's say Pogba had to do that kind of stuff I would start to dislike him. Um, I like honest, fair people but then you get a guy like Tiger Woods who was actually sponsored by Nike. Yeah he cheated on his wife and stuff but I like him for his golfing talent.

JB – That leads to my next question. Which is the... I gave you an example of sports and then I was going to give you an example of personal life. If someone was caught cheating.

PC – My bad, my bad.

JB – No it's perfect, thank you because you've already answered it for me. But you said that it would change if they were part of like a sporting scandal that was related to what they did. So Paul Pogba was caught cheating, whether in a game or doping, it would make you dislike him a little bit.

PC – Ya it makes, let's say it's like a match fixing scandal and stuff. See it's a hard question to answer because I say now that I would dislike and I have turned against a lot of players in the past for not... for being like cheating during games and that kind of stuff when they have been caught. Um, but then you get an example like Lance Armstrong, um which growing up, he was my hero even though I never used to cycle then but I absolutely loved watching him and that kind of stuff and then it came out that he cheated and in a way, yeah, it makes you dislike him but growing up for what like, I think he was around for like eight, nine years and that was like my whole like growing up career. So now to be honest, I don't dislike him. I'm annoyed but because he was my hero through all those times I can't now like dislike him or whatever but it... so but that was an absolute absolute role model um, when it comes to other people, ya you really do like them but they do... they let's say not haven't been around for as long as that or influenced you as much as that. Um, then ya it has previously made me dislike a player or sportsman for cheating during a sporting event.

JB – And if, so if Pogba was involved in one of these scandals and he was sponsored by Nike, would that change... so it would change to a certain extent how you feel about Pogba but would that change how you feel about Nike, being that they sponsor him?

PC – So it depends. So if they still sponsored him, like gave him... let's say for instance in soccer, I don't know what else they get but let's say boots for instance and he still used Nike boots, it wouldn't turn me off Nike boots but if they used him still in adverts like as a main figure in adverts and as a main as an ambassador or something then yes it would kind of turn me off the brand because it's kind of like they're promoting what the person done but if they still sponsor the person but don't use him as a full blown ambassador giving talks and this and that but he does still wear their stuff that's fine but if they're using him as a promoter, as a spokesperson, as a... ya someone like on billboards in their adverts and this stuff then it probably would like make me dislike that Nike a bit more than whoever's the sponsor.

JB – thank you, that was a really nice answer. Um, so moving onto the next question. Which is kind of a bit opposite, if Pogba was involved in his own charity work, so he had his own charity and he was helping people out. Would that change how you feel about him and again, in turn, Nike?

PC – Um, well it would. As much as I do like him, it would make me still like him. I don't think I can like a sportsman more than I do but it would make... let's say it's an average player that I like but I don't, he's not my favourite for instance... I'm sorry I'm changing questions here. But um, if it's one of the really good players that I do like and he does do stuff like that, it would make me like them more as a sportsman, support them in sport, that kind of stuff. And if Nike had to get involved, yeah they don't have to give thirty million dollars or something. They can just help out maybe promote, even if they don't give money, just help promote the charity, it would do a lot for swinging like me in the way of the actual brand itself.

JB – As the brand... as the player and as Nike?

PC – As the player and Nike. So ya, I think helping out, people can only live with x amount, it's true. Um, I think giving to the less fortunate and stuff would make me like a player more, would make me like a brand more.

JB – Ok, thank you. So that concludes the attitude questions. Moving onto the last three questions under purchase intentions. Um, do you purchase any sports products?

PC – Yes.

JB – So which brands and why?

PC – Um, in cricket I only bought Puma. Um, Puma brands because most of my... I started off buying Kookaburra because all of my heroes used Kookaburra and then as soon as they retired, I had new heroes and they were using Puma and then I bought... started buying Puma. Um, but that was only because I was really really serious about that sport. When it comes to other sports like golf, like soccer, like rugby um, to be honest, I didn't buy the most expensive. I went more for um, what was the best quality or whatever for the amount that you are paying. What... like a bargain in a way. By what's good for your money, I don't know how to say it. Good cash for your... I don't know. So ya um, I don't have anything specific but like as I said, if I'm big into a sport and my heroes and role models are wearing the product, I will... it pushes me definitely towards that product.

JB – Ok. Um, do you purchase any lifestyle products of sporting brands? So like sneakers and hoodies and just general lifestyle clothing.

PC – Um, ya I do. I buy a lot of... I like sneakers even though I've got my favourite pair I've had since 2012 and I wear them to gym every time I gym every time I do um, let's like indoor soccer or running around. I still have that pair. Um, but then I do buy like sneakers um, for going out and that kind of stuff and hoodies and tracksuit tops. I love my tracksuit tops.

JB – So which brands do you like? Like sporting brands that sell these kinds of products?

PC – Well um, usually it's pretty much between Nike and Adidas. Um, as I said I used to be into Puma and used to like buying their sneakers but um, I've turned more towards the Nike and Adidas vibe when it comes to accessories and sporting like chill clothes.

JB – Why? Why those two brands?

PC – Um, to be honest, one, they do give... they do have nice style and nice fashion. Um, secondly, ya they're expensive but they last a very long time. They're very good quality and they are, what I've seen, they are slightly cheaper than, let's say other competitions like Puma that I used to buy. Um, but they are very comfortable, they are um, good value for money and because there are a lot of people, like famous people, out there that also do wear their brand. um, so ya.

JB – Perfect. Ok the last question. Because you like Paul Pogba and if he was sponsored by Nike, would you be more or less likely to purchase Nike products? And why?

PC – Um, I think I would be more. See it depends what he's promoting. Like if he's promoting like soccer boots or shin pads or whatever, it probably wouldn't make me buy Nike, that kind of like accessories because I don't wear them enough to go out and spend that kind of money but let's say he's wearing the accessories like we just spoke about and like the leisure, I probably would want to buy like a jersey that he has or like a tracksuit top or something like that and just why, because yeah I really like him and I think he's got good style, good fashion and he presents himself really well in public and on the sports field. So to be honest, it makes me like him, like what he's doing and potentially do similar to what he does sometimes. So that is why.

JB – Perfect thank you very much. Um, thank you for your participation. If you have any further questions or if you want to find out about anything more, you have my contact details, my supervisor's details as well as my research navigator's details. So if you want to follow up, you are more than welcome to contact either one of us. Um, and ya, I just wanted to thank you again for doing this.

PC – Pleasure, thank you.

Participant D:

Interviewer: Jarryd Buchalter

Interviewee: Participant D

Location: 2 Park Street, Oaklands

Date: 17 September 2017

Key:

JB – Jarryd Buchalter

PD – Participant D

JB – Hi, my name is Jarryd Buchalter. I am an honours student at Vega doing academic research on Nike's use of famous international footballers as brand endorsers and their influence on South African consumers. Please be open, honest and free to express your opinions and feelings of the questions being asked. There are no right or wrong answers. I would also like to ask for your permission to record this interview.

PD – Ya, that's fine.

JB – Sweet. Let's start off with the introductory questions. Who is your favourite international footballer?

PD – Gareth Bale.

JB – Gareth Bale, ok. Um, why?

PD – Um, probably because I'm a Tottenham Hotspur supporter and uh, obviously Gareth Bale coming from Tottenham Hotspur was always uh, probably like the first huge internationally recognised, like world class footballer from Tottenham Hotspur. Like since I have started watching. So I mean, uh, it's that as well as his style of play and uh, he's just exciting to watch.

JB – Ok. You mentioned that Tottenham Hotspur is your... the team that you support. Do you support any other European football teams?

PD – Uh, not support as I don't follow any other team probably as much as Tottenham but I take interest in like obviously like the big teams like Barcelona, Real Madrid, Juventus, uh ya.

JB – Ok. Um, do you know who, first of all, Gareth Bale and secondly Tottenham Hotspur are sponsored by?

PD – Currently the kit sponsor is currently sponsored by Nike.

JB – And do you know who Gareth Bale is sponsored by?

PD – Um, is he sponsored by Adidas? I'm not too sure.

JB – Ok. So those were just the three introductory questions. Moving onto the second part of the questions which is the... about perceptions. What do you think of the Nike brand? so as just an overall brand, like it's image and everything. What do you think about them?

PD – When I think about Nike?

JB – Yes.

PD – Uh, what do I think of their brand or what comes to mind when I think of them?

JB – What do you think of their brand?

PD – Uh, well obviously I think their brand is pretty amazing. Like especially what they've done like transitioning between like obviously a sports kit and sports utility provider to like more the lifestyle provider. Like I mean if you look at their shoes, that's like, even though they're a sports brand, they've managed to sell their shoes in sort of the mainstream which is pretty impressive.

JB – Ok. So then what do you think about the Nike brand with regards to football specifically?

PD – Well I think it's probably one of the biggest. Uh in terms of... in football, what do you mean by that?

JB – So with regards to football like as a sponsor of teams, balls, boots... are you a fan of their football related apparel?

PD – I'm a fan of their apparel. Um I mean just speaking from like personal experience, I mean I just ordered the new Nike Tottenham hotspur kit which looked pretty cool so I think they make very cool stuff. I know like the technology they use in their kits and shoes is pretty high tech. Uh, ya.

JB – Ok. Um, how important do you think is the link between Nike and the famous international footballers they sponsor? So by that I mean, with regards to the personality and image of the footballer as well as Nike. Do you think that those two, among other things, have to match or link up?

PD – Hm, ya I definitely think they have to link up because Nike is trying to sell you, they're trying to sell you the idea that their apparel and their kit will give you success so on like the first level, these big international stars, they've got to be successful and that's why these international stars attract sponsorships like Nike because Nike wants to align their brand with success. Um, in terms of, sort of, off field like personality wise, I don't think it matters that much. Like I don't think Nike would particularly care as long as the person they're linking up with is not like a terrible person hahaha, I don't think that they care for like their personal, their sort of personal preferences, pretty much anything off what they do on the field.

JB – Ok, thank you. So those were the perception questions. Moving onto the three attitude questions. Um, how would you feel if Gareth Bale was sponsored by Nike?

PD – Uh, I don't know if it would really change anything. I feel... ya it wouldn't make a huge difference.

JB – Do you feel that Nike and Gareth Bale would be a good match as a potential sponsorship?

PD – Uh ya I mean, again that's just... he's a big international footballer player. He's pretty successful. Uh and Nike is just a big brand so in that way they'd fit together. Ya.

JB – Ok. Um, if Gareth Bale was part of a scandal, would that change how you feel about him. So I'll give you two examples. The first example is if he was caught doping in sport, he was caught cheating the game. Would that change how you feel about him?

PD – Ya I think it would. I mean actually that's a good point. I suppose like probably one of the reasons that I like Gareth Bale is because he's just got like the idea of started, sort of, in the youth ranks and sort of worked his way honestly up to becoming like sort of the player he is now. So I suppose any athlete that dopes, it's sort of like, it would taint sort of how much I admire them. So definitely, if Gareth Bale was found to be doping, I think it would definitely lead me to not admiring him as much.

JB – And if Gareth Bale was sponsored by Nike, would the fact that he was caught doping change how you feel about Nike in turn then, being that they sponsor him?

PD – So in this scenario, would they continue sponsoring him? Or would they... I mean if... I'd like to think that they would drop him though.

JB – Yeah.

PD – I mean if they drop him and he's been doping... uh if I'm not being cynical I would say that then that's fine but, I mean, if I was being cynical, maybe they knew about it and I mean you look at like all these other huge doping scandals and how long it takes people to sort of drop them. Like you don't want people to make accusations. Um, ya which is a bit sketchy but if they... if he was caught doping and Nike dropped him immediately, ya it wouldn't change my perception of Nike.

JB – Um, the second example is in Gareth Bale's personal life. So just say he was caught doing something like Tiger Woods, cheating on his girlfriend or wife, would that change how you feel about him as well?

PD – Uhhhhh ya I mean obviously it's not a great thing to do so ya it probably would, it would uh, definitely change the way I think about him like as a player. Even though like how he plays and

who he is as a person obviously I've like no idea who he is as a person. Like uh, but it would probably change the way I think about him, ya.

JB – And again, so it would change how you feel about Gareth Bale but if he was sponsored by Nike, would a personal... would a scandal in his personal life change how you feel about Nike as well? An example is exactly what happened with Tiger Woods.

PD – Um, I think this is actually quite a different one to like the doping thing because doping... because it's directly impacting the sport and Nike is a sports brand, I can see why you would drop him because Nike shouldn't be associated with cheating in sports because they're a sports brand. Like on the personal side, I mean, if they were to continue sponsoring somebody who let's say cheated on their girlfriend or whatever, uh, it would make me think slightly less of them but not to the extent of like the first scenario where it was doping, ya.

JB – Perfect. And then if Gareth Bale was involved in his own charity work, so he was doing good things for other people, would that change how you feel about him and again, in turn Nike?

PD – Ya, I suppose, I mean ya. I think it would definitely make me admire him more if he was doing something good. Um, [makes weird noise], I mean so it would make me admire Gareth Bale more if he was involved in like charity or probably all of these good movements or whatever but um, unless Nike were directly involved in like these things, it wouldn't impact my view towards them, ya.

JB – Ok, thank you. Those were just the attitude questions. Moving onto the last three questions about purchase intentions. Do you purchase any sports products? Specifically for sports.

PD – Uh, I do purchase running shoes and occasionally like sports kits.

JB – Ok um, which brands do you purchase and why?

PD – Um, I purchase Nike. Currently like the sports kit I have now is Nike. Previously it's mostly been Nike but occasionally New Balance and was the other question why?

JB – Yes.

PD – Uh, ya I think for Nike like especially with the shoes, I mean that's just a case of like they've done just a good job and like making their shoes pretty cool so I honestly think that as well as like their shoes just being very cool I also think that technology wise, they do like a good job with the latest materials and just making sure that like the stuff they sell like optimises performance and then kit wise, obviously if Nike didn't sponsor Spurs, I probably wouldn't buy like sports kits, I would buy the sports kit that uh... from the company that sponsors Tottenham.

JB – Ok um, the next question is do you purchase any lifestyle products from sporting brands? So you already mentioned Nike sneakers so do you purchase any other products like hoodies, t-shirts, caps, hats, bags?

PD – Um, not really, no. I have a tog bag but uh, ya, no.

JB – Ok. Moving onto the last question now. Um, because you like Gareth Bale and he's your favourite international footballer, and if he was sponsored by Nike, would you be more or less likely to purchase Nike products in general? Such as whether it's lifestyle products or sports related products.

PD – Um, I don't think it would really influence my purchasing preferences. I mean again, like when I say he's like my favourite player like not to the extent that like if I see him wearing Nike shoes, I wanna go purchase those shoes. Um, ya it wouldn't really affect my purchasing preferences.

JB – Ok thank you, that concludes the interview. Um, if you have any follow up questions, anything else you wanna find out, you have my contact details, my supervisor's details as well as my research anchor's details so if you have anything else you'd like to ask anything, please feel free to ask and again, I'd just like to thank you for taking your time and helping me with this interview.

PD – Sure, pleasure.

Participant E:

Interviewer: Jarryd Buchalter

Interviewee: Participant E

Location: 10 Orange Road, Orchards

Date: 18 September 2017

Key:

JB – Jarryd Buchalter

PE – Participant E

JB – Hi, my name is Jarryd Buchalter. I am an honours student at Vega doing academic research on Nike's use of famous international footballers as brand endorsers and their influence on South African consumers. Please be open, honest and free to express your opinions and feelings of the questions being asked. There are no right or wrong answers. I would also like to ask for your permission to record this interview.

PE – I give you my permission.

JB – Ok, let's get started with the first three introduction questions. To start off with, who is your favourite international footballer and why?

PE – I suppose... like current?

JB – Ya.

PE – Um, Lionel Messi.

JB – And why?

PE – Because I think he's the best, like the greatest footballer ever. Like the best that there's ever been.

JB – Ok. And which European football teams or teams do you support?

PE – Liverpool. Do I have to give a reason why?

JB – Yes please.

PE – Ok Liverpool purely because of the passion and the history of their football club. I've followed them from a young age and obviously all that they've achieved in the past has led to me supporting them properly now. And then other teams that I follow, Manchester City because my dad supports Manchester City and I've always had a connection to them through him. And I would say European based teams, Borussia Dortmund just because I see similarities between their club and the club I support and Barcelona because obviously the style of Barcelona is very unique and it's just a massive football team in the world.

JB – Perfect. Um, do you know who Lionel Messi, first of all, as well as... you said Liverpool is your... the main team you support. Do you know who both of them are sponsored by?

PE – Liverpool is sponsored by New Balance. Um, Lionel Messi as like an individual, not his team?

JB – Ya just as an individual.

PE – Ok individual. I'm actually not sure. I think it's Adidas but I'm not sure.

JB – Ya, it is Adidas. Perfect, so those were the introduction questions. Moving onto the perception questions. Um, what do you think of the Nike brand? so just overall as a brand, what do you think of them?

PE – I think it's a very, obviously a very popular brand throughout the world, um, in a lot of different categories if that's active wear, sportswear, fashion, anything like that they make. For specific sports such as football but they also have like for example, what I'm wearing now, sneakers that people can wear out in like their public lives and stuff like that. So they obviously cover a wide range of different fields and like areas and ya they kind of just very big within their specific target market.

JB – Perfect. And what do you think about Nike with regards to football specifically?

PE – Obviously it's also a very big sponsor of let's say football boots as well as kit making and stuff like that and sponsoring specific teams. So they are very like active in the football community in terms of let's say you're watching a soccer match, lots of the footballers have three, four pairs of Nike boots in their changing room or lots of different teams are now sponsored by Nike in terms of their kits and stuff like that. You obviously also see the advertising boards during games with Nike and stuff like that as well.

JB – Ok perfect. Um, when it comes to the sponsorship of Nike and an international player, do you think... or how important do you think is the link between the player and Nike? So in terms of like the player's personality and the image that they send out as well as that of Nike's. Do you think that link is important?

PE – Um, I think there is some sort of link between it. I don't know how important you could say it is because obviously Nike sponsors not only massive football players but also like smaller players also get sponsored by Nike sometimes or let's for example, a controversial player. Someone like let's say, I don't know who Luis Suárez is sponsored by, but let's say he could be sponsored by Nike. Even though in the public or in the football community, his name's not always associated with good things, there is still some sort of connection that needs to be had between the footballing brand in terms of they need to be promoting Nike or people need to be seeing Nike boots on these specific players and stuff like that but like I wouldn't say it's that essential in terms of you can have a controversial footballer who's still sponsored by Nike and as long as they, I guess, see like... even if they've been involved in drama over the years or whatever in terms of their own footballing careers, they could still be sponsored by Nike so it's not always about having a good connection with the player or whatever or like a good relationship in terms of that player has to behave in a certain way to be sponsored by someone as big as Nike. So I don't really think... like I can see where it's needed but also where it's not.

JB – Ok, so those were just the perception questions. Moving onto the attitude questions. Um, how would you feel if Lionel Messi was sponsored by Nike?

PE – How would I feel if he was?

JB – Ya.

PE – Well I suppose it would, it would promote the brand of Nike much more highly to me if I saw someone as big as Lionel Messi wearing Nike boots because obviously if a footballer of that stature, when you see them wearing a specific brand of boots, you obviously notice something like that. Or when you're watching football on a weekly basis, then you notice stuff like what kind of boots is he wearing or if he's changed the kind of boots he wears or stuff like that but ya I suppose it would promote it more towards me if I saw Lionel Messi wearing Nike boots.

JB – Ok. Um. If Messi was part of a scandal, would it change how you feel about him? I'll give you two examples. The first example is in sports. So let's say Messi was caught doping, would that change how you feel about him?

PE – Yes.

JB – Why?

PE – Um, I suppose you just have to connect it to other sports and use that as an example because obviously in football it doesn't happen that frequently where people are caught doping so I suppose a clear example in football would be Diego Maradona in the past but let's say for example Lance Armstrong. Him being caught doping obviously changed his... he obviously got thrown out of his sport, got taken titles away from him and obviously just taken apart by everyone who supported him previously and stuff like that. So I suppose of Lionel Messi had something to that extent but in a football scenario, then it would obviously either ruin his entire career or reputation or... but it would definitely change the way I view Lionel Messi because obviously he's viewed as just being naturally gifted in terms of football beyond anyone else. So if he was caught and it wasn't a natural thing that was making him so much better than everyone else it would obviously just change the whole perception of why he's so good.

JB – Ok and if Messi was sponsored by Nike and he was caught doping, you said that it would change how you feel about Messi?

PE – Yes.

JB – Would it in turn change how you feel about Nike if he was sponsored by them?

PE – I don't really think so because I suppose as much as like you associate a footballer with the brand that sponsors that specific footballer, I think that's more about his reputation not Nike's reputation. Obviously it wouldn't look so good on Nike to be sponsoring someone who's involved in a scandal of that nature but I suppose it... certain people would say yes it would take away from Nike's good like stature within the sponsoring football community or whatever that they associate themselves with someone who's so like badly abused the sport and fairness within the sport but to me personally, I don't think it would change my perception of Nike.

JB – OK and then the second example is if Messi was part of a scandal in his personal life. So let's say he was cheating on his girlfriend. Would that change how you feel about him?

PE – No because that's his personal life. Professionally on the pitch, that's what's important if you're a football fan, not what he gets up to on his own personal business. Obviously you could comment on it and speak about it and stuff like that but at the end of the day, it's his footballing ability that you support not his personal... what he chooses to do in his personal life.

JB – So it wouldn't change how you feel about Messi?

PE – No.

JB – Would it change... if he was sponsored by Nike, would it change how you feel about Nike?

PE – No.

JB – Ok. Um another... next question. If Messi was involved in his own charity work, would you... would it change how you feel about him?

PE – Yes. Um, I suppose that comes from obviously you see like specific footballers like throwing around their money at stuff like cars or fancy houses or whatever you want to use there, whatever

the use their money for. So obviously when you see a footballer who actually appreciates that some people in certain countries don't have money for example a certain third world country where some of these footballers have even come from, then it obviously just... I suppose you have a bit more respect for them when they appreciate stuff like that when they have so much money.

JB – And then in turn would that change how you feel about Nike if they were sponsor of Messi?

PE – I suppose so, yes because um, like I said, it's different when it comes to like their personal lives and stuff like that but obviously if Nike was like associated with someone like that then obviously it just leads to a greater reputation, greater like... it just leads to more positive things being said about that person and said about Nike, it's just a dropdown effect, ripple down effect, sorry. And then I think it just... I wouldn't say it massively affects the perception of Nike but it obviously doesn't do anything negative towards Nike. It's only positive things that can come from it.

JB – Ok. Um so those were just the attitude questions. Moving onto the final few questions about purchase intentions. Firstly, do you purchase any sports products? Specifically for sports?

PE – Yes.

JB – Um, which brands and why?

PE – Um I suppose when it comes to soccer boots, which I would say the sports equipment that I've purchased before, I do generally associate it with Nike or when I do go purchase something it would be from Nike or anything that's related to soccer, if I need for example, if you were going to buy goalie gloves or something like that then obviously I suppose... I've never actually thought about why I would purchase something like Nike but I suppose when you walk into like commercial stores, something like that, based on the association that you've had before with watching these players wearing these new Nike boots and they're very well promoted within like specific stores as well. Or online let's say you go onto Instagram or Facebook or Twitter, you do see these specific sports equipment being promoted and I suppose that generally just leads to an association with a certain brand and for me that's been Nike.

JB – Ok. Um, you mentioned earlier that you are wearing Nike sneakers. So other than this pair, do you purchase any other lifestyle products of sporting brands in general? Such as sneakers, hoodies, caps?

PE – Um ya, I've purchased... I have quite a lot of sneakers, a lot of them Nike related. I think I have six pairs of Nike sneakers. Obviously there are other brands involved as well like Adidas. Um and obviously I have as well Adidas hoodies, jerseys as well as Nike. So ya, I do... I would say I purchase more lifestyle products than sports style products but ya, a lot of them are Nike.

JB – And why? Why do you... why are they a lot Nike?

PE – Um, I suppose Nike, when you actively like are within like the sneaker... if you're actively searching for sneakers, a lot of the bigger brands within sneakers these are stuff... like stuff that you see when or being worn by like celebrities or like your friends or something like that then you start associating names like Adidas and Nike with sneakers and then you start realising once you look into it further how many different pairs and how many different wide varieties of sneakers and hoodies and clothing and stuff like that they do actually make and then when you start going into the stores and stuff and you see this more and more and more and because of this wide variety you generally just find a pair of sneakers within let's say Nike that's suited to you because they have so many different pairs.

JB – Ok. So just moving onto the last question. Because you like Messi and if he was sponsored by Nike, would that make you more or less likely to purchase Nike products? Whether they're sports products or lifestyle products.

PE – More likely.

JB – And why?

PE – Um, I suppose... just because me being an avid football watcher I do see Messi on a weekly basis playing in a football match so obviously this generally leads to you following him not only in his professional life or whatever on the football pitch but you start following him let's say on Instagram or on Facebook or on Twitter or whatever it might be. And you start associating what he

does or what he wears in his personal life as well. So when you see Lionel Messi constantly wearing Nike while he's on the football pitch or Nike while he's doing whatever in his personal life then you start more and more seeing Nike Nike Nike Nike Nike on someone of that stature and then as soon as you see that it obviously... let's say if I saw Lionel Messi wearing a brand new pair of sneakers because I'm sure he has access to them first if he was sponsored by Nike then you would associate that pair of sneakers with him and then you would start looking for those sneakers in your own personal life and that generally just leads to a connection towards Nike and then you obviously going to go more actively pursue purchasing Nike products.

JB – Perfect. Well that concludes the interview. Thank you very much. If you have any further questions or you wanna know anything else, you have my details, my supervisor's details as well as my research navigator's details so if you do have anything else to ask or wanna know anything, you're more than welcome to contact either one of us. Um, and I'd just like to thank you very much for your time and for taking part in this interview. Um ya, I really appreciate it.

PE – Sure thing Jarryd.

Participant F:

Interviewer: Jarryd Buchalter

Interviewee: Participant F

Location: Wanderers Office Park, 52 Corlett Dr, Illovo

Date: 19 September 2017

Key:

JB – Jarryd Buchalter

PF – Participant F

JB – Hi, my name is Jarryd Buchalter. I am an honours student at Vega doing academic research on Nike's use of famous international footballers as brand endorsers and their influence on South African consumers. Please be open, honest and free to express your opinions and feelings of the questions being asked. There are no right or wrong answers. I would also like to ask for your permission to record this interview.

PF – Sure.

JB – OK, let's get started with the introductory questions. First off, who is your favourite international footballer?

PF – Of all time or currently?

JB – Currently.

PF – Currently I'd have to Suárez.

JB – Luis Suárez?

PF – Luis Suárez, ya.

JB – And why?

PF – Why? Um because that guy... well what he did for Liverpool. Um, took a very average team and made them into one of the best teams in England. Um, finishing second that season but the fact that when he's got the ball at his feet, anything can happen. I mean he can create something out of nothing.

JB – Ok. Um, which European football team or teams do you support?

PF – I support Liverpool in England. Um, if I was to watch overseas soccer in Spain, probably have to go for like an Atletico Madrid. Um but ya.

JB – And why do you support Liverpool?

PF – Why? Sho... um, I don't know. I started at a very young age. Well not too young actually, I was about eleven when I chose Liverpool. Um, I just like the team spirit more than anything that they had. Um, there was like a sense of togetherness in the team and um, ya they weren't the best team around at the time but I enjoyed their style of football and the way they were as a team and I actually... the supporters as well. Um, togetherness was really good there.

JB – Ok. Um, do you know who Suárez and Liverpool are sponsored by?

PF – Yes.

JB – Who are they?

PF – I think Standard Chartered is Liverpool's sponsor.

JB – Um, with respect to sporting brands. So who's Liverpool's kit sponsor?

PF – Adidas. Are they Adidas? Or Warrior Sports? Or they just...

JB – Um, if I'm not mistaken I think Liverpool at the moment is New Balance.

PF – Oh it is New Balance. Ya it is New Balance. They were Adidas but they are New Balance. Ya uh, Suárez I don't know.

JB – Ok, I think Suárez is Adidas as well.

PF – Is he?

JB – Ya, I'm not sure though. But ya, ok perfect. Moving onto the perception questions. Um, when it comes to Nike as a brand, what do you think about them?

PF – Um, well I mean I don't know how to... when I see Nike I think of their clothing, I think of their shoes more than anything, I think of their running shoes being colourful. Like standing out when you go to the gym, you'll see people that... like Nike stands out more than any other brand. Um, in terms of their clothing you think quality. You think of like professional sportsmen like wear it. The one that stands out is obviously Roger Federer. Um, but ya more than anything you think of the quality that Nike offers.

JB – Ok. And would you say that Nike is a big brand?

PF – Uh, ya. Probably the biggest in the world.

JB – Ok. Um, what do you think of Nike when it comes to football specifically?

PF – I don't really associate Nike with football at the moment. They used to be quite big with their boots but I think Adidas has taken over football in terms of sponsorships and branding.

JB – Ok. Um, when it comes to the link between Nike and the famous international footballer that they sponsor, do you think it is important that Nike and the footballer have a link in their personality or images?

PF – Um, like from the outside I don't really see it but I mean there always is. That you do want um, footballers that are good role models or whatever to be the brand ambassadors. Like I don't really know about soccer but clearly like tennis they take Federer because he like a very well-

respected human and that that's what you want on the cover of your brand. soccer wise I'm not too sure who Nike sponsor.

JB – Ok. Um, so those were the perception questions. Moving onto the attitude questions. How would you feel if your favourite footballer, being Luis Suárez, was sponsored by Nike?

PF – Um, it wouldn't really make a difference to me. I mean like the branding and the sponsorships of the players are not really important to me when I watch the sport. I mean their skill and their ability is like what I look for in a player rather than their branding.

JB – Ok. Um, if Suárez was part of a scandal, would it change how you feel about him? So an example, which is true... or I'll use the example that actually happened is Suárez, in sports or a sporting example, when he bit Giorgio Chiellini in the world cup. Did that change how you feel about him?

PF – About him or Nike?

JB – Just him.

PF – Him. Um, not really. That didn't really change it because I mean in the moment anything can happen. I don't think he had any intent on hurting the guy. I think he was just quite aggravated in the moment and that's probably how he was also brought up because I don't think he came from like a very good background either. Um, so no, it didn't change anything. Um, the way he plays soccer and what he's done since his ban then has been incredible. And he's obviously done it twice but...

JB – And if he was caught doping or something like that, which affected the sport specifically. Would that change how you feel about him?

PF – Ya. I mean I don't think there's any place in the sport for doping. Um, I mean if that made him a better player it would obviously be an unfair advantage and then he wouldn't be the player that I thought he was.

JB – Ok. And if Suárez was sponsored by Nike, would the fact that he was caught doping, you said it would change how you feel about Suárez.

PF – Yes.

JB – And if Nike sponsored Suárez, would that change how you feel about Nike?

PF – No, not at all. I think that's very out of Nike's control. Um, obviously they look for what the best person is to sponsor but I mean they don't... they can't control what Suárez is gonna do in a game so it really wouldn't change my perception of them.

JB – Ok. And the second example is in his personal life. So if Suárez was let's say cheating on his girlfriend, would that change how you feel about him?

PF – Um, ya. I think the way a person is in their personal life is a very big way of like connecting you... like connecting with that player. Um, like what you saw with Tiger Woods. Um, the way that scandal had come out. I mean no one probably feels the same way towards Tiger Woods as they did before that happened. Um, so obviously the way they act in their personal life is a bit of a factor in how you feel about them on the actual sports field.

JB – And then in turn would it change how you feel about Nike if they sponsored him?

PF – No, not at all. I think it's completely out of their control again.

JB – Ok. Um, now if Suárez was involved in his own charity work, would that change how you feel about him?

PF – Um, not necessarily. I mean you do get sportsmen that do go over and above what is expected of a footballer that's in the international stage or whatever, um, that do go and do these charities. Like I think David Beckham is quite involved in that kind of stuff but I mean obviously it would probably enhance that I think ok, he's a great person but I mean when I look at footballers, I look at what they do on the field rather than what they give back to the community and other aspects.

JB – Ok and then would it change how you feel about Nike if they sponsored him?

PF – Um, no again no. I don't really associate players with the brands. Um, no.

JB – Ok. So those were just the attitude questions. Moving onto the last questions about purchase intentions. Um, at the moment, do you purchase any sports products? Specifically for sports.

PF – Um, clothing? Footwear?

JB – Ya.

PF – Um, I mean the only branded stuff that I'd buy is like trainers, um, every day sneakers that kind of stuff.

JB – And which brands... well when it comes to sporting products, which brands do you prefer?

PF – Um, I think at the moment I'm leaning more towards Adidas. Um, I had Nike soccer... well I still do actually have Nike soccer boots that I use to play indoor but I mean if I had to go out and buy new boots, it probably would mainly be Adidas.

JB – And why's that?

PF – Um I just think that um, maybe cost wise they could be a bit cheaper than Nike. I'm not too sure but also um, like I feel that they are better looking shoes in general. Um, ya and they're quite trustworthy as well.

JB – Ok. Um, do you purchase any lifestyle products from sporting brands? Such as sneakers, hoodies, caps.

PF – Um, sneakers is the only thing. I don't go out and buy branded sportswear. Um, hoodies, not really. I wouldn't go out and buy a branded hoody. Um, caps I think maybe but for like sporting... if I was playing golf I'd look at maybe getting a branded cap but it's not necessary at this point.

JB – Ok. Um, which brands do you prefer when it comes to lifestyle products?

PF – Again I'd have to go with Adidas. I think it's the most popular brand at the moment. Um, I think it's... their style is probably um, been the main factor in saying that. Um, so ya, I'd go with Adidas.

JB – Ok. Just moving onto the final question now. Um, because you like Luis Suárez and if he was sponsored by Nike, would that make you more or less likely to purchase Nike products?

PF – No, that wouldn't affect me at all. Um, at my stage in my life, like I know as kids you always want to grow up being that person and wearing whatever they wear but I mean I would wear what... the two things that I look for when I buy something is comfort and looks. And if something feels comfortable and looks good, regardless of who wears it, um, I'd purchase that. I wouldn't be inclined to purchase something just because someone else wears it.

JB – Ok perfect. Well that concludes the interview. I just want to thank you very much. Um, if you have any further questions or anything you want to know, you have my details, my supervisor's details as well as my research anchor's details. So if you have any further questions please feel free to ask and again I just want to thank you for taking this time.

PF – Pleasure, thanks Ja.

Appendix D:

Appendix E:

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