

# MODELLING OF CREATIVE ADVERTISING IMPACT ON SOCIAL MEDIA MEMBERS ACCEPTANCE OF SPORTS ACCESSORIES

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## **ABSTRACT**

An advertisement is the promotion of a medium with the intent of promoting a service, product, or event and innovative advertising, indubitably, play a critical role at influencing consumer receipt of fast sports accessories. In direction to influence audiences further efficiently, the advertising industry is ever changing away from conventional media and toward digital media. The sports accessories industry is experiencing a boom. Quick accessories are in high demand because they are convenient and fit into consumers' lifestyles. With Indian consumers' changing lifestyles, more educated and affluent people are more likely to buy, especially at brands that are promoting sports accessories. Customers have a range of accessory patterns and brands to select from, in addition to the highly promoted by media and information technology visibility. Consequently, the purpose of this study is to look into the impact of creative ads on customer acceptance as well as the most important factors that affect customer acceptance.

This research was carried out on a few selected sports accessories showrooms in Bangalore Shopping malls. The sampling techniques used in this analysis were convenience sampling. The survey questionnaire was used to collect data in this study. Descriptive and predictive approaches were used to analyse the data obtained. Descriptive analysis was used to assess the gender, age group, Occupation, and Income. The frequency is used to get the results. The influence of the independent and dependent variables, namely creative ads and social media members (consumer) acceptance, was determined using multiple linear regressions.

## **KEYWORDS**

Customer Acceptance, Innovative Advertising, Lifestyles, Social Media, Sports Accessories.

## **INTRODUCTION**

Creative media marketing is an innovative type of the out-of-the-box advertising communication in which the medium is intelligently carefully chosen to convey information with regard to the business. Advertisers can use it as a tactic to stand out and develop effective commercials. Many advertisers' questions nowadays may be answered by creative media advertising. It introduces a novel advertising format that captures consumers' attention. Creative advertising is a marketing approach in which a non-traditional medium is employed in a unique way for the goal of advertising.

Interactive media advertising is single type of innovative marketing information exchange that can be distinguished from others: Using an innovative medium allows marketers to emphasise specific aspects of their brand. Dahlén (2005) was the first to apply the theory of innovative media advertising. He described an innovative medium as a non-traditional, unique form of media that wants to communicate the message inherently.

Most significantly, the platform will not only be novel, but it ought to be selected towards to convey the communication specifically. There must be a strong connection amongst the brand's concept and the media that customers can recognise. A straw marketing at a yoga centre displaying a woman raising her hands up on the stretching portion of the straw is an example of a creative medium. Whenever the straw is stretched, she bends over, inferring that joining a yoga centre will make one more flexible (Eelen and Seiler, 2015).

Interactive media promotion differs from other sorts of unusual brand communication in two ways: It uses a medium that was not primarily thought as a typical medium for advertising and it reinforces the key selling points. Creative advertising could be used as a profit in viral marketing, there could be an overlap between the notions of street marketing and creative media advertisements and nevertheless they are not the same. Creative media advertisements are an illustration of street marketing when encountered outdoors, but not all street marketing activities are creative media advertisements.

Various studies found that the effect of creative media advertising with the consumer responses shows positive effects, creative messages get more consideration in addition lead to positive attitudes about the products being marketed. A creative advertisement is one which is artistic, professionally completed and has unique ideas. Smith and Yang (2004) argue in a research article that sales promotion helps to capture better attention of the customer since differentiation provides a distinction with far less ad campaigns.

According to practitioners, the one and only characteristic that differentiates promotion from a salesperson's blunt and frequently useless pitch is creativity. It is also distinguished that watching TV can recommend the greatest possibility for creative advertising. Ideally, both creative and the proposed audience need to view an advertisement as creative. Subsequently advertising has core competencies to become more operative because effective marketing communications have become an essential part of a firm's success in presenting and promoting products and services. Advertisers' use of criteria such as recreation and attractiveness advertising determines the effectiveness of their advertising.

There is great awareness in understanding advertising creativity and its dimensions to generate attention, awareness or a favourable attitude toward the advertised brand. Creativity helps advertising to convey the message in a different manner, depending on the medium in which it is established. According to the perception of unexpectedness, creativity in advertising is also defined as a performance that is able to produce effective surprise. Creative advertising positively affects advertising effectiveness. Ideally, both creative and the proposed audience need to view an advertisement as creative.

## **REVIEW OF LITERATURE**

### **SOCIAL MEDIA MEMBERS ACCEPTANCE OF SPORTS ACCESSORIES**

Multiple authors have characterised sports marketing over the years. Sports accessories marketing, according to Beech and Chadwick (2007), is "an evolving process in which competitions with an unknown outcome are showcased in order to maximize the potential for the concurrent accomplishment of primary and secondary objectives among sport accessories shoppers, sport accessories businesses and other associated individuals and institutions." Individuals are subjected to sports accessories marketing practically always, from these authors, whether they are reading the news or tabloid, viewing sports television programs, or merely walking along the street through promotional communication means such as signage and advertisements to measure the impact of social media in the field of sports marketing. Gaurav Kumar Gadiraju (2016) has accomplished through a thorough examination of sports marketing and the rising fame of social media marketing for sports brands round the world. Nike, Inc. is one such company. This company's focus has shifted to digital marketing. As social media marketing became more

popular, traditional marketing methods such as print, radio, and television began to fade away. The study focuses on the evolution of marketing techniques from traditional to digital over time.

Sports firms today rely on social media and digital marketing for their continued growth and success, knowing that social media acts as a platform for players and spectators to interact with their favourite sports (Nayana Nimkar and Rattan Singh, 2020). The way players, coaches, clubs, federations, sport firms and other industry actors engage has changed as a result of social media. While research study in the usage of social media and the impact of sport has increased in recent years, digital platforms have not been studied from a bibliometric standpoint. As a result, this study used descriptive bibliometric software to investigate the scientific production of social media in sport (López-Carril, S, *et al.*, 2020).

## **CREATIVE MEDIA ADVERTISING**

Creative media marketing could be the response to many advertisers' concerns these days. It introduces a novel advertising structure that captures customers' attention despite an overabundance of marketing communications known as 'advertising clutter' (Rauwers and Van Noort 2015). Consumers' opinions toward marketing have gotten progressively negative over time as a result of this advertising congestion ((Speck and Elliott 1997). The use of CM ads may be able to mitigate these detrimental impacts. A CM ad stands placed on a media channel that is 1. Non frequently utilised for marketing and 2. Has a strong association with the advertised brand (Dahl en 2005). Because CM commercials aren't displayed in typical advertising mediums such as newspapers, they may be more difficult to recognise as advertisements (Obermiller, Spangenberg and MacLachlan 2005), results in constructive advertising impacts.

A rising frame of research (Meijers, Eelen and Voorveld 2016) reveals that CM advertising outperforms conventional media advertising (TM advertising) in terms of boosting affective and behavioural reactions (Dahl en, Friberg and Nilsson 2009; Meijers et al. 2016). By concentrating on three key issues which have not been effectively addressed in previous research, the study adds to the current understanding on the effects of CM advertising. The study's initial goal is to replicate and extend prior findings by looking at the impact of CM advertising in a real-world scenario. This is critical in presenting a true involvement to customers, as a real experience prompts people towards thinking more deeply about the advertisement and allows them to use environmental signals to figure out the medium-brand relationship (Rauwers and Van Noort 2015). Creative Media Advertising (CMA) is a marketing technique in which a non-traditional medium is used creatively for advertising reasons. Marketers are interested in this unique advertising tactic, but slight is known about its convincing impact on consumers' cognitive, emotive and behavioural responses, as well as the mechanisms that underpin them (Fabienne Rauwers *et al.*, 2018).

## **BACKGROUND OF THE STUDY**

Creativity plays a very significant role in capturing the consideration of the people. It promotes selling of a product through advertising, where illustration and photographs are some of the elements required to convey the message to the target audience. However, these creative advertisements sometimes cannot make the desired persuasion due to absence of definite advertising appeal. The advertisement campaign is an evaluation that attempts to establish a

link between the things offered and the goal that viewers have. Attention is enhanced if the type of creativity used is instantaneously related to the product that is being promoted, therefore increasing advertising effectiveness and gaining positive responses.

With this background, the present study has been undertaken to understand the influence of creativity in advertisements for sports accessories through social media members. Creativity can enhance positive attitudes towards the product being promoted, that grabs attention and interest of the social media members but at the same time it may fail to give the clear message related to the product. The study also analyses the reaction of the social media members towards creative advertising of sports accessories.

## **RESEARCH QUESTIONS**

- How creative advertisements affect the social media member's acceptance of sports accessories?
- What would be the influence of creative advertisements on social media members buying behaviour towards sports accessories?

## **HYPOTHESIS**

In order to study creative advertising influence on social media member's acceptance of sports accessories, the hypothesis of this study as follow:

**H<sup>0</sup>:** The acceptability of sports accessories by social media members is not impacted by creative advertising.

**H<sup>1</sup>:** The acceptability of sports accessories by social media members is impacted by creative advertising.

## **METHODOLOGY**

### **SCOPE OF THE STUDY**

The study focused on social media users who bought sports equipment at 10 different sports accessories stores in selected shopping malls in Bangalore, India.

### **STUDY LIMITATIONS**

This study reveals several limitations and shortage, rationale including the use of stratified random sampling in future studies, which is more directly applicable and capable of conducting a countrywide investigation. In terms of the measurements challenge, future studies may utilise many items to strengthen their social media member's acceptance towards sports accessories to get a better reliability.

### **SAMPLING**

According to Uma Sekaran, the sample size for this study was determined by following the rule of thumb. She advised that for most studies, sample sizes of greater than 30 but fewer than 500

should be used. As a result, the sample size for this study has been set at 250. A simple selection of 50 responders was made from ten Sports Accessories showrooms in a mall in Bangalore, India.

## MEASUREMENTS

The survey is divided into two sections: Part A, which asks about innovative advertising and customer approval and Section B, which asks about social media member's acceptance towards sports accessories. In Section B, the responders' demographic profile was requested. For demographic section, a nominal scale was employed. The Likert scale is used for additional questions in the provided questionnaire's Section A. The questions have five response options, ranging from strongly disagree to strongly agree on a scale of 1 to 5, with 1 being the most strongly disagreed with and 5 representing the most strongly agreed with. The respondent should check the levels on the questions.

## DATA COLLECTION

The questionnaire was provided to the respondent in person to selected shopping malls at Bangalore, referred to as "mall intercept" interviews. The benefit is, the respondent does not have to write out their responses; greater response rate; opportunity to monitor respondents; good if visual materials are necessary, or if questions are important since the interviewer controls the sequence.

## DATA PRESENTATION, INTERPRETATION AND DISCUSSION

The demographic profile of the responders is shown in Table 1. It also shows the gender distribution of each responder who buys sports accessories in Bangalore. Males are 118 times more likely than females to buy sports accessories, according to the total number of respondents.

**TABLE-1. DEMOGRAPHIC PROFILE**

Demographics	Category	Frequency	Percentage
Age	18-23	77	31
	24-29	55	22
	30-35	34	14
	36-41	48	19
	42 and above	36	14
Gender	Male	118	47
	Female	132	53
Occupations	Student	102	41
	Government	21	8
	Self Employed	89	36
	Privately Employed	38	15

Income	10000-20000	95	38
	20000-30000	16	7
	30000-40000	26	10
	40000-50000	38	15
	50000 and above	75	30

## RELIABILITY ANALYSIS

Cronbach's Alpha approaches 1.0 as internal consistency dependability increases (Sekeran, 2000). Cronbach's alpha is for this study, according to reliability analysis .923.

## DESCRIPTIVE ANALYSIS

The descriptive analysis of all the variables in this study is the subject of this section. The independent variable in this research approach is creative advertising. Purchase decision, shopping trend, Cognitive response and Positive impact on brand, Quality of the product being the dimensions of creative advertising. Social media member's acceptability is the study's dependent variable. All of the observed variables were rated on a 5-point scale from 1 (strongly disagree) to 5 (strongly agree) (strongly agree). Table 2 shows the average scores for each of the constructs. Positive impact on Brand (3.72) which was slightly higher than Quality of the product (3.71) and Cognitive Response (3.70) had the greatest mean score, while Purchase Decision (3.66) and Shopping Decision (3.68) had the lowest.

**TABLE-2. DESCRIPTIVE ANALYSIS**

Dimensions	Mean	Standard Deviation
Purchase Decision	3.66	0.655
Shopping Trend	3.68	0.478
Cognitive Response	3.7	0.723
Positive impact on Brand	3.72	0.531
Quality of the Product	3.71	0.564

## RESULTS OF MULTIPLE REGRESSION ANALYSIS

The association between creative advertising and social media members' acceptance of sports accessories was investigated using multiple regression analysis. Many strategies for modelling and evaluating multiple variables are included, however the major relationship that exists between a dependent and independent variable. Table 3 shows that Shopping trend (Beta = .276), Positive impact on brand (Beta = .257), and Purchase decision (Beta = .237), Cognitive response (0.211) are the most crucial dimensions of creative advertising in terms of Social media members' acceptability, with a significance level of less than 0.05.

**TABLE-3. MULTIPLE REGRESSION ANALYSIS**

	Beta	T	Sig.	Results
(Constant)	-	17.44	0.001	Overall Hypothesis Accepted
Purchase Decision	0.221	3.234	0.001	Accepted
Shopping Trend	0.276	3.144	0.002	Accepted
Cognitive Response	0.211	2.083	0.038	Accepted
Positive impact on Brand	0.257	2.673	0.008	Accepted
Quality of the Product	0.028	0.52	0.603	Rejected

## CONCLUSION

This study's findings will aid in a deeper view of social media users' attitudes about sports accessories. With the transition in Indian lifestyles, the selection criteria of a sports accessories showroom in Bangalore, India is critical, where it may prove to be valuable to social media users and marketing practitioners, while at the similar period, innovative advertising plays a key part. Every business in the today's world has an advertisement, but how creative the advertisement is and how well it reaches the target group are still critical factors. This study concludes with a greater grasp of whether dimensions of creative advertising impacts social media member's acceptance towards sports accessories and which dimensions of creative advertising is more effective in terms of influencing members behaviour.

Furthermore, the research can provide insight into how the industry can create a good advertisement with useful dimensions. Consumers may receive benefits such as a good value for their money while purchasing variety of sports accessories that meet their expectations and a pleasant experience with each visit. Based on the findings, it is possible to conclude that creative advertising has an impact on social media member's acceptance of the sports accessories industry, which is supported by an overall significant value of 0.001.

Overall, this study clearly demonstrates that creative advertising has influenced customer acceptance. However, product quality is insignificant in terms of customer acceptance. The shopping trend with the highest beta value indicated the most important dimension to consider. When creating advertisements for their businesses, the sports accessories industry should prioritise this dimension.

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