

Zkoumání přesvědčení a postojů k reklamě ve sportu u srbských spotřebitelů

Examining beliefs and attitudes toward advertising through sport among Serbian consumers

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Abstrakt

Prvním účelem této pilotní studie bylo srovnat postoje spotřebitelů k reklamě prostřednictvím sportu s jejich postoji k reklamě obecně. Druhým účelem této pilotní studie bylo analyzovat vztahy mezi přesvědčením o reklamě prostřednictvím sportu a postoji k ní, vesměs z toho důvodu, že se očekávalo, že podniky budou profitovat z využití sportu jako propagačního média, a identifikace stanovených přesvědčení ovlivňujících k pozitivním postojům obohatí reklamní strategie. Data byla získána od náhodně zvolených 127 studentů, kteří studovali na Univerzitě Novi Sad během podzimního semestru roku 2013. Systém proměnných sestává z 39 položek modelovaných sedmibodovou Likertovou škálou, a to postoje a přesvědčení, a osmi demografických položek, které byly upraveny z Pyunových původních položek, aby se hodily do každé oblasti. Pro nejlepší položku z každého konstruktů byla použita faktorová analýza, kdežto k porovnání postojů spotřebitelů vůči reklamě prostřednictvím sportu s jejich postoji k reklamě obecně jsme využili Wilcoxonův párový test. Pak byla použita metoda optimálního škálování k odhalení vztahů mezi přesvědčením o reklamě prostřednictvím sportu a postoji k ní. Podle očekávání byly postoje zákazníků vůči reklamě prostřednictvím sportu významně kladnější než jejich postoje vůči reklamě obecně. Na druhé straně je nečekané, že pouze jeden (informace o výrobku) z maxima sedmi konstruktů přesvědčení významně ovlivnil postoj vůči reklamě prostřednictvím sportu.

Abstract

The first purpose of this pilot study was to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general. The second purpose of this pilot study was to analyze the relationships between beliefs about and attitude towards advertising through sport, mostly due to the reason it was expected that enterprises should profit from the use of sport as an advertising medium and the identification of specified beliefs influencing to positive attitudes would enhance advertising strategies. The data was collected from randomly selected 127 students who attended University of Novi Sad during the autumn semester of 2013. The system of variables consist 39 items, modeled by seven-point Likert scale, of attitudes and beliefs about and eight demographic items that were modified from Pyun's original items to fit each area. The factor analysis were employed to take the best item of each construct, while Wilcoxon Signed Ranks Test was used to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general. Then, Optimal Scaling Method was employed to reveal the relationships between beliefs about and attitude towards advertising through sport. Expected, the customers' attitudes towards advertising through sport were significantly more positive than their attitudes towards advertising in general. On the other hand, unexpected, just one (product information) of maximum seven belief constructs have significantly influenced attitude towards advertising through sport.

Klíčová slova: sport, reklama, přesvědčení, postoje, Srbsko.

Keywords: sport, advertising, beliefs, attitudes, Serbia.

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INTRODUCTION

The conclusions in pioneer studies from the applied area that have been published by Bauer and Greyser (1968) and Lutz (1985) have initiated the ideas that the consumers' attitudes towards advertising are one of the significant factors that can strengthen advertising effectiveness, mostly due to the reason the consumer's cognitive ability towards the advertising is contained in their feelings and thoughts (cited Muratović, Bjelica and Popović, 2014). If we continue to investigate this issue and go much deeper, it is interesting that we observed there are a lot of studies that have researched consumers' attitudes toward advertising for long time, but most of them considered consumers' attitudes toward advertising just in general (Anderson, Engledow and Becker, 1978; Andrew, 1989; Bauer and Greyser, 1968; Lutz, 1985; Mittal, 1994; Muehling, 1987; Pollay and Mittal, 1993; Shavitt, Lowrey and Haefner, 1998; Zanot, 1984). Anyhow, some of them have concluded the attitudes toward advertising showed negative trend during the 1960s and 1970s (Andrews, 1989; Muehling, 1987; Zanot, 1984), while some have found a more favorable respondents' evaluation of advertising at the same period (cited in Shavitt et al., 1998). These inconsistencies have directed all of them to suspect that advertising campaigns that used elements from specific mediums influence consumers' attitudes toward advertising accordingly. Some authors believed that one of the most relevant mediums are the elements of sport, such as athletes, teams, images of sporting events and sporting venues (Pyun, 2006), mostly due to the reason these elements can affect the attitudes of consumers and caused significant fluctuations in their attitudes in parallel to other elements (Pyun, Kwon, Chon, and Wook, 2012). From this reason, many researchers recognized sport as an independent advertising platform that enterprises may use to overpower consumers' negative attitudes towards advertising.

According to all mentioned above and the fact the advertising through sport is unexplored area in Serbia, the authors created two goals of this pilot study. The first one was created to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general, mostly due to the reason the authors have assumed that Serbian consumers have recognized sport as an independent advertising platform, but it had to be proven to let the authors to analyze the advanced issues in the sport-advertising sector. Because the authors have strongly believed this hypothesis shall be confirmed, the second goal of this pilot study was created to analyze the relationships between beliefs about that represent various determinants of consumers' attitude towards advertising with attitude towards advertising through sport, mostly due to the reason this issue is totally neglected in Serbia and the authors have expected that enterprises should profit from the use of sport as an advertising medium and the identification of specified beliefs influencing to positive attitudes would enhance advertising strategies.

MATERIAL AND METHOD

The subjects that were asked to participate in the survey during the autumn semester of 2013 were randomly selected students who attended Faculty of Sport and Physical Education at University of Novi Sad from Serbia. Out of 150 questionnaires distributed, 127 usable questionnaires were returned (male: 88; female: 39) for a response rate of 85% that represents acceptable level.

The questionnaire was composed of three sections: 1) attitude toward advertising in general (three items) and attitude toward advertising through sport (three items), 2) belief factors about advertising through sport: product information (five items), social role/image (eight items), hedonic/pleasure (four items), annoyance/irritation (four items), good for the economy (four items), materialism (four items), and falsity/no sense (four items), and 3) and eight items capturing demographic information. Hence, the system of variables consist 39 items, measured on a seven-

point Likert scale anchored with 1 (strongly disagree) and 7 (strongly agree) as well as 1 (strongly dislike) and 7 (strongly like), of attitudes and beliefs about and eight demographic items that were modified from Pyun (2006) original item to fit each relevant area. It is also important to highlight that all subjects were encouraged to interact with the interviewers and discuss each item if they found it necessary. The subjects were informed that they are always allowed to withdraw from participating in the survey as well as about the confidentiality of their responses. While Faculty of Sport and Physical Education at University of Novi Sad is a monolingual society where it is not required high level of English language proficiency, the authors have needed to utilize the translation of original English versions of the scales and the questionnaire was translated back into English by professionals to ensure that the content was maintained. Then, the questionnaires were distributed in Serbian language.

The data were analyzed using the SPSS 20.0. The factor analysis were employed to take the best item of each construct, while Wilcoxon Signed Ranks Test was employed to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general. Then, Optimal Scaling Method was employed to reveal the relationships between beliefs about (product information, social role and image, hedonism/pleasure, annoyance/irritation, good for the economy, materialism and falsity/no sense) and attitude towards advertising through sport.

RESULTS

This section reports the results of the statistical analyses that have been examined in this study. At the beginning, the results of the factor analysis are presented, followed by the results of the Wilcoxon Signed Ranks Test that was employed, due to the reason there were some statistically significant difference between Gaussian and our curves in the variables of two attitude constructs (Figure 1). Finally, the results of the Optimal Scaling Method are reported.

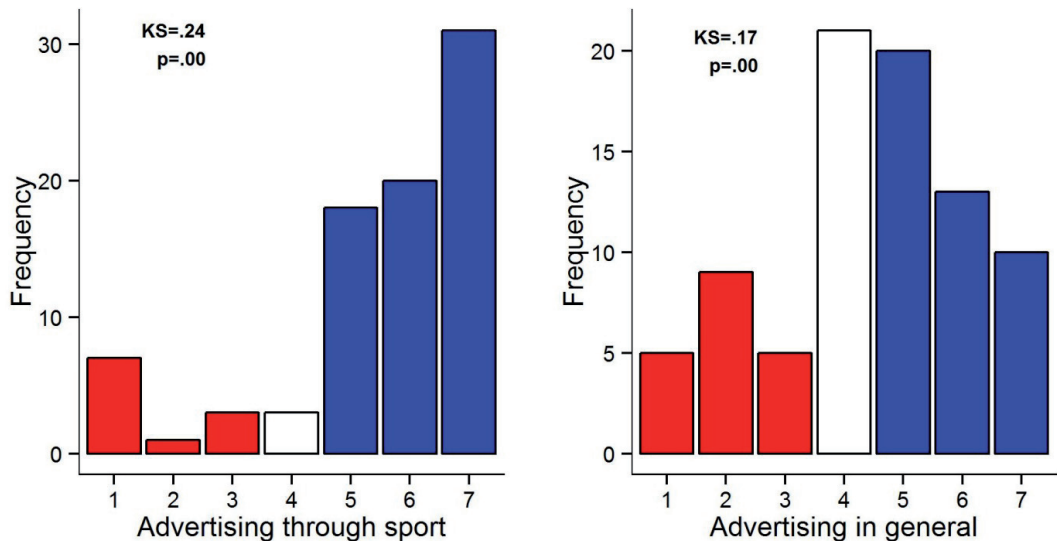


Figure 1: Kolmogorov-Smirnov Test among attitudes towards advertising through sport and advertising in general

The factor analysis was employed to take the best item of each construct. The revealed data in Table 1 have reported following beliefs about, such as product information (P1), social role and image (S4), hedonism/pleasure (H4), annoyance/irritation (A2), good for the economy (G2),

materialism (M3), falsity/no sense (F2), as well as attitude towards advertising through sport (AS2) and attitude towards advertising in general (AG2), to be the best item of each construct.

Table 1: The factor analysis among attitudes and beliefs about

Variable	#	Hotteling		
		H1	h ²	%
Product information	P1	.83	.69	61
	P2	.78	.60	
	P3	.83	.68	
	P4	.82	.67	
	P5	.65	.43	
Social role and image	S1	.67	.45	52
	S2	.79	.63	
	S3	.72	.52	
	S4	.80	.65	
	S5	.56	.31	
	S6	.69	.48	
	S7	.74	.54	
	S8	.74	.55	
Hedonism/pleasure	H1	.78	.62	64
	H2	.78	.61	
	H3	.76	.58	
	H4	.86	.74	
Annoyance/irritation	A1	.69	.48	54
	A2	.85	.72	
	A3	.68	.46	
	A4	.73	.53	
Good for the economy	G1	.84	.70	59
	G2	.91	.82	
	G3	.90	.81	
Materialism	M1	.64	.42	56
	M2	.80	.64	
	M3	.82	.68	
	M4	.71	.50	
Falsity/no sense	F1	.68	.47	65
	F2	.88	.77	
	F3	.85	.72	
	F4	.79	.63	
Attitudes toward advertising in general	AG1	.91	.83	76
	AG2	.92	.84	
	AG3	.77	.60	
Attitudes toward advertising through sport	AS1	.90	.80	72
	AS2	.88	.77	
	AS3	.77	.60	

Wilcoxon Signed Ranks Test was employed to compare two attitude constructs, due to the reason the authors wanted to test the hypothesis if the Serbian consumers showed significantly more positive attitudes toward advertising through sport than those in advertising in general. The results of the descriptive statistics in Figure 2 revealed that the Serbian consumers' overall attitudes towards advertising through sport (Mean = 5.39 ± 1.84) were favorable, as well as their overall attitudes towards advertising in general (Mean = 4.89 ± 1.68). However, the Wilcoxon Signed Ranks Test that is also reported in Figure 3, supported the authors' hypothesis and revealed the consumers' attitudes toward advertising through sport in Serbia are significantly more positive than advertising in general ($p < 0.01$).

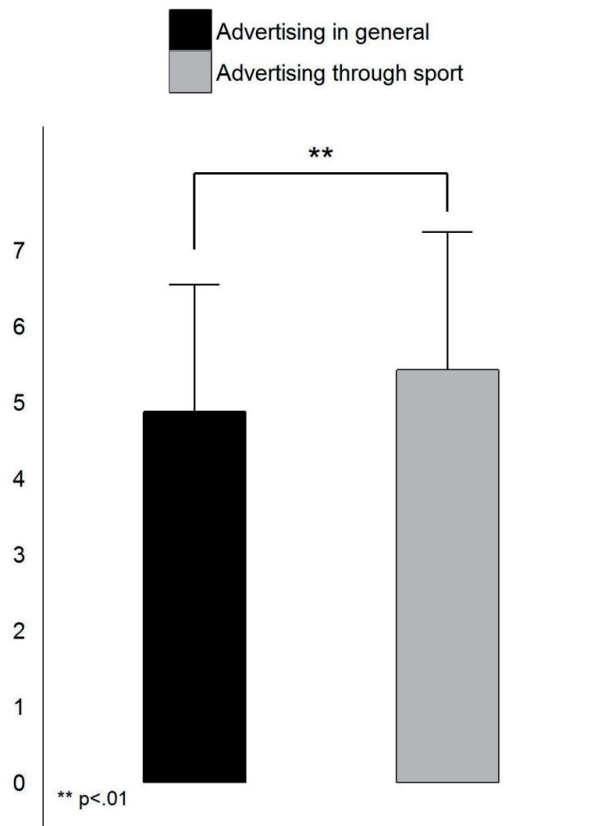


Figure 2: Wilcoxon Signed Ranks Test among attitudes towards advertising through sport and advertising in general

Using an Optimal Scaling Method, the seven hypotheses were tested. The statistical analysis indicated in Table 2 that one of maximum seven belief constructs: product information ($\beta = -.79$) has significantly influenced attitude towards advertising through sport, while social role and image ($\beta = -.06$), hedonism/pleasure ($\beta = .19$), annoyance/irritation ($\beta = -.04$), as well as good for the economy ($\beta = .13$), materialism ($\beta = -.05$) and falsity/no sense ($\beta = .15$) had not. The coefficient of determination ($R^2 = 0.7655$) indicated that 77% of the total variance of the attitude construct was explained by the seven belief constructs.

Table 2: Optimal Scaling Method among attitudes towards advertising through sport and beliefs about

Variable	β	p
Product information	.79	.00
Social role and image	-.06	.53
Hedonism/pleasure	.19	.37
Annoyance/irritation	-.04	.96
Good for the economy	.13	.11
Materialism	-.05	.84
Falsity/no sense	.15	.43
R	.87	
P	.00	
%	77	

DISCUSSION

This study primarily addressed two research questions. The authors started with the research question if consumers' attitudes towards advertising through sport would be more positive than advertising in general and the current findings supported the authors' hypothesis that the consumers' attitudes toward advertising through sport in Serbia are significantly more positive than advertising in general. These findings correspond to the previous evidences from the different societies (Bjelica, Popović, Jakšić, Hadžić, and Akpınar, 2014; Mittal, 1994; Schlosser, Shavitt, and Kanfer, 1999; Pyun et al., 2012; Muratović et al., 2014) and support general idea that advertising through sport is much more attractive promotional tool worldwide for marketers who can use it to strengthen communication with consumers and persuade them to purchasing certain product or service. It is also interesting to mention that Serbian university students did not perceive advertising in general in a negative manner, due to the reason the mean score was 4.89.

The authors continued this research with the identification of specified beliefs about influencing to positive attitudes towards advertising through sport that would enhance advertising strategies. However, the second part of this study did not support the authors' hypothesis and findings from previous studies (Bjelica et al., 2014; Pyun et al., 2012; Muratović et al., 2014); due to the reason advertising beliefs of the Serbian university students did not significantly influenced consumers' attitudes towards advertising through sport in all expected constructs. Hence, this investigation failed to show an evidence of the conceptualization of the proposed structural model. It was founded that only one belief constructs (product information) contributed to the prediction of the attitude construct. On the other hand, similar to previous studies (cited in Pyun et al., 2012), the three negative advertising functions (social role and image, annoyance/irritation, and materialism) did not contribute to consumers' overall attitude towards advertising through sport. From all aforementioned, Serbian marketers may benefit from advertising which includes just production information contents and avoid social role and image, annoyance/irritation, and materialism, merely when designing its campaigns through sport in the market. Although unexpected results, previous studies in marketing and communication (Pollay and Mittal, 1993; Pyun, 2006; Schlosser et al., 1999) have also founded production information was significant predictor of attitude that consumers consider advertising as a learning source when they need new information about the products they are interested in. When consumers receive an advertising that provides clear and relevant information about the product or service, they can form a positive attitude toward the ad. Hence, Serbian marketers need to make sure their messages contain appropriate advertising content.

CONCLUSION

Interestingly, contrary to previous research studies (Bjelica et al., 2014, Muratović et al., 2014; Pyun et al., 2012), this research found much less advertising beliefs significantly influenced consumers' attitude towards advertising through sport and initiate the authors of this study to consider a new structural model for applied population and take into consideration some additional belief factors about advertising through sport such as informative, credibility, claim believability, drama, value corruption, aesthetics, entertainment, commercialism and sex appeal. The authors believed this action would be reasonable, mostly due to the reason 77% of the total variance of the attitude construct was explained by the combined effects of the seven applied determinants and just one significantly influenced it. On the other hand, there is still 23% of the attitude construct that has not been explained; while there is a great possibility the additional determinants may better explain the causal relationship between beliefs and attitude through sport. On the other hand, the readers of this study must keep in mind that this study was conducted using just Serbian university students as a sample and this might have a serious limitation, mostly due to reason that the sample had unique characteristics. From this reason authors recommend for the future researches to get employed more diverse consumer groups, due to the reason it might provide more comprehensive evidence, such as Montenegrin study (Muratović et al., 2014) that employ national survey and provided significantly opposite conclusions.

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