

ADVERTISING STRATEGIES ADOPTED BY MULTINATIONAL COMPANIES IN SPORTS EVENTS AND ITS IMPACT ON CONSUMER PSYCHOLOGY

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ABSTRACT

This study examines the advertising strategies adopted by multinational companies in sports events and their impact on consumer psychology. The research focuses on the Indian market, specifically focusing on Pune City. The study's objectives are to explore the relationship between exposure to advertising strategies and brand loyalty and to analyze the effectiveness of these strategies in the Indian context compared to the global perspective.

A cross-sectional approach uses qualitative interviews to gather data from 400 respondents. The findings indicate that consumers exposed to advertising strategies in sports events exhibit higher brand loyalty than those not exposed. The study also reveals that the effectiveness of these strategies varies between the Indian market and the global perspective, suggesting the importance of cultural and market dynamics.

The implications of these findings highlight the significance of well-executed advertising strategies in sports events for multinational companies aiming to engage consumers and shape their purchasing decisions. The study contributes to understanding consumer behaviour and provides insights for marketers in developing effective advertising campaigns in the sports event domain.

Keywords: Advertising Strategies, Multinational Companies, Sports Events, Consumer Psychology, Brand Loyalty

Introduction

In today's globalized world, multinational companies seek innovative and effective ways to capture the attention of their target audience and promote their products or services. One highly influential platform that has emerged as a powerful marketing tool is sports events. These events captivate millions of viewers worldwide and provide an ideal opportunity for multinational corporations to showcase their brands and connect with consumers on a deep emotional level.

The advertising landscape has undergone a remarkable transformation over the years. Gone are generic commercials that merely conveyed product features and benefits. Modern advertising strategies focus on creating memorable experiences, forging emotional connections, and leveraging the immense popularity of sports events to drive consumer engagement. By integrating their brands into the fabric of sports events, multinational companies can effectively reach a massive audience, enhance brand visibility, and shape consumer psychology.

This paper explores the various advertising strategies adopted by multinational companies in sports events and their profound impact on consumer psychology. By understanding these strategies and their underlying psychological mechanisms, we can gain insights into how corporations effectively influence consumer behaviour and purchasing decisions.

- **The Power of Sports Events:** Sports events have a unique ability to captivate audiences around the globe. Whether it's the FIFA World Cup, the Olympic Games, the Super Bowl, or the NBA Finals, these events generate unparalleled excitement, passion, and emotional connection among fans. As a result, they create a fertile ground for multinational companies to promote their brands and products.
- **Brand Integration in Sports Events:** One of the most prevalent advertising strategies multinational companies employ is brand integration within sports events. This involves associating a brand with a particular sporting event, team, athlete, or even a specific moment in the game. Through strategic

partnerships, sponsorships, and endorsements, companies can align their brand values with the excitement and positive emotions generated by sports events, enhancing brand perception and creating a lasting impression on consumers.

- **Emotional Appeal and Fan Identification:** Sports events evoke intense emotions, and advertisers leverage this passionate appeal to establish a connection with fans. By aligning their brand messaging with the passion, loyalty, and camaraderie exhibited by sports enthusiasts, multinational companies aim to create a sense of shared identity and belongingness among consumers. This emotional bond fosters a positive attitude towards the brand and influences consumer psychology by strengthening brand recall and purchase intent.
- **Celebrity Endorsements and Influencer Marketing:** Celebrity endorsements and influencer marketing are pivotal in advertising strategies during sports events. By partnering with renowned athletes or sports personalities, multinational companies tap into these figures' influence and aspirational appeal. Consumers tend to admire and idolize sports stars, and their association with a particular brand can significantly impact consumer perception, trust, and purchase behaviour. Moreover, the rise of social media platforms has given birth to a new era of influencer marketing, allowing companies to collaborate with sports influencers with a dedicated following, thereby amplifying their reach and impact.
- **Storytelling and Narrative Building:** Effective advertising campaigns weave compelling stories and narratives around their brand and products. This technique allows multinational companies to connect emotionally with consumers by leveraging the storytelling elements of sports events. By crafting narratives that resonate with the audience's values, aspirations, and dreams, advertisers can leave a lasting impact on consumer psychology. Through the power of storytelling, brands can shape consumer perceptions, evoke nostalgia, and build long-term brand loyalty.
- **Immersive Experiences and Fan Engagement:** Advertising during sports events extends beyond traditional television commercials. With advancements in technology and the rise of digital platforms, multinational companies now have the opportunity to provide immersive experiences to fans. Augmented reality (AR), virtual reality (VR), interactive social media campaigns, and gamification techniques enable companies to engage with consumers in novel and exciting ways. These immersive experiences enhance brand visibility and create a sense of active participation, leading to heightened consumer engagement and favourable brand associations.

Thus, multinational companies have recognized the immense potential of sports events as a platform for advertising and brand promotion. Companies can effectively capture consumers' attention and shape their psychology by adopting strategic advertising strategies, such as brand integration, emotional appeal, celebrity endorsements, storytelling, and immersive experiences. Understanding the impact of these strategies on consumer behaviour and purchasing decisions is crucial for marketers and advertisers in an increasingly competitive global marketplace. By leveraging the power of sports events, multinational companies can forge lasting connections with consumers, enhance brand equity, and drive business growth.

Literature Review

Li, Kambele (2020) investigated the impact of sports event sponsorship on consumer brand perception. It explored how multinational companies' advertising strategies in sports events influence consumer psychology, explicitly focusing on the effect of sponsorship on consumer brand perception. Chae, Shin (2019) examined the influence of sports sponsorship on brand awareness, brand image, and purchase intention. It provided insights into how multinational companies' advertising strategies in sports events affect consumer psychology, focusing on the impact of sponsorship on brand awareness and image. Hsu, Kang (2018) investigated the effect of sports sponsorship on brand equity, focusing on an Asian sporting event. It examined the relationship between sponsorship and brand equity by examining how multinational companies' advertising strategies in sports events influence consumer psychology. Zhang, Cornwell, & Coote (2020) studied the power of in-game advertising in sports video games and its influence on brand loyalty. It explored how multinational companies' advertising strategies, specifically in the context of sports video games, impact consumer psychology by studying the relationship between in-game advertising and brand loyalty. Huang, Hsu (2019)

investigated the effects of sports sponsorship strategies on sponsor brand equity. It examines how multinational companies' advertising strategies in sports events influence consumer psychology, explicitly focusing on the impact of sponsorship on sponsor brand equity.

Kim, Trail (2018) examined the influence of team identification and sports sponsorship on consumer attitudes and behaviours. It explored how multinational companies' advertising strategies in sports events impact consumer psychology by investigating the role of emotional connections and team identification in shaping

consumer attitudes and behaviours. Pham, Maharadatunkamsi (2019) investigated the effects of congruence between sport sponsorship activities and brand image on consumer behaviour. It explored how multinational companies' advertising strategies in sports events influence consumer psychology by examining the relationship between congruence, brand image, and consumer behaviour. Du, Fan (2019) examined the effects of fit perceptions on sponsorship response, focusing on the moderating role of brand experience. It explored how multinational companies' advertising strategies in sports events impact consumer psychology by investigating the role of fit perceptions and brand experience in shaping consumer responses to sponsorship. Lim, Mahamad Saad (2018) explored the effects of sports sponsorship on brand image and purchase intention, considering the moderating role of consumers' level of physical activity. It investigated how multinational companies' advertising strategies in sports events influence consumer psychology by examining the impact of sponsorship on brand image and purchase intention, considering consumers' physical activity level. Tao, Zhang & Li (2021) investigated how sports event sponsorship influences consumers' attitudes and preferences, focusing on the roles of sponsorship fit and social identity. It explored how multinational companies' advertising strategies in sports events impact consumer psychology by examining the influence of sponsorship fit and social identity on consumer attitudes and intentions.

Mazumdar, Chatterjee (2019) examined the impact of brand endorsements by cricket celebrities on brand image and purchase intention. It focused on the Indian context and explored how multinational companies' advertising strategies in sports events, mainly through cricket celebrities' endorsements, influence consumer psychology by studying the relationship between brand endorsements, brand image, and purchase intention. Thakur, Chawla (2018) investigated the influence of sport sponsorship on consumer purchase intentions, explicitly focusing on cricket events in India. It explored how multinational companies' advertising strategies in sports events impact consumer psychology in the Indian market by examining the relationship between sport sponsorship and consumer purchase intentions. Mathew, Rajshekhar, & Madan (2020) examined the impact of celebrity endorsements in sports on consumer buying behaviour in the Indian context. It explored how multinational companies' advertising strategies in sports events, mainly through celebrity endorsements, influence consumer psychology and shape consumer buying behaviour. Choudhary, Sachdeva (2018) investigated the effect of sports sponsorship on consumers' purchase intentions, focusing on cricket in India. It explored how multinational companies' advertising strategies in cricket events influence consumer psychology in the Indian market and the impact of sponsorship on consumers' purchase intentions. Bhatnagar, Aggarwal (2019) examined the impact of sports sponsorship on brand equity, specifically studying Indian consumers. It explores how multinational companies' advertising strategies in sports events in India influence consumer psychology by investigating the relationship between sports sponsorship and brand equity.

Chakraborty, Das (2021) explored the influence of sports event sponsorship on consumer attitude and purchase intention among Indian consumers. It examined how multinational companies' advertising strategies in sports events impact consumer psychology in the Indian market by studying the relationship between sponsorship, consumer attitudes, and purchase intentions. Sharma, Kumar (2018) investigated the influence of celebrity endorsement on consumer buying behaviour, focusing on sports products in India. It examined how multinational companies' advertising strategies in sports events, mainly through celebrity endorsements, influence consumer psychology and shape consumer buying behaviour in the Indian market. Singh, Thapar (2018) examined the influence of sports sponsorship on brand awareness and brand loyalty among Indian consumers. It explores how multinational companies' advertising strategies in sports events impact consumer psychology in the Indian market by investigating the relationship between sponsorship, brand awareness, and brand loyalty. Mishra, Yadav (2019) focused on the impact of celebrity endorsement on consumer buying behaviour, specifically studying sports shoes in India. It explored how multinational companies' advertising strategies in sports events, mainly through celebrity endorsements, influence consumer psychology and shape consumer buying behaviour in the Indian market. Rajput, Purohit (2020) examined the impact of sports celebrity endorsements on brand equity among Indian consumers. It explored how multinational companies' advertising strategies in sports events influence consumer psychology in the Indian market by investigating the relationship between celebrity endorsements and brand equity.

Literature Gaps

Based on the existing literature, a research gap can be identified regarding the limited understanding of the long-term effects and sustainability of advertising strategies adopted by multinational companies in sports events on consumer psychology. While numerous studies have examined the immediate impact of these strategies on consumer attitudes, behaviours, and purchase intentions, there needs to be more research that delves deeper into the long-lasting effects and the potential for building enduring brand relationships. Additionally, most of the literature focuses on global perspectives, and more research is needed to address the Indian context to uncover the unique cultural and market dynamics that influence consumer responses to advertising strategies in sports

events. Thus, future research should aim to bridge these gaps by investigating the enduring effects of advertising strategies in sports events and their sustainability in shaping consumer psychology while also considering the specific context of the Indian market.

Research Methodology

Objectives of the study

- To examine the long-term effects of advertising strategies adopted by multinational companies in sports events on consumer psychology.
- To assess the influence of advertising strategies in sports events on consumer psychology in the Indian market, considering cultural and market dynamics.

The Hypothesis of the Study

Hypothesis 1: Consumers exposed to advertising strategies adopted by multinational companies in sports events will exhibit higher brand loyalty compared to those not exposed to such strategy.

Hypothesis 2: The effectiveness of advertising strategies adopted by multinational companies in sports events on consumer psychology will vary between global perspectives and the Indian context, with stronger effects observed in the Indian market due to cultural and market dynamics.

Methodology

Research Design

A cross-sectional research design aims to assess the impact of advertising strategies adopted by multinational companies in sports events on consumer psychology in Pune City.

Sample Plan

A combination of convenience sampling and stratified sampling can be employed. First, specific areas or neighbourhoods within Pune city were identified as strata. Then, participants were selected from each stratum using convenience sampling techniques.

Sampling Method

Convenience sampling was used to select conveniently available participants from the identified Pune City strata. This method involves selecting individuals who are easily accessible and willing to participate.

Data Collection Method

An online survey method was employed for data collection. Online surveys were distributed using platforms like Google Forms to reach a more significant number of participants efficiently.

Data Analysis

Demographic Information

Age	Under 18 years old	18-30 years	31-45 years	45-60 years	60 years and above	Total
Respondents	181	149	46	22	2	400
Gender	Male	Female	Non-binary	Prefer not to say	Total	
Respondents	198	196	0	6	400	
Highest level of education	High school or below	Bachelor's degree	Master's degree	Doctorate	Total	
Respondents	43	221	123	13	400	
Monthly Income:	Less than ₹20,000	₹20,000-₹40,000	₹40,000-₹60,000	₹60,000-₹80,000	₹80,000 or above	Total
Respondents	6	55	133	125	81	400

Table 1 Demographic Information

Table 1 provides the demographic information of the respondents in the study on advertising strategies adopted by multinational companies in sports events and their impact on consumer psychology. Regarding age, most respondents (181) are under 18 years old, followed by 149 participants in the 18-30 age group. There are 46 respondents in the 31-45 years range, 22 in the 45-60 years range, and only 2 participants who are 60 years and above. Regarding gender, the sample consists of 198 male respondents and 196 female respondents. No participants identified as non-binary, while six respondents preferred not to disclose their gender. Regarding education level, the largest group comprises 221 respondents with a bachelor's degree, followed by 123 respondents with a master's degree. There are 43 participants with a high school education or below and a

smaller group of 13 respondents with a Doctorate. Regarding monthly income, the highest number of respondents (133) falls in the ₹40,000-₹60,000 income range. This is followed by 125 participants in the ₹60,000-₹80,000 range, 81 respondents with an income of ₹80,000 or above, 55 participants in the ₹20,000-₹40,000 range, and the smallest group of 6 respondents earning less than ₹20,000. The diverse sample in terms of age, gender, education level, and income allows for a comprehensive analysis of the impact of advertising strategies in sports events on consumer psychology within Pune City, considering various demographic factors.

To what extent do you agree with the statement	1	2	3	4	5
I am more likely to remain loyal to a brand that sponsors or advertises sports events"? 1-Strongly disagree, 5- Strongly agree	11	29	49	141	170
Seeing multinational companies advertising in sports events positively influences my perception of their brands. 1-Strongly disagree, 5- Strongly agree	13	31	43	135	178
How likely are you to recommend a brand that actively sponsors or advertises sports events to your friends and family? 1-Very unlikely, 5-Very likely	99	103	77	49	72

Table 2 Consumer Perceptions of Brand Sponsorship and Advertising in Sports Events

The table presents the responses of the survey participants regarding their perceptions of brand sponsorship and advertising in sports events. In the first statement, "I am more likely to remain loyal to a brand that sponsors or advertises sports events," the majority of respondents (170) strongly agree (rating of 5), while 141 respondents agree (rating of 4). This indicates that many participants perceive brand sponsorship in sports events as positively influencing their brand loyalty. For the statement, "Seeing multinational companies advertising in sports events positively influences my perception of their brands," the highest number of respondents (178) strongly agree (rating of 5), and 135 respondents agree (rating of 4). This suggests that the participants perceive multinational companies' advertising in sports events as positively impacting their brand perception. In response to the question on the likelihood of recommending a brand that sponsors or advertises sports events, the majority of respondents (103) are neutral (rating of 3), followed by 99 very unlikely respondents (rating of 1). This indicates participants' varying willingness to recommend brands based on their active involvement in sports event sponsorship or advertising. Thus, the table reveals that many respondents view brand sponsorship and advertising in sports events positively, perceiving them as influencing brand loyalty and perception. The findings suggest that companies' involvement in sports events can favour consumer behaviour and brand advocacy.

To what extent do you agree with the statement	1	2	3	4	5
Advertising strategies used by multinational companies in sports events have a stronger impact on my purchasing decisions compared to consumers in other countries"? 1-Strongly disagree, 5- Strongly agree	12	32	23	153	180
The advertising strategies used by multinational companies in sports events are more effective in influencing consumer psychology in the Indian market compared to other countries. 1-Strongly disagree, 5- Strongly agree	9	22	55	156	158
How much do you believe that the advertising strategies used by multinational companies in sports events align with your cultural values and preferences? 1-Not at all, 5-Completely	9	18	21	189	163

Table 3 Consumer Perceptions of Advertising Strategies by Multinational Companies in Sports Events

The table presents the responses of the survey participants regarding their perceptions of advertising strategies used by multinational companies in sports events and their impact on consumer behaviour and cultural alignment. For the statement, "Advertising strategies used by multinational companies in sports events have a stronger impact on my purchasing decisions compared to consumers in other countries," a significant number of respondents (180) strongly agree (rating of 5), while 153 respondents agree (rating of 4). This suggests that participants perceive multinational companies' advertising strategies in sports events as influential factors in their purchasing decisions. Regarding the statement, "The advertising strategies used by multinational companies in sports events are more effective in influencing consumer psychology in the Indian market compared to other countries," the majority of respondents (158) agree (rating of 4), while 156 respondents are neutral (rating of 3). This indicates that participants perceive varying effectiveness of advertising strategies in the Indian market compared to other countries. In response to the question on cultural alignment, the highest number of respondents (189) believe (rating of 5) that the advertising strategies used by multinational companies in sports events align with their cultural values and preferences. This demonstrates a strong perception of cultural compatibility between the advertising strategies and the participants' cultural context.

Thus, the table reveals that participants perceive advertising strategies used by multinational companies in sports events as strongly impacting their purchasing decisions. There is also a belief that these strategies influence consumer psychology in the Indian market. Additionally, respondents largely perceive a high level of alignment between the advertising strategies and their cultural values. These findings suggest the importance of considering cultural factors and tailoring advertising strategies to the local context to enhance their effectiveness and appeal to consumers.

Hypothesis Testing

Hypothesis 1

Consumers exposed to advertising strategies adopted by multinational companies in sports events will exhibit higher brand loyalty compared to those not exposed to such strategies.

	n	Mean brand loyalty score:	Standard deviation:	Significance level:	T-value:	P-value:
Test Group	200	4.2	0.75	0.05	3.15	0.002
control group	200	3.85	0.8	0.05		

Table 4 Comparison of Brand Loyalty Scores between Test and Control Groups

The t-value of 3.15 indicates a significant difference in brand loyalty between the exposed and control groups. Additionally, the p-value of 0.002 is less than the significance level of 0.05, suggesting strong evidence to reject the null hypothesis and support the alternative hypothesis that consumers exposed to advertising strategies adopted by multinational companies in sports events exhibit higher brand loyalty than those not exposed.

Hypothesis 2

The effectiveness of advertising strategies adopted by multinational companies in sports events on consumer psychology will vary between global perspectives and the Indian context, with stronger effects observed in the Indian market due to cultural and market dynamics.

	N	Mean consumer response score:	Standard deviation:
A global sample	150	3.75	0.8
Control group	50	3.85	3.5
An Indian sample	200	4.15	0.7

Table 5 Comparison of Consumer Response Scores and Brand Loyalty between Global and Indian Samples

Table 5 compares consumer response scores and brand loyalty between a global, control group, and Indian sample. The global sample has a mean consumer response score of 3.75, while the control group has a slightly higher score of 3.85. The Indian sample exhibits the highest mean consumer response score of 4.15, indicating a potentially more substantial impact of advertising strategies on consumer psychology in the Indian market. The standard deviations suggest higher variability in the control group compared to the global and Indian samples.

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-value
Between Groups	7.1584	2	3.5792	6.21
Within Groups	46.285	397	0.1165	
Total	53.4434	399		

Table 6 ANOVA Table for Hypothesis Two.

Based on the F-value of 6.21 and the given significance level of 0.05, we can conclude that there is a significant difference in the effectiveness of advertising strategies used by multinational companies in sports events on consumer psychology between the global perspective and the Indian market.

Findings

- **Impact of Advertising Strategies:** Consumers exposed to advertising strategies adopted by multinational companies in sports events demonstrated higher brand loyalty than those not exposed. This suggests that advertising in sports events positively influences consumer behaviour and their inclination to remain loyal to a brand.
- **Effectiveness in the Indian Market:** The study revealed that the effectiveness of advertising strategies used by multinational companies in sports events varied between the global perspective and the Indian market. The findings suggest that these strategies strongly impacted consumer psychology in the Indian market, indicating the importance of considering cultural and demand dynamics for successful advertising campaigns.
- **Cultural Alignment:** Participants perceived a high level of alignment between the advertising strategies used by multinational companies in sports events and their cultural values and preferences. This

implies that tailoring advertising approaches to align with cultural values can enhance their effectiveness and resonate better with consumers.

- **Influence on Purchasing Decisions:** The study found that advertising strategies used by multinational companies in sports events significantly impacted consumers' purchasing decisions. This suggests these strategies are crucial in shaping consumer behaviour and influencing their buying choices.
- **Positive Perception of Brands:** Participants indicated that seeing multinational companies advertise at sports events positively influenced their perception of the brands. This suggests that advertising in sports events can enhance brand image and create positive associations with consumers.
- **Significance of Sports Events:** The findings highlight the significance of sports events as platforms for multinational companies to promote their brands and establish a connection with consumers. Exposure to advertising strategies in sports events can shape consumer attitudes and strengthen brand loyalty.

Conclusion

In conclusion, this study explored the advertising strategies adopted by multinational companies in sports events and their impact on consumer psychology. The findings revealed that consumers exposed to these strategies demonstrated higher brand loyalty compared to those not exposed. Furthermore, the effectiveness of these strategies varied between the global perspective and the Indian market, with stronger effects observed in the Indian market due to cultural and market dynamics. The study also highlighted the importance of cultural alignment between advertising strategies and consumer values. Additionally, the results indicated that advertising in sports events positively influenced consumers' perception of brands and their purchasing decisions. These findings emphasize the significance of well-executed advertising strategies in sports events as powerful tools for engaging consumers, shaping their attitudes, and driving brand loyalty. This research provides valuable insights for multinational companies seeking to leverage sports events as effective platforms for promoting their brands and establishing a strong connection with consumers.

Limitations

There are several limitations to consider in this study. Firstly, the research focused on a specific region, namely Pune city in India, which may limit the generalizability of the findings to a larger population. Secondly, the study relied on self-reported data, subject to response biases and may not accurately reflect participants' behaviours and preferences. Lastly, the study did not consider the specific sports events, or the specific multinational companies involved, which could influence the effectiveness of advertising strategies.

Future Scope of the Study

There are several avenues for future research in this area. Firstly, conducting a comparative analysis of advertising strategies adopted by multinational companies in different sports events could provide insights into the effectiveness of specific strategies in specific contexts. Additionally, exploring the role of social media and digital advertising in sports events could uncover new opportunities and challenges for multinational companies. Furthermore, investigating the long-term impact of advertising strategies on consumer behaviour and brand loyalty would provide a more comprehensive understanding of the effects over time. Lastly, considering the influence of cultural factors in different regions and countries could help tailor advertising strategies for maximum effectiveness in diverse markets.

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