

Influence Of Sports Celebrities On Pakistani Television Advertisements: A Content Analysis

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Abstract: We believe what others say or advise us to believe. Advertising is a crucial component of any advertisement campaign. Advertising is inextricably linked to marketing tasks. Whose final aim is to meet the needs of customers in terms of goods and services. Advertising is an important part of our daily lives. It defines the way of life and standard image in general, and it has an impact on our thinking as well as our attitude toward ourselves and the world around us. Advertisement has an impact on everyone, even if they don't realize it. We don't pay attention to how it affects us. We have been enslaved by scientific and technical development, which advertising brilliantly exploits. In Pakistan, total advertising expenditure was occurred 81.5 billion rupees in fiscal year 2017-18 and 67.15 billion rupees in fiscal year 2018-19. In 2019, TV ads had the highest share of the advertising market, accounting for 42 percent of the total. Ads are regarded as the most important money-making or revenue-generating product. Companies persuade the public to spend money on their products by influencing them through 30-60 second advertisements. This is expert through the routine of various advertising types, and the most suitable techniques.

Keywords: Content analysis, Sports advertisements, Advertising appeals, Rhetorical triangle, Celebrity endorsement.

INTRODUCTION

Advertising is an important part of our daily lives. It defines the way of life and standard image in general, and it has an impact on our thinking as well as our attitude toward ourselves and the world around us. Advertisement has an impact on everyone, even if they don't realize it. We don't pay attention to how it affects us. We have been enslaved by scientific and technical development, which advertising brilliantly exploits.

Such advertising as aroused was done via word of mouth in the ancient and mediaeval countries. The first step toward contemporary advertising was the invention of printing in the 15th era.

Weekly newspapers in London started to feature ads in the 17th era, and by the 18th century, such advertising was booming.

Advertising can be defining as a sort of sponsored advertising consisting of a unique message broadcast by a particular marketing corporation to a specified set of individuals (viewers, listener, or reader) for a given time period, in a precise way, to accomplish certain aims Any paid type of non-personal representation and marketing of products, goods, or ideas from a known advertiser is characterized as advertising. The most efficient approach to reach out to potential clients is through advertising. Customers are informed about the products and services available in the market, as well as the diversity of brands that may be of interest to them, through advertising.

For sports advertisement to just be successful, it must first catch the consumer's attention. Customers' attentiveness to advertisements builds products consciousness, which may be measured recollection of advertisements and identification. Brand awareness is created by focusing, which influences brand attitude and buy intent. Sport advertising is an excellent approach to quickly deliver a message to a big number of people. If you have an upcoming event, employ sports stars to promote your business. You must develop an effective and sound campaign that will reach a larger number of individuals till your promotion is accomplished done with numerous media kinds and approaches and strategies that are best suited.

Sports marketing are subset of sport promotion, which includes all aspects of the sports industry, such as advertising, broadcasting, ticket sales, digital platforms, social media, and public relations. There are three key sectors in sports marketing. The first is the promotion of sports and events such as the Cricket World Cup, Asian Cup, and Olympic, as well as sports organizations like the New York Yankes and Real Madrid. The other goal is to increase sports participation to the 4 general public in order to boost participation in athletic events. The third is the promotion of various companies and products through the utilization of individual athletes, sports teams, and sporting events. Companies fund various sporting events, such as the Pakistan Super League (PSL) in Pakistan. HBL is one of the major brands that has sponsored the event. Soneri Bank, Master Oil, McDonald's, Pepsi, KFC, Daraz.pk, Arial, Tuc, Lays, Head & Shoulders, and many other companies. These brands enable the event to be organized. Another example of team sponsorship is another type of team sponsorship is apparel contracts in sporting events. Nike became the official gear company of the National Football League in 2011 and provided approximately \$220 million per year contract that has been extended till the end of 2019.

Celebrities are those who are well-known to a huge number of people. They have a large proportion of a certain set of people, although common features such as outstanding lifestyle and attractiveness, to name a few, cannot be noticed. Celebrities typically have a high level of public awareness. Most celebrities come from the entertainment business, such as persons who act in movies, sing songs, or are involved in sports. A one-of-a-kind individual made extensively media attention, whose life is publicly devoured like spectacular excitement, but whose competitive offerings are beneficial for those who profit from their celebrity, as well as maybe for themselves. Athletes were welcomed home as heroes in Ancient Greece, with songs and poetry composed in their honor, as well as gifts and free food from celebrity endorsement.

Using a well-known face is one of the quickest and trendiest ways for businesses to generate brand associations in the minds of their customers. The idea of influencer marketing is not new. 5 As a famous person, it will define an individual's popularity. Celebrities have always grabbed marketing's interest. Professionals from the time when they help promote product sales by projecting a positive picture of the company. According to Schlecht, a celebrity is a well-known person who enjoys a wealthy lifestyle. Celebrities can come from a range of backgrounds; include athletes, entertainment, cinema, and a diversity of other occupations. The usage of sportsmen as celebrity endorsers is the topic of this article. Personality endorsements are a marketing approach employed by the majority of businesses of all sizes and kinds. Businesses utilize this method because some customers just want to buy things or use services that have been supported by a celebrity. People who are well-known have traditionally been excellent salespeople. Celebrity marketing is used in advertising campaigns at a rate of 20-25 percent in the United States, 85 % in UK, 57 % in Japan, 50 % South Korea, 50 percent in India, and about 54 percent in Pakistan. Pakistani advertisements feature celebrities from the media and athletes, such as Gree, Milk Pack Cream, Head & Shoulder, Pepsi, HBL, Trang, and Lux, as well as telecom businesses such as Deny.

LITERATURE REVIEW

According to the American Marketing Association marketing is "the process of promoting a product or service through word of mouth. Another definition "an organizational function and a series of processes." The word advertisement comes from the Latin word for warning or yelling. Advertising is a type of information for spectators of entertainment and sports about concerts, lectures, performances, or any other activities. Advertising is information in the media about goods, services, or a corporation. The most efficient way to reach customers is through advertising. Advertisement is a non-personal kind of communication that is carried out through compensated means of conveying information with a clearly defined financing source.

The sales of promoted brands are extremely high. After purchasing the advertised goods, people experience psychological pleasure. Attitude is important in psychology, but it is also used extensively in social sciences and business. This means that precise goals should be established for each advertising campaign. (Baba, 2012) for generating, connecting with customers and providing value, as well as maintaining customer exchanging offerings that have value the company and its stakeholders." Advertising informs customers about the many brands available in the marketplace and even the variety of items that may be of interest to them. "Lifestyle" provides advertisers and marketers with a way to try to match consumers' desires with the product and develop interest for the new offering. (Impact of TV Advertisement on Pakistani Youth Lifestyle: A Case Study of Sindh Province, 2018).

Advertising is commonly utilized in physical education and is a method for influencing public opinions (Ajbol Kulbaev, 2014). Advertising influences teen purchasing habits, which ultimately impacts their way of life. (Impact of TV Advertisement on Pakistani Youth Lifestyle: A Case

Study of Sindh Province, 2018). Advertising is the most well-known and generally discussed kind of marketing, owing to its pervasiveness.

sports marketing is basically same as primary marketing, according to their definition. Sports marketing may be used to increase viewership, sports participation, and sports-related product consumption (Ratten, 2016). The sports promotion mix includes advertising, sponsoring, public affairs, direct marketing, and sales promotion (Shank and Lyberger, 2015). The standard promotion mix, according to Hopwood, is a "games effective promotional mix." She has argued that this combination should be wide enough to include substances other than the well-known ones in order to address the unique qualities of sporting equipment. Turner looked on the Asian Cup's integrated commercial advertising activities in 2015. The event organizers were in charge of advertising, public affairs, sales promotions, and internet communications, he learned. Sports marketing may assist boost the attractiveness for games other than cricket. Fans must be enticed by sports marketers (Ratten, 2016).

The next section looks into the unique characteristics of sports marketing in an attempt to address the above question. Sports marketing may be used to increase fan support, sports participation, and sports-related product consumption (Ratten, 2016). The sports promotion mixes digital marketing, financing, media affairs, direct marketing, and sales promotion (Shank and Lyberger, 2015). The standard promotion mix, according to Hopwood (2007, p. 213), is a "games integrated marketing mix." She has argued that this mixture should be wide enough to include elements other than the well-known Turner (2017) researched the 2015 11 Asian Cup's integrated commercial marketing activities. The organizers of the event managed advertising, public affairs, sales promotions, and internet communications, he learned. Sports marketing, as per Ramachandran (2008), can assist boost the attractiveness of games apart from cricket in India. Fans must be enticed by sports marketers (Ratten, 2016). This argument can be used to support the following hypothesis: be improved "Virtually every part of marketing demands considerably different tactics whenever the product being sold is sport," writes Mullin (1985, p. 158).

As their image grows more well-known, sports personalities become more valued. The best 100 athletes on the planet earned \$741 billion dollars in sponsorship deals in 2014. (Badenhausen, 2014). Sports business is the technique through which corporations set themselves apart from their competitors by building ties with athletes (Schlossberg, 1996). Roger Federer, Tiger Woods, and LeBron James each earned around 58, 50, & 48 million dollars in endorsement deals in 2015. (Forbes, 2015). Ricardo Izecson dos Santos Leite and Neymar Jr., who signed the tenth richest athlete sponsorship deal in sports history by Nike, earning \$105 million across an 11-year deal (Total Sportek, 2016), are two of the highest-paid Brazilian sportsmen. as Kaka, a stimulant 15 who was well-paid Celebrity Endorsement: In 2015, the total revenue was \$19.3 million, with 6 million in sponsorship arrangements (ABC News, 2015). Some latest studies in the field of physical educations have been reported in (Aamina et al., 2020; Aqsa et al., 2020; Aqsa et al., 2021; Farwa et al., 2021; Hira et al., 2021; Iqbal et al., 2019; Rabia et al., 2021; Saadia et al., 2021; Salma et al., 2020; Sana et al., 2021; Threem et al., 2020)

OBJECTIVES

To examine the advertising appeals used in these sports' advertisement

The scientific literature has several researches on the topic of advertisement attractiveness. As according Keshari and Jain (2014), advertising appeals are a part of a creative marketing strategy which can be used as the founding of a specific state early to attract potential consumers' attention, influence public their consciousness, beliefs, and mindset toward the promoted brand, and, as a result, purchasing behavior. One of the most crucial considerations for an ad creative approach, according to Sharma and Sing (2006), is choosing an acceptable appeal. "The approach used to grab the consumer's attention or/and affect the sentiments they have for the product," according to Belch & Belch (2004). argued that a variety of theories exist to explain customer responses claimed that advertisements that produce pleasant feelings (positive emotional argument) develop a better level of recognition, regardless of the fact that this has a very strong link to the offered product category (2013). When looking at the effect of advertising on consumer attitude, Sadeghi et al. (2015) found that the effectiveness of marketing messages is highly reliant on the product line and culture (consumer purchase segment) to which the commercial is allocated. Panda and his associates (2013) According to research, logical advertisements are more successful when the promoted goods are in the elevated product category, because such items are associated with a high level of risk, and consumers demand strong persuasive reasons. Sadeghi and his associates (2015) Consumers commonly make purchasing decisions based on both rational and emotional factors, and both are important claimed that advertisements that produce pleasant feelings (positive emotional appeal) develop a greater degree of recognition, despite the fact that this has a very strong link to the category of marketing aspects must be addressed when creating promotional strategies (Belch and Belch, 2004).

To find out the most effective/popular sports advertisement Appeals

The message's effectiveness is determined by the source's credibility, which is described as the attractiveness, knowledge, and trustworthiness of the source (Lafferty, 2002). Several studies have been undertaken to determine the impact of a sports celebrity's attractiveness on people's attitudes (Caballero and Pride, 1984; Chaiken, 1979; Mills & Harvey, 1972). Kamins (1990) discovered that for an attractiveness-related product, the celebrity's attractiveness has a bigger impact than non-attractive on the product. The influence of sports stars on potential clients can be both powerful and highly subjective. When an athlete promotes a product that viewers connect with him or her (for example, Tiger Woods and golf clubs, Serena Williams and tennis equipment, the buyer is more likely to believe the endorsement and consider the goods (Michael Phelps and swimsuit). Therefore, an athlete's endorsement of a non-sporting product (for example, David Beckham and PepsiCo) may lack the credibility needed to win over customers. The credibility of the source determines the message's efficacy, which is defined as the source's attractiveness, expertise, and trustworthiness (Lafferty, 2002).

RESEARCH METHODOLOGY

For one week, the researcher observed sports-related advertising on two TV channels, one was PTV Sports and another was GEO Super, as well as ads which included athletes in their advertisements. Using convenient random sampling, the researcher choosed 21 advertisements from both TV networks. As a result, the sample for this study was 21 commercials. The information for this study came from advertisements that were downloaded from YouTube and shown on Geo Super & PTV Sports on a regular basis to boost the campaign. The content of the advertisements was the unit of study in this current study, which has sought to examine the advertising of businesses that feature sportsmen or market sports items.

The research was exploratory in nature, with the goal of assessing the substance of the advertising using script analysis. In a two-step reflective thinking technique, the researcher integrated quantitative and qualitative approaches. The combination of two approaches is likely to provide greater information contents on one hand, while researcher bias has become less likely to stymie the present study's results on the other. According to the topic of the research, " influence of sports celebrities on Pakistani television advertisements," the researcher has chosen an exploratory research design because there has been no previous work on this topic, and exploratory research helps to precisely describe the problem. It mostly relies on secondary data, such as a review of existing research, case studies, advertisements, and promotions, as well as data gathered through qualitative methods. The strategies identified in the methodology were chosen after a thorough assessment of the literature and based on the availability of data. This methodology seeks to identify the most effective strategies and appeals utilized in the relevant advertisements. The content of chosen advertisements defined Script analysis through examination of campaign advertising pitches

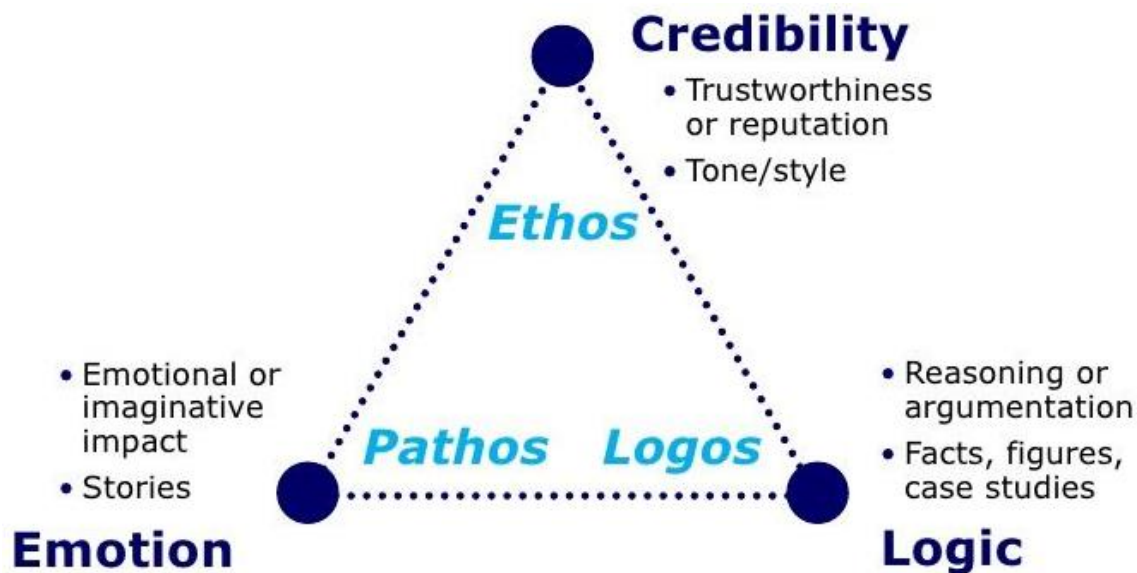
The Rhetorical Triangle Model: The Rhetorical Triangle Model of Aristotle is utilized by the researcher to determine the types of appeals used in the campaign's marketing. Aristotle discussed three basic ways in which a speaker can appeal to his audience: Ethos (Ethical Appeals), Pathos (Emotional Appeals), and Logos (Logical Appeals) (Logical Appeals). Later, rhetoricians referred to it as The Rhetorical Triangle, as illustrated in Figure 1. Figure 4.1: Aristotle's Rhetorical Triangle

Ethos, Ethical Appeals "Ethos" is Greek for "ethical appeal." To establish common ground with the audience, the writer employs a testimonial from a well-known individual. People have a lot of respect for their heroes and famous people therefore this appeal may get their attention because of that person's notoriety and influence. This ethical appeal is made when a well-known person addresses the general public (Cunningham, 2011) Pathos, Emotional Appeals "Pathos" is Greek for "emotional appeals." This type of appeal is frequently used in advertisements. A writer may narrate a story to describe the agony or pleasure of ordinary people so that viewers can identify with them. Sorrow, pride, fear, newness, youth, fury, nationalism, love, honesty, and integrity are a few emotional appeals (Cunningham, 2011). Logos, Logical Arguments The term "logos" refers

to logical arguments. To make an argument or commercial effective, facts, figures, and supporting information must be included.

Case studies, statistics, experiments, logical reasoning, comparisons, and other information may be included as supporting evidence. These must be thoroughly checked, organized, skillfully written, and proofread (Cunningham, 2011). This triangle is always an equilateral triangle. Figure 1 shows that each appeal has equal sides and angles, indicating that it is equally essential as the others. There must be a balance between the three in order for the viewer not to become bored or find the commercial unconvincing. Too much reliance on emotional appeals may give viewers the impression that the advertising lacks strong reasoning. Similarly, only facts and figures bore them (Cunningham, 2011).

Figure 1 Aristotle's Rhetorical Triangle Model



EMOTIONAL APPEALS

Recognition: The desire to be considered favorably by others, to be held up as a good example. The term "recognition" refers to being valued by others and being on a position where a person has the greatest exposure to society/people (Felton, 1994).

Fear: Fear is a powerful appeal that has a powerful effect on people. Advertising experts believe that using a sufficient level of terror in advertising makes the ad effective. Fear can be measured using phrases like as superiority over others, the threat of failure, a sensation of isolation, and a sense of discouragement (Ambekar, 2009).

Stimulation: The desire to stimulate senses, increase robust activity, involve the body and brain, and be active is referred to as stimulation. If such stories or concepts are utilized to increase motivation (goal to remain with studies), it will be considered stimulating appeal (Felton, 1994).

Status: Status is a social appeal that refers to a shift in a state's or an individual's economic and financial situation (Ambekar, 2009).

RATIONAL APPEALS

Comparative: Comparison appeal refers to advertisements that use the approach of comparing and contrasting two states, two individuals, or the present and past.

Statistics: Statistics and data are used to demonstrate the popularity and service of products. If facts and figures are mentioned or portrayed in ZS advertisements, it will be a statistic appeal (Ambekar, 2009).

Benefits: When certain educational benefits are highlighted by demonstrating improvements in social, scientific, technical, economic, and mental exposure circumstances, it is referred to as a benefits appeal.

Achievement: The need to complete challenging tasks and put one's skills to the test. In advertisements, if a person is presented to be in a prestigious and respected 36 jobs in a reputable organization after receiving education, It will be known as his accomplishment (Felton, 1994).

RESULTS

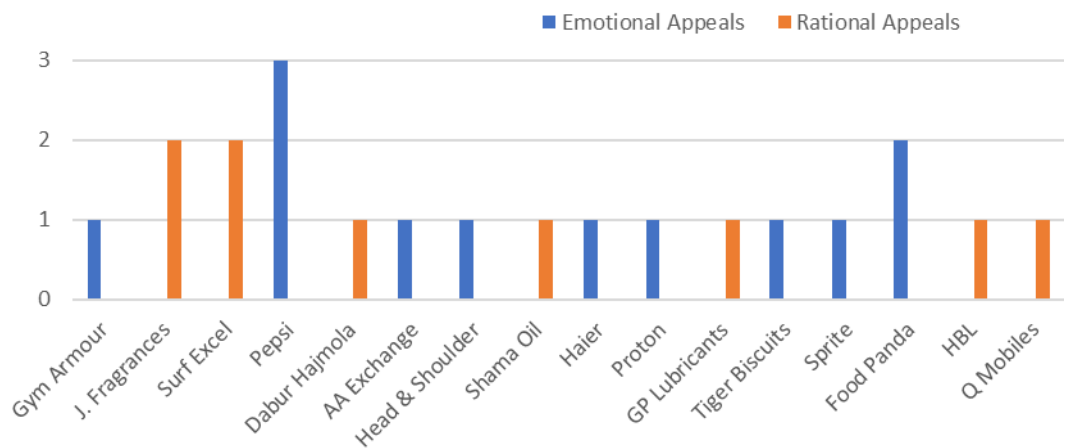
Table 1 and figure 2 shows that the campaign used an almost equal number of emotional and rational appeals to communicate the importance of advertising. Rational marketing emphasizes the factual benefits of the product, whereas emotional marketing appeals to the clients' emotions. Both approaches are equally viable, and when combined, they provide a formidable package. According to Aristotle's rhetorical triangle, balance or equilibrium in both types of appeals maintained in order for advertising to be more effective.

Table 1 List of emotional to rational appeals

Name of Advertisement	Emotional Appeals	Rational Appeals
Gym Armour	1	
J. Fragrances		2
Surf Excel		2
Pepsi	3	
Dabur Hajmola		1
AA Exchange	1	

Head & Shoulder	1	
Shama Oil		1
Haier	1	
Proton	1	
GP Lubricants		1
Tiger Biscuits	1	
Sprite	1	
Food Panda	2	
HBL		1
Q Mobiles		1

Figure 2 List of emotional to rational appeals



DISCUSSION

The relationship between sports and advertising is a long-standing one. Indeed, it is difficult to imagine where sports would be today if not for advertising. Sports are now one of the most profitable industries in the world, thanks to advertising. However, the definition of "sports advertising" has shifted dramatically over the years. Advertisements that help corporations sell their products in the face of sponsorships, television, merchandising, and printed materials were traditionally included. The ultimate purpose of this type of marketing is to design ways for using the various aspects of athletics for the advertising of companies, products, or services.

According to ESP Properties, sports advertising revenue in India reached \$1 billion in 2018. This was spurred by massive investment in cricket, particularly in sponsorship arrangements. Vivo broke the ice by committing a whopping Rs. 2,199 crores in a 5-year deal to be the title sponsor of the Indian Premier League (IPL).

According to the study, sales of products sponsored by athletes increased by an average of 4%, with higher increases occurring from a superior run of sports triumphs. Sport has been a particularly dominant theme in advertising, owing to its growing popularity throughout the world.

Young children in Pakistani society regard sports figures as idols, almost as super heroes. Many brand owners collaborate with sports stars to promote the sales of nearly any product, even if they have no obvious connection to sports. "But today is a fresh day." Sports marketing in 2020) is different, as are the athletes and the way people perceive athletes" (Thomaselli)

Advertisers use logical appeal and reason rather than emotions. The emphasis was on convincing the buyer that making a specific purchase was more logical by appealing to his senses. In general, product-feature-based advertising messages have a sensible appeal. For example, an advertisement emphasizes the primary qualities of a product and how these aspects outperform those of competing products. Another advertisement might emphasize the advantages and reduced pricing. This is referred to as the use of reasoned appeal. Such solicitations are typically used in advertisements for home appliances or automobiles. The rational appeal is carried by an advertisement claiming that your car is the most fuel-efficient and safest.

In certain circumstances, rational can be appeal quite effective, but not in all. Advertisers must substantiate their statements with statistics, facts, and visuals to make it effective. Otherwise, the advertisement will be ineffective at persuading purchasers. Advertisers should avoid using common statistics that may fail to impress their target audience. For the ad to be successful, it must broadcast some amazing information about the product or brand.

Emotional appeal is used to engage with clients on an emotional level. Rather than reason or reasoning, the goal of emotional appeal in advertising is to provoke a strong emotional response. An advertisement can elicit a wide range of feelings, including fear, hatred, love, and passion. Emotional appeals in advertisements are frequently used to make the consumer feel cherished and special.

To achieve the optimum effects, advertisers frequently combine the two sorts of appeals. Ads that rely purely on rational appeal may fail to connect on an emotional level, which works better with a variety of groups, including adults. The same is true for emotional appeal, the success of which is dependent on brand recognition as well as other aspects such as the type of target audience and the market condition or competition. Using these features and properly balancing them can help advertisers achieve greater success and impact their audiences more effectively. Advertisers, on the other hand, must take into account all relevant elements while developing advertisements. One of the most critical tasks before developing an advertisement was to consider the target audience.

CONCLUSION

The current study discovers that there is a substantial association with logical and emotional appeals used in advertisements when it comes to narrative analysis and the types of appeals used in commercials. When these solicitations are balanced, commercials become more successful. This responds to the first RQ on what made sports advertisement effective. According to Aristotle's Rhetorical Triangle, advertisements are ineffectual due of an imbalance between emotional and intellectual appeals. Those with too many rational appeals become uninteresting, while ads with too many emotional appeals become repulsive. After thorough examination, the researcher concludes that the sports advertisement employed both types of appeals in about equal amounts.

Recommendations: So, the current research is directly connected to sports, the findings may be used to enhance educational policies. The current research aids in the identification of the most crucial advertising appeals that are likely to affect consumers.

Limitations: Only sports advertisements were utilized. Sports advertisements that seen on Pakistani television.

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