



## A Study on Brand Awareness of the Advertisers among the Viewers after the Koyappa Football Tournament 2023

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### Abstract

*This study investigates the impact of the Koyappa Football Tournament 2023 on brand awareness among viewers. Sporting events have long been recognized as effective platforms for advertisers to enhance brand visibility. The research employs a mixed-methods approach, combining quantitative analysis through surveys with qualitative insights gathered from interviews and focus group discussions. Key objectives include assessing the level of brand awareness generated by advertisers during the tournament, understanding the factors influencing viewers' brand recall, and exploring the effectiveness of specific advertising strategies. The findings aim to provide advertisers, marketers, and tournament organizers with actionable insights into the effectiveness of sports sponsorships in building and sustaining brand awareness.*

**Keywords:** Brand Awareness, Advertisers, Koyappa Football Tournament 2023, Viewership, Sports Sponsorship, Advertising Effectiveness, Brand Recall, Marketing Strategies, Consumer Perception, Promotional Impact.

### 1. Introduction

*“Stopping advertising to save money is like stopping your watch to save time.”*

- HENRY FORD

An advertisement, otherwise known as an advert or ad, is generally considered a public communication that promotes a product, service, brand or event. To some the definition can be even broader than that, extending to any paid communication designed to inform or influence. Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company's products or services and entice them to buy. Advertising is any paid promotion of a product, service or idea meant to influence one or more people. It can take place on several mediums, such as print, radio, television and digital media. The main goal of advertising is to persuade someone to buy a product or perform an action. Advertising's main goal is to

increase the number of people who buy your product. You can achieve this by using advertisements to persuade customers that your product is high-quality, useful or desirable. An effective advertisement can convince customers to purchase your product, which may dramatically improve your overall sales [1]. When your company introduces a new product or service, you can create an ad to inform your customers about it. This allows you to show the new product to a large number of people and create an interest for the release. Telling a larger amount of people about your product release may increase the number of people who want to buy it. Advertisements can increase familiarity and trust between a company and its customers. If a potential customer sees multiple ads about your product, they may consider you a trusted brand. You can also use advertising to address any concerns, which further builds trust between your company and your customers. Koyappa football Tournament, founded in 1978 by Lightning Arts & Sports Club is a



prestigious domestic tournament in Kerala with its legacy spanning 45 years. The Koyappa sevens football tournament is one of the most popular football tournaments in Kerala popularly known as the 'sevens world cup'. 24 teams around Kerala compete for the title every year. Koyappa football tournament is conducted at the Koduvally municipality stadium every year. Koyappa organizing committee 'Lightning Sports Club' expects an attendance of ten thousand on average per match. Local people from different districts gather at the stadium around 8pm every single day just to witness the magic. Koyappa football tournament is a great stage for advertisements since there is an audience of ten thousand people every single day ranging from kids to teenagers to adults to old age people. Several companies display their advertisements in the stadiums in the form of visual ads on the screen, flexes around the stadiums, frequent announcements, logos in the posters, videos etc. The Title sponsorship and co sponsorships of the tournament is given out in auctions [2, 3].

## 2. Statement of the Problem

Advertisements have a major role in the growth of a business in the modern market. Advertising plays a very important role in customers' lives. Customers are the people who buy the product only after they are made aware of the products available in the market. Led walls, billboards in the stadiums are a great way to market your company or your product. Here is an attempt to find out the effectiveness of various advertisements displayed in the stadium during the Koyappa football tournament held at Koduvally.

## 3. Objectives of the Study

- To find out brand awareness of the advertisers among the viewers after the Koyappa Football Tournament 2023.
- To study the influence of advertisement in the stadium in purchase making decisions.
- To figure out which way of advertising is more effective in the stadium.
- To study the possibilities of advertising in the football arenas.

## 4. Scope of the Study

This study entitled as "effectiveness of advertisement placed in the stadium during Koyappa football tournament 2023" Will help to understand Effectiveness of advertisement place in the football tournament as well as the influence of advertisement in the stadiums in purchase making decision and also will figure out which way of advertising is more effective in the stadiums [4].

## 5. Research Methodology

Research refers to the organized method consisting of enunciating the problem, collecting facts, critical analysis of facts and arriving at the conclusions. The first step in formulating a research problem is identifying a General subject area for the study. Starting with a General subject helps to provide a beginning focus for the study. Research frequently begins this way with a curiosity about some Phenomenon, problem or theory. The search for knowledge does not always begin with a clearly defined research problem or explicit hypothesis. Often research is undertaken because the investigator is curious about it, interested in it or perplexed by something. Evaluation can be effective only if the researcher is clear about what to evaluate and for purpose or with what aim in what time. This view this view and desires of the people have the tendency to undergo change with growing age, knowledge and change in surroundings [5-7].

### 5.1 Research Design

In this study, descriptive research design was used to describe the characteristics of the project and respondents involved in the study.

## 6. Population of the Study

Population comprises spectators of the Koyappa Football Tournament.

### 6.1 Sample Size

The study is conducted on the basis of 60 selected samples of spectators of the Koyappa Football Tournament.

### 6.2 Sampling Method

In this study a convenience sampling method was used for selecting respondents. In this method of sampling, samples were selected based on the convenience of both researcher and respondent.



### 6.3 Source of Data

The study makes use of both primary and secondary data to collect information to satisfy research objectives. The data required for the study is primary in nature which is collected through a structured questionnaire from the selected respondents and secondary data for the study is collected from various available websites, journals and research publications.

### 6.4 Techniques of Data Collection

The data is collected by using structured questionnaires from the selected respondents.

### 6.5 Period of Study

Period of study is 30 days

### 7. Limitation of the Study

- Sample size was limited to 60 only
- Some respondents were not ready to share much time
- Some of the replies of the respondents may be biased.

### 8. Findings

- The major findings of the study are given below:
- Majority of the respondents are male.
- Majority of the respondent's age category is between 21-25.
- Majority of the respondents were football fans.
- Most of the respondents always visited the Koyappa Football stadium.
- Most of the respondents were aware of the advertisements displayed in the stadium.
- Most of the respondent's purchase decisions are neither partially nor fully affected by the advertisements.
- Majority of respondents never made a purchase from the advertisers after learning about them from the stadium.
- Majority of the respondents had a neutral opinion about having a thought of buying from the advertiser after seeing an advertisement from the stadium.
- Most of the respondent's most struck type of ad was visual ad played in the led screen.
- Majority of the respondents were aware of the

ads displayed on jerseys of the players.

- Majority of the respondents were aware of the ads displayed on the water bottles sold at the stadium.
- Majority of the respondents were aware of ads in the announcements.
- Most of the respondents admitted that ads played on the LED screen had a greater impact than banners placed in the stadium.
- Most of the respondents agreed that football stadiums in general serve a great opportunity in advertising.
- Majority of the respondents agreed that placing advertisements in the koyappa football stadium was effective.
- Majority of the respondents agreed that placing an advertisement on the scoreboard will be effective.
- Every single respondent knew the title sponsor and cosponsor of the tournament.

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