

# A STUDY ON AMBUSH MARKETING AND ITS IMPACT ON CUSTOMER INTENTION

Dr Preeti Jindal, ABHISHEK BABBAR

MBA

1<sup>st</sup> Year (**TIAS**)

Key words- AMBUSH MARKETING, CUSTOMER

Abstract -

The aim is to understand the practices of ambush marketing and also to understand the mindset of the consumers and their intention toward the company. The overview regarding the various factors that plays important role in consumer's intention. In this research, the exploratory method or consumer survey method is used. The reason to use the exploratory method is that it helps to develop concepts more clearly. The instrument used for the study is questionnaire. The purpose of designing the questionnaire is to gather the information as much as possible from the respondents. The sample size taken for this survey was 200 (Delhi NCR). For analysis of the project percentage analysis with the help of statistical tools (pie chart, bar graph) by using MS Excel. Based on the data analysis and interpretation, conclusions and suggestions are given.

Introduction –

Ambush marketing is a marketing strategy where an advertiser ambushes in an event to compete for exposure against other advertisers in the event. Advertisers indirectly ambush in any event without any specific trademark and copyright associated with it. The advertiser engages in fraudulent activities by using names and trademarks. Ambush marketing is commonly used in sports such as FIFA, WORLD CUP, etc. the prominent target of ambush marketing. Ambush marketing is not a new concept but rather old and authentic, but in recent times, it becomes significantly more sophisticated. It is said to be the practice where another company, which is a competitor, intrudes upon public attention.

It is a form of associative marketing that an organization designs to create awareness about a brand or product, goodwill of products, and most importantly to grab the attention of customers on a particular product. It is also used synonymously with the term such as coattail marketing, parasitic marketing as well as free-rider marketing. Any company that is not an official sponsor or they do not want to pay any

advertising fee can use ambush marketing strategy. A technique that involves riding on the coattail of a major event without paying any kind of sponsorship fees. It is a tactic to get a free promotion with the objective to get the supreme return from the marketing money. Ambush marketing come up with rapid growth is to its cost-effectiveness which is the most important element in any business. Ambush marketing helps the advertiser to cut down the extra money that they spend on the advertisement of products using TV, social media, newspaper, etc. ambush marketing is mostly seen in the sports event because these types of events are held at an international level so it becomes easy for the advertiser to gain more customer attention in both national as well as international. Ambush marketing can also define as an attempt by an unseen person to produce a secondary target on a sports program or its member without any authorization so suppliers and partner partsof markets. Consumer Intention

A consumer's purchasing intention refers to that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay. This, essentially, is a signal of consumer purchasing behavior.

One of the most famous examples of ambush marketing occurred at the 1996 Olympics in Atlanta, Georgia. Reebok was the official sponsor of the Olympics and had billboards and tv ads to prove it. This didn't stop Nike from working to steal the spotlight.

Nike erected billboards through Atlanta and ambushed the city with their logo and messaging, so much so that people started to think Nike was the sponsor instead of Reebok. A famous advertisement with Olympic athlete Michael Johnson showed him wearing his iconic Nike shoes, which further confused people as to who the official sponsor was.

Nike struck again at the 2012 Olympics in London. Nike ran several tv commercials showing their sponsorship for sporting events in other cities throughout the world also called London. This confused viewers into thinking they were sponsoring the big event in London, the Olympics, instead of these smaller events throughout the world. They timed their campaign with the campaign by Adidas, who was the official sponsor of the actual Olympics in London.

Nike aimed to create confusion among viewers as to who the official sponsor was. Their clever wordplay on additional cities also called London was clever and memorable.

Objective of the study is –

1. To explore the achievement of the studiedphenomenon
2. To study the impact of Ambush Marketing on Consumer Intention
3. To analyze the effectiveness of Ambush Marketing

Literature Review Ambushing was initially considered as an illegal marketing activity with an unethical approach. However it has now found its position in the marketing as a legitimate advertising strategy (Sullivan & Murphy, 1998). It has been realized that the success of ambush marketing is majorly dependent on the planning and execution of the activities in the market. Ambush Marketers have mastered this art by being very clever in their approach to avoid and legal repercussions (Graham, 1997). According to Drucker (1986), it is very significant for the modern marketers to be creative and innovative in their approach to adapt to the changing needs and demands of the customers. Results of study by Lyberger & McCarthy (2001) demonstrated that a majority of people had no negative perceptions about the companies being involved in ambush marketing practices as they did not found the practices to be unethical or illegal. According to Lun O. & Dr. Yazdanifard R. (2014), it is the need of the hour for the companies to get over the traditional activities and adopt new practices to differentiate themselves from the competitors. Portlock and Rose (2009) concluded that ambush marketing was accepted by the people of UK with no opposition as they didn't seem to have any problem with the practices involved in it. Barbara (1993) states the problems and confusions involved in the process of event marketing and ambush marketing. According to the research, the task to prevent ambushing lied in the hands of event organizers as they were supposed to avoid confusing layers of sponsorship. Marc and Pascale (2010) studied on the effects of the disclosure of activities of ambush marketing on the attitudes of the consumers towards the brand of the ambusher. The attitude towards the ambusher's brand was eventually measured by the effect on brand effect, perceived integrity and purchase intention. According to the research, when the ambusher's activities are unmasked and disclosed, there is a negative impact on the attitudes of the consumers which can have serious implications on the image of the brand. According to the research conducted by Paul and Patrick (1998), it was very important to set some ethical standards so that companies can devise their strategies and plans accordingly. It was concluded that absence of ethical standards was considered to be a major cause of all the issues relating to ambush marketing which could be solved by this fra

## **RESEARCH METHODOLOGY**

Ambush marketing has proved to be a very dynamic strategy in this modern era of marketing. Ambush Marketing is a strategy that has faced various criticisms based on being an unethical practice which can lead to a negative perception of the brand and also change the brand identity for the consumers. This study is designed to provide an ambush marketing design and answers to the above- mentioned problems.

This research aims to understand the pros and cons of ambush marketing and also to understand the mindset of the consumers and their intention toward the company post the ambushing and how it affects the image of the brand.

In this research, the exploratory method or consumer survey method is used. The reason to use the exploratory method is that it helps to develop concepts more clearly, establish priorities and improve the final research design. It helps to get a new perspective on the marketing strategies i.e. from the point of the end consumer. Data has been collected from two sources which are primary and secondary data.

**Primary Data:** Primary data was collected by online questionnaires prepared through Google form.

**Secondary Data:** Secondary data was collected from different internet sources and is used to study the existing market situation and general information.

The data has been collected from reviews of the book, digital libraries, journals, online databases on other web resources, and various cited research papers which are already published by various authors related to the study being already review. Sample size is 200.

**CONCLUSION** With the increasing focus on capitalism and commercialization, there has been a high rise in the growth of the advertising industry. Due to the rise in competition, every brand today is trying to attract the maximum number of consumers through advertising.

Ambush advertising is undoubtedly a necessary evil for media, business, the economy, consumers, and capitalist businessmen. Healthy competition is necessary for a capitalist society, and hence Ambush advertising is welcome. Apart from this, it has been reduced to a game of mockery between brands and hardly affects the informed consumer's choice. Today, Ad agencies to project their client as the most superior, often parody the commercial of their competitors, leading to virtual wars in the advertising industry.

Consumers are getting more aware these days, and such ads are just a matter of amusement for the

consumer.

Such ads don't serve the customer's interest at all and on a larger platform, we don't care about such underhand tactics. If a brand is good, it will be successful regardless of its ad campaign. And if it's bad and the company is insecure, even bold comparative ads won't do anything for the brand. There is a difference between informing the consumer and demeaning your competitor's image. This kind of sabotage advertising hardly affects the sale of the products, they merely send out an unethical message and amuse the audience. A good commercial should just show the qualities of its products, rather than mocking others and leave it to the consumer to choose from the multiple options on offer.

### Reference

- Mehra, P., Thakur, S., Gond, N. P., & Gupta, R. A Study on Ambush Marketing: A Moral or Immoral Practice.
- Dickson, G., Naylor, M., & Phelps, S. (2015). Consumer attitudes towards ambush marketing. *Sport Management Review*, 18(2), 280-290.
- Burton, N., & McClean, C. (2020). Exploring newsjacking as social media-based ambush marketing. *Sport, Business and Management: An International Journal*.
- Shani, D., & Sandler, D. M. (1998). Ambush marketing: is confusion to blame for the flickering of the flame?. *Psychology & Marketing*, 15(4), 367-383.
- Koenigstorfer, J., & Uhrich, S. (2017). Consumer attitudes toward sponsors' counter ambush marketing ads. *Psychology & Marketing*, 34(6), 631-647.
- Mazodier, M., & Quester, P. (2010). Ambush marketing disclosure impact on attitudes toward the ambusher's brand. *Recherche et Applications en Marketing (English Edition)*, 25(2), 51-67.
- Yun, L., Kim, K., & Cheong, Y. (2020). Sports sponsorship and the risks of ambush marketing: the moderating role of corporate reputation in the effects of disclosure of ambush marketers on attitudes and beliefs towards corporations. *International Journal of Advertising*, 39(7), 921-942.
- CHADWICK, S. (2018). Ambush Marketing Is Dead, Long Live Ambush Marketing. *Journal of Advertising Research*.
- Priya, R. Impact of Ambush Marketing on Consumer's Buying Behaviour—A Study of Snapdeal's Marketing Strategy RohanGulaty.
- Lee, L. Y. (2019). The Impact of Consumers' Attitude toward Ambush Marketing on Effectiveness of Official Sponsorship. *Advances in Management and Applied Economics*, 9(4), 1-10.