Qualitative Analysis Using Braun and Clarke

Shelli Boydstun, DBA
2-29-2024

# Dissertation Topic Sports Celebrity Endorsements

Dissertation Purpose Statement

The purpose of this qualitative descriptive study was to explore how **consumers** in a social media group in North Texas **describe the influence of their favorite sports celebrities on their interest in, evaluation of, and purchase of products the athlete has endorsed.**

Dissertation Research Methodology and Design
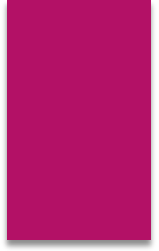
Qualitative research focuses on a more in depth understanding of why the attitudes, behaviors, and motivations exist (Barnham, 2015).

The concept of descriptive research enables the researcher to develop a clear and simple description of the phenomenon under study (Purdy & Popan, 2020).

Qualitative descriptive research studies are used to uncover and understand a phenomenon through the perspectives of the research participants (Bradshaw, Atkinson, & Doody, 2017).
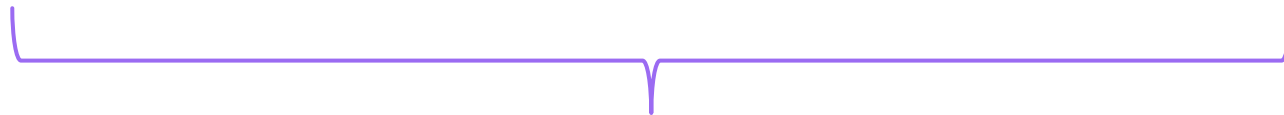
A qualitative descriptive design best addressed the research questions for this study.

Dissertation Research Questions - Overarching

RO: How do consumers describe the influence of their favorite sports celebrity endorsers on their interest in, evaluation of, and purchase of a product the athlete has endorsed?

Research Questions – Model Components

AIDA MODEL

Attention — What is it?
Interest — I like it.
Desire — I want it.
Action — I'm getting it.
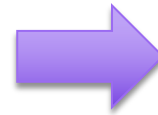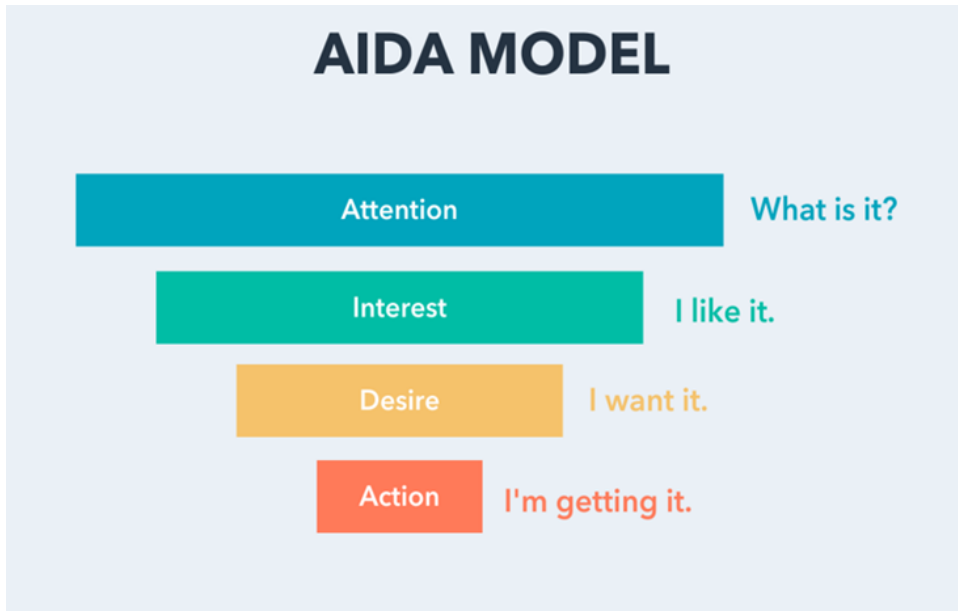
R1: How do consumers describe the influence of their favorite celebrity endorsers on their **attention** to endorsed products?

R2: How do consumers describe the influence of their favorite sports celebrity endorsers on their **interest** in endorsed products?

R3: How do consumers describe the influence of their favorite sports celebrity endorsers on their **desire** to engage with the endorsed products?

R4: How do consumers describe the influence of their favorite sports celebrity endorsers on the **action or purchase** they take with endorsed products?

Dissertation Data Sources & Instruments

1-1 Online Interviews

- Screening tool for interview inclusion

- Demographic data

- Questions related to their favorite sports celebrities

- Questions on the components of the AIDA model framework
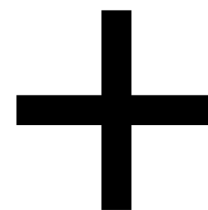
- 82 valid, completed questionnaires

- Detailed questions related to their favorite sports celebrities and endorsements

- Questions on description of experience with sports celebrity endorsement

- Questions asked related to the AIDA model components

- 19 completed interviews

Interview Details

Interview	Date of Interview	Length (minutes)	Transcript Pages
Participant79	12/16/2022	49.05	18.25
Participant78	12/16/2022	49.53	15.25
Participant9	12/16/2022	48.88	15.50
Participant25	12/20/2022	49.10	21.50
Participant8		37.35	18.00
Participant		50.67	19.00
Participant		50.25	15.25
Participant		67.22	21.25
Participant		47.03	21.00
Participant		40.35	18.00
Participant		34.65	17.50
Participant63	12/27/2023	57.23	19.75
Participant3	12/28/2022	57.37	21.00
Participant73	12/30/2022	48.60	20.50
Participant43	12/30/2022	46.03	22.50
Participant23	12/30/2022	48.65	17.50
Participant66	1/4/2023	45.32	19.00
Participant36	1/6/2023	45.03	23.50
Participant20	1/23/2023	45.70	20.00
	Mean	48.32	19.17

364 Pages of Transcripts!

+

**82 Completed Questionnaires with 7 open ended questions each = 574 responses**

Oh my gosh…what am I going to do with all this data?!

What is Thematic Analysis?

Simple description: Thematic analysis is a method for analyzing qualitative data.

More complicated description: iteratively reading through a data set and looking for patterns in meaning across the data to derive themes.
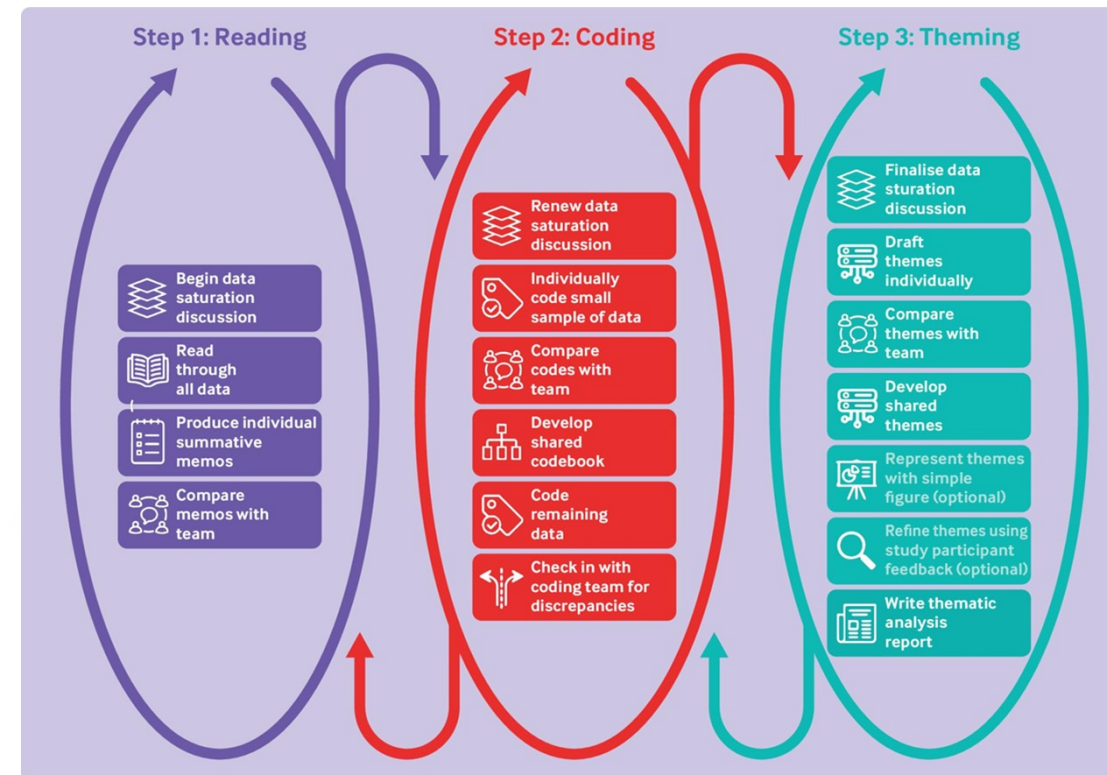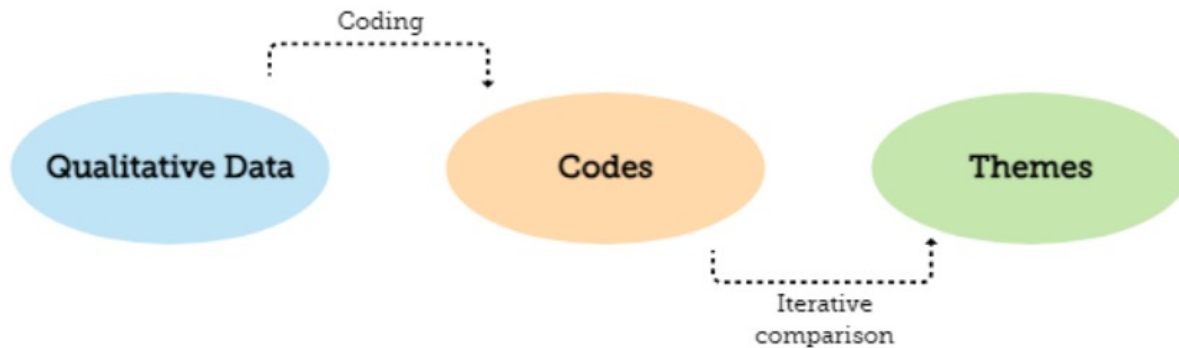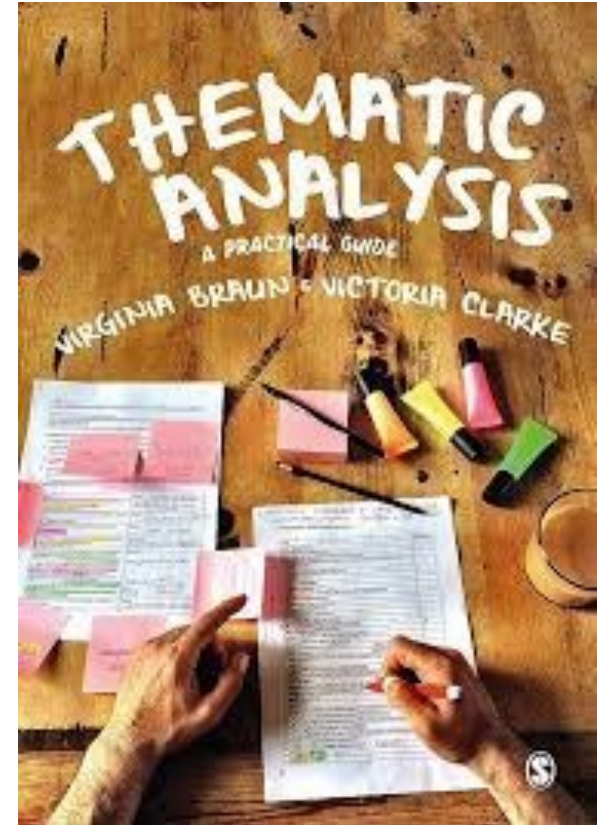
Braun and Clarke Thematic Analysis

Who they are: Virginia Braun and Victoria Clarke are psychology academics who first wrote about thematic analysis in 2006. Braun is a professor at the University of Auckland, and Clarke is an associate professor at the University of the West of England. They are also the authors of the bestseller Thematic Analysis: A Practical Guide.

What they contributed: Braun and Clarke argue that thematic analysis is a useful method for examining the perspectives of different research participants. *It can highlight similarities and differences and generate unanticipated insights.*

Braun and Clarke's thematic analysis method is an iterative process with six steps:

Braun and Clarke Thematic Analysis

1 Familiarize yourself with your data

2 Generate initial codes

3 Search for themes

4 Review themes

5 Define and name themes

6 Produce the report

1
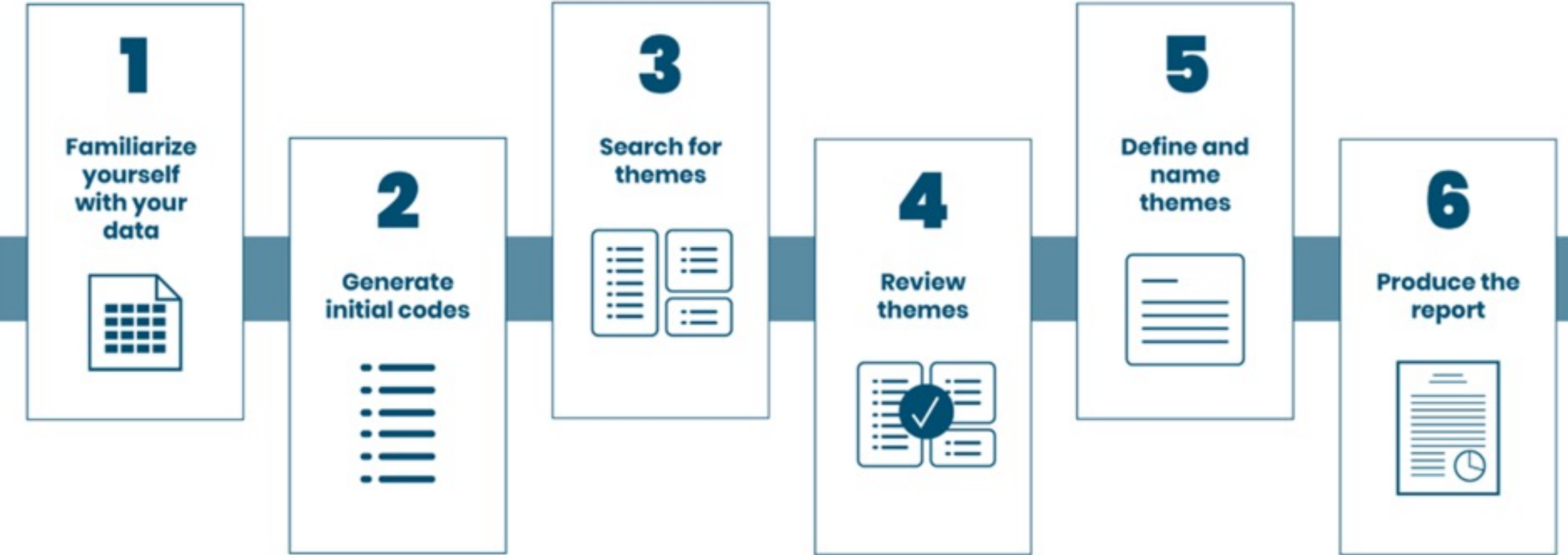
Familiarize yourself with your data

Questionnaire – after 3 readings, relevant responses highlighted

How would you describe the impact on your attention towards a product because it is endorsed by your favorite sports celebrity? (Please be detailed) Q17	Suppose you encounter an advertisement where your favorite sports athlete is endorsing a product, how likely are you to become interested in the product being endorsed because of the endorsement? Q18 - Interest	When you encounter an advertisement with your favorite sports celebrity as the endorser, how would you describe your interest in the product because of the endorsement? (Please be detailed) Q19	
	Extremely likely		
I generally pay more attention whenever I see his face on the TV. It's quite recognizable and are usually listen to what he has to say regarding the product.	Somewhat unlikely	It peaks my interest because he is a prominent figure. Also, he's extremely knowledgeable in his sport and that makes me believe what he is saying regarding the product.	
Positive then go and do my own research	Somewhat likely	Positive	
Definitely heightens my awareness of the ad if they are in the ad.	Somewhat likely	Depends on whether or not I already have an interest in that product. If I do then I would probably be more	

Interviews – transcripts reviewed multiple times, and then copied to spreadsheet for grouping questions

Research Questions (**Overarching Beginning**):
Q.2: How would you describe the influence your favorite sports celebrity has in your life overall?
Probing Question2.1: How closely do you follow the activities of your favorite sports celebrity?
Probing Question2.2: How would you describe the influence of your favorite sports celebrity in your decision making?

Q.3: Overall, how would you describe the influence of your favorite sports celebrity with respect to products they have endorsed?
Probing Question3.1: Do you recall endorsements by your favorite athlete? What were those products?
Probing Question3.2: Please describe how you feel when you encounter an advertisement that includes your favorite sports celebrity endorsing a product?

But if you're kind of like you know if you're doing something interesting, or you're doing something, funny or doing something that is gonna get my attention, type thing, then that can actually work in the positive, I probably have but it would never have been the primary reason that I actually purchased the product.
It might basically what the way I look at sports, celebrities, and or pretty much any endorsement type of thing is, if it was done well, it probably is going to you know, help it get on. My short, list as far as when I'm going to. You know, actually start doing research. And you know decide, so it kind of gets it in the door, so to speak.
And then you know, I mean if we're talking like a $5 under item, then maybe it would actually get me to try the product. You know. If it was like a oh, new type of chip or something, and they had a commercial, and I'm like,

Step 2 – Initial Coding

1. Questionnaire open-ended responses and Interview transcripts combined in spreadsheet for coding process
2. Each interview participant was assigned a color to track their excerpts throughout analysis with the questionnaire responses all coded the same color
3. Excerpts or short narratives were captured from questionnaires and interview transcripts.
4. Codes were developed for the excerpts through multiple reviews and based on a short description of the excerpt
5. Categories were created by grouping codes with commonalities

Participants Color Code

Participant78	Participant36	Participant19	Participant23
Participant79	Participant63	Participant66	Participant51
Participant9	Participant5	Participant26	Participant3
Participant25	Participant21	Participant8	Participant20
Participant14	Participant43	Participant73	Questionnaire

2
Generate initial codes

612 Excerpts Identified

Excerpt
↓
Code
↓
Category
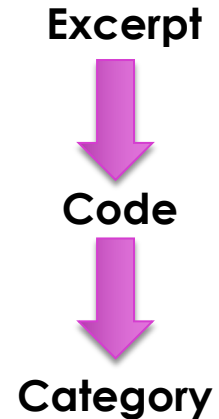
Participant	Excerpt	Code	Category
Questionnaire	A: I pay attention more because it's someone I admire.	Admire athlete characteristics	Desire to be like athlete
Participant63	A: Respect for hard work athlete has put in;	Respect for athlete	Desire to be like athlete
Participant14	A: It certainly gets my attention just because of who he is. But I also know that what he represents and he's not it's it's got to be something he believes in;	Athlete believes in the product	Trust the athlete
Participant66	A: Humor gets my attention, it was funny, and it was fun. So those are the types of things that will get me;	Humor gets attention	Style of advertisement
Participant73	A: Humorous commercials get more attention and thinking about product;	Humor gets attention	Style of advertisement
Participant19	B: He definitely has the mindset that I would like to have;	Look up to athlete	Desire to be like athlete
Participant66	P: I will say they definitely had an influence on getting that product on the list, because otherwise I may or may not have known about it;	Gets product in consideration set	Endorsement=short list of options
Participant8	I: The interest really kind of goes back to on what is it and am I in the market for it;	Need to have existing interest in product	Consumer need for product must exist

Step 3 – Generating Themes (initially 9 themes identified from the questionnaire and interviews)

1. Consumers believe in the favored athlete

2. Consumers are drawn to the favored athlete

3. Nature of advertisement with endorsement

4. Endorsement by favored athlete leads to further consumer behavior

5. Endorsement interaction with product

6. Existing relationship with product is required

7. Purchase Funnel

8. Consumer belief of reason for endorsing

9. Odd but relevant opinions

4

Review themes

Step 4 – Validity and Reliability of Themes

Reduction of themes from 9 themes to a 5 final themes identified after rigorous review of data)

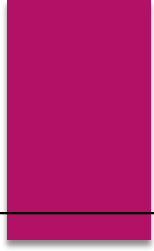**9 Themes** → **5 Themes**

5

Define and name themes

Step 5 – Define and name themes

Themes should be understandable and descriptive as to how the theme helps understand the data.

1. Consumers describe influence as it relates to their connection with favored athletes.

2. Consumers describe influence as it relates to the nature of advertisement with endorsement.

3. Consumers describe influence as it relates to how the favored athlete endorsements impacts further behavior.

4. Consumers describe influence as it relates to the interaction of the favored athlete endorsement and the product being endorsed.

5. Consumers describe influence as it relates to their belief of reason athlete is endorsing product.

Sample of Codebook

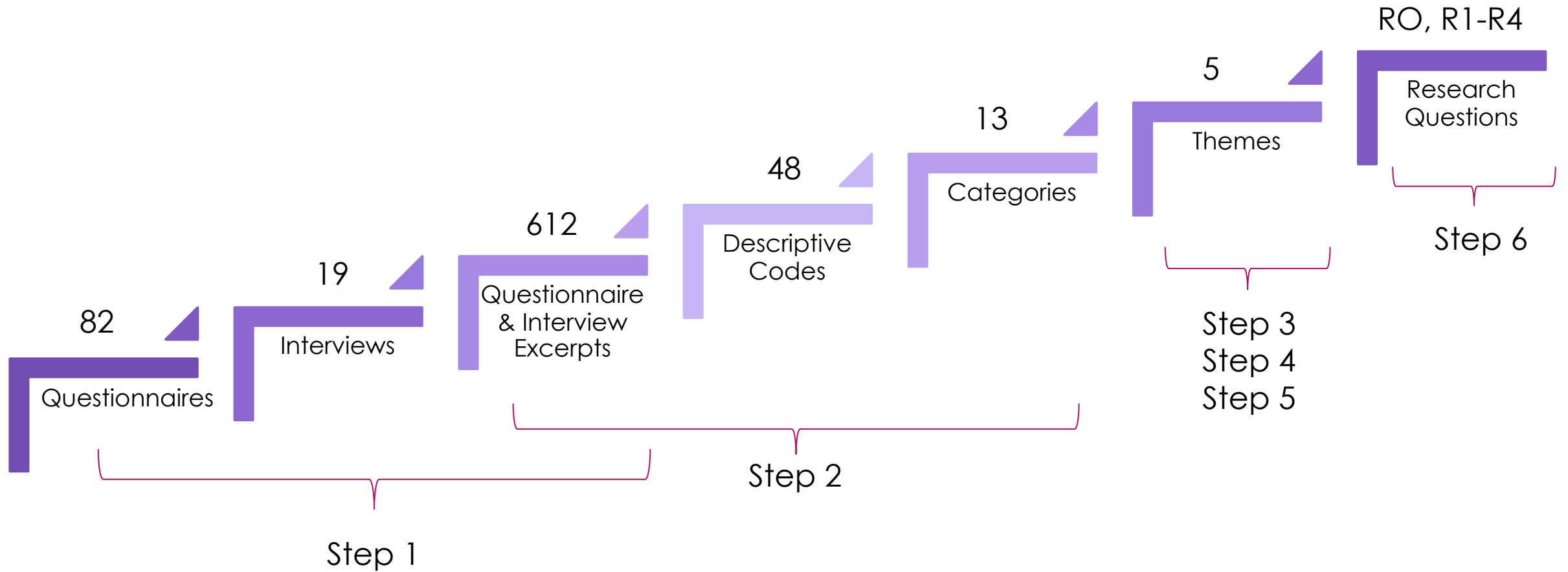| Excerpt Examples	Code	Category	Theme
A: I pay attention more because it's someone I admire;	Admire athlete characteristics	1.1 Desire to be like athlete	**Theme 1: Consumers describe influence as it relates to their connection with favored athletes.**
A: Respect for hard work athlete has put in;	Respect for athlete		
I: I feel good about product because of assocation of favored athlete;	Good enough to endorse, good for me	1.2 Trust the athlete	
A: it certainly gets my attention just because of who he is;	Athlete draws attention	1.3 Presence of athlete	
A: If ad is funny, it is an additional hook to watch the ad;	Funny and entertaining advertisement	2.1 Style of advertisement	**Theme 2: Consumers describe influence as it relates to the nature of advertisement with endorsement.**
A: Seeing athlete in a differnt light or side of their personality is attention getting;	Athlete in a non sports role	2.2 Athletes role in advertisement	
D: Endorsement gets product in consideration but my own research on competitor options is final decision;	Gets product in consideration set	3.1 Endorsement=short list of options	**Theme 3: Consumers describe influence as it relates to how the favored athlete endorsements impacts further behavior.**
D: It might keep that product top of mind for me or bring it into consideration but it generally wouldn't entice me to make a purchase I wouldn't have already made.	Keeps product top of mind		
P: Athlete endorsement at least gets product into competitor set;	Gets product in consideration set		
D: I have to research product before desire for a specific product;	Leads to my own research	3.2 Do my own research	
D: I look at the reviews, then again, at the same time;	Read reviews		

Step 6 – Report

6

Produce the report

Overview of the data mapping included in dissertation

RQ's	R1, R2	R1, R2	RO	R3, R4	RO, R1
T H E M E S	Theme 1: Consumers describe influence as it relates to their connection with favored athletes.	Theme 2: Consumers describe influence as it relates to the nature of advertisement with endorsement.	Theme 3: Consumers describe influence as it relates to how the favored athlete endorsements impact further behavior.	Theme 4: Consumers describe influence as it relates to the interaction of the favored athlete endorsement and the product being endorsed.	Theme 5: Consumers describe influence as it relates to their belief of reason athlete is endorsing product.
C A T E G O R I E S	12 codes to 3 categories 1.1 Desire to be like athlete (4) 1.2 Trust the athlete (4) 1.3 Presence of athlete (4) (Total Codes within category)	10 codes to 2 categories 2.1 Style of advertisement (5) 2.2 Athletes role in the advertisement (5) (Total Codes within category)	11 codes to 3 categories 3.1 Endorsement=short list of options (4) 3.2 Do my own research (3) 3.3 Decision Process (4) (Total Codes within category)	10 codes to 3 categories 4.1 Endorsement=I want to try product (4) 4.2 Product Specifics (3) 4.3 Consumer need for product must exist (3) (Total Codes within category)	5 codes to 2 categories 5.1 Why athlete is endorsing (3) 5.2 Athlete product fit (2) (Total Codes within category)
Excerpts to Codes	170 excerpts to 12 codes	70 excerpts to 10 codes	106 excerpts to 11 codes	217 excerpts to 10 codes	49 excerpts to 5 codes

Thematic Analysis Process Recap

82
Questionnaires

19
Interviews

612
Questionnaire & Interview Excerpts

48
Descriptive Codes

13
Categories

5
Themes

RO, R1-R4
Research Questions

Step 1

Step 2

Step 3
Step 4
Step 5

Step 6

Takeaways

- Qualitative data is very open to interpretation; therefore, the researcher must practice reflexive approach to be aware of their own bias with respect to the data.

- Braun and Clarke's thematic analysis method is an iterative process which encourages the research to consider and reconsider how data is evaluated – data immersion is the key.

- The Braun and Clarke approach provides an easy process to follow that allows for individual creativity on the researcher's part – no 2 researchers would likely code the same.

Questions

Thank you!