



ATHLETE ENDORSEMENTS: ASSESSING THE INFLUENCE OF ATHLETE-BRAND FIT ON CONSUMER PURCHASE INTENTIONS.

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Abstract

The following research will explore the influence of athlete brand fit upon consumers' purchase intentions with recognition and a prominent role in contemporary marketing. Athletes can put their emotions and engagement cognitively to highlight with the public highlighted portion. It is important to highlight the public emphasis on integrity, believability and positive regulation of perceptions. Gender has a minimal impact on consumer intention and attitudes regarding athlete endorsement. Social marketing efforts have the potential to be teide up with more familiarity, involvement and social economics status. This study has underscored some important points required for maintaining consistency between athlete image and significant highlighted value for brand success. This research offers the most valuable insight into action for optimising for effective market strategy.

Introduction

Athlete endorsements are now an unremarkable marketing tactic for consumer goods and the sports industry. This study explores the fascinating topic of athlete-brand fit and how it influences consumers' buying inclination. The marketers looking to get the most out of their endorsement arrangements must comprehend the relationship between an athlete's character and the good being promoted because players represent a wide range of companies and goods. This study intends to shed light on the elements influencing customer purchasing decisions by evaluating the dynamic interaction between athletes and the companies they support. It will assist businesses in making well-informed decisions when pursuing successful athlete endorsements.

Research background

Over the past few decades, the idea behind athlete endorsements has been increasingly well-known in the marketing industry. It will give well-known and powerful individual athletes the power to influence the

opinions of the public and affect their purchasing decisions (HA *et al.* 2019). It will search the Athlete sponsorships are becoming increasingly popular, and this study subject, "Athlete Endorsements: Assessing the Influence of Athlete-Brand Fit on Consumer Purchase Intentions", represents a response to this realisation. It depends on how well the athlete's image or the recommended brand or product "fit".

It will be searched if these Athlete-brand partnerships are well-matched and may boost customer trust and brand loyalty. As several case studies and market assessments have shown, it is the most important to purchase intentions. On the other hand, if an athlete or the product doesn't work well together, there might be backlash or even less customer interest. This research will optimise the strategy of sports to offer value in knowledge.

Problem statement

Athletes from various sports are promoting a vast range of businesses and goods in the sector of athlete endorsements, which has seen impressive development. It is a wonder central question searched, though, is how much "athlete-brand fit", or the connection between athletes and the brands they promote, influences consumers' intentions to make purchases of services or products. It has been understood that it is widely used, but knowledge of the precise processes and extent of its impact needs to be improved.

There is no agreed-upon definition or measuring technique for athlete-brand fit, so it is difficult for marketers to assess the return on investment of these endorsement agreements. The strategic significance of these collaborations is called into dispute by the uncertainty.

At delivery time, valuable insight will be conducted as a comprehensive analysis (Frank and Mitsumoto, 2023). It can build the relationship between athlete brand to fit and purchase consumer intention across different products, sports and the demographic target is detected as the lack point. The research investigation can be complex and multifaceted for athletic brand fit among customers for purchase intention. This study can deliver the developing and optimising market results through all existing knowledge gaps and rapid high internal potentiality in the competitive domain of the market.

Research aim and objectives

Aim

This research paper aims to comprehensively analyse and examine the influence of athlete brand fit on purchase intention consumers. Also, it will offer a more in-depth understanding of the significance and dynamics of context and athlete endorsement relationships.

Objectives

This part will include the main objective of searching results to understand it better. The objective is implicated in the following section. All this will be kept as the main focus point of the research result.

- To analyse the impact of athlete brand fit on the consumer purchase intention and attitude for endorsed products, exploring the degree influence of different product ranges.

- To define the strategic recommendation and practise for the marketers and the business to enhance the effective athlete endorsement by optimising brand fit, ultimately improving with the contribution of purchase intention and brand success.
- To assess the role of athletes as the personal traits, consumer demographic and brand image in determining the stability of the athlete brand fits, influencing purchase intentions.

Research questions

The following research question of this study aims to address the problem of the issue through data interpretation and research conclusion. In the following section, the research question is estimated.

- What is the impact of athlete brand fit on the consumer purchase intention and attitude for endorsed products, exploring the degree of influence of different product ranges?
- What is the strategic recommendation and practice for the marketers and the business to enhance the effective athlete endorsement by optimising brand fit, ultimately improving with the contribution of purchase intention and brand success?
- What is the assessment of the role of athletes as the personal traits, consumer demographic and brand image in determining the stability of the athlete brand fits which influence purchase intentions?

Literature review

Paper review

HA and TUAN, 2019 paper "Constructing Athlete Identification and the Effectiveness of Athlete Endorsement on Customer's Purchase Intention" focuses on the effectiveness of athlete endorsement investigation to identify the expertise attractiveness, transgression and toughness to provide a glance into trends by using the product promotion. This paper emphasises how important athlete endorsements are to marketing and advertising campaigns, especially in the sports and recreation sector (HA and TUAN, 2019). Marketers use customers' passion for entertainment and sports to craft powerful marketing campaigns that convince consumers to make decisions. The participant endorsements are only as successful if the player can build confidence, a real, authentic personality, and athletic abilities. Athletes who exhibit these traits regularly have the potential to become legendary icons in media communications.

Moreover, an athlete's physical and psychological attractiveness is a major factor in strengthening customer identification and creating a strong connection with the brand. The paragraph also highlights how important it is for businesses to set precise standards for choosing suitable athlete endorsers while considering the athlete's celebrity and scandal risk. In addition, it also emphasises how crucial it is to maintain backup plans ready for the possibility of media backlash brought on by an athlete's wrongdoings. It implies that marketing managers must carefully weigh various elements to ensure the athlete they choose to represent their brand is a good fit for the target demographic and the company's values.

In Frank and Mitsumoto 2023 article "An extended source attractiveness model: the advertising effectiveness of distinct athlete endorser attractiveness types and its contextual variation", it is important to understand athletes' effectiveness in advertising the products. This paper's information has emphasised how advertisement is important certain athlete attributes are to the success of athlete endorsements in marketing. It offers the judgments of research examining how different forms of athlete beauty affected consumers' assessments of athlete-endorsed advertisements to pinpoint these desirable qualities. The efficacy of these endorsements was influenced depending on the athlete's fit for the product, the consumer's gender, and their level of sports expertise (Frank and Mitsumoto 202). This paper looks as dependent on 1319 consumer assessments; the study found that while sex appeal did not significantly affect customer equity drivers, a sports endorser's accomplishment appeal, personality appeal, or athlete-product similarity do favourably affect customer equity drivers. The study also pointed out that depending on the consumer's gender and level of sports expertise, these components' influences differ. For example, male athletes are more influenced by personality and success appeals, whereas athlete-product similarities more influence female athletes. This research has extended the attractiveness source of the model by replacing the construct with three different types of attractiveness: sex appeal, personal appeal and success appeal. It is better to have a deeper understanding of the attitudes and intentions of consumers towards athlete endorsements. In accordance the consumer preferences and expectations, it offers marketers useful data to help them choose the best athlete endorsers and increase the efficacy of their advertising efforts.

The Arora *et al.* 2021 paper "Measuring personality congruency effects on consumer brand intentions in celebrity-endorsed brands" has contributed all endorsements with the personal congruence with celebrities brand creation and human management. The paper describes a study that aims to fill in the gaps in the literature on endorsement, with a specific focus on personality-related congruency effects. Earlier studies have demonstrated the significance of brand personality in influencing consumer perceptions and purchase intentions (Arora *et al.* 202). This study investigates the relationship between customer, celebrity, and brand personalities as it relates to brand endorsements and how they affect the reputation and distinctiveness of brands. The research results show that a brand's reputation is positively impacted by the alignment of its personality with that of its celebrities. To increase customer identification of the brand and build a stronger relationship, marketers should carefully choose endorsers whose personalities complement the brand they are pushing. However, employing a celebrity whose demeanour aligns differently from the brand might result in a decline in customer interest. This study also highlights that consumers perceive companies as living, breathing creatures. It has delivered the meaning that the personality concept highly influences purchase intentions. Customers look for human connections with brands, and the alignment of a brand with well-known figures helps to distinguish a brand in the eyes of consumers.

As per Behnoosh *et al.* 2023 paper "THE EFFECT OF ATHLETE ENDORSEMENTS ON BRAND EQUITY", encouragement of the market is a recent endorsement development. Most of the time, it is concerned with new practices.

The paper examines the effects of athlete endorsements on brand equity and draws attention to the expanding trend of employing them in marketing. The approach categorises brand value into four different

groups: brand consciousness, connection with the brand, perceived quality, & brand loyalty is used in the study. An online survey was used to gather information from 117 participants using an approach based on quantitative research. The investigation results showed statistically significant relationships between brand equity and customer views. The above study also explores several endorsement models, classifying them into imperative, co-present, explicit, and implicit categories. Each model shows the product or service's amount of endorsement support; the most direct endorsements are explicit. The discusses other categories of sports endorsers, such as sports celebrities, peer consumers with a sports background, managers of sports companies, and outside specialists with a sports background (Behnoosh *et al.* 2023). The emphasis is on the function of celebrity athletes, who use their notoriety to endorse businesses, goods, or brands. The influence of athlete endorsements on brand equity is better understood according to this research, which clarifies consumer attitudes and their consequences for marketing tactics. It also offers information on the various endorsement models & the importance of athlete endorsements in sports marketing. Marketers and companies looking to use athlete endorsements to improve their brands and increase audience engagement might benefit from these insights.

Literature gap

Depending on the context reviewing the literature review some gaps have been found from the last paper discussion. There are some hiding or lies in this estimated paper review. These must be taken in under the interplay between personality and consumer attitudes impact. The following information implies all gap aspects.

Culture Context- This estimated paragraph primarily focuses on the importance of personality in congruence with context. The suggestion with a different view of the brand as the individual seeks to connect with all personified individuals. However, this paper needs to highlight the depth of the cultural factors, values, traditions and social norms with the effectiveness of personification.

Diverse Celebrity-Brand Relationships

All the brief paragraphs mentioned that the impact of celebrity on brand is effective for personality congruence and better to delve into the nuance of the relationship. The gap in the literature exists in understanding how the different types of celebrities can be affected by brand endorsement by their vendors.

Consumer Segment

It is important for unity in paragraph discussion. Still, this above-selected paper needs to explore how all the different segments will respond towards the distinct ways of unity. There is still an opportunity to investigate whether certain personalities have congruences for more specific and effective demographic targets (Lee *et al.* 2020). There, the consumer age group and psychographics also need to be noticed.

Evaluation and measurement

The above paper has mentioned that the unity of personality can positively influence the brand reputation and uniqueness, but a gap has been searched out. The methodology in discussion and the metrics will be used to measure the effects. There needs to be a discussion about the developing brand, which could contribute to different significant areas.

Finally, the research concern has delivered a better understanding of the athlete by defining the impact on brand equality by better scheduling of market strategy (Nugroho *et al.* 2022). It has provided diversity via model development and is significant in delivering support towards the business. In addition, the leverage of sports context in each business can be used to guide brand enhancement. It is also valuable to engage the audience's performance. All these paper findings show the business athlete is better to make in concern and regulation of market solutions (Mahmoudian *et al.* 2021). This fame will be most helpful in building the perception of the sports segment.

Methodology

The methodology of this research paper is estimated on the "Athelete endorsement to assess the influence of Athelete brand fit on the consumer intention of the purchase by involving all over combination. It will be presented through secondary quantitative and qualitative data collection and evaluation (Wang, 2021). The following arrangement will be used as the best data collection and analysis overview.

Data collection

Here, two different data collection will be followed: Quantitative data collection and Qualitative data gathering information through all existing survey results. For the Quantitative data collection, the data has been collected from the market research paper or report, academic articles and journals and the database related to endorsements and consumer purchase intention. For qualitative data collection, the gathering action has to be followed by the marketing experts and different successful case studies.

Data analysis

There are many numbers of papers or evaluation sides which can be found with statistical analysis results and information. All those results have been considered to make a good resolution division on the selected topics. It is valuable to present the valuation by assessing the relationship between the athlete's brand, purchase intention and other relevant variables. The charts and graphs have been found from the descriptive analysis, which has already been released. It has helped to create more key findings illustrated from visual ancient. The qualitative analysis focuses on identifying themes related to things with better effectiveness of endorsements athletes. It has played the potential role of defining personification and better brand values with consumer connection.

Integration

Overall, the research topic has developed to be insight by interpreted help full action. It has delivered a detailed contingency variation, which will be responses based on demographic factors of research. Here, selected statistical confirmation is to be analysed while the qualitative data evaluation with different tools (Yazdi, 2023). A slight ethical consideration will be in the account to make a particular formation to maintain the content privacy anonymity and particular study. This mixed method has approached an allowing factor that can be considered the strength verification as the well-rounded in the research study.

Findings and Discussion

Finding

Celebrities are known as high influencers in terms of endorsement. It can engage the public emotionally and cognitively. The qualitative theory evaluation has delivered that the purchase intence of sport depends on consumer attention. Celebrities are the positive perceptions of public figures with integrity, honesty and believability (Author links open overlay panelAbdullah Al Mamun *et al.* 2023). In different areas, evaluation results have searched the celebrity lifestyle via serving with effective key. The growing popularity is appealing to the consumer. It has to be employed as the athlete's product, service or brand endorsement. It creates an attractive and essential feature via better consideration. There are more significant attributes which celebrities are used to improving in their lifestyle, and it directly impacts the celebrity's followers and viewers (Giraudon *et al.* 2020). It is a great achievement to make value in athlete advertisement as a most sensitive action.

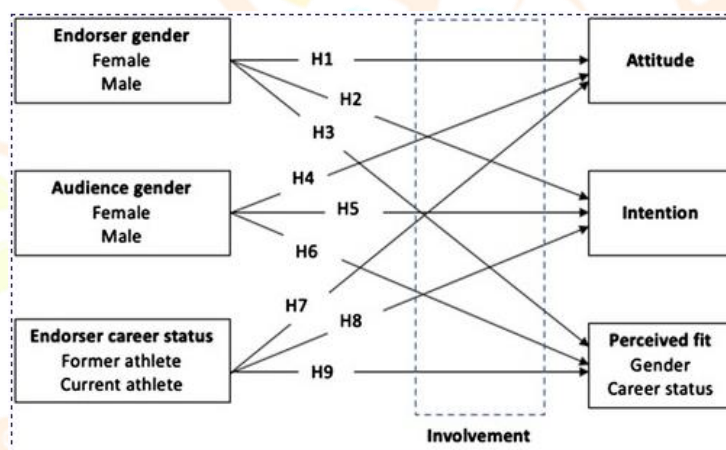


Figure 1: Market experimental design

(Source: Behnoosh, 2023)

The research answers with other research; the study's findings indicated that gender had minimal impact on views and intentions about athlete-endorsed social marketing efforts. Gender impacts may be related to familiarity with endorsers and participation with the endorsed subject, according to some studies, while other studies revealed that men responded more favourably to endorsements. Furthermore, socioeconomic position may influence audience responses; only women with high socioeconomic status show a notable sensitivity to celebrity endorsements (Behnoosh, 2023). When athletes support social marketing efforts, their gender alone does not significantly influence the attitudes and intentions of consumers.

Discussion

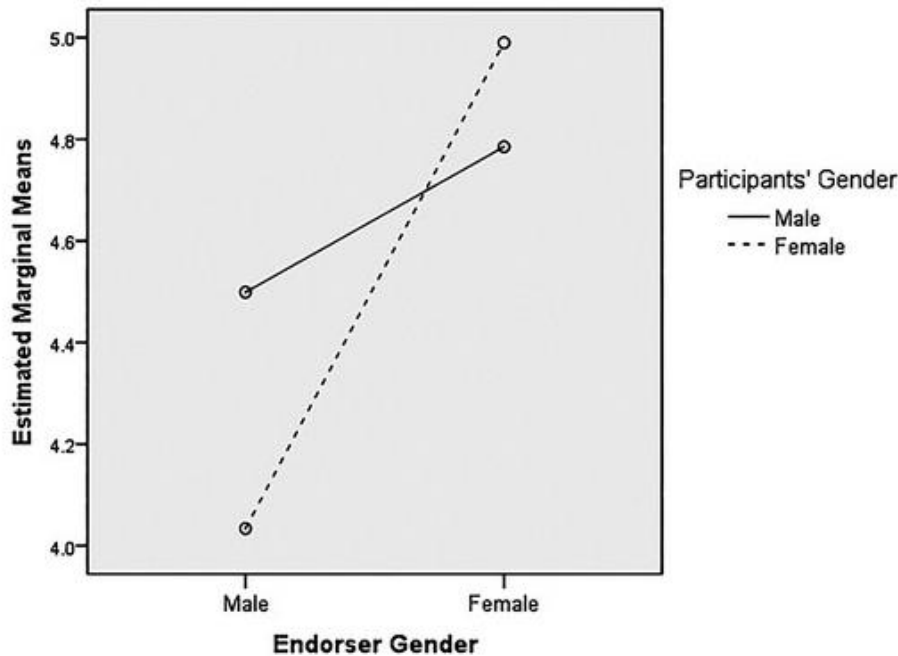


Figure 2: Gender participant interaction

(Source: Behnoosh, 2023)

The consistency of image between the athlete and brand will result in the aspect of the document with successful endorsement. Marketers should be more careful in case of an investigation into athletes' sports achievements. It has generated warnings against the overuse with value caution regarding the brand (Bredikhina, 2023). It has highlighted very careful sections required for the brand portfolio. The risk of controversial behaviour helps to accumulate long-term athlete endorsement commitment.

Here, the participant is psychologically involved in a significant spot by impacting all different dependents with alternative variables. It has aligned as the effective superior dependent variables. Through the vital participant role, it is used to shape attitudes, behaviour changes and intentions. It has been involved in most highlighted exhibitions as the favourable response to support in changes (Qian, 2022). In the case of participant presentation, all the celebrities are advisable with the campaign manager as the experts. It is mainly impacted when sports audiences get involved in targeting the market.

Conclusion

This study has presented insight into the significance of competitor brand fit and its impact on customer buy goals. The analysis featured the meaning of effective support, accentuating the close-to-home and mental commitment they make. The discoveries demonstrated that orientation negligibly affects purchaser mentalities and aims regarding competitor-supported social advertising endeavours, with potential impacts connected with commonality, contribution, and financial status. The review highlights the significance of consistency between the competitor's picture and the brand for fruitful support and the requirement for cautious administration of underwriting portfolios. In addition, it features the positive effect of exceptionally

elaborate purchasers in moulding perspectives and goals. This analysis generally adds to a superior comprehension of competitor supports and their suggestions for showcasing systems.

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