

# The Impact of Athlete Celebrity Endorsements on Brand Attitude and Purchase Intention

<sup>1</sup>Atharva D Jahagirdar, <sup>2</sup>Heena Morankar, <sup>3</sup>Sanskriti Tijare, <sup>4</sup>Dilpreet Kaur

<sup>1,3</sup>BBA IB student, <sup>2</sup>Assistant Professor, <sup>4</sup>Assistant Professor & Director Physical Education  
Department of Commerce  
Suryadatta Group of Institute  
Pune.

## *Abstract-*

**Purpose:** This study will examine how celebrity endorsements affect advertising consumer behaviour. This study seeks to identify the attributes marketers should prioritise when choosing a celebrity to promote their product or brand and how a celebrity's personality affects customer impact. The research analyses the topic using surveys, questionnaires, journals, and social media analysis.

**Findings:** The research findings indicate that celebrity endorsements have a discernible effect on buyers' attitudes and purchasing intentions. Fans are drawn to celebrity athlete personalities, which directs their attention away from their physical appearance and onto the marketed brand. The study suggests that businesses need to do a thorough assessment of the athlete's whole personality before signing a contract.

**Conclusion:** The study's ultimate finding emphasizes the necessity for further investigation into how the personality of sports celebrities relates to the credibility of the brands they endorse. The limitations of this study include the use of a small sample size and the focus on a specific group of consumers. Overall, this research provides insights and recommendations for marketers on how to effectively leverage celebrity endorsements to influence consumer behaviour and improve business growth.

**Gaps:** One gap in this paper could be the lack of analysis on the negative effects of celebrity endorsements on brand credibility and the potential risks involved in associating a brand with a celebrity who may have a controversial image.

**Keywords:** Celebrity Endorsements, Consumer Behaviour, Advertising, Brand Attitude, Purchase Intention, Sports Celebrity Personality, Brand Credibility.

## I. INTRODUCTION

The notion of endorsements seems to be a very ancient one, dating back to the dawn of time. This promotes both celebrities and products. Customers gravitate toward and acquire things supported by celebrities, and social media has evolved into an extremely powerful instrument for disseminating product information to the public. Additionally, it aids in the development of brand image and contributes significantly to brand recall. It is a powerful instrument for establishing brand trust and showcasing the brand. It not only aids in client retention but also in attracting new customers.

Numerous studies on the efficiency of advertising have been undertaken. There are several strategies available to increase the efficacy of advertising; one of these tools is celebrity endorsement. Since its inception in the nineteenth century, this strategy has evolved into the most effective tool for advertising or marketing a product or brand in terms of capturing the target market's attention and influencing their purchasing behavior regarding the product or brand. This strategy is known as "celebrity endorsement." However, this technique would be successful only if the celebrities were chosen based on certain criteria. Numerous previous academics have highlighted numerous reasons for this. Nevertheless, after reading those publications, I discovered a disconnect regarding the optimal combination of characteristics on which marketers should focus when picking a celebrity to promote a business.

Previously, the relationship involving celebrity endorsements and consumers' purchase behavior was explored. Additionally, they investigated if celebrity endorsements affected people's purchasing patterns and whether their activity changes as a result of celebrity sponsorships. They collected data mostly through questionnaires, but also through surveys, journals, and other secondary information. They concluded that people are doubtful of such advertisements in light of celebrities increasingly endorsing any product which it pays well. The popularity and reputation of the performers are crucial in convincing people. Because celebrities increasingly endorse a broad range of products, the public's trust in them is decreasing. While endorsers have a direct impact on business growth, businesses without celebrities or well-known individuals have been equally positively received by clients. Attractive advertising, brand tag lines, and subtitles all influence shoppers' decisions to acquire these things.[1] It was investigated the connection between celebrity endorsements & consumer purchasing behaviour. Finally, it is determined that there is a substantial correlation between endorsers and purchasing behaviour. Respondents demonstrated unequivocally that they do purchase items and services advocated by celebrities. The findings indicate that celebrity endorsements have a discernible effect on buyers' attitudes and purchasing intentions.[2] Consumers are drawn to celebrity athlete personalities, which directs their attention away from their physical appearance and onto the marketed brand.[3] A celebrity can draw fans' attention to the endorsed product, build a favourable brand image, boost the endorsed brand's credibility, and positively influence the buying intention of fans and buyers in general.[4] They can obtain more possibilities to advertise sporting or non-sporting products as a result of the credibility, trustworthiness, and believability established by their on-field performance, as well as their appealing look and marketable lifestyle

off the field. An additional analysis of sports celebrity literature offers detailed insights into the endorsement practices of sports celebrities and the evolution of endorsement research due to the emergence of new variables. Specifically, the study delves into how sports organizations utilize sports celebrities on social media to establish direct connections with their fan base and how this presence on social networking sites creates a bond between the endorsed brand and consumers. [5-6]. As a result, it becomes critical for a business to do a thorough assessment of the star player's whole personality before signing a contract. Otherwise, promoting a commercial brand through the use of any sports personality is a risky enterprise. Nowadays, the link between a star player and their fans is stronger than ever, as fans can simply follow their favorite player's routine day-to-day activities via social media.[7-8] Fans are eager to assess their favorite celebrity player's attitudes and behaviors based on a variety of personality characteristics such as celebrity credibility, relatability, trustworthiness, charisma, and knowledge level. Each feature has a unique effect on fans and fluctuates in severity depending on the popularity of the game or team, as well as the underlying role of star players on a team. Thus, from a managerial point of view, it is critical to collect all of a famous player's personality attributes and examine their overall effect on consumers' buy inclinations. However, little research in the sports literature has examined the relationship between sports celebrity personality and approved brand credibility, and the relationship between sports celebrity personality and endorsed brand credibility remains unexplored.[9-11] When searching for high-involvement products, consumers tend to engage more actively in information search and evaluation due to the associated financial and social risks. As a result, a celebrity's perceived credibility can significantly enhance the perceived quality of these products and encourage their purchase.[12] Companies employ sports personalities to promote products at varying levels of involvement to boost brand recognition and increased sales. [13-15] In the most recent study, it was observed that the effectiveness of celebrity endorsement varies depending on the type of product being endorsed. Thus, it is recommended that future research should place greater emphasis on this aspect.[16]

## II. ANALYSIS

According to studies, marketers should emphasise fame, reputation, relatability, trustworthiness, charisma, expertise level, and product suitability when choosing a celebrity to promote a product. A company must evaluate a top player's personality before signing a deal. Any sports figure promoting a commercial brand is troublesome. Nike's support of former NFL quarterback Colin Kaepernick, who kneeled during the national anthem, split public opinion. Some praised Nike's action, while others boycotted and burned Nike products, resulting in a huge revenue loss. This shows the importance of choosing a celebrity whose values match the company's. Another example is Michael Jordan's Air Jordan sponsorship. Jordan's fame, charisma, and basketball skills made him the perfect basketball shoe brand ambassador. Jordan's interoperability with supporting products helped build the billion-dollar Air Jordan brand.

## III. DISCUSSION

"The Impact of Athlete Celebrity Endorsements on Brand Attitude and Purchase Intention" examines how celebrity endorsements affect advertising consumer behaviour. This study seeks to identify the best traits marketers should emphasise when choosing a celebrity to promote their company. The research will also explore how sports celebrities' personalities affect customer behaviour and brand validity. The study examined the topic using surveys, questionnaires, journals, and social media analysis. The literature review examines how celebrity endorsements have become a powerful tool for garnering target market attention and influencing buying behaviour. Given that celebrities advocate many products, the survey also highlights consumer pessimism regarding celebrity endorsements. This study shows that celebrity endorsements affect customer behaviour. Star athletes' marketing brands draw fans, not their looks. The study's conclusion suggests greater research on how sports players' personalities affect endorsed brands' reputations. This article may lack research on the detrimental effects of celebrity endorsements on brand reputation and the risks of associating a firm with a controversial celebrity. This study shows marketers how to use celebrity endorsements to influence customer behaviour and company growth. Athletes' full personalities must be assessed before accepting a deal to promote a commercial brand. This study contributes to the literature on celebrity endorsements and consumer behaviour by offering marketers tips on how to leverage them. The paper emphasises choosing the right celebrity with the right traits and the need for further research on celebrity personality and brand credibility.

## IV. CONCLUSION

"The Effect of Athlete Celebrity Endorsements on Brand Attitude and Purchase Intention" examines how celebrity endorsements affect advertising consumer behaviour. This study seeks to determine the best attributes marketers should emphasise when picking a celebrity to promote their product or business. The study also examines the relationship between sports superstars' personalities and brand credibility. The study examined the issue using surveys, questionnaires, journals, and social media research. Advertising and celebrity endorsements are examined in the literature review. As celebrities recommend many things, the poll shows consumers' growing scepticism of celebrity endorsements. This research shows that celebrity endorsements affect customer attitudes and intentions. Famous athletes' marketing brands lure fans away from their physical look. The study's conclusion suggests greater research on sports superstars' personalities and the authenticity of firms they endorse. This article may lack information on how celebrity endorsements hurt brand credibility and the risks of connecting a firm with a bad-image celebrity. This research helps marketers harness celebrity endorsements to influence customer behaviour and develop their businesses. It's important to analyse an athlete's overall personality before signing a deal to represent a commercial brand. This study piece adds to the literature on celebrity endorsements and consumer behaviour by offering marketers tips on how to use them successfully. The report emphasises choosing the right celebrity with the proper attributes and researching the relationship between celebrity personality and brand credibility.

## REFERENCES:

1. Deepika Chhajer, K. N. (2015). Study of Impact Of Celebrity Endorsements on Consumer Buying Behaviour. International Conference on Technology and Business Management, 7.
2. Rizwan Raheem Ahmed, S. K. (2015, September). Impact of Celebrity Endorsements on Consumer Buying Behaviour. SSRN Electronic Journal, 12.
3. Kim, T., Seo, H. and Chang, K. (2017), "The impact of celebrity-advertising context congruence on the effectiveness of brand image transfer", International Journal of Sports Marketing and Sponsorship, Vol. 18 No. 3, pp. 246-262.
4. Joseph, E., Zhang, D. and Liu, Y. (2019), "Exploring the role of ethnic and bi-ethnic identities in advertisements targeting Chinese and Chinese-American consumers using celebrity athletes", China Media Research, Vol. 15 No. 1, pp. 67-76
5. Arai, A., Ko, Y.J. and Kaplanidou, K. (2013), "Athlete brand image: scale development and model test", European Sport Management Quarterly, Vol. 13, pp. 383-403.
6. Pegoraro, A. and Jinnah, N. (2012), "Tweet 'em and reap 'em: the impact of professional athletes' use of Twitter on current and potential sponsorship opportunities", Journal of Brand Strategy, Vol. 1 No. 1, pp. 85-97.
7. Frederick, E.L., Lim, C., H., Clavio, G. and Walsh, P. (2012), "Why we follow: an examination of parasocial interaction and fan motivations for following athlete archetypes on Twitter", International Journal of Sport Communication, Vol. 5, pp. 481-502.
8. O'Hallarn, B., Shapiro, S.L., Hambrick, M.E., Wittkower, D.E., Ridinger, L. and Morehead, C.A. (2018), "Sport, Twitter hashtags, and the public sphere: a qualitative test of the phenomenon through a curt schilling case study", Journal of Sport Management, Vol. 32 No. 4, pp. 1-12.
9. Spry, A., Pappu, R. and Cornwell, T.B. (2011), "Celebrity endorsement, brand credibility and brand equity", European Journal of Marketing, Vol. 5, pp. 882-909.
10. Wang, S.W. and Scheinbaum, A.C. (2018), "Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise", Journal of Advertising Research, Vol. 58 No. 1, pp. 16-32. Celebrity personality and purchase intention.
11. Wang, X., and Yang, Z. (2010), "The effect of brand credibility on consumers' brand purchase intention in emerging economies: the moderating role of brand awareness and brand image", Journal of Global Marketing, Vol. 23 No. 3, pp. 177-188.
12. Eslami, S. P., & Ghasemaghaei, M. (2018). Effects of online review positiveness and review score inconsistency on sales: A comparison by product involvement. Journal of Retailing and Consumer Services, 45, 74–80.
13. Al Zoubi, M., & Bataineh, M. T. (2011). The effects of using celebrities in advertising on the buying decision: Empirical study on students in Jarash University. American Journal of Scientific Research, 13, 59–70.
14. Liu, M. T., & Brock, J. L. (2011). Selecting a female athlete endorser in China. European Journal of Marketing, 45(7/8), 1214–1235.
15. Liu, M. T., Huang, Y., & Minghua, J. (2007). Relations among attractiveness of endorsers, matchup, and purchase intention in sports marketing in China. Journal of Consumer Marketing, 24(6), 358–365.
16. Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and Product-Endorser fit. International Journal of Advertising, 39(2), 258–281.