

## Determinants of Consumer Purchase Intentions in the Personal Care Products Sector: The Role of Celebrity Endorsements and Marketing Variables

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DOI: <https://doie.org/10.10399/APER.2026813670>

### Abstract

In today's digital age, where social media platforms dominate communication channels, sports celebrities have emerged as powerful influencers capable of shaping consumer behavior, particularly in the realm of sports goods. However, despite the widespread utilization of sports celebrity influencers in marketing campaigns, there remains a need to critically examine their impact on consumers' purchase intention for sports goods. The problem lies in the ambiguity surrounding the effectiveness of sports celebrity influencers in driving purchasing decisions within the sports goods market. While anecdotal evidence suggests that endorsements by sports celebrities yield positive outcomes for brands, empirical research on the subject is limited and often inconclusive. This knowledge gap presents a significant challenge for marketers and advertisers aiming to allocate resources effectively and maximize the return on investment in celebrity endorsement campaigns. The proliferation of social media platforms have democratized the influencer landscape, leading to a saturation of content and a decline in the perceived authenticity of endorsements. Consumers are increasingly wary of sponsored content and may exhibit skepticism towards endorsements by sports celebrities, questioning the genuineness of their affiliations with endorsed brands. This skepticism poses a formidable obstacle for marketers seeking to leverage sports celebrity influencers to enhance consumers' purchase intention for sports goods.

**Keywords:** Sports celebrity, credibility, Consistency and Frequency of Endorsement, trustworthiness, and authenticity.

### Introduction

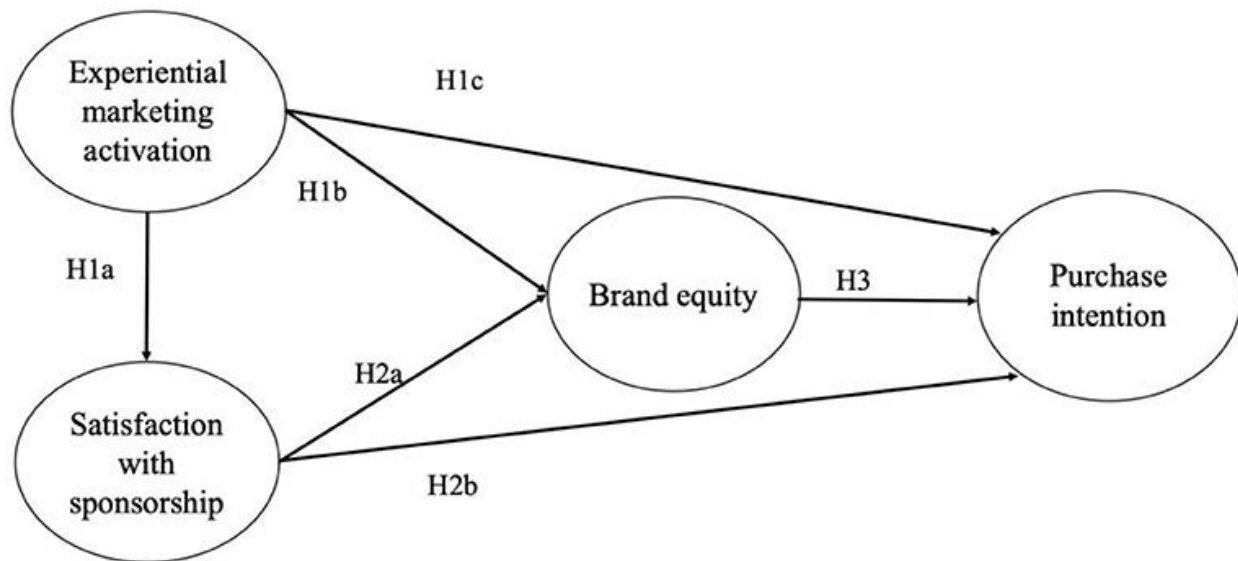
In today's dynamic marketplace, understanding consumer behavior, especially among teenagers, is crucial for businesses, particularly in emerging economies. [7].The literature review explores previous research on consumer behavior, shopping motivation, and intention to purchase sports merchandise. The Hierarchy of Needs, to provide a theoretical framework for understanding the relationship between motivation and purchasing behavior. [9].The research instrument includes measures of shopping motivation and intention to purchase sports merchandise. The findings reveal significant relationships between various motivational factors and teenagers' intention to purchase sports merchandise. Factors such as perceived enjoyment, social influence, and personal relevance emerge as strong predictors of purchasing intentionally. The study identifies demographic variables that may moderate these relationships, providing further insights into the heterogeneity of consumer behavior among teenagers. Sports celebrity identification on purchase intention, the research provides valuable insights into the effectiveness of celebrity endorsements in driving consumer behavior within the sports industry. Through a nuanced exploration of these interconnected factors, the study advances knowledge in the field of consumer behavior and sheds light on effective approaches to leveraging sports celebrity endorsements for brand promotion and consumer engagement.

### Research background; Systematic literature review and agenda for future research directions

Francisco Moreira [1] explored that in the contemporary marketing landscape, sports celebrity endorsements have become a prevalent strategy employed by brands to influence consumer behavior and drive purchase intentions. By examining the dynamics of consumer behavior in response to celebrity endorsements within the context of sports. The literature review provides an overview of existing research on celebrity endorsements, purchase intention, and the role of sports in marketing. It discusses relevant theories and concepts, such as source credibility theory and the elaboration likelihood model, to provide a theoretical framework for understanding the mechanisms through which sports celebrity endorsements impact consumer behavior. The research instrument includes measures of sports celebrity endorsement effectiveness and purchase intention. Sports celebrities are found to have a considerable influence on consumers' attitudes and perceptions towards endorsed products, ultimately leading to a higher likelihood of purchase intention. It explores the implications of the study's results for marketers and brands, emphasizing the importance of selecting appropriate sports celebrities and designing effective endorsement strategies to maximize the impact on purchase intention.

Chart: 01

Exploration of Sports Sponsorship



Source: <https://www.google.com/url>

Endorsers Influencing Sports Celebrity Identification

The research investigates the concept of credibility as a pivotal factor influencing consumers' perceptions of sports celebrity endorsers. Credibility encompasses attributes such as expertise, trustworthiness, and reliability, which shape consumers' attitudes and behaviors towards endorsed brands. By examining the credibility of sports celebrities, the study seeks to elucidate its impact on consumers' identification with these celebrities and subsequently, their intention to purchase endorsed products or services. Nkosinamandla Shez [7] explored the realm of celebrity endorsement within the sports industry, aiming to unravel the mechanisms through which consumers perceive and respond to endorsements by sports celebrities.. Central to this investigation is the notion of sports celebrity identification, wherein consumers develop a sense of connection and similarity with the endorsed celebrity [1]. The perceived credibility of the celebrity endorser, as consumers are more likely to align themselves with celebrities whom they

perceive as trustworthy and knowledgeable in the endorsed domain. Through an in-depth analysis of sports celebrity identification, the study aims to uncover its role as a mediator between the credibility of endorsers and consumers' purchase intention of endorsed brands. Purchase intention serves as a crucial metric of consumers' predisposition to engage in actual buying behavior, reflecting their willingness to consider and purchase products or services endorsed by sports celebrities.

### **Sports celebrity endorsements on consumers' perceptions**

Sports celebrity identification refers to the extent to which consumers perceive themselves as similar to or emotionally connected with the endorsed celebrity. Febrian & Fadly [2]. When consumers identify strongly with a sports celebrity influencer; they are more likely to internalize the values and preferences associated with that individual, thereby influencing their attitudes and behaviors towards endorsed products. Research suggests that heightened levels of sports celebrity identification lead to greater trust and admiration for the influencer, consequently enhancing consumers' intention to purchase sports goods endorsed by them. Consumers may view the endorsed products as aligning with their own self-concept and aspirations, leading to an increased likelihood of purchase. Furthermore, the emotional connection fostered through sports celebrity identification can enhance brand loyalty and advocacy, driving repeat purchases and positive word-of-mouth recommendations [9]. When a sports celebrity endorses a brand or product, they lend their credibility, expertise, and aspiration qualities to the endorsed brand, thereby shaping consumers' perceptions in significant ways. Firstly, sports celebrity endorsements often elevate the brand image, imbuing it with qualities associated with the celebrity's persona, such as athleticism, success, and charisma. Consumers may perceive the endorsed brand as more desirable and inspirational, leading to enhanced brand image and increased brand appeal. Secondly, endorsements by sports celebrities can influence consumers' attitudes towards the endorsed brand, fostering positive associations and emotional connections [5]. Consumers may develop favorable attitudes based on their admiration for the celebrity endorser, leading to increased brand preference and willingness to engage with the brand. Lastly, sports celebrity endorsements can enhance consumers' perceptions of brand quality, as the association with a renowned athlete or sports figure conveys a sense of trustworthiness and reliability. Consumers may attribute the celebrity's success and expertise to the endorsed brand, leading to perceptions of higher quality and performance. Sports celebrity endorsements play a pivotal role in shaping consumers' perceptions of endorsed brands, contributing to the enhancement of brand image, attitudes, and perceived quality, and ultimately influencing consumer behavior and purchase decisions within the sports industry.

### **Moderating Effect and Consumer Sports-Involvement**

In the realm of marketing, sports celebrities play a significant role as endorsers, influencing consumers' purchase intentions for sports-related products. [11]. It discusses relevant theories and concepts, such as source credibility theory and involvement theory, to provide a theoretical framework for understanding the dynamics of consumer response to sports celebrity endorsements [2]. The research instrument includes measures of sports celebrity credibility, purchase intention, gender, and sports-involvement. The importance of leveraging influencer marketing strategies to cultivate authentic connections with consumers and drive brand engagement within the sports industry. Sports celebrity endorsements have a profound impact on consumers' perceptions of endorsed brands, influencing various dimensions such as brand image, brand attitude, and perceived brand quality [12].

### **Research Objectives**

1. To explore the phenomenon of sports celebrity identification among consumers, including the degree of emotional attachment and similarity felt towards sports celebrity influencers.
2. To examine the factors contributing to sports celebrity identification, such as perceived similarity in lifestyle, values, and aspirations.

3. To examine factors influencing consumers' assessment of sports celebrity influencers' credibility, such as expertise, trustworthiness, and authenticity.
4. To determine the extent to which perceived credibility impacts consumers' purchase intention for sports goods endorsed by these influencers.

### **Methodology, Findings, Presentation and Results**

The factors interact to determine the effectiveness of sports celebrity influencers in influencing purchase intention for sports goods. Marketers and brands must carefully consider these factors when selecting and partnering with sports celebrities for endorsement campaigns within the sports industry. Both qualitative and quantitative methods were used in the research to collect copious amounts of data. Consumer attitudes and perceptions of sports influencer advertising are investigated using qualitative approaches like focus groups and interviews, while quantitative surveys are used to assess the effect of this kind of advertising on consumer behaviour. The research emphasizes how crucial sports star credibility is in influencing consumers' intentions to buy sports-related goods. Marketers may successfully target diverse sectors of the consumer market by customizing their endorsement methods to take into account the moderating impacts of gender and customer sports-involvement.

**Table 1**  
**Factors influencing sports celebrity in purchase intention for sports goods**

| Factors                                   | N   | Mean | Std. Deviation | Mean Rank |
|---|-----|------|----------------|-----------|
| Relevance of the Endorsement              | 120 | 3.35 | 1.337          | 5.39      |
| Perceived Expertise and Authority         | 120 | 3.05 | 1.286          | 4.73      |
| Authenticity and Credibility              | 120 | 2.81 | 1.211          | 3.16      |
| Engagement and Connection                 | 120 | 2.98 | 1.541          | 3.66      |
| Consistency and Frequency of Endorsements | 120 | 2.85 | 1.099          | 4.24      |
| Demographic Alignment                     | 120 | 3.05 | 1.237          | 4.64      |
| Social Proof and Influence                | 120 | 3.39 | 1.426          | 6.45      |
| Content Relevance and Authenticity        | 120 | 3.35 | 0.984          | 6.22      |

Social Proof and Influence (5.45) is ranked first by the respondents. The perceived popularity and influence of the sports celebrity among their followers can serve as social proof, reinforcing the desirability of the endorsed sports goods and influencing purchase intention. Content Relevance and Authenticity: (6.22) : The content shared by the sports celebrity influencer should resonate with their audience and authentically integrates the endorsed product or brand. Genuine and relevant content enhances the perceived value of the endorsed sports goods and increases purchase intention. Relevance of the Endorsement: (5.39):The relevance of the sports celebrity influencer to the endorsed product or brand is crucial. Perceived Expertise and Authority (4.37) :Consumers tend to trust and value the opinions of sports celebrities who are perceived as experts in their field. The perceived expertise and authority of the influencer can enhance their persuasive impact on consumers' purchase intention for sports goods. Authenticity and Credibility: (3.16) Authenticity is key in influencer marketing. Consumers are more receptive to endorsements that come across as genuine and credible. Sports celebrities who maintain authenticity in their endorsements and have a track record of integrity are more likely to positively influence purchase intention. Engagement and Connection with Audience: Sports celebrities who actively engage with their audience and have a strong connection with their fans are more effective influencers. A genuine connection with the audience enhances the celebrity's influence over their followers' purchase decisions. Consistency and Frequency of Endorsements: (4.24) The consistency and frequency of endorsements by sports celebrities can impact consumer perception. Overexposure or inconsistent endorsements may dilute the effectiveness of the influencer's message and diminish their ability to influence purchase intention. Demographic Alignment: (4.64) The demographic characteristics of the

sports celebrity's fan base should align with the target market for the sports goods. A strong alignment between the influencer's audience demographics and the target consumers increases the likelihood of influencing purchase intention.

**Table 2**  
**Kendall's Coefficient of Concordance**

|                  |       |
|------------------|-------|
| No of respondent | 120   |
| Kendall's W      | 0.005 |
| Chi-Square       | 7.742 |
| difference       | 7     |
| Sig.             | 0.176 |

The calculated value (7.742) for the difference 7 is not significant. The p value is 0.176 which is not significant at 5% level. The result shows that the ranks given for the various factors are not significantly varying. The role of sports celebrities in today's society extends far beyond their athletic prowess on the field, court, or track. These individuals have become influential figures in various aspects, including marketing, entertainment, and social causes.

**Table 3: Awareness on role of sports celebrity**

| Factors                           | Mean    | SD      | F     | P     |
|-----------------------------------|---------|---------|-------|-------|
| Brand Endorsements                | 16.6786 | 4.36625 | 0.220 | 0.875 |
| Promotion of Sports and Fitness   | 17.5732 | 4.80234 |       |       |
| Social Influence and Advocacy     | 17.9967 | 8.26160 |       |       |
| Entertainment and Media           | 17.7888 | 5.29539 |       |       |
| Business Ventures and Investments | 16.6786 | 4.36625 |       |       |
| Influencers and Trendsetters      | 17.5732 | 4.80234 |       |       |

The Table 2 shows that awareness on role of sports celebrity is found more in the Social Influence and Advocacy (17.9667), followed by Entertainment and Media (17.7888). The F value (0.220) shows that the difference is insignificant. It is concluded that the awareness on role of sports celebrity is not differ much according to the other factors. Sports celebrities play multifaceted roles in society, serving as ambassadors, influencers, entertainers, and advocates. Their impact extends beyond the boundaries of sports, shaping cultural norms, consumer trends, and societal values. Brand Endorsements: One of the most prominent roles of sports celebrities is as brand endorsers. They lend their image, reputation, and influence to endorse products and services, often in lucrative endorsement deals. Sports celebrities' association with brands can significantly impact consumers' perceptions and purchasing decisions, making them valuable assets for marketers. Promotion of Sports and Fitness: Sports celebrities serve as role models and ambassadors for sports and fitness. Through their achievements and public visibility, they inspire individuals of all ages to participate in sports, lead active lifestyles, and pursue physical fitness goals. Their involvement in promoting sports also contributes to the growth and popularity of various athletic disciplines. Social Influence and Advocacy: Sports celebrities often use their platform to advocate for social causes and raise awareness about important issues. Whether it's through charitable work, public campaigns, or speaking out on social justice issues, they leverage their influence to effect

positive change and make a difference in society. **Entertainment and Media:** Sports celebrities are major figures in the entertainment industry, attracting audiences through their performances and personalities. They feature prominently in sports broadcasts, reality shows, and entertainment events, captivating audiences with their talent and charisma. Their presence in media helps drive viewership and engagement across various platforms. **Cultural Icons:** Sports celebrities often transcend their respective sports to become cultural icons and symbols of national pride. They represent the aspirations and identity of communities, nations, and fan bases worldwide. Their achievements and success stories inspire admiration and foster a sense of unity among diverse audiences. **Business Ventures and Investments:** Many sports celebrities leverage their fame and wealth to pursue business ventures and investments outside of sports. From entrepreneurial endeavors to investments in startups and established businesses, they diversify their portfolios and capitalize on their brand equity to build long-term financial security. **Influencers and Trendsetters:** Sports celebrities are influential figures in popular culture, shaping trends and influencing consumer behavior beyond the realm of sports. Their fashion choices, lifestyle preferences, and endorsements often set trends and influence popular culture, making them trendsetters in various domains.

## **Discussion**

The study contributes to the understanding of consumer behavior among teenagers in emerging economies, specifically regarding their intention to purchase sports merchandise. By highlighting the influence of shopping motivation on purchasing decisions, the study offers valuable insights for businesses seeking to target this demographic effectively. It explores the implications of the study's results for marketers and brands looking to leverage sports influencer advertising as part of their marketing strategy. Furthermore, it discusses potential limitations and areas for future research in this field. The findings highlight the significant impact of sports influencer advertising on various aspects of consumer behavior. Consumers demonstrate higher levels of brand awareness, engagement, and trust when exposed to sports influencers promoting products or services. Additionally, the study identifies specific attributes of sports influencers, such as credibility and authenticity that contribute to their effectiveness in influencing consumer decisions.

## **Implications**

Future research could explore the effectiveness of different types of sports influencers (e.g., athletes, coaches, commentators) and examine cross-cultural variations in consumer response to sports influencer advertising. The study's implications extend to marketing practitioners, advertisers, and researchers interested in celebrity endorsements and consumer behavior. Future research could further investigate the mechanisms through which gender and consumer sports-involvement. The study's implications extend to marketing practitioners, advertisers, and researchers interested in celebrity endorsements and consumer behavior. Future research could explore additional factors influencing the effectiveness of sports celebrity endorsements and investigate cross-cultural variations in consumer response to celebrity endorsements within the sports industry.

## **Conclusion**

The study underscores the importance of sports influencer advertising as a persuasive tool for shaping consumer behavior. The impact on brand perception, purchase intention, and consumer trust, the study provides valuable insights for marketers seeking to maximize the effectiveness of their advertising efforts within the sports industry. Moreover, the diversity of sports goods, ranging from equipment and apparel to nutritional supplements and accessories, adds complexity to the issue. The effectiveness of sports celebrity influencers may vary across different product categories, necessitating a nuanced understanding of the factors influencing consumer perceptions and behaviors within each segment of the sports goods market. Additionally, the rapid evolution of digital media platforms and the changing landscape of

celebrity culture further complicate the matter. As new platforms emerge and consumer preferences evolve, marketers must continually adapt their strategies to remain relevant and impactful in capturing consumers' attention and driving purchase intention for sports goods. Addressing these challenges requires a comprehensive understanding of the mechanisms through which sports celebrity influencers influence consumer behavior and purchase decisions within the sports goods market. The relationship between sports celebrity endorsements and purchase intention, researchers can provide actionable insights for marketers to develop more effective and targeted influencer marketing strategies. The influence of sports celebrity influencers on purchase intention for sports goods presents a multifaceted challenge that requires rigorous empirical investigation and theoretical analysis. By addressing this problem, researchers can contribute to the advancement of knowledge in consumer behavior and marketing theory, while simultaneously offering practical guidance for marketers navigating the complexities of influencer marketing in the sports goods industry.

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