

EFFECT OF ATHLETE EXPERTISE ON BRAND ENDORSEMENT IN MANUFACTURING COMPANIES IN KENYA

Antony Juma Wagoki¹, Prof. Gregory S. Namusonge², Dr. Kabare Karanja³

¹School of Business, Jomo Kenyatta University of Agriculture and Technology

²School of Business, Jomo Kenyatta University of Agriculture and Technology

³School of Business, Jomo Kenyatta University of Agriculture and Technology

Abstract: Despite the widespread use of athletes as product or brand endorsers, there is a relative lack of published research that investigates the influence these athletes may have on a target market particularly in Kenya. This study therefore looks at the effect of athlete expertise on product endorsement among manufacturing firms in Kenya. The study employs a cross sectional survey research design. The target population is comprised of all the marketing officers in the 625 manufacturing firms in Kenya. A sample of 166 respondents is drawn from the target population to participate in the study. Simple random sampling is used to select 166 firms to take part in the research. The study uses structured questionnaires that are distributed to the 166 marketing officers. The questionnaire was pilot tested before commencing data collection to help in removing errors and enhance clarity. The questionnaire was further tested for validity and reliability. Data collected was analyzed using Statistical Package for Social Sciences (SPSS) version 24. Analysis was done using both descriptive and inferential statistics. Descriptive statistics were used in the form of percentages, frequencies, standard deviation and mean scores. Pearson correlation coefficient was used to test for the relationship between variables. Multiple regression analysis was also used to fit the regression model and to test the study's hypothesis. Analysis of findings indicated that athlete expertise has a significant effect on brand endorsement in manufacturing firms in Kenya. The study therefore concluded that athlete expertise has a significant role in brand endorsement as a marketing strategy. It was therefore recommended that manufacturing firms be careful when selecting endorsers for products with an aim of maximizing the value of endorsement by having athletes with high expertise level.

Keywords: Athlete, Brand Endorsement, expertise, celebrity, marketing.

1. INTRODUCTION

The concept of a celebrity endorsement is relatively new in Kenya. Kipchoge Keino, a 1968 Mexico Olympic gold medalist, was among the first Kenyan endorsers when he was signed by the Coca-Cola Company to feature in its adverts (Karuku, 2010). Interestingly, celebrity endorsement in Kenya is not sector specific as it is being employed across industries be it in telecommunication, financial services, auto-mobile or consumables and regardless of product type. Examples of such local marketing effort include: the signing of a KShs10 million deal between Telkom Kenya and Paul Julius Nunda, popularly known as Jua Cali, in its Orange 'Dunda' Campaign in 2009.

East African Breweries Limited (EABL) has also featured celebrities such as well-known musicians David Mathenge popularly known "Nameless" and Esther Wahome; and sports legend Paul Tergat in their adverts in an attempt to promote their brands (Karuku, 2010). Similarly, Coca Cola Company picked on Charles Bukeko, who acts as Papa Shirandula in a popular Kenyan drama as the face of their Coca Cola "Brrr" campaign that was ran globally. On their part, Equity Bank featured well-known individuals such as the former Miss Kenya, Cecilia Mwangi, marathoner Paul Tergat and Afro-

fusion musician Susan Owiyo in their “Karibu Member” advertising campaign. Towards the end of year 2012, Telkom Kenya unveiled an advert featuring Yego, a javelin medalist in 2012 London Olympics. The company’s chief executive argued that, Yego was ideal to promote Orange’s Internet services as he would appeal to online users, inspiring them to log on to the Orange internet services for unlimited opportunities that would drive up the numbers of their subscribers.

Kaikai (1987) avers that using celebrities in advertisements could have many benefits and advantages including: 1) facilitation of brand identification 2) changing or impressing the negative attitude towards a brand 3) repositioning an existing brand 4) global marketing or positioning of a brand or product 5) affecting purchase intentions of consumers. Although the use of celebrity endorsers as brand messengers is impressive, it could have some risks. For instance, celebrities who are known to be guilty because of negative events that may have harmful effects on the products that they endorse (Louie & Obermiller, 2002). Studies reveal that use of attractive celebrities causes an increase in attitude towards advertisements. Such attitude towards advertisements is defined as mental states which are used by individuals to organize the way they perceive their environment and control the way they respond to it (Haghirian, 2004). There is a considerable correlation between desirable attitudes with regard to advertising and rating of certain advertisements by respondents as being likeable, irritating, and delightful. Celebrity endorsers enhance awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more amusing (Solomon, 2002).

Lately, there has been greater emergence of Kenyan athlete celebrities in the world sports platform. Athletes like Paul Tergat dominated the world marathon competitions having become world record holder for years. On the other hand, Julius Yego emerged to be a Kenyan icon in javelin throw in the world arena. David Rudisha has been the world record holder in 800m race and an Olympic champion. In 2010 David Rudisha was named the IAAF World Athlete of the Year. Ezekiel Kemboi Cheboi in his athletic career dominated the 3000m steeplechase for more than ten years. He is the only athlete to win four (successive) world championships in the steeplechase. These and many more athletes in Kenya have made remarkable achievements in their athletic careers and acquired a celebrity status in world championships. Despite their achievement, little has been documented in regard to the athletes’ role as brand endorsers for the Kenyan manufacturing industries. The researcher will seek to establish the impact athlete celebrities would have on product endorsement among manufacturing firms in Kenya. The study is aimed at shedding light on the potential the companies have in utilizing Kenyan athlete celebrities as their product endorsers in the Kenyan and world market.

2. STATEMENT OF THE PROBLEM

Athletes have been endorsing products for numerous years and their endorsements have been known to be the best way to sell a product to consumers (Stotlar, 2005). In today’s society, social status can be based on what you wear or buy based on what is popular. Marketers and advertisers who have celebrities endorse products such as clothing or other material items have created these social statuses among consumers (Denham, 2009). Advertisers believe that the use of a celebrity affects advertising effectiveness, brand recall and recognition, as well as purchase intentions and follow through (Spry et al., 2011).

Celebrity endorsers attract supporters as well as fans to try the brand, increase brand awareness and consumption intentions. Celebrity likeability and congruence between endorser and the endorsed brand influence predisposition towards the advertisements, which in turn affect attitude toward the brand purchase intention (Fleck et al., 2012). The purchase confidence comes from the credibility and profitability attached to employing a celebrity as an endorser. Effectiveness of the celebrity in endorsement depends on three constructs of the source including expertise, attractiveness and trustworthiness. The marketing implication is that marketers need to select celebrities that are the most attractive and believed to be most entertaining to the audience, popular and with high talents.

Companies all over the world in a bid to distinguish their brands from existing and potential competitors have utilized athlete celebrities to market their products through brand endorsements. Kenyan athletes have been on the cover of local dailies for their brilliant performance for decades now (Karuku, 2010) for example, Paul Tergat dominated the world marathon competitions having become world record holder for years. On the other hand, Julius Yego emerged to be a Kenyan icon in javelin throw in the world arena. David Rudisha has been the world record holder in 800m race and an Olympic champion. In 2010 David Rudisha was named the IAAF World Athlete of the Year. Ezekiel Kemboi Cheboi in his athletic career dominated the 3000m steeplechase for more than ten years. He is the only athlete to win four (successive) world championships in the steeplechase. These and many more athletes in Kenya have made remarkable achievements in their athletic careers and acquired a celebrity status in world championship. Despite their achievement, little has been documented in regard to the athletes’ role as brand endorsers for the Kenyan manufacturing industries.

They command both international and regional recognition and respect. It's worth noting that no corporate has exploited such great publicity through an endorsement deal. Kenyan companies need to move from simply sponsoring sports teams to building brand equity through these sports heroes and heroines. Celebrity endorsements, if done properly, are more profitable for the brand than mere sponsorships. Despite the widespread use of athletes as product or brand endorsers, there is a relative lack of published research that investigates the influence these athletes may have on a target market particularly in Kenya. It is against this backdrop that this study is undertaken to establish the impact of athlete celebrity on brand endorsement in manufacturing companies in Kenya.

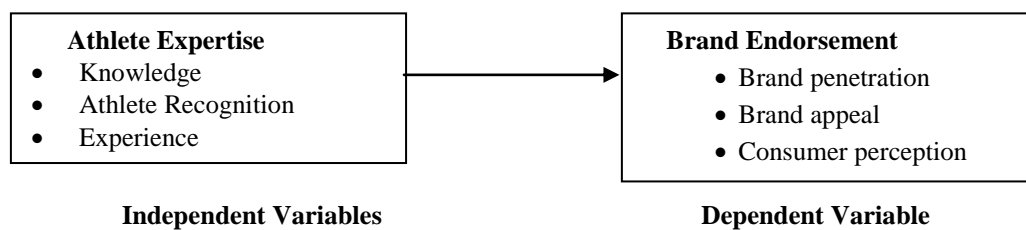
3. OBJECTIVE OF THE STUDY

To examine the effect of athlete expertise on brand endorsement in manufacturing companies in Kenya.

4. HYPOTHESIS OF THE STUDY

H_{01} : Athlete expertise has no statistically significant effect on brand endorsement in manufacturing companies in Kenya.

5. CONCEPTUAL FRAMEWORK



6. THEORETICAL FRAMEWORK

Ogunsiji theory

Whereas the variables surveyed to determine the effective degree of promotability as a strategic marketing option include consumer perception, brand power, ad penetration and brand appeal are measureable and objective. Celebrity endorsement as a strategy is all about testimonials and the match is about the relationships of the testimonials and the communication about the product. So if a person has a positive attitude toward a source and message, or a negative attitude toward both, a state of congruity is said to exist (Batelle, 2004) usually celebrities have target audience that may translate/transform to target market niche creation. They may provide central valued information when an aspect of the celebrity matches with the product; especially if they as is often the case are well liked and their attitude specialty leading to identification and consumer persuasion possibly establish a relationship of product success with the celebrity impact (Belch & Belch 2007). These match; often result in propellant effect on product choice.

Though some extant literatures posit that the impact of celebrity endorsement cannot replace the comprehensive brand building processes, this study viewed Celebrity-Product Match, as the criteria that have made indispensable incursion into marketing of both product and service especially through the ad model. The analysis of ranking the appropriate match-criteria is the fact that managers are inexorably inundated with the challenge of whether the celebrity is expected to provide a marginal value-added or to serve as the central figure. Most importantly there must be a point of convergence of interest where the managers' perception of the celebrity coincides with the target audience perception of the celebrity on the one hand and the perception of the audience image of the brand coincides with the celebrity's perception of the endorsed brand on the other hand (Kumar 2004). Danes vary and Schwer (2000), including overexposure and identification, the "match-up hypothesis" specifically suggests that the effectiveness depends on the existence of a "fit" between the celebrity and endorsed brand. Companies should ensure a match between the brand being endorsed and the endorser so that the endorsements are able to strongly influence the thought processes of consumers and create a positive perception of the brand.

7. EMPIRICAL REVIEW

7.1 Athlete Expertise

The level of celebrity expertise will determine its effectiveness (Amos, Holmes & Strutton, 2008). The more expertise a celebrity has the more effective it will be. The expertise of a celebrity will not be changed by negative publicity, but the believability and credibility will be negatively influenced. The identification of celebrities with the right expertise enables

organizations to select those celebrities that they think are marketably significant and whom they believe will make meaningful contribution to the effectiveness of product advertisement. These celebrities have unique qualities and due to their value, will have products developed that will match their perceived value.

According to Pornpitakpan, (2003) perceived expertise is created by many factors; chief among them is the celebrity experience. Till (2004) stated that celebrity experience should be a key variable for organizations interested in the value of celebrities. Perceived expertise provides value to customers by providing them with reasons to buy the product and / or appreciate the advertisement. It is believed that an endorser who scores high on expertise and trustworthiness has the ability to change the consumer's attitude and purchase intentions (Liu & Teo, 2007). Since consumers have the notion that an endorser is credible, they tend to believe that the information this celebrity tells is true. Consequently, when an endorser is an expert in the discipline, consumers will have a very conducive attitude towards the brand or advertisement.

According to Pappu et al. (2011) the increased trust in brand has an indirect impact on the brand and increases the credibility and trust on brand. The main goal of using celebrities in advertising is to generate publicity and attention to the brand (Biswas, Hussain & O'Donnell 2009) as well as influence consumer perceptions of the brand stemming from their knowledge of the celebrity (Keller 2008). This requires that the celebrity must be well known in order to have the desired effect (Keller 2008).

Brand credibility is increased when the spokesperson has a higher likelihood of actually using the product. Within sports related products, believability is enhanced in ads with domain experts such as Michael Jordan endorsing Nike (Biswas et al. 2009). Biswas et al. (2009) recommend that if athletes are to be used, they have to be known for their achievement in their sports and be ranked in the top 1-2% of their field. The associated risk with this strategy relates to poor athletic performance and the perception that this may be linked to a specific product.

7.2 Brand Endorsement

Research has shown that the use of celebrities in advertising can have a positive influence on the credibility of and preferences for advertising, and ultimately on purchase intentions (Farhat & Khan, 2011). In spite of any arguments against celebrity endorsement, this type of advertising remains one of the most popular advertising strategies. Indeed, it is a "ubiquitous feature of modern day marketing" (Biswas, Hussain & O'Donnell, 2009).

The popularity of celebrity endorsement as a marketing tool can be seen by the increase in its use in the marketing of goods. In the 1970's, 17% of advertisements used a celebrity, where the number has increased to 25 % in 2003 (Keel & Natarajan, 2012). Due to the substantial cost associated with endorsement, research has largely focused on the effectiveness of endorsement to enhance attitudes towards advertising, product recall and purchase intention (Keel & Natarajan, 2012). Celebrity endorsement has also been shown to create abnormal positive stock returns (Agrawal & Kamakura, 1995) and it was proven that positive expectations and news about a celebrity in endorsement can increase or decrease future cash flow expectations (Russel, Mahar & Drewniak, 2005).

Athletes are chosen by companies as endorsers to associate the company's brand with the athlete's celebrity image (Carlson, 2008). Companies benefit from having an athlete endorse their product because consumers feel connected to the brand. Often companies decide on whether or not they should use an athlete to endorse their product even if the product is not sport related. According to Koernig and Boyd (2009), they determine the effective use of having athlete endorsements for sports and non-sports brands. The results of the data collected showed that there was a bigger effect on consumers for a famous athlete to endorse a sport brand rather than a non-sport brand. The study relates to the circumstances in when the athletes should be used for endorsements and when athletes shouldn't be used to endorse brands. Using certain athletes can be more effective for brands based on what the brand is trying to sell. Companies will use stronger athletes to sell products such as muscle building products (Simmers, Damron- Martinez, & Haytko, 2009).

Companies are always looking for the best way to get their product or brand name out to the general public especially if they are a new company (Van Heerden, Kuiper, & Saar, 2008). This means that if the brand or product is not well known, the company can use a celebrity endorsement to give their brand a jump start in the market. When there is an uncertainty about a product, athletes or celebrities are cued to make the consumer feel more comfortable with the product (Van Heerden, Kuiper, & Saar, 2008). Most often these jump starts are expensive for companies to do, yet previously displayed research explains that celebrity endorsed products are the best way to sell a product. The researchers conducted a study of two-hundred people and resulted in consumers finding a significant enhancement of brand relation when a celebrity endorsed the product (Van Heerden, et. al., 2008). The study emphasizes the importance of companies using athlete endorsed brands and its major effect it has on the public.

Athletes, especially high performing and well-recognized ones can be effective in creating brand awareness during a product launch. They can also be used to ‘cut through’, an act that is essential in today’s cluttered media environment (Charbonneau & Garland 2005). Similar to celebrity endorsers, athletes as endorsers are most successful when the products they endorse are believable, and the athlete is sincere. Many researchers have found that athletes provide effective testimonials for products that have contributed to their own performance and success in their particular sport (Stone, Joseph & Jones 2003).

8. RESEARCH METHODOLOGY

The study employed cross sectional survey research design. According to Upagade and Shende (2012), research design is the arrangement of condition from collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This study targeted all marketing officers working in 625 manufacturing companies in Kenya. The sample frame for this study was from a list of all the manufacturing companies obtained from the ministry of industrialization database. A sample size of 166 marketing officers was selected. The study used structured questionnaires that were distributed to all the marketing officers involved in the sample. Questionnaires were used to cope with the constraints of limited time and budget. It helps to obtain more responses from a large number of respondents in a short time and is used for obtaining structured responses which is also convenient in data analysis (Cooper & Schindler, 2003). The instruments were tested for validity and reliability. The data was processed and analyzed based on the objectives and research hypotheses using Statistical Package for Social Sciences (SPSS) version 23 for windows. This was done using both descriptive and inferential analysis. Descriptive statistics (percentages, frequencies, standard deviation and means) was used to organize and summarize data and to describe the characteristics of the sample and then presented in tables.

9. FINDINGS

Response Rate

The study targeted 167 managers from manufacturing companies out of which 160 managers responded to the survey contributing to a response rate of 96%. This response rate was sufficient and representative and conforms to Mugenda and Mugenda (2003) prerequisite that a response rate of 50% is satisfactory for analysis and reporting; a rate of 60% is good while a response rate above 70% is excellent.

Athlete Expertise and Brand Endorsement

In order to establish athlete expertise the respondents were requested to indicate their level of agreement on relevant statements on **Athlete Expertise and Brand Endorsement**. The responses were rated on a five point Likert scale where: 5-strongly agree, 4- agree, 3-Undecided, 2-Disagree, and 1-Strongly Disagree.

From the findings, the average score for Athlete Expertise was **3.98**. Athletes at the peak of their career are mostly contracted by the company was highly rated at 4.10 followed by Goal oriented athletes are preferred in our product endorsement (4.04) and the aggressiveness of the athlete in their work is very important to us (4.03). However, the company considers the experience of the athlete in endorsing products was rated the least at (3.88) as shown in table 3.

Table 1: Athlete Expertise and Brand Endorsement

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Mean Score
Athletes at the peak of their career are mostly contracted by the company	3%	7%	11%	38%	42%	4.10
Goal oriented athletes are preferred in our product endorsement	1%	7%	10%	52%	31%	4.04
The aggressiveness of the athlete in their work is very important to us	2%	2%	9%	66%	21%	4.03
The company seeks to contract athletes who are team players	2%	8%	8%	53%	29%	3.99
Athletes with high level of technical ability are considered for product endorsement by the company	1%	7%	14%	50%	28%	3.99

The company works with athletes who are extremely talented	1%	7%	14%	49%	28%	3.96
The company considers athletes with superior skills	1%	8%	11%	60%	21%	3.93
The company chooses to work with athletes with leadership qualities	3%	8%	15%	47%	28%	3.91
The company considers the experience of the athlete in endorsing products	3%	8%	10%	54%	24%	3.88
Average						3.98

Brand Endorsement

In order to assess product endorsement, the respondents were requested to indicate their level of agreement on relevant statements on **Product Endorsement**. The responses were rated on a five point Likert scale where: 5-strongly agree, 4-agree, 3-Undecided, 2-Disagree, and 1-Strongly Disagree. From the findings, the average score for Athlete Product Fit was rated at **4.08**.

Table 2: Brand Endorsement

Product Endorsement	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Mean Score
Consumers consider athlete celebrities as role models thus identify with the products they endorse	1%	3%	8%	55%	34%	4.20
Through athlete product endorsement, our company sales have increased	3%	2%	13%	42%	41%	4.15
Use of athlete celebrity advertisement has greatly improved product appeal to customers	0%	1%	6%	74%	20%	4.13
Athlete product endorsement enhances customers buying intention	0%	4%	9%	58%	28%	4.10
Use of athlete product endorsement have helped elevate the market for our brand product	1%	2%	11%	63%	23%	4.04
Our product are perceived positively by consumers who connect with the athlete celebrity endorsers	1%	8%	11%	53%	29%	4.01
Our company uses athlete celebrity athlete in launching products to the market	5%	4%	12%	52%	28%	3.93
Average						4.08

Source: Field data

Hypothesis Testing

Table 3: Chi-Square Test on athlete expertise on brand endorsement in manufacturing companies in Kenya.

H_{01} : Athlete expertise has no statistically significant effect on brand endorsement in manufacturing companies in Kenya.

H_{A1} : Athlete expertise has a statistically significant effect on brand endorsement in manufacturing companies in Kenya.

Chi-Square Tests

Significance level: $\alpha=0.05$

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	741.249 ^a	504	.001
Likelihood Ratio	294.316	504	1.000
Linear-by-Linear Association	41.283	1	.000
N of Valid Cases	160		

a. 550 cells (99.8%) have expected count less than 5. The minimum expected count is .01.

The results indicate that there is a statistically significant relationship between athlete expertise and brand endorsement (chi-square with 504 degree of freedom = 741.249, $p = 0.001$). We therefore accept the null hypothesis that states that Athlete expertise has a statistically significant effect on brand endorsement in manufacturing companies in Kenya.

10. SUMMARY OF FINDINGS

Athlete Expertise and Brand Endorsement

The study established that athlete at the peak of their career are mostly contracted by the company. This is consistent with the findings of Biswas et al (2009) who recommend that if athlete are to be used, they have to be known for their achievement in their sports and be ranked in the top 1-2% of their field. Further, the study established that companies consider the experience of the athlete in endorsing products. This is in line with pornpitakpan, (2003) who perceived expertise to be created by many factors among them celebrity experience. It can be noted that Till (2004) stated that celebrity experience should be a key variable for organizations interested in the value of celebrities.

Brand Endorsement

According to the survey, consumers considered athlete celebrities as role models thus identifying with the product they endorsed. This is in line with the findings of Stuart (2007) who stated that athletics can be considered both great athletes as well as heroes, but the most successful endorsers were those that were considered both. Carlson (2008) states that athletes are chosen by companies as endorsers to associate the company's brand with the athlete's celebrity image. This is consistent with the survey findings that states companies use celebrity athlete in launching products to the market.

Conclusions

From the findings, most manufacturing companies that took part in the survey perceived energetic athletes as the most appealing to their customers. Good looking athletes with most recognizable talents are usually contracted to endorse a product. However, athlete's attractiveness was not considered to be more important than their skills.

It is vital to be careful when selecting endorsers for products with an aim of maximizing the value of endorsement. It is fundamental therefore to test the conceivable utilization of any celebrity with the brand's target group to ensure that the image affiliated with the celebrity has in mind of the target audience is significant, positive and consistent with the advertiser's marketers needs.

REFERENCES

- [1] Amos C., Holmes G., Strutton D., (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising*, Vol. 27, No. 2, 209-234
- [2] Batelle, R. B., Haulman, C. A., Moody, C. E. Jr.(2004). Quality, price, advertising, and published quality ratings. *Journal of Consumer Research*, 9,374-56.
- [3] Belch G and Belch M (2007) Advertising and Promotion : An Integrated Marketing Communication Perspective (7th Edition) New York Mc Graw-Hill Higher Education Chapter 4 (ISE). White, D.W,
- [4] Carlson, B. D. (2008). Concerning the effect of athlete endorsements on brand and team-related intentions. *Sport Marketing Quarterly*, 17, 154-162.
- [5] Charbonneau, J., & Garland, R. (2005). Celebrity or athlete? New Zealand practitioners' view on their use as endorsers. *International Journal of Sports Marketing & Sponsorship*, 7, 35-42.
- [6] Daneshvary, R. and R. K. Schwer (2000). "The association endorsement and consumers' intention to purchase." *Journal of consumer marketing* 17: 203-213.
- [7] Denham, B. E. (2009). Youth sports participation and attitudes toward societal competition, concern for material items, and the consequences of manipulative advertising. *Youth & Society*, 41, 124-147.
- [8] Farhat, R. & Khan, B.M. 2011. Celebrity endorsement: A congruity measure of personalities. *Research on Humanities and Social Sciences*, 1(1):30-38.

- [9] Karuku, E. (2011). "Kenya tipped on celebrity endorsements," EviConnect Forum. Retrieved from: <http://eviconnect.com/forum/view-postlist/forum-1-welcome-/topic-151-kenya-tipped-oncelebrity-endorsements>
- [10] Keel, A. & Natarajan, R. (2012). Celebrity endorsements and beyond: New avenues for celebrity branding. *Journal of Psychology and Marketing*, 29(9), 690-703.
- [11] Kim, T (2006). "Population Size and Structure," (in Korean) *Statistics* (Korean Statistical Association)
- [12] Kumar, N. (2004). *Marketing as Strategy; The CEO's Agent, for driving Growth and Innovation* (Boston, Harvard Business school Press).
- [13] Liu, J., Teo, T.S.H., (2007). Consumer trust in e-commerce in the United States, Singapore and China. *Omega*, Vol. 35, 22-38.
- [14] Louie, A., & Obermiller, C. (2002). Consumer response to a firm's endorser disassociation decisions. *Journal of Advertising*, 31, 41-52.
- [15] Pornpitakpan, C. (2003) Validation of the celebrity Endorsers credibility scale: Evidence from Asians, *Journal of marketing Management* 19 p. 179.
- [16] Russel, M., Mahar, J. & Drewniak, B. 2005. Examination of stock market response to publicity surrounding athletic endorsers. *Marketing Management Journal*, 15(2):67-79.
- [17] Simmers, C. S., Damron-Martinez, D. & Haytko, D. L. (2009). Examining the effectiveness of athlete celebrity endorser characteristics and product brand type. *Journal of Sport Administration & Supervision*, 1(1), 52-113.
- [18] Solomon, M. R. (2002). *Consumer Behavior: Buying, Having, and Being*. 5th Ed. New Jersey, NJ: Prentice Hall.
- [19] Spry, A., Pappu, R. & Cornwell, T.B. 2011. Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6):882-909
- [20] Stotlar, D. K. (2005). Endorsements. *Berkshire Encyclopedia of World Sport*, 2, 506
- [21] Van Heerden, N., Kuiper, A., & Saar, H. M. (2008). Investigating sport celebrity endorsement and sport event sponsorship as promotional cues. *South African Journal for Research in Sport, Physical Education & Recreation*, 30(2), 147-165.