

Study of the Influence Mechanism of Sports Brand Celebrity Endorsement Effect on Sichuan Fans' Purchase Intention

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Abstract: This study investigates the effects of sports celebrity endorsement on purchase intention. More specifically, this study seeks to (1) identify the extent to which the sports celebrity's credibility influences consumer purchase intention; (2) the extent to which gender moderates the effect of sports celebrity endorsement on purchase intention; and (3) to what extent consumer sports-involvement moderates the effect of a sports celebrity endorsement on purchase intention. The three research objectives are; to explore the influence of celebrity endorsement effect on Sichuan fans' purchase intention, perceived value, trust, brand image, and the status of the adjustment mechanism, and to study the influencing factors of celebrity endorsement of sports brands on the purchase intention, and to propose Sichuan fan groups on the purchase intention of sports brands under the influence of celebrity endorsement variables.

Keywords: Sports Brand Celebrity; Endorsement Effect; Fan Purchase Intention

1. Introduction

In today's era, when consumers are faced with countless product choices, companies often use advertising strategies to achieve the goal of product differentiation, and celebrity endorsement is a prevalent and widely used advertising strategy for various products and services. According to statistics, celebrity endorsements account for 25% of the advertising share in the advertising market, and celebrity endorsements play an important role in corporate advertising. Health, the pursuit of physical fitness, and spiritual enjoyment are more intense, so sports, leisure, and entertainment activities have become an important and indispensable part of most people's lives. It is precisely because of this change in people's lifestyles and ideological concepts that the rapid development of sports brands in the sports industry, especially sportswear and footwear, With the vigorous promotion and rise of the "National Fitness Movement" in recent years, it has strongly stimulated the continuous increase in the demand for sports products, effectively driving the rapid development of the sports industry.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Theoretical significance: By exploring celebrity endorsement and its influence mechanism on Sichuan fan groups' purchase intention of sports brands, this study not only helps to deepen the understanding of the celebrity endorsement effect but also enriches and expands the theory of celebrity endorsement and consumer purchase intention. The research will also help inspire more researchers to pay attention to celebrity endorsements and their effects on consumer behavior decision-making. The theoretical significance of this research has two points: First, to build a new model, the related research on the endorsement effect of sports brand stars on the purchase intention of Sichuan fans needs to be summarized and deduced based on the past literature, plus the relevant era background and new adjustment, thus forming a new theoretical framework for this research. The second is to extend the dimensions based on the original model and add adjustment variables to make the framework richer and more specific and make the research more in-depth.

2.2 Practical meaning and value

By examining and revealing the influence of celebrity endorsement on consumers' purchase intention and its internal mechanism, this study can deepen not only corporate managers' understanding of celebrity endorsements affecting consumers' purchasing behavior decisions but also help corporate managers correctly use celebrities' endorsements to enhance consumers' willingness to buy and provide essential marketing guidance to promote consumers' purchasing behavior decisions. The practical significance of this study has three points: First, to understand whether the celebrity endorsement effect of sports brands impacts purchase intention, and to analyze the magnitude of its impact. The second is to provide sports brands with some suggestions on consumers' purchasing preferences and feedback on the subjective feelings of the change in consumers' purchasing intentions by hiring celebrity endorsements to sports brands, as well as to make a theoretical basis for whether it is necessary to hire celebrities for their brand endorsements. The third is to provide the corresponding reference for consumers. The above three points are the practical significance of this study.

3. Understanding the Influence Mechanism of Sports Brand Celebrity Endorsement Effect on Sichuan Fans' Purchase Intention

3.1 Perceived value dimension

Mo (2021) ^[1] explained the classification of environmental protection product marketing information and the research of past scholars; the environmental protection product marketing information is divided into three categories: product and environmental knowledge information, corporate social responsibility information, and descriptive normative information. The effects of product purchase intention and perceived value and pro-environment. In this paper, the measurement of the mediating variable "perceived value" is divided into 6 dimensions: functional value, emotional value, social value, green value, cognitive value, and perceived effort. At the same time, the research results not only confirm the idea that "activated personal norms can affect environmental behavior" as proposed by norm activation theory but also play a supplementary role.

3.2 Perceived trust dimension

Zhou; & Bai. (2021) ^[2] put forward Based on social interaction theory, rational behavior theory, technology acceptance model, consumer behavior theory, customer value theory, etc., from the perspective of social business network interaction in perceived trust. Network interaction is divided into four dimensions: interactive place, interactive feature, interactive method, and interactive object, and then further subdivided into self-positioning, technicality, security, virtuality, network externality, personalization, synchronous interaction, asynchronous interaction, single-person interaction, multi-person interaction, user-user interaction, user-platform-operator interaction and user-advertising Business interaction and other independent variables, at the same time, with trust as the mediator, online purchase intention as the dependent variable, and the degree of online interaction as the control variable, the online purchase intention model of social business users is constructed.

3.3 Brand image dimension

Mo (2021) ^[1] explained the influence of physical store image on online shopping behavior is analyzed from the perspectives of brand cognition, perceived benefit, and brand trust. Through empirical analysis and theoretical research, a model of the influence of physical store image factors on online shopping intentions is constructed. Uncover the intrinsic link between the brick-and-mortar store environment and online shopping behavior. Based on absorbing the theoretical achievements of predecessors, it is devoted to studying the influence of physical store image on the formation mechanism of cognition and attitude in online shopping behavior

4. The Conceptual Framework for the Research Study

4.1 Sports brand celebrity endorsement

Unlike professional services contracts, endorsement contracts do not involve an employer-employee relationship. Instead, it is one of the contractor independent contractors. An independent contractor is a person or business that provides services to others under an agreement and is not bound by how others control or provide services. A sports brand can choose an athlete to promote a product; in this way, the athlete's position in the public mind allows him to attract customers because of his ability to make them want to be like him.

5. The Influence Mechanism of Sports Brand Celebrity Endorsement Effect on Sichuan Fans' Purchase Intention

Zhou; & Bai. (2021) ^[2] found purchase intention refers to the probability of consumers purchasing goods or services. It is divided into two dimensions: positive and negative purchase intention. Consumer purchase intention plays a crucial role in predicting consumer behavior. At present, the academic community mainly studies consumers' purchase intention in traditional shopping scenarios from the perspectives of consumer attitude, maximum perceived value, and minimum perceived risk. Online consumers' purchase intention characteristics are similar to those of traditional shopping. The difference is that the characteristics of online products cannot directly stimulate consumers and can only be understood through static text, pictures, and other clues.

6. Conclusion

Sports brands are an indispensable part of China's national economy. Faced with more and more types of sports brands in the market, how consumers choose is what every sports brand wants to know. In today's era when celebrities are prevalent, investigating fans' willingness to buy sports brands after celebrity endorsements can help us understand the impact of celebrity endorsements on sports brands and help the marketing of sports brands. Celebrity endorsements can affect the purchasing power of sports brand users and change the user group of sports brands.

References

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