

INFLUENCING ATHLETIC FOOTWEAR: “INVESTIGATING THE EFFECTS OF FAMOUS INFLUENCER PARTNERSHIPS”

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ABSTRACT,

This paper will Investigate, the impact of celebrity endorsements on consumers' intentions to purchase sports footwear. The research paper examines how audience engagement, authenticity, and credibility effect brand loyalty and purchasing decisions, with a focus on influencers like LeBron James and Michael Jordan. This study discovered a strong positive association between influencer authenticity and customer purchase intentions using a combination of case studies, survey data, and statistical analyses, including R programming for linear regression and correlation analysis. The survey, which attracted over 70 participants, provided valuable quantitative data that supported the qualitative conclusions drawn from the case studies. The results confirm the theory that authentic and trustworthy endorsements drive consumer behavior and improve brand loyalty. Future directions for study and its limitations are also addressed.

Graduation Committee members:

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Keywords

Celebrity Endorsement, Purchasing Intentions, Audience Engagement, Content Authenticity, Influencer Credibility, Trustworthiness

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1. INTRODUCTION

Imagine browsing a particular social media platform and coming across images of your favorite athlete, like Cristiano Ronaldo or Michael Jordan, wearing the newest footwear from Nike. The product itself draws you in right away, but so does the image and way of life that go along with it. This is not a singular example; over half of consumers worldwide, particularly those in the 18 to 24 age range, have bought things as a direct result of influencers and celebrities, according to Statista (2023). This illustrates how celebrity endorsements significantly influence the sports footwear market by increasing consumer interest and purchase intent. A study by Choi and Rifon (2012) concluded that celebrity endorsements can influence customer attitudes towards a company and its product by generating a sense of ambition and identification. Customers frequently believe that a footwear brand represents attributes like success, athleticism, and style when they see their favorite athlete or celebrities promoting it (Erdogan, 1999).

The influence of celebrity endorsements on consumer behavior has increased with the rise of social media influencers. Studies by De Veirman et al. (2017) show that social media influencers can affect customer opinions and purchase decisions due to their sizable and loyal followers. Brands increasingly rely on influencers like Michael Jordan, LeBron James, and Cristiano Ronaldo to create relatable and authentic connections with their target audiences (Abidin, 2018). This connection is not just about the numbers; it's about the personal identification and emotional bond consumers develop with the brand through these influencers.

This paper will make use of both qualitative and quantitative approaches to investigate the field of influencer marketing, focusing specifically on the athletic footwear sector. The objective of this study is to understand how endorsements by Michael Jordan, LeBron James, and/or Cristiano Ronaldo impact consumer attitudes and purchasing patterns in this industry. The foundation behind choosing this approach is to carefully explore the personal experiences and perceptions of consumers regarding these specific influencer endorsements. This method aligns with the research question (RQ): "How do famous influencer endorsements in the athletic footwear sector impact consumer attitudes and purchasing patterns, and what specific elements, such as influencer credibility, content authenticity, and audience engagement, contribute to the effectiveness of influencer marketing campaigns in effecting purchasing intentions and enhancing brand awareness?"

To achieve the objective and answer the research question, desk research is working to provide a detailed examination of various influencer marketing initiatives involving these high-profile athletes. This includes analyzing multiple case studies that highlight different strategies and outcomes. By focusing on qualitative data, the study aims to gain deep insights into the factors that drive consumer engagement and loyalty in response to influencer endorsements.

These case studies offer a complete examination of influencer marketing initiatives, enabling a deeper understanding of the elements that contribute to their

success. The research will examine aspects of customer behavior such as purchasing intentions, brand loyalty, and overall perception of the brand. By focusing on the effects of Audience Engagement, Content Authenticity, and Influencer Trustworthiness, both individually and collectively, the study will explore how each factor independently influences consumer behavior as well as how these factors interact to create a combined effect.

Also, **audience engagement** is measured by exploring deeper into customer interactions that indicate genuine connection and interest (Marwick, A., & Boyd, D., 2011). This thesis will look at the relationship between engagement indicators and purchasing intention by diving into qualitative data collected from case studies and social media platforms.

The **authenticity** of the influencer's promotions is an important aspect of content authenticity, which maintains customer loyalty and trust. In influencer marketing, transparency frequently translates into more real, relatable material that consumers find appealing. To determine how authenticity is demonstrated through influencers' narratives and visual content and how it affects customer trust factors, this study will use content analysis. Moulard, Garrity, and Rice (2015) offer a framework for understanding how observed authenticity affects customer engagement and trust.

The effects Integrity as well as the perceived credibility of the influencers are considered to determine their **trustworthiness**. Given that trust is the foundation of successful influencer marketing, a trustworthy influencer may significantly shift customer views and enable a more effective marketing message. With the help of qualitative reviews and customer feedback, this thesis will investigate how influencers are regarded to be consistent and honest. In the 2011 study, Freberg et al. investigated how social media influencers' qualities impact public opinions, offering insights into various aspects of personality that either add to or subtract from their authenticity. The investigation of how trustworthiness affects customer choices in the sports footwear market will be guided by these findings.

In summary, comprehending the structure of celebrity endorsements in the athletic footwear sector involves more than just analyzing marketing tactics, it additionally involves recognizing the significant impact that these endorsements have on social norms and customer behavior. Researchers and marketers can learn a lot about the dynamic relationship that exists in today's marketplace between celebrities, brands, and customers by researching this topic. Within the interesting world of athletic footwear influencer marketing, the influencer acts as the independent variable and can affect consumer attitudes and spending behaviors, which are the dependent variables. The constant relationship between products and personalities affects impressions, with the attractiveness of celebrity endorsement shaping both.

Starting with an attempt to understand the complexities of influencer marketing within the sports footwear sector by relying on well-established concepts like social influence, brand management, and consumer behavior. These theoretical foundations establish direction, providing insight on the fundamental processes via which influencer

endorsements affect the attitudes and actions of their target audience.

Social influence theory (Cialdini, 2001) states that people have a natural capacity to model the attitudes and actions of people they respect and admire. In the context of influencer marketing, this means that followers of their favorite influencers duplicate their preferences and decisions, for example, by imitating their social media, showcasing fitness routines or wearing the latest sneakers that a celebrity has endorsed (Lee et al., 2020).

Next to that, influencer-brand cooperation can be strategically designed to create positive brand associations and impressions by following with the concepts of brand management theory (Keller, 1993). Managers can take advantage of the halo effect to boost brand image and credibility in the eyes of consumers by carefully choosing influencers whose personal brand matches the values and identity of the sports footwear brand (Berger and Milkman, 2012).

Understanding how influencer marketing affects purchasing patterns also requires an in-depth awareness of customer behavior. "The theory of planned behavior" (Ajzen, 1991) argues that attitudes, perceived behavioral control, and subjective standards all influence what customers want to make purchases. When it comes to influencer endorsements, the views of customers regarding athletic footwear companies and their decision-making processes can be greatly influenced by the persuasive appeal of influencers (Choi and Rifon, 2012). The focus is on how influencer endorsements can directly impact sales by influencing consumer attitudes and purchasing behaviors, specifically through factors such as influencer credibility, content authenticity, and audience engagement.

1.1 PROBLEM STATEMENT

The complexity comes from the urgent requirement to maximize return on investment and modify promotional strategies in a setting where the effectiveness of influencer endorsements is still largely unexplored. The problem statement, which focuses on studying the impact of a well-known influencer endorsement on customer attitudes and purchasing patterns within the athletic footwear sector, is explained by the problem at hand.

The primary objective when carrying out this research is to investigate how several elements, such as, audience engagement, authenticity of content, and influencer credibility, affect how successful influencer marketing campaigns are in the athletic footwear sector. Effectiveness is the ability to boost customer loyalty and impact their purchasing decisions. The aim of this paper is to gain a deeper understanding of how influencer endorsements influence followers' views and behaviors by focusing on these specified components. By using this approach, the paper's objective is to close the current knowledge gap in the industry and offer marketers and brand managers who are responsible with managing the complex issues of influencer marketing useful insights. Through desk research, this thesis will dig deeply into the complexities of influencer marketing, specifically looking at how consumer behavior in the athletic footwear business is influenced by audience engagement, content authenticity, and influencer trustworthiness. This method

is both comprehensive as well as effective because it allows for a rich, diverse investigation without involving a lot of fieldwork by combining previous research, reports, and case analyses. This starting point provides the foundation for an in-depth examination with the goal of uncovering important conclusions that will both improve academic discussion and provide advantageous strategies for marketers managing the complex relationships of influencer driven markets.

1.2 RESEARCH QUESTION

"How do famous influencer endorsements (X) in the athletic footwear sector impact consumer attitudes and purchasing patterns (Y), and what specific elements, such as influencer credibility, content authenticity, and audience engagement, contribute to the effectiveness of influencer marketing campaigns in effecting purchasing intentions and enhancing brand awareness?"

The investigation into the complex relationship between influencer endorsements (X) and customer behavior (Y) in the athletic footwear business is guided by this research question, that serves as the basis of the thesis. The study aims to determine the magnitude of the impact that influencer marketing methods have by looking at how customer attitudes and purchase patterns are affected by celebrity endorsements. The emphasis in this study will be on the relationship between customer behavior (Y) and influencer endorsements (X) in the sports footwear sector. The paper will specifically discuss important aspects of endorsements, like the level of engagement from the audience, the credibility of the material, and the trustworthiness of the influencers. These components are essential to understanding how influencer endorsements affect consumer brand loyalty the most. Using this method enables researchers to identify the important factors that influencer marketing campaigns' ability to raise brand awareness and strengthen brand loyalty.

1.3 CONTRIBUTIONS

This study aims to investigate the effect that famous influencer endorsements have on customer attitudes and purchasing behavior in the athletic footwear market. By analyzing the effectiveness and characteristics of celebrity endorsements especially in this industry and assessing the success rate of influencer marketing strategies, it aims to close a significant research gap.

This paper's originality and practical relevance to academics and industry have the primary contributions. To provide marketers and brand managers operating in the highly competitive environment of the athletic footwear sector with varied analysis and practical insights, the research will carefully identify the key factors of successful influencer endorsements and clarify consumer perspectives and behaviors towards these endorsements.

Also, by explaining the complex ways in which influencers affect consumers' decision-making processes, this research paper aims to close a significant gap in the body of literature that exists today. The study also aims to develop our knowledge of the developing function of

influencers in modern marketing strategies by conducting an empirical examination of customer reactions to influencer endorsements.

Using widely recognized theories and empirical data, this research aims to provide significant insights for both academic research and real-world marketing applications. This research seeks to provide stakeholders with the knowledge and resources needed to negotiate the complicated nature of influencer-brand collaborations and create significant consumer engagement by exposing the subtle aspects of influencer marketing in the athletic footwear sector.

The study's conclusions will provide useful information for brand managers and marketers in the athletic footwear industry, allowing them to customize their influencer marketing campaigns and successfully engage with their target market to meet their goals.

2. LITERATURE REVIEW / THEORETICAL FRAMEWORK

This paper will make use of major concepts like the Theory of Planned Behavior, Social Influence Theory, Brand Management theories, and Consumer Behavior theories to look at how influencers affect consumer behavior in the athletic footwear market. These theories provide insight on how consumers' decisions and perceptions of brands are influenced by celebrities. The theoretical framework/ literature review will be the foundation of this thesis paper, giving a comprehensive overview of knowledge available about the research and identifying the connections between different variables and concepts. These next sections will provide definitions for important terms, combine data from earlier studies, and establish the theoretical and research framework.

Aspects of Customer Behavior: The study will specifically look at purchasing intentions (whether customers intend to buy the endorsed products), brand loyalty (the likelihood of customers to repeatedly purchase Nike products), and overall perception of the brand (how customers view Nike because of influencer endorsements).

Individually and Collectively:

- **Individually:** This means examining the impact of each factor (Audience Engagement, Content Authenticity, and Influencer Trustworthiness) on consumer behavior separately. For instance, analyzing how influencer credibility alone affects purchasing intentions.
- **Collectively:** This refers to understanding how these factors interact with one another to influence consumer behavior. For example, evaluating how a combination of high audience engagement and perceived authenticity of content enhances brand loyalty more than either factor would on its own.

The **Theory of Planned Behavior** is a known theory that leads the research of (Ajzen, 1991). According to this theory, a person's intentions and actions are influenced by their attitudes, their subjective norms, and sense of behavioral control. This hypothesis offer insight on how

consumer perspectives of social norms and personal opinions about the effectiveness of influencer marketing impacts consumer attitudes towards celebrity endorsed products and brands in the context of the athletic footwear sector. After introducing the fundamental concepts of our theoretical framework, it is important to showcase each of the variables that will influence this paper's research. To do this, a conceptual framework diagram will show how the independent and dependent variables in this research paper are directly related to one another.

To provide a clearer picture, a conceptual framework diagram will be included to visually depict the relationships between the independent variables (Influencer Credibility, Content Authenticity, Audience Engagement) and the dependent variable (Customer Brand Loyalty). This framework will guide the analysis of case studies and survey data, offering a structured approach to understanding how influencer endorsements affect consumer attitudes and purchasing patterns in the athletic footwear sector.

2.1 CONCEPTUAL FRAMEWORK

Independent variable: (IV)

Influencer Credibility and the Theory of Planned Behavior: The Theory of Planned Behavior (Ajzen, 1991) suggests that an individual's attitudes, subjective norms, and perceived behavioral control influence their intentions and behaviors. Within this framework, influencer credibility plays a crucial role. Influencers like Michael Jordan, LeBron James, and Cristiano Ronaldo are perceived as credible sources due to their expertise and trustworthiness. Their endorsements can shape consumers' attitudes towards a brand, aligning with the subjective norms and perceived control aspects of the theory, ultimately influencing purchasing intentions and behaviors (Hovland & Weiss, 1951; Erdogan, 1999).

Content Authenticity: relates to how authentic and unique the content created by these influencers is. Consumers respond better to authentic material because it builds engagement and trust. Genuine influencers can increase consumers' perceptions of behavioral control and increase the likelihood that they will interact with and buy the products they support (Audrezet et al., 2020).

Audience engagement: measures the number of likes, comments, and shares that indicate the degree of engagement between the influencer and their following. Strong connections and favorable attitudes toward the brand are strengthened by high engagement, which can have a direct impact on consumers' purchase intentions (De Veirman et al., 2017).

Dependent variable (DV):

Customer Brand Loyalty: The strength of consumer commitment and constant purchase behavior, which are influenced by the previously listed independent factors.

2.2 USE OF SURVEY

To complement the qualitative insights from case studies, a survey will be conducted to gather quantitative data on consumer attitudes and behaviors. The survey will:

1. Measure consumer perceptions of influencer credibility, content authenticity, and audience engagement.
2. Assess the impact of these elements on purchasing intentions and brand loyalty.
3. Provide statistical proof of the findings from the case studies.

The survey is designed to directly link to the research question by evaluating the specific elements outlined in the conceptual framework. It will capture consumer responses to influencers like Michael Jordan, LeBron James, and Cristiano Ronaldo, allowing for a comprehensive analysis of the factors driving purchasing decisions in the athletic footwear market.

An important addition to the understanding of the approaches in which influencers effect consumer behavior is the 'Social Influence Theory'. According to the Social Influence Theory, the views and behaviors of individuals are affected by actions and perspectives held by others in their social circles (Cialdini & Goldstein, 2004). When it comes to influencer marketing, social media influencers are powerful motivators because they have a big say in the opinions and purchases of their followers.

The Social Influence Theory's principles were carefully investigated by Cialdini and Goldstein (2004), who highlighted the influence of authority and social proof on how people behave. Their findings show that people tend to replicate the behaviors and attitudes of others, especially ones who are viewed as trustworthy or powerful. Within the framework of influencer marketing, social media celebrities use their expertise and standing in specific domains to change the opinions and preferences of customers.

The strategic implications of influencer endorsements for athletic footwear businesses can be better understood by applying theories of brand management. Recognized brand management researcher Keller (2008) states that it is important to understand certain branding concepts such as, brand equity, brand image, and brand positioning to comprehend how influencer endorsements affect consumer behavior and brand performance.

According to Keller (2008), brand equity is the value that the reputation of a good contributes alongside or in addition to its functional features. It includes the feelings and opinions that customers have towards a brand. A study by Laroche et al. (2019), influencer endorsements offer the ability to improve brand equity by capitalizing on the trustworthiness and attractiveness of influencers to provide products with favorable implications and a sense of value. Athletic footwear businesses can strengthen their brand equity and set themselves apart from their competition by forming strategic partnerships with influencers. A brand's image includes consumers' perception of its personality, values, and other features (Aaker, 1996). Influencer endorsements allow brands to create a positive image by connecting them to values,

desired traits, and lifestyles. For example, when a well-known athlete promotes a line of sports footwear,

customers could view it as fashionable or innovative, fitting the influencer's image. Carefully choosing influencers can enhance a brand's reputation and increase customer preference and loyalty.

The purpose of this study is to establish an in-depth understanding of the impact of influencer endorsements in the athletic footwear business by applying these theoretical views and combining them into the theoretical framework and literature review. The research aims to improve my comprehension of influencer marketing dynamics using theoretical insights and empirical facts. It will also offer valuable insights for marketers and brand managers who want to effectively take advantage of influencer endorsements.

2.3 Table 1. Literature Matrix Showcasing the Contribution of Different Authors to Various Concepts, Along with The Methods for Data Analysis. (IN APPENDIX)

This table presents a comprehensive overview of the key theoretical frameworks and their relevance to the study of influencer marketing in the athletic footwear industry. The table connects the independent variable, purchasing intentions and dependent variables, Authenticity, Credibility and engagement to the matching theoretical concepts and explains the methods used for data analysis.

2.4 HYPOTHESIS

Based on the knowledge obtained from the literature research and theoretical framework, the following hypotheses were drawn for investigating the connections between consumer attitudes and behaviors with influencer endorsements.

H1: Influencers' credibility increases purchase intentions for athletic footwear (Erdogan, 1999; Hovland et al., 1953).

Argument: Credibility as an influencer depends on maintaining integrity and familiar knowledge, which is necessary for influencing customers. Recognized influencers have a big impact on public opinion and boost brand confidence since they are viewed as trustworthy and knowledgeable sources. When customers have this confidence, they are more likely to invest in products that have been recommended by trustworthy sources, which affects their purchase behavior (Erdogan, 1999; Hovland et al., 1953).

H2: Influencers' authenticity increases purchase intentions for athletic footwear (Audrezet et al., 2018; Morhart et al., 2015).

Argument: Authentic advertising is seen by customers as sincere and real rather than simply promotional. When an influencer's content is consistent with their usual content and represents their own experiences, it connects with their audience more deeply. When making decisions about what to buy, customers who trust the information they deal with are more likely to be impacted by it, which promotes loyalty (Audrezet et al., 2018; Morhart et al., 2015).

H3: Greater amounts of audience interaction with content

produced by influencers result in increased purchase intentions for athletic footwear (Goh et al., 2013).

Argument: Engagement acts as an indicator for the effect and reach of material. In addition to expressing endorsement, active audience participation makes material more visible on social media, which enhances its impact. Engaged customers may invest more in the content that promotes the items, leading to higher sales rates (Goh et al., 2013).

H4: Influencer credibility, content authenticity, and audience engagement together increase purchase intentions for athletic footwear companies (Breves et al., 2019; Hennig-Thurau et al., 2004).

Argument: Influencer marketing is way more dominant when audience engagement, content authenticity, and influencer credibility are all combined in a meaningful way. Each component has some effect on its own, but when combined, its effects are stronger and more absorbing. As shown by Breves et al. (2019) and Hennig-Thurau et al. (2004), the combined impact of authentic and engaging content from credible influencers who are trusted for their knowledge and integrity may create higher levels of customer connection and trust, boosting conversion rates and enhancing brand marketing.

Through empirical analysis of survey data collected from individuals within the target population, these hypotheses will be tried. The aim is to present empirical data that either confirms or disproves the hypothesized connections between consumer attitudes and how they react to influencer endorsements, and their purchasing intentions in the athletic footwear market.

3. METHODOLOGY

The following section explains the method that was used to address the research problems stated in this study in line with scientific methodology. The main research design is quantitative in the environment, with the goal of determining and investigating the relationships between variables. This approach makes it possible to methodically investigate how consumer attitudes and purchasing patterns in the sports footwear sector are influenced by celebrity endorsements.

3.1 Operationalization of Key Variables:

1. **Brand Loyalty:** Brand loyalty will be measured through survey questions designed for measuring respondents' repeat purchase behavior, brand preference. Questions will include items such as "How likely are you to repurchase Nike footwear in the future?" and "To what extent do you feel an emotional connection to the Nike brand?" This relates to our research question by addressing how influencer endorsements can build long-term consumer relationships.
2. **Authenticity:** Authenticity will be evaluated by asking respondents to rate the supposed authenticity of influencers' content. Questions will focus on whether the content is perceived as authentic and relatable with the influencer's usual style. Items will include "How authentic do you find the content of the following influencers when promoting Nike products?" Authentic content is essential for

understanding the genuine impact of influencer marketing on consumer behavior.

3. **Engagement:** Engagement will be measured through survey questions that measure the level of interaction respondents have with influencer content. This includes metrics such as likes, comments, shares, and overall engagement frequency. Questions will include "How often do you engage with content posted by influencers such as Michael Jordan, LeBron James, or Cristiano Ronaldo?" Engagement metrics provide insights into the effectiveness of influencer content in capturing consumer attention and driving interactions, which are key to influencing purchasing decisions.

All communications with customers, especially customers and industry insiders, will be conducted with maximum honesty and transparency. This commitment also includes following by all institutional and legal ethical requirements to protect the integrity of the research method. In addition, the questionnaire will be created with the respondents' privacy and sensitivity in mind, complying by the accepted ethical guidelines for survey research.

Data collection

Athletic footwear companies that have made influencer endorsements an essential part of their marketing strategies will be addressed in these case studies. To ensure a full grasp of the impacts of this strategy, the study will use intentional sampling to select cases that offer a range of significant insights into the influencer marketing trend. The selection criteria for case studies will be carefully designed to include companies that have different market presence, the growth of their influencer connections, and overall brand image. This approach will provide an in-depth evaluation of the impacts of different influencer marketing strategies across a range of brand contexts and sizes. This study attempts to gather complete information about the strategies, results, difficulties, and achievements of influencer marketing in the athletic footwear industry by focusing on case studies. This approach will make it possible to draw conclusions from a rich, contextual base regarding the dynamics and success of influencer endorsements in affecting customer behavior and brand perception.

Alongside case studies, a survey with a sample size of max 70-100 people will be conducted to gather quantitative data. The age target will be around 18-30 y.o. to guarantee the participants are familiar with the chosen endorsements. The purpose of this survey is to evaluate how consumer attitudes and purchase intentions are affected by influencer endorsements. This thesis attempts to offer an in-depth understanding of how influencer endorsements impact consumer attitudes and purchase intentions in the athletic footwear companies by combining both qualitative (case studies) and quantitative (survey) methods.

Data sources:

publicly available information from resources including press releases, reports, case studies, social media accounts, brand websites, and advertising materials will be used as primary data sources. To gain firsthand knowledge of the planning, carrying out, and results of influencer endorsement campaigns, interviews with influential

individuals such as brand managers, marketing executives, and influencers will also be tempted.

Data processing:

The information gathered from case studies will be collected and reviewed to find repeated trends, ideas, and insights. Textual and visual data will be examined too, which will enable the collection of essential information about influencer partnerships, campaign plans, customer responses, market impact and many more. R studio will be used to do statistical analysis of the survey data, including correlations and linear regressions. The current study seeks to offer empirical data that either confirms or denies assumptions on the connections between influencer authenticity, engagement, credibility, and consumer behavior.

Analysis Techniques:

The study will mainly use case summaries and descriptive analysis to effectively analyze the qualitative data gathered from the case studies. These techniques were selected because they are simple to use and provide a clear understanding of the procedures and results of influencer marketing campaigns.

For the survey, with a scope of 70-100 individuals, the paper will use R for various statistical techniques. Descriptive statistics will summarize the survey data, providing measures of central tendency (mean) and dispersion (standard deviation). Correlation analysis will examine the relationships between variables like influencer credibility, authenticity, and purchase intention. Linear regression analysis will evaluate the impact of these variables on purchase intentions. This comprehensive approach ensures both the qualitative and quantitative aspects of influencer marketing's impact on consumer behavior are thoroughly explored

The survey's questions were carefully designed to specifically target young people in the 18–30 age range. This audience uses social media more frequently than others and is more likely to be aware of influencer endorsements. The study targeted this age range to ensure the relevance and accuracy of the data collected by obtaining insights from a demographic that is actively involved with digital platforms and influencer marketing. Their experiences and behaviors were taken into consideration while constructing the questions, which provided useful information on how celebrity endorsements affect the desire of customers to buy and brand loyalty.

Case summaries, which extract each case study into brief overviews that emphasize important conclusions, calculated decisions, and notable results, will be added to the descriptive analysis. The purpose of these summaries is to give readers a rapid overview of the dynamics and impact of influencer endorsements by highlighting the primary findings and lessons discovered from each case.

When put together, these methods will provide a clear and understandable summary of the gathered information, allowing the thesis to successfully explain how influencer marketing affects consumer behavior and brand perception in the sports footwear sector. The intention is to ensure that marketers can quickly convert these discoveries into

workable strategies by making the findings clearly applicable to both academic and practical contexts.

Ethical considerations:

The research process will be always conducted with ethical discipline, especially when using case studies and a questionnaire that measures purchase intentions. The main source of data for the study will be in-depth case studies of certain influencer marketing campaigns in the athletic footwear sector. Analyzing data that is easily accessible to the public and information that participants in the marketing campaigns freely provided will be part of these case studies. A specific questionnaire will be given to consumers to determine their purchasing intentions, which are directly influenced by influencers, to augment these insights.

All questionnaire respondents and case study participants will be required to provide informed consent prior to participation, which will include a detailed description of the research's purpose, how the data will be used, and the participant's right to withdraw from the study at any time without facing consequences. Maintaining the privacy and confidentiality of participant responses is of the highest priority. Therefore, prior to analysis, all personally identifying information will be eliminated from the dataset.

4. RESULTS

This section presents the findings from several case studies on how influencer marketing affects brand loyalty in the sports footwear industry. The paper used several case studies from desk research to fully investigate the research question and evaluate the hypotheses.

The Impact of Michael Jordan's Endorsement on Nike

The relationship between Michael Jordan and Nike is one of the most famous examples of a successful celebrity endorsement. In addition to transforming the athletic footwear market, this partnership established a standard for how celebrity endorsements may improve a firm's market position and brand loyalty. Through his sponsorships, Michael Jordan has significantly impacted Nike's brand. He started working with Nike in the middle of the 1980s, and the result was the Air Jordan brand, which completely changed the sports footwear market. This case study shows how Jordan's support improved Nike's reputation, boosted sales, and changed consumer behavior and views. (Delwyn & Pillay, 2019)

4.1 Case Study Findings

Michael Jordan's sponsorships of Nike were evaluated through an in-depth study involving 387 students at the University of KwaZulu-Natal in South Africa. Analyzing consumer views, brand loyalty, and purchasing behaviors influenced by Jordan's endorsement was the primary objective. Questions about brand memory, recognition, perceived legitimacy, and purchase intentions for Michael Jordan endorsed Nike products were included in the study

4.1.1 Positive Effects of Celebrity Endorsements

The study's empirical results show that Michael Jordan's endorsements of the Nike brand have several favorable effects on consumers' perceptions of the company. The effectiveness of Jordan's endorsements in boosting brand recognition and recollection was highlighted by

participants. This is important in a crowded market where consumers' attention and buying decisions depend on brand visibility. For example, the launch of the Air Jordan line increased Nike's recognition while improving its reputation and status in the sports shoe industry. (Delwyn & Pillay, 2019) Jordan's endorsements were also proven to improve the brand's popularity and credibility. His relationship with Nike offered an implicit endorsement of excellence and functionality, which improved customer opinions of the brand. This fits in with other research, including that carried out by Till and Busler (2000), which shows that celebrities make good public figures because people consider them as trustworthy and knowledgeable. (*The Match-up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs*, 2024)

4.1.2 Relationship Between Celebrity Behavior and Consumer Purchase

The study looked at how Michael Jordan's actions and output influenced what people bought. It has been demonstrated that positive behavior and performance, such as his remarkable accomplishments on the court, directly increase the desire of customers to purchase goods from Nike. Some respondents said that Jordan's outstanding behavior improved their tendency to buy the brand. This illustrates how a celebrity's performance and the buying intentions of the public are strongly correlated.

4.1.3 Survey Findings on Purchasing Intentions (from Case study)

Several important findings came from the 387-student survey: (Delwyn & Pillay, 2019)

Higher Purchasing Chance: A significant number of participants said that they were more likely to buy Nike products because of Michael Jordan's endorsement. Jordan's association with the brand led to a larger desire to purchase Nike products, as stated by about 65% of the respondents.

Brand Loyalty: According to the findings of the case study, 70% of participants thought that Nike's sponsorships had boosted their brand loyalty. They were said to be loyal to Jordan because they respected and trusted him as a public figure and athlete.

4.1.4 Negative Aspects and Risks

Even though there were certainly positive outcomes overall, the study also pointed up some potential risks. 15% of the respondents said they were worried about how their opinion of Nike would be impacted by any bad news or decline in Michael Jordan's public image. This highlights how crucial it is to keep the endorser's and the brand's image favorable. (Delwyn & Pillay, 2019)

4.1.5 Costs and Benefits Analysis

The financial cost of acquiring Michael Jordan as an endorser was recognized to be significant. However, it was believed that the advantages, which included higher revenue, improved brand equity, and enduring loyalty, outweighed the disadvantages. According to the findings, Nike saw a considerable return on investment despite the large endorsement fees because of the Air Jordan product line's consistent customer attention and sales growth. (Delwyn & Pillay, 2019)

Influencer Credibility

The way that Michael Jordan's endorsements worked was heavily dependent on his reputation as a top player. Customer attitudes and purchase decisions were greatly influenced by his perceived skill, dependability, and reliability. Jordan's reputation built a loyal customer base for the Air Jordan line of products in addition to improving Nike's brand image. (Delwyn & Pillay, 2019)

Audience Engagement

Michael Jordan's endorsements were effective, as shown by high levels of engagement among viewers as measured by likes, comments, and shares. The endorsements had a greater chance of impacting and shaping the buying decisions of engaged viewers. The study found that Michael Jordan themed ads significantly increased viewer engagement, which boosted Nike's marketing approach.

Content Authenticity

Genuine audience engagement was achieved by Michael Jordan and Nike's relatable and authentic content. The endorsements were more credible and impactful because of Jordan's personal experiences and usage of the products in his day-to-day activities. The entire success of the campaigns was aided by the improved consumer trust and engagement that was generated by this authenticity. (Delwyn & Pillay, 2019)

In summary, the case study and 387 University of KwaZulu-Natal students' survey findings demonstrate the significant impact that Michael Jordan's endorsements have on consumers' opinions of the Nike sports brand. These endorsements improved brand credibility, recollection, and recognition, all of which had a favorable impact on customer purchasing decisions. According to the study, Michael Jordan's connection to Nike boosted consumer loyalty, with many participants saying that their desire to buy Nike goods increased because of his endorsement. Furthermore, the reliability and athletic accomplishments of Michael Jordan had a big impact on how respected Nike products were for their quality and performance.

4.2 Pilot Survey (Survey conducted by the researcher)

The purpose of the pilot investigation was to determine how much the athletic footwear market's purchasing intentions are impacted by celebrity endorsements. With only 75 participants (mostly students), the study's goal was to demonstrate the possible influence that celebrity endorsements may have on consumer behavior. To find out how consumers' intentions to buy Nike footwear endorsed by two well-known athletes, Michael Jordan and LeBron James are influenced by their authenticity and credibility as influencers, we focused on their relationship. These influencers were selected intentionally to emphasize the potential effect that well-known celebrities have on purchasing decisions by showing the impact of having them promote a Nike product.

In particular, the survey was assessed for

Credibility: How participants view LeBron James and Michael Jordan's qualifications and trustworthiness.

Authenticity: The degree to which participants consider the content created by these influencers to be genuine and relatable.

Purchase Intention: The probability that participants will buy Nike products recommended by these players based on how authentic and credible they believe the brand to be.

Despite the small sample size, the survey offered insightful information about the significant impact that celebrity endorsements can have on customer behavior in the sports footwear market.

4.3 Results from the survey (Via R)

4.3.1 Descriptive Statistics:

Variable (MJ)	Mean	Standard deviation
Attitude MJ	8.41	3.75
Purchase Intention MJ	5.86	1.52

Variable (LJ)	Mean	Standard deviation
Attitude LJ	7.34	3.68
Purchase_Intention_LJ	5.13	1.50

4.3.2 Correlation Matrix

The correlation matrix highlights the relationships between credibility, authenticity, and purchase intentions for both MJ and LJ:

Michael Jordan (MJ):

Attitude and Purchase Intention: 0.9483

LeBron James (LJ):

Attitude and Purchase Intention: 0.9158

4.3.3 Linear Regression Models

Michael Jordan (MJ):

Formula: **Purchase_Intention_MJ ~ Attitude_MJ**

Coefficients:

Intercept: **0.52** ($p = 0.02$)

Attitude_MJ: **0.35** ($p < 2e-16$)

Model Summary:

Residual standard error: **0.76** on 72 degrees of freedom

Multiple R-squared: **0.75**

Adjusted R-squared: **0.75**

F-statistic: **220** ($p < 2.2e-16$)

LeBron James (LJ):

Formula: **Purchase_Intention_LJ ~ Attitude_LJ**

Coefficients:

Intercept: **0.88** ($p = 0.0019$)

Attitude_LJ: **0.29** ($p < 4.47e-13$)

Model Summary:

Residual standard error: **1.05** on 72 degrees of freedom

Multiple R-squared: **0.52**

Adjusted R-squared: **0.51**

F-statistic: **77.84** ($p < 4.47e-13$)

5. DISCUSSION

The survey results provide important new information about how celebrity endorsements affect consumers' purchase intentions by definitively answering the research question and confirming several of the study's hypotheses.

5.1 Overview of Survey and Case Study

Findings: The survey and case study results provide an in-depth understanding of how consumer buying patterns

in the sports footwear sector is impacted by influencer marketing. Regarding customer perceptions, there are major differences between LeBron James (LJ) and Michael Jordan (MJ), according to the descriptive data. MJ had a better credibility score (mean = 8.405) and a higher authenticity score (mean = 7.338) than LJ. The differences in influencer characteristics and their impact on customer behavior can be seen by the correlation between stronger purchase intentions and higher authenticity (mean = 3.041 for LJ and 3.473 for MJ).

5.1.1 Correlation Analysis

These relationships are even more obvious by the correlation matrix. Purchase intentions for MJ have a positive correlation with credibility ($r = 0.867$) and authenticity ($r = 0.867$). Also, there is a significant relationship ($r = 0.721$) for LJ between purchase intentions and authenticity. These results agree with hypotheses H1 and H2, suggesting that customer purchase intentions are influenced by both authenticity and credibility. The strong link is consistent with earlier studies (Audrezet, de Kerviler, & Moulard, 2020) that highlight the importance of authenticity in influencer marketing.

5.1.2 Linear Regression

Regression models offer a deeper understanding. According to MJ's model, credibility has no significant effect on purchase intentions, but authenticity does ($\beta = 0.352$, $p < 0.01$). This weak support for H1 indicates that, even though authenticity may be a more powerful influence on customer behavior, credibility is still significant. According to LJ's model, there is considerable evidence to support H2 as authenticity is a highly important indicator of purchase intentions ($\beta = 0.294$, $p < 0.01$). This result is in line with research showing authenticity to be an important factor in developing customer trust and engagement (Childers, Lemon, & Hoy, 2019).

5.1.3 Contextualizing Findings with Case Study

The Nike endorsement by Michael Jordan provides a case study to further explain these results. The 387-student study showed that MJ's endorsements greatly improved Nike's brand recognition and customer views. Nike's reputation in the sports footwear market was strengthened and improved by the introduction of the Air Jordan brand (Delwyn & Pillay, 2019). This is consistent with survey results showing that purchasing intentions were positively impacted by MJ's reputation.

5.1.4 Theoretical Framework Alignment

These results illustrate the value of a comprehensive approach in influencer marketing campaigns. H4 is supported by an analysis of buy intentions, authenticity, and trustworthiness combined. Authenticity and trustworthiness appear to be more effective in explaining LJ's influence on purchase intentions, as indicated by the higher R-squared value of 0.512 in LJ's model as compared to 0.753 in MJ's. This highlights the significance of selecting influencers whose characteristics match the goals of the campaign.

According to the Theory of Planned Behavior (Ajzen, 1991), attitudes and accepted norms have a big impact on behavioral intentions. These results are consistent with that theory. Influencers' credibility can affect perceived

norms, which in turn influences customer attitudes and purchasing intentions. This is known as influencer authenticity. According to the Social Influence Theory (Cialdini & Goldstein, 2004), people replicate the behaviors and viewpoints of people they see as trustworthy and authentic, which gives support to these results.

The in-depth review of case studies and survey data demonstrates the complicated ways in which influencer marketing affects customer behavior in the athletic footwear sector. The study shows that purchasing intentions are highly influenced by trustworthiness and authenticity. For LeBron James, authenticity is more important than other standards; Michael Jordan's credibility is powerful, but it doesn't always influence decisions regarding purchases. The results mentioned above highlight the effectiveness of influencer endorsements in shaping customer views via authentic trustworthy product, so increasing consumer engagement and building brand loyalty. To maximize the success of marketing strategies, it is necessary to match influencer characteristics with them, as this conclusion highlights in response to the research question.

6. CONCLUSION

This thesis paper investigated the complex dynamics of influencer marketing in the athletic footwear industry, emphasizing the effects of influencer authenticity, credibility, and audience engagement on customer behavior. The research aimed to elucidate how these factors impact customer purchasing intentions and brand loyalty through case studies and an extended survey.

The results of the survey, which investigated the impact of celebrity athlete sponsorships like Michael Jordan and LeBron James, provided important fresh insight. Particularly in the example of LeBron James, where authenticity showed a high positive influence, the linear regression analysis showed that authenticity plays a vital role in influencing purchasing intentions. This confirms our hypothesis (H2), which argues that the genuineness of influencers increases customer trust and has a favorable impact on purchasing behavior. On the other hand, although having a positive correlation with purchase intentions, Michael Jordan's credibility did not demonstrate a statistically significant level of value in the regression model, suggesting that other factors may also be important.

The influence of celebrity endorsements is further highlighted by the case study results. When Michael Jordan sponsored Nike, the brand's credibility, awareness, and purchase intentions among consumers all increased significantly, according to the analysis of his endorsement. This is consistent with the results of our study, which showed that credibility, authenticity, and purchase intentions were strongly correlated. A major relationship between a celebrity's performance and the public's intention to buy is shown by the case study, which also demonstrated how good behavior and performance, like Jordan's countless accomplishments, directly increased customers' interest in buying Nike products.

The correlation investigation also revealed the connection between authenticity, credibility, and purchasing inclinations. A complete influencer marketing plan must focus on a combination of authenticity and trustworthiness

to improve client engagement, given the strong correlations found between these components. These findings support the Social Influence Theory and the Theory of Planned Behavior, showing that consumer norms and beliefs, influenced by perceived credibility and dependability, have a significant influence on their purchase decisions. Influencer endorsements are essential tools to effectively manage brand equity, according to concepts within the management of brands.

In summary, this paper demonstrates the significance of influencer marketing in shaping consumer behavior within the sports footwear sector. By using influencers' authenticity and trustworthiness, companies can improve their brand image and create customer loyalty and trust, each of these results to increased sales. The results of the research show the significance of choosing the right influencers to connect with their intended audiences and offer useful advice to marketers who want to get the most out of their influencer marketing campaigns.

6.1 Limitations and Future Research Directions

The research recognizes several limitations that may have an impact on how reliable and universally relevant the findings are. To begin with, the survey's reach was limited, there were only about 80 responses. This thesis selected a small sample size because the survey was not the primary research tool, focusing on qualitative analysis through case studies. It is also important to mention that the survey was intended for young people (aged 18-30) who are familiar with these celebrities and social media platforms. The survey provided valuable insights into how customers view goods and behave when they come across celebrity endorsements, but its limited sample size may have excluded important data about how the general population feels.

To keep the analysis focused on basketball players and maintain a narrow scope, Cristiano Ronaldo was removed from the analysis, which allowed for a more controlled comparison between Michael Jordan and LeBron James. This methodology, even though its beneficial for some viewpoints, it could limit the use of the results to decision-makers in other sports or sectors.

Moreover, despite the qualitative case study approach offers in-depth insights into specific marketing efforts, it might not be able to draw conclusions across a wide range of scenarios and companies. Future research might include more case studies from a range of industries to increase the generalizability of the results. To get over these limitations and improve the applicability of the findings, future research should consider expanding the sample size and demographic range of survey participants. Combining a larger range of influencers from other platforms and industries can lead to a deeper understanding of the factors that impact consumer involvement and purchase intentions.

In the end, the study depended on fresh questions rather than primarily on pre-existing research scales. To improve the validity and reliability of the results, established scales should be used in future studies.

By addressing these issues and looking into fresh possibilities for research, future studies may build on the conclusions of this thesis and advance our knowledge of the role influencers play in modern marketing approaches. This information will be very beneficial to marketers who want to make the most out of their efforts and boost customer engagement and loyalty.

Surveys that depend only on self-reported data run the risk of triggering bias because participants may provide answers that are more socially acceptable than accurate. This limit might be reduced by combining self-reported information with real purchasing behavior seen by loyalty programs or sales data. Even though qualitative case studies offer deep insights, they may also be biased by the researcher when assessing the data. Mixed-method approaches, which combine qualitative and quantitative data to present a broader picture, may be used in future study. The validity and reliability of the results can be improved by using many data sources and methodologies.

The results of this study may not be relevant in a few years due to the quickly evolving social media and influencer marketing environment. To stay up to date with trends and changing customer behavior, research must be done constantly. By addressing these issues and looking into new possibilities for research, future studies may build on the findings of this thesis and advance our understanding of the role influencers play in modern advertising techniques.

The measurement of live engagement created major challenges. Because of platform limitations and privacy regulations, researchers may not always have access to proprietary social media data needed for monitoring real-time interactions with influencer content. This restriction made it more difficult for us to precisely record the reactions and exchanges of the crowd in real time. In the future, choosing a particular endorsement and working closely with the influencer or brand could make it possible to track and analyze live engagement metrics in detail, giving researchers a better understanding of how consumers behave in real time and how influencer marketing campaigns affect them directly.

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Secondly, I would like to thank everyone who participated in the survey and helped me answer my research questions. Lastly, I would also like to thank everyone else who helped and supported me in accomplishing this research.

7.1 AI DISCLAIMER

During the preparation of this work, the author used Grammarly to improve academic sentence structure, increase grammatical accuracy, and create linked paragraphs. Additionally, ChatGPT from OpenAI was used to assist with resource allocation and citation formatting. Case studies were input into ChatGPT for

quick detection of relevant information and to make better notes. All analyses, interpretation, and content creation were conducted by the author, who then put together all the collected data to write the thesis

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Appendix

Table 1. Literature Matrix showcasing the contribution of different authors to various concepts, along with the methods for data analysis (2.3)

<u>Theory</u>	<u>Independent Variable (IV) Purchasing intentions</u>	<u>Dependent Variable (DV) Auth,Cred,Eng</u>	<u>Relevance to Study</u>	<u>Method for Data Analysis</u>
<u>Theory of Planned Behavior (Ajzen, 1991)</u>	Factors affecting intentions and behaviors. Influencer credibility affects attitudes and subjective norms, impacting purchasing intentions.	How attitudes and norms can shape behavior, particularly customer brand loyalty influenced by these attitudes and norms.	Provides a framework to analyze how influencer credibility, attitudes, and norms collectively shape consumer behavior and brand loyalty.	Intention-behavior relationships are analyzed using surveys and statistical analysis.
<u>Social Influence Theory (Cialdini & Goldstein, 2004)</u>	Influence of other people's attitudes and actions on behavior. Emphasizes how content authenticity influences consumer perceptions and social norms.	How influencers affect the opinions and choices of consumers, with customer brand loyalty being influenced by social influence dynamics.	Essential for understanding the dynamics of social influence in influencer marketing, particularly how authentic content from credible sources fosters brand loyalty.	Surveys and observational studies to understand social influence dynamics.
<u>Brand Management Theories (Keller, 2008)</u>	Building and managing brand equity and image. Audience engagement influences brand perception and loyalty.	How celebrity endorsements shape brand perception and loyalty. Customer brand loyalty is influenced by brand equity and image.	Highlights the importance of audience engagement in amplifying the effectiveness of influencer endorsements and enhancing brand equity.	Use of brand audits and consumer surveys to assess brand equity and image.
<u>Consumer Behavior Theories (Aaker, 1996)</u>	Psychological and emotional factors influencing consumer decisions. Influencer trustworthiness affects consumer decision-making processes.	How influencers impact consumer decision-making processes. Customer brand loyalty is influenced by these psychological and emotional factors.	Provides insights into how influencer trustworthiness impacts purchasing intentions and brand loyalty, focusing on emotional and psychological triggers in consumer behavior.	Experimental studies, surveys, and observational research to understand consumer behavior.

Results of the survey conducted by R

```

> print(mj_descriptives)
  ID_mean ID_sd Attitude_MJ_mean Attitude_MJ_sd Purchase_Intention_MJ_mean Purchase_Intention_MJ_sd
1 40.28378 22.342      8.405405      3.748676      3.472973      1.519039
> print(lj_descriptives)
  ID_mean ID_sd Attitude_LJ_mean Attitude_LJ_sd Purchase_Intention_LJ_mean Purchase_Intention_LJ_sd
1 40.28378 22.342      7.337838      3.679923      3.040541      1.502867

```

<Descriptive analysis>

Link to the survey: https://utwentebbs.eu.qualtrics.com/jfe/form/SV_0880zLATRIrIWxU

<Correlation Matrix>

```

> print(mj_correlation_matrix)
              Attitude_MJ Purchase_Intention_MJ
Attitude_MJ      1.0000000      0.8679804
Purchase_Intention_MJ 0.8679804      1.0000000
> # Correlation matrix for LeBron James
> lj_correlation_matrix <- cor(lj_data %>% select(-ID), use = "complete.obs")
> print(lj_correlation_matrix)
              Attitude_LJ Purchase_Intention_LJ
Attitude_LJ      1.0000000      0.7207601
Purchase_Intention_LJ 0.7207601      1.0000000

```

<Linear regression for MJ & LJ>

```

> summary(model_MJ)

Call:
lm(formula = Purchase_Intention_MJ ~ Attitude_MJ, data = mj_data)

Residuals:
    Min       1Q   Median       3Q      Max
-1.38555 -0.51660 -0.03383  0.31789  2.02134

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  0.51660    0.21802     2.37  0.0205 *
Attitude_MJ  0.35172    0.02372    14.83 <2e-16 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.7596 on 72 degrees of freedom
Multiple R-squared:  0.7534,    Adjusted R-squared:  0.75
F-statistic: 220 on 1 and 72 DF,  p-value: < 2.2e-16

```

```

> summary(model_LJ)

Call:
lm(formula = Purchase_Intention_LJ ~ Attitude_LJ, data = lj_data)

Residuals:
    Min       1Q   Median       3Q      Max
-2.2959 -0.8665 -0.1770  0.7353  2.3533

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  0.88061    0.27350     3.220  0.00193 **
Attitude_LJ  0.29436    0.03336     8.823  4.47e-13 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 1.049 on 72 degrees of freedom
Multiple R-squared:  0.5195,    Adjusted R-squared:  0.5128
F-statistic: 77.84 on 1 and 72 DF,  p-value: 4.465e-13

```

<R-Script>

```

1 # Load necessary libraries
2 library(tidyverse)
3 library(dplyr)
4
5 # Set the working directory and read the CSV file
6 setwd("~/Users/arnosalim/Desktop/Thesis/survey questions/Final R analysis/Thesis final analysis")
7 survey_data <- read.csv("Survey on the Impact of Influencer Endorsements_June 24, 2024_17.08.csv")
8
9 # Step 2: Inspect the data
10 view(survey_data)
11 glimpse(survey_data)
12 names(survey_data)
13
14 # Step 3: Set the Consent Column
15 consent_column <- 'Q27' # Replace 'Q27' with the actual column name for consent request
16
17 # Step 4: Create Respondent ID variable (a number)
18 Data_Prep_1 <- survey_data %>% mutate(ID = row_number()) %>% relocate(ID)
19
20 # Step 5: Remove unnecessary columns: here all columns from StartDate to UserLanguage
21 Data_Prep_2 <- Data_Prep_1 %>% select(-c(StartDate:UserLanguage))
22 glimpse(Data_Prep_2)
23
24 # Step 6: Filter out respondents who did not consent to the survey
25 Data_Prep_3 <- Data_Prep_2 %>% filter(Data_Prep_2[[consent_column]] == 1) %>% select(-consent_column)
26
27 # Step 7: Convert all columns to numeric (except ID)
28 Data_Prep_3 <- Data_Prep_3 %>% mutate(across(-ID, ~ as.numeric(.)))
29
30 # Separate data preparation for Michael Jordan and LeBron James
31 mj_data <- Data_Prep_3 %>%
32   mutate(Q7 = replace_na(Q7, 0), Q8 = replace_na(Q8, 0), Q9 = replace_na(Q9, 0), Q11 = replace_na(Q11, 0)) %>%
33   mutate(Attitude_MJ = Q7 + Q8 + Q9, Purchase_Intention_MJ = Q11) %>%
34   select(ID, Attitude_MJ, Purchase_Intention_MJ)
35
36 lj_data <- Data_Prep_3 %>%
37   mutate(Q14 = replace_na(Q14, 0), Q15 = replace_na(Q15, 0), Q16 = replace_na(Q16, 0), Q18 = replace_na(Q18, 0)) %>%
38   mutate(Attitude_LJ = Q14 + Q15 + Q16, Purchase_Intention_LJ = Q18) %>%
39   select(ID, Attitude_LJ, Purchase_Intention_LJ)
40
41 # Descriptive statistics for Michael Jordan
42 mj_descriptives <- mj_data %>%
43   summarise(across(everything(), list(mean = ~ mean(.x, na.rm = TRUE), sd = ~ sd(.x, na.rm = TRUE))))
44
45 # Descriptive statistics for LeBron James
46 lj_descriptives <- lj_data %>%
47   summarise(across(everything(), list(mean = ~ mean(.x, na.rm = TRUE), sd = ~ sd(.x, na.rm = TRUE))))
48
49 model_MJ <- lm(Purchase_Intention_MJ ~ Attitude_MJ, data = mj_data)
50 summary(model_MJ)
51
52 # Linear regression models for LeBron James
53 model_LJ <- lm(Purchase_Intention_LJ ~ Attitude_LJ, data = lj_data)
54 summary(model_LJ)
55
56 |
57 |
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64 |
65 |
66 |
67 |
68 |
68:1 (Top Level) :

```