

BAB V

PENUTUP

Pada bab ini, peneliti memaparkan Kesimpulan dan menyampaikan implikasi manajerial dari penelitian yang telah dilakukan. Selain itu, peneliti juga akan menyertakan saran penelitian yang diperlukan pada peneliti lain.

5.1 Kesimpulan

Penelitian ini mengkaji pengaruh performa atlet dan nilai sosial merek terhadap keterlibatan produk, dengan mediasi dukungan Michael Jordan dalam konteks merek Nike Air Jordan. Berdasarkan data dari 200 responden, hasil menunjukkan bahwa performa atlet dan nilai sosial merek secara signifikan mempengaruhi keterlibatan produk. Dukungan Michael Jordan berfungsi sebagai mediator yang memperkuat hubungan antara kedua variabel tersebut dan keterlibatan produk. Temuan ini mengindikasikan bahwa persepsi positif terhadap performa atlet dan nilai sosial merek, serta dukungan dari Michael Jordan, berkontribusi secara signifikan pada keterlibatan produk Nike Air Jordan, dengan konsumen memberikan nilai tinggi pada semua aspek yang diteliti.

5.2 Kesimpulan Berdasarkan Analisis Deskriptif

Dalam bagian ini, peneliti akan menguraikan proses penyaringan informasi yang diperoleh dari responden. Selain itu, peneliti juga akan menjelaskan cara mengelompokkan responden sesuai dengan opsi yang telah disediakan dalam kuesioner penelitian untuk memperoleh data dari para responden penelitian.

- a. Penelitian ini melibatkan 200 responden yang telah disaring melalui enam pertanyaan filter untuk memastikan kelayakan mereka sebagai responden. Semua responden kemudian mengisi kuesioner yang mencakup data demografis dan variabel penelitian.
- b. Mayoritas responden adalah pria, dengan total 135 orang atau sekitar 67,5% dari jumlah total responden, sedangkan 65 responden atau 32,5% adalah wanita.

- c. Dari total responden, 42 orang (21%) berada dalam kelompok usia 15-20 tahun, 129 orang (64,5%) dalam kelompok usia 21-25 tahun, 27 orang (13,5%) dalam kelompok usia 26-30 tahun, dan hanya 2 orang (1%) berusia lebih dari 30 tahun.
- d. Berdasarkan profesi, mayoritas responden adalah pelajar/mahasiswa, dengan jumlah 128 orang atau 64% dari total. Sementara itu, wiraswasta sebanyak 43 orang (21,5%), pegawai negeri sebanyak 4 orang (2%), atlet sebanyak 22 orang (11%), dan kategori pekerjaan lainnya sebanyak 3 orang (1,5%).
- e. Mengenai rata-rata pendapatan bulanan, sebagian besar responden dengan jumlah 101 orang (50,5%) memiliki pendapatan antara Rp. 5.000.000 hingga Rp. 10.000.000. Responden dengan pendapatan Rp. 1.500.000 hingga Rp. 5.000.000 sebanyak 61 orang (30,5%), sedangkan yang memiliki pendapatan kurang dari Rp. 1.500.000 sebanyak 10 orang (5%), dan responden dengan pendapatan lebih dari Rp. 10.000.000 sebanyak 28 orang (14%).
- f. Analisis deskriptif terhadap variabel *Athlete Performance* menunjukkan bahwa semua indikator, termasuk yang tertinggi (AP2) dengan nilai mean 3,840, berada dalam kategori "Tinggi". Ini menunjukkan persepsi positif terhadap performa atlet.
- g. Untuk variabel *Celebrity Endorsement*, hasil analisis menunjukkan bahwa semua indikator, terutama CE3 dengan nilai mean 3,540, juga berada dalam kategori "Tinggi". Hal ini menandakan efek *Celebrity Endorsement* yang kuat terhadap persepsi responden.
- h. Variabel *Brand Social Value* menunjukkan total mean 3,437 dengan BSV1 memiliki nilai mean tertinggi 3,475. Sebagian besar indikator termasuk dalam kategori "Tinggi", tetapi beberapa berada dalam kategori "Netral", menandakan persepsi yang bervariasi mengenai nilai sosial merek.
- i. Terakhir, pada variabel *Product Involvement*, semua indikator umumnya termasuk dalam kategori "Tinggi", kecuali PI3 yang memiliki nilai mean

lebih rendah tetapi tetap dalam kategori "Tinggi". Ini menunjukkan bahwa responden tetap menunjukkan keterlibatan yang kuat terhadap produk.

5.3 Kesimpulan Berdasarkan Analisis Hipotesis Penelitian

Dalam bagian ini, peneliti merangkum hasil analisis pengujian hipotesis menggunakan metode bootstrapping pada aplikasi SmartPLS.

- a. Hasil uji hipotesis pertama menunjukkan bahwa *Athlete Performance* berpengaruh signifikan dan positif terhadap *Celebrity Endorsement* (**H1 diterima**). Ini mengindikasikan bahwa performa atlet secara signifikan memengaruhi dukungan selebriti.
- b. Hasil uji hipotesis kedua menunjukkan bahwa terdapat pengaruh signifikan dan positif dari *Athlete Performance* terhadap *Product Involvement* (**H2 diterima**). Ini mengindikasikan bahwa *Athlete Performance* secara signifikan memengaruhi keterlibatan konsumen dengan produk.
- c. Hasil uji hipotesis ketiga menunjukkan adanya pengaruh signifikan dan positif dari *Brand Social Value* terhadap *Celebrity Endorsement* (**H3 diterima**). Ini mengindikasikan bahwa nilai sosial merek secara signifikan memengaruhi dukungan selebriti.
- d. Hasil uji hipotesis keempat menunjukkan adanya pengaruh signifikan dan positif dari *Brand Social Value* terhadap *Product Involvement* (**H4 diterima**). Ini mengindikasikan bahwa nilai sosial merek secara signifikan memengaruhi keterlibatan konsumen dengan produk.
- e. Hasil uji hipotesis kelima menunjukkan adanya pengaruh signifikan dan positif dari *Celebrity Endorsement* terhadap *Product Involvement* (**H5 diterima**). Ini mengindikasikan bahwa dukungan selebriti secara signifikan memengaruhi keterlibatan konsumen dengan produk.
- f. Hasil uji hipotesis keenam menunjukkan bahwa *Celebrity Endorsement* memediasi pengaruh *Athlete Performance* terhadap *Product Involvement* secara signifikan (**H6 diterima**). Ini mengindikasikan bahwa dukungan selebriti memediasi hubungan antara performa atlet dan keterlibatan konsumen.

- g. Hasil uji hipotesis ketujuh menunjukkan bahwa *Celebrity Endorsement* memediasi pengaruh *Brand Social Value* terhadap *Product Involvement* secara signifikan (**H7 diterima**). Ini mengindikasikan bahwa dukungan selebriti memediasi hubungan antara nilai sosial merek dan keterlibatan konsumen.

5.4 Implikasi Manajerial

Berikut adalah saran yang telah disesuaikan dengan fokus pada Michael Jordan

1. Berdasarkan hasil penelitian ditemukan bahwa kinerja Michael Jordan berpengaruh positif terhadap *celebrity endorsement*. Saran bagi perusahaan adalah Nike Air Jordan dapat secara rutin menyelenggarakan event yang mempertemukan penggemar dengan Michael Jordan dengan memanfaatkan media online, sekaligus menggunakan kesempatan tersebut untuk memperkenalkan produk terbaru dari Nike Air Jordan. Dengan melakukan hal ini akan membantu mereka Nike Air Jordan dapat lebih kuat karna peran *celebrity endorsement* produk Nike Air Jordan.
2. Berdasarkan hasil penelitian ditemukan bahwa kinerja Michael Jordan berpengaruh positif terhadap keterlibatan produk. Saran bagi perusahaan adalah Nike dapat menampilkan cerita inspiratif atau testimonial dari Michael Jordan dalam kampanye pemasaran mereka. Ini dapat membantu konsumen merasa lebih terhubung dengan Nike Air Jordan melalui sosok yang mereka kagumi.
3. Berdasarkan hasil penelitian ditemukan bahwa nilai sosial merek berpengaruh positif terhadap dukungan selebriti Michael Jordan. Saran bagi perusahaan adalah Nike dapat menggandeng Michael Jordan dalam kampanye sosial yang mendukung komunitas. Misalnya, berkolaborasi dalam program beasiswa atau kegiatan amal yang relevan untuk meningkatkan citra merek.
4. Berdasarkan hasil penelitian ditemukan bahwa nilai sosial merek berpengaruh positif terhadap *Product Involvement*. Saran bagi perusahaan

adakah Nike dapat mengintegrasikan nilai sosial ke dalam produk Nike Air Jordan dan menyampaikan pesan tersebut dalam kampanye. Misalnya, meluncurkan edisi khusus dari Nike Air Jordan yang mendukung keberlanjutan dan memberdayakan masyarakat, sehingga meningkatkan keterlibatan konsumen.

5. Berdasarkan hasil penelitian ditemukan bahwa *Celebrity Endorsement* berpengaruh positif terhadap *Product Involvement*. Saran bagi perusahaan adalah Nike Air Jordan dapat meningkatkan strategi pemasaran dengan melibatkan dia dalam konten promosi yang interaktif. Misalnya, kampanye media sosial yang memungkinkan penggemar untuk berpartisipasi dalam tantangan yang berhubungan dengan Michael Jordan.
6. Ditemukan pengaruh *Athlete Performance* Terhadap *Product Involvement* Dengan Dimediasi Oleh *Celebrity Endorsement*. Saran bagi perusahaan adalah Nike dapat mengembangkan kampanye yang menonjolkan hubungan antara Michael Jordan dan produk Nike Air Jordan, seperti video yang menunjukkan dia menggunakan sepatu dalam sesi latihan atau pertandingan, untuk menarik perhatian konsumen lebih dalam.
7. Pengaruh *Brand Social Value* Terhadap *Product Involvement* Dengan Dimediasi Oleh *Celebrity Endorsement*. Saran bagi perusahaan adalah Nike Air Jordan sebaiknya menggandeng Michael Jordan dalam kampanye yang menonjolkan nilai sosial, misalnya dengan meluncurkan produk baru yang mendukung isu-isu sosial dan melibatkan dia dalam promosi kegiatan sosial, menciptakan koneksi yang lebih kuat dengan audiens.

5.5 Keterbatasan Penelitian

Dalam penelitian ini, peneliti telah mengidentifikasi beberapa keterbatasan yang perlu diperhatikan, bersama dengan saran untuk peneliti di masa depan. Berikut adalah penjelasan tentang keterbatasan dalam penelitian ini:

- a. Kategori produk Nike Air Jordan yang ditawarkan tidak dibagi secara terpisah karena Nike Air Jordan mencakup berbagai jenis, baik untuk keperluan kasual maupun olahraga.

- b. Dengan banyaknya *celebrity endorsement* untuk brand sepatu, penggunaan hanya satu *Celebrity* , yaitu Micahel Jordan, dapat mempengaruhi hasil dari penelitian yang dilakukan.
- c. Nilai Adjusted R-squared untuk *celebrity endorsement* terlalu rendah, sehingga diperlukan variabel tambahan untuk meningkatkan model analisis seperti misalnya *Endorser Credibility*.
- d. Michael Jordan yang digunakan dalam penelitian ini adalah atlet basket legend tahun 90-an sehingga dikhawatirkan beberapa responden yang lahir di generasi Z dalam penelitian ini kurang mengenal atlet ini dengan lebih baik.

5.6 Saran Penelitian Ke Depan

Berikut adalah saran dari peneliti untuk peneliti lain yang akan melakukan penelitian di masa depan:

- a. Untuk penelitian berikutnya, disarankan agar peneliti mengikutsertakan *Celebrity Endorsement* tidak hanya dari cabang olahraga basket namun olahraga lainnya seperti cabang olahraga sepak bola, pada cabang olahraga sepak bola terdapat pemain bintang seperti Cristiano Ronaldo yang juga memiliki *signature shoes* pada produk Nike Mercurial Vapor, Messi dengan produk Adidas Nemezis dan banyak lagi. Dengan begitu, penelitian tersebut dapat memberikan hasil yang lebih spesifik dalam mengevaluasi *celebrity endorsement* dan pengaruhnya terhadap niat pembelian keterlibatan produk.
- b. Penelitian selanjutnya sebaiknya mencakup variabel tambahan yang dapat mempengaruhi keterlibatan produk, seperti persepsi harga, kualitas produk, serta faktor psikologis seperti motivasi dan kebutuhan individu. Ini akan memberikan pemahaman yang lebih mendalam tentang pengaruh faktor-faktor tersebut.
- c. Kelemahan penelitian ini adalah kurangnya pemisahan fokus antara kategori produk, yaitu sepatu kasual dan sepatu olahraga dari Nike Air Jordan. Penelitian selanjutnya sebaiknya memperhatikan dan membedakan

antara kedua kategori ini untuk memperoleh hasil yang lebih spesifik dan mendalam.



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LAMPIRAN 1 SURAT PENGANTAR KUESIONER 2

SURAT PENGANTAR KUESIONER

Hal :Permohonan Pengisian Kuesioner Penelitian Kepada :

Yth. Bapak/Ibu/Teman-Teman

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini

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Saya ingin meminta bantuan teman-teman untuk bersedia mengisi kuesioner terlampir yang merupakan bagian dari penelitian skripsi saya. Skripsi ini berjudul “Pengaruh Athlete Performance dan Brand Social Value Terhadap Product Involvement dengan Celebrity Endorsement Sebagai Variabel Mediasi (Studi Pada Sepatu Nike Air Jordan)” dan merupakan salah satu syarat untuk kelulusan program Sarjana (S1). Informasi yang diberikan oleh responden dalam kuesioner ini akan digunakan hanya untuk keperluan penelitian dan tidak akan disalahgunakan atau disebarluaskan.

Demikian surat permohonan ini saya sampaikan. Terima kasih atas perhatian dan partisipasi Teman-teman dalam membantu kelancaran penelitian ini.

Yogyakarta, 25 Agustus 2024

Hormat saya,



Juan Maestro Fernandez S



**PENGARUH *ATHLETE PERFORMANCE* DAN *BRAND SOCIAL VALUE*
TERHADAP *PRODUCT INVOLVEMENT* DENGAN *CELEBRITY*
ENDORSEMENT SEBAGAI VARIABEL MEDIASI
(Studi Pada Sepatu Nike Air Jordan)**

A. Pertanyaan Filter

- 1) Apakah anda mengetahui atlet basket Michael Jordan?
 - a) Ya
 - b) Tidak (Jika anda menjawab "Tidak", anda tidak dapat melanjutkan ke section berikutnya)
- 2) Apakah anda mengetahui brand sepatu Nike Air Jordan?
 - a) Ya
 - b) Tidak (Jika anda menjawab "Tidak", anda tidak dapat melanjutkan ke section berikutnya)
- 3) Apakah anda pernah melakukan pembelian sepatu Nike Air Jordan minimal 1 kali dalam 1 tahun terakhir?
 - a) Ya
 - b) Tidak (Jika anda menjawab "Tidak", anda tidak dapat melanjutkan ke section berikutnya)
- 4) Harga pembelian sepatu Nike Air Jordan
 - a) < Rp. 1.000.000
 - b) Rp. 1.000.000 - Rp. 2.000.000
 - c) Rp. 2.000.000 - Rp. 5.000.000
 - d) >Rp. 5.000.000
- 5) Tempat pembelian sepatu Nike Air Jordan
 - a) Nike Store
 - b) Footlocker
 - c) Kick Avenue
 - d) Lainnya

B. Profile Responden

- 1) Jenis Kelamin
 - a) Pria
 - b) Wanita
- 2) Usia
 - a) 15 - 20 Tahun
 - b) 21 - 25 Tahun
 - c) 26 - 30 Tahun
 - d) > 30 Tahun
- 3) Pendapatan per bulan
 - a) < Rp. 1.500.000
 - b) Rp. 1.500.000 - Rp. 5.000.000
 - c) Rp. 5.000.000 - Rp. 10.000.000
 - d) > Rp. 10.000.000
- 4) Status
 - a) Pelajar/Mahasiswa
 - b) Wiraswasta
 - c) Atlet
 - d) Lainnya

C. Athlete Performance

No	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Michael Jordan adalah pemain yang mendominasi dalam olahraga basket					
2	Michael Jordan tampak sangat berpengetahuan dalam olahraga basket					
3	Michael Jordan memiliki kemampuan atletik yang menonjol dalam olahraga basket					
4	Gaya berkompetisi Michael Jordan menarik untuk disaksikan					
5	Michael Jordan menunjukkan rasa hormat terhadap lawannya dan pemain lainnya					

D. Celebrity Endorsement

No	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Saya cukup memahami Michael Jordan dengan baik					
2	Ketika Michael Jordan berperilaku tertentu, saya mengerti alasan di balik perilakunya					
3	Michael Jordan mengingatkan saya pada diri saya					

4	Saya ingin bercengkrama ramah dengan Michael Jordan					
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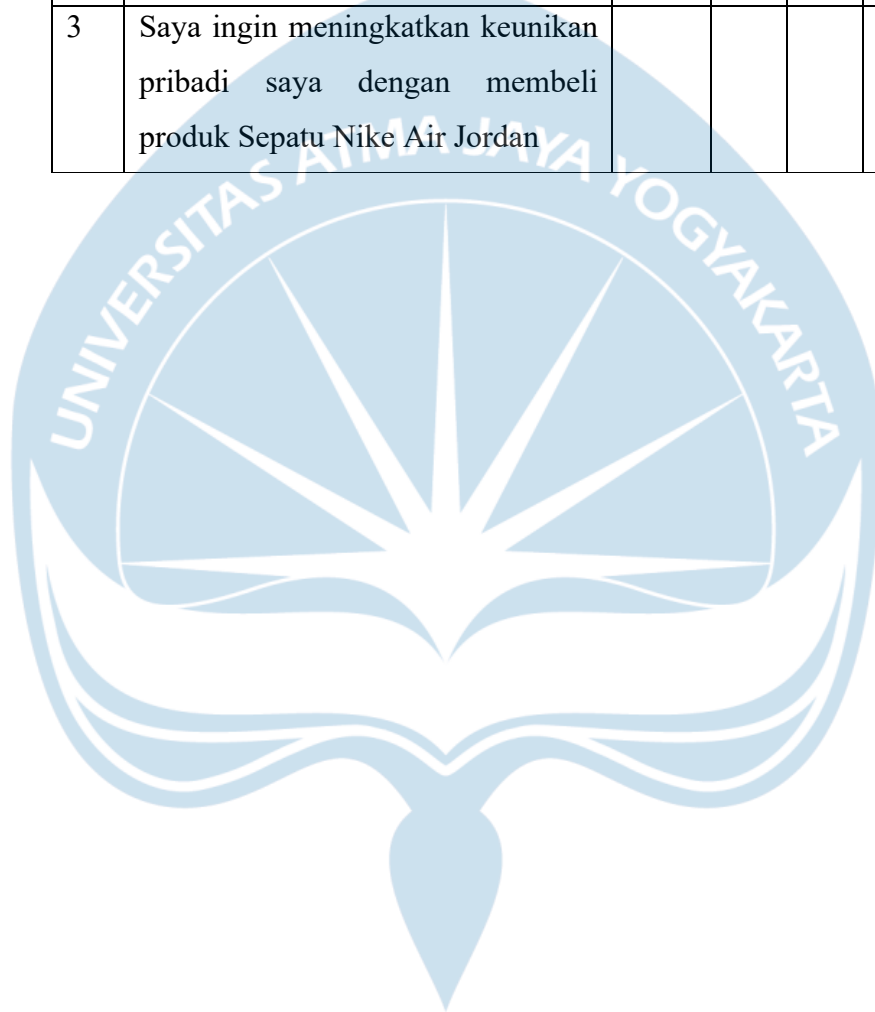
E. Brand Social Value

No	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Nike Air Jordan adalah merek yang diperuntukkan bagi kelas sosial yang tinggi					
2	Saya merasa puas saat menggunakan produk Nike Air Jordan					

F. Product Involvement

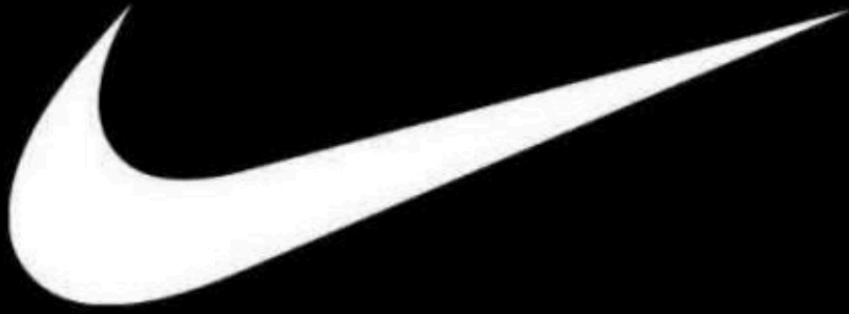
No	Pernyataan	Skala				
		STS	TS	N	S	SS
<i>Self-monitoring Attitude</i>						
1	Saya ingin menampilkan yang terbaik didepan umum dengan menggunakan sepatu Nike Air Jordan					
2	Saya Peduli dengan sikap saya didepan umum saat menggunakan sepatu Nike Air Jordan					
3	Saya sering mengubah gaya saya sesuai dengan tren terkini melalui sepatu Nike Air Jordan					
<i>Self-expression Attitude</i>						

1	Saya percaya bahwa sepatu Nike Air Jordan memiliki kualitas yang baik					
2	Sepatu Nike Air Jordan membuat saya lebih bangga dan percaya diri					
3	Saya ingin meningkatkan keunikan pribadi saya dengan membeli produk Sepatu Nike Air Jordan					





LAMPIRAN 3 KUISIONER DARING (GOOGLE FORM)



"Pengaruh Performa Atlet Dan Nilai Sosial Merek Pada Keterlibatan Produk : Peran Mediasi Dukungan Michael Jordan (Studi Empiris Terhadap Brand Nike Air Jordan)"

Kepada Responden Yth.

Perkenalkan saya Juan Maestro Fernandez S, Mahasiswa Program Studi Manajemen 2020, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian guna memenuhi tugas akhir berupa skripsi dengan judul "**Pengaruh Performa Atlet Dan Nilai Sosial Merek Pada Keterlibatan Produk : Peran Mediasi Dukungan Michael Jordan**".

Pengisian kuesioner ini kurang lebih membutuhkan waktu 5-10 menit. Seluruh Informasi serta jawaban yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan skripsi.

Besar harapan saya terhadap rekan-rekan untuk dapat membantu dalam pengisian kuesioner tersebut sebagai bagian dari penelitian ini. Atas ketersediaan dan waktu yang telah rekan-rekan luangkan, saya mengucapkan terima kasih.

Hormat saya,

Juan Maestro Fernandez S

maestrosamosir@gmail.com [Ganti akun](#)



Tidak dibagikan

Kriteria Kuesioner

Apakah anda mengetahui atlet basket Michael Jordan? *

- Ya
- Tidak

Kriteria Kuesioner

Apakah anda pernah melakukan pembelian sepatu Nike Air Jordan minimal 1 kali * dalam 1 tahun terakhir?

- Ya
- Tidak

Kriteria Kuesioner

Apakah anda mengetahui brand sepatu Nike Air Jordan? *

- Ya
- Tidak

Kriteria Kuesioner



Deskripsi (opsional)

Harga pembelian sepatu Nike Air Jordan *

- < Rp. 1.000.000
- Rp. 1.000.000 - Rp. 2.000.000
- Rp. 2.000.000 - Rp. 5.000.000
- >Rp. 5.000.000

Tempat pembelian sepatu Nike Air Jordan *

- Nike Store
- Footlocker
- Senikersku.id
- Kick Avenue
- Lainnya...

Profil Responden

Jenis Kelamin *

- Pria
- Wanita

Usia *

- 15 - 20 Tahun
- 21 - 25 Tahun
- 26 - 30 Tahun
- > 30 Tahun

Pendapatan per bulan *

- < Rp. 1.500.000
- Rp. 1.500.000 - Rp. 5.000.000
- Rp. 5.000.000 - Rp. 10.000.000
- > Rp. 10.000.000

Status *

- Pelajar/Mahasiswa
- Wiraswasta
- Pegawai Negeri
- Atlet
- Yang lain: _____

Athlete performance

Instruksi menjawab:

1. Pada lembar ini terdapat beberapa pernyataan yang harus Anda isi dan diharapkan untuk dijawab seluruh pertanyaan yang ada dengan jujur dan sebenarnya.
2. Dalam menjawab pernyataan-pernyataan ini, tidak ada jawaban yang salah maupun benar. Oleh sebab itu, usahakanlah agar tidak ada jawaban yang dikosongkan.
3. Silahkan Anda pilih jawaban yang menurut Anda paling sesuai dengan kondisi yang ada dengan jalan memilih opsi pada pilihan jawaban yang tersedia.
4. Keterangan :

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Michael Jordan adalah pemain yang mendominasi dalam olahraga basket *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Michael Jordan tampak sangat berpengetahuan dalam olahraga basket *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Michael Jordan memiliki kemampuan atletik yang menonjol dalam olahraga basket *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Celebrity Endorsement

Saya cukup memahami Michael Jordan dengan baik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Ketika Michael Jordan berperilaku tertentu, saya mengerti alasan di balik perilakunya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Michael Jordan mengingatkan saya pada diri saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya ingin bercengkrama ramah dengan Michael Jordan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Brand social value

Nike Air Jordan adalah merek yang diperuntukkan bagi kelas sosial yang tinggi *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa puas saat menggunakan produk Nike Air Jordan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Product involvement

Self-monitoring Attitude

Pada bagian ini responden menjawab pertanyaan terkait variabel Product Involvement yang mengacu pada bagaimana responden melihat diri sendiri

Saya ingin menampilkan yang terbaik didepan umum dengan menggunakan sepatu Nike Air Jordan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya Peduli dengan sikap saya didepan umum saat menggunakan sepatu Nike Air Jordan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya sering mengubah gaya saya sesuai dengan tren terkini melalui sepatu Nike Air Jordan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Self-expression Attitude

Responden menjawab berdasarkan bagaimana mengekspresikan diri didepan umum atau publik.

Saya percaya bahwa sepatu Nike Air Jordan memiliki kualitas yang baik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Sepatu Nike Air Jordan membuat saya lebih bangga dan percaya diri *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya ingin meningkatkan keunikan pribadi saya dengan membeli produk Sepatu Nike Air Jordan

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju



LAMPIRAN 4 HASIL PENGISIAN KUESIONER DARING (GOOGLE FORM)

Cap waktu	Apakah anda mengetahui atlet basket Michael Jordan?	Apakah anda mengetahui brand sepatu Nike Air Jordan?	Apakah anda pernah melakukan pembelian sepatu Nike Air Jordan minimal 1 kali dalam 1 tahun terakhir?	Harga pembelian sepatu Nike Air Jordan	Tempat pembelian sepatu Nike Air Jordan	Jenis Kelamin	Usia	Pendapatan per bulan
2024/09/04 3:20:06 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	KIck Avenue	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 3:23:10 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04	Ya	Ya	Ya	Rp.	Footlocker	Pria	15 -	Rp.

3:25:40 PM GMT+7				1.000.000 - Rp. 2.000.000			20 Tahun	1.500.000 - Rp. 5.000.000
2024/09/04 3:28:08 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	KIck Avenue	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 3:30:39 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 3:32:32 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Nike Store	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 3:35:15 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 3:37:22 PM	Ya	Ya	Ya	Rp. 2.000.000 -	Senikersku.id	Pria	26 - 30	Rp. 5.000.000 -

GMT+7				Rp. 5.000.000			Tahun	Rp. 10.000.000
2024/09/04 3:39:12 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 3:41:23 PM GMT+7	Ya	Ya	Ya	Rp. 1.000.000 - Rp. 2.000.000	Senikersku.id	Wanita	15 - 20 Tahun	< Rp. 1.500.000
2024/09/04 4:03:23 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	KIck Avenue	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 4:05:28 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Wanita	15 - 20 Tahun	< Rp. 1.500.000
2024/09/04	Ya	Ya	Ya	Rp.	Footlocker	Wanita	15 -	Rp.

4:07:06 PM GMT+7				2.000.000 - Rp. 5.000.000			20 Tahun	1.500.000 - Rp. 5.000.000
2024/09/04 4:08:33 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	KIck Avenue	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 4:11:16 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	USA	Pria	> 30 Tahun	> Rp. 10.000.000
2024/09/04 4:14:01 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 4:15:51 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04	Ya	Ya	Ya	Rp.	Consignment	Pria	15 -	< Rp.

4:17:57 PM GMT+7				1.000.000 - Rp. 2.000.000	Store		20 Tahun	1.500.000
2024/09/04 4:19:42 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	KIck Avenue	Wanita	26 - 30 Tahun	> Rp. 10.000.000
2024/09/04 4:21:45 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 4:23:50 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 4:28:56 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04	Ya	Ya	Ya	Rp.	Nike Store	Wanita	> 30	Rp.

4:30:54 PM GMT+7				2.000.000 - Rp. 5.000.000			Tahun	5.000.000 - Rp. 10.000.000
2024/09/04 4:34:09 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 4:36:45 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	True OG Kicks	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 4:39:38 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 4:41:36 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04	Ya	Ya	Ya	>Rp.	Kick Avenue	Wanita	21 -	Rp.

4:44:07 PM GMT+7				5.000.000			25 Tahun	1.500.000 - Rp. 5.000.000
2024/09/04 4:45:44 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 4:47:37 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Wanita	26 - 30 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 4:57:27 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Kick Avenue	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
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2024/09/04	Ya	Ya	Ya	Rp.	Footlocker	Wanita	15 -	Rp.

5:02:04 PM GMT+7				2.000.000 - Rp. 5.000.000			20 Tahun	1.500.000 - Rp. 5.000.000
2024/09/04 5:03:43 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 5:05:31 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 5:06:59 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Wanita	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 5:08:20 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04	Ya	Ya	Ya	Rp.	Kick Avenue	Pria	26 -	> Rp.

5:10:24 PM GMT+7				1.000.000 - Rp. 2.000.000			30 Tahun	10.000.000
2024/09/04 5:11:49 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Wanita	15 - 20 Tahun	< Rp. 1.500.000
2024/09/04 5:13:35 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Wanita	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 5:19:34 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 5:21:24 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04	Ya	Ya	Ya	Rp.	Kick Avenue	Wanita	15 -	Rp.

5:23:29 PM GMT+7				2.000.000 - Rp. 5.000.000			20 Tahun	1.500.000 - Rp. 5.000.000
2024/09/04 5:26:02 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 5:28:14 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Kick Avenue	Wanita	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
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2024/09/04 5:31:20 PM GMT+7	Ya	Ya	Ya	Rp. 1.000.000 - Rp. 2.000.000	Nike Store	Pria	15 - 20 Tahun	< Rp. 1.500.000

2024/09/04 5:33:34 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 5:35:12 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Jepang	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 5:36:37 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 5:47:43 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 5:49:18 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	26 - 30 Tahun	> Rp. 10.000.000

2024/09/04 5:50:47 PM GMT+7	Ya	Ya	Ya	Rp. 1.000.000 - Rp. 2.000.000	Nike Store	Wanita	26 - 30 Tahun	> Rp. 10.000.000
2024/09/04 5:52:23 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Wanita	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
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				2.000.000				5.000.000
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2024/09/04 5:59:30 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 6:01:42 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 6:03:09 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 6:04:47 PM	Ya	Ya	Ya	Rp. 2.000.000 -	Footlocker	Pria	21 - 25	Rp. 1.500.000 -

GMT+7				Rp. 5.000.000			Tahun	Rp. 5.000.000
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2024/09/04 6:16:19 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Nike Europe	Pria	26 - 30 Tahun	> Rp. 10.000.000
2024/09/04 6:17:56 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 6:20:17 PM	Ya	Ya	Ya	Rp. 2.000.000 -	Senikersku.id	Wanita	15 - 20	Rp. 1.500.000 -

GMT+7				Rp. 5.000.000			Tahun	Rp. 5.000.000
2024/09/04 6:21:42 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 6:23:21 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 6:24:44 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/04 6:26:37 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04	Ya	Ya	Ya	>Rp.	Senikersku.id	Pria	21 -	> Rp.

6:28:17 PM GMT+7				5.000.000			25 Tahun	10.000.000
2024/09/04 6:30:05 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 6:31:53 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Kick Avenue	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 6:33:44 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 6:35:19 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04	Ya	Ya	Ya	>Rp.	Kick Avenue	Wanita	26 -	Rp.

6:36:59 PM GMT+7				5.000.000			30 Tahun	5.000.000 - Rp. 10.000.000
2024/09/04 6:38:43 PM GMT+7	Ya	Ya	Ya	Rp. 1.000.000 - Rp. 2.000.000	Nike Europe	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 6:40:47 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	26 - 30 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 6:42:13 PM GMT+7	Ya	Ya	Ya	Rp. 1.000.000 - Rp. 2.000.000	Nike Store	Wanita	26 - 30 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 9:03:43 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000

2024/09/04 9:05:20 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Kick Avenue	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 9:07:44 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/04 9:09:39 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 9:11:50 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
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2024/09/04 9:21:58 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 9:23:16 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 9:24:44 PM	Ya	Ya	Ya	Rp. 2.000.000 -	Kick Avenue	Pria	21 - 25	Rp. 5.000.000 -

GMT+7				Rp. 5.000.000			Tahun	Rp. 10.000.000
2024/09/04 9:25:47 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Wanita	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
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2024/09/04 9:28:16 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	15 - 20 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/04 9:29:32 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	26 - 30 Tahun	> Rp. 10.000.000
2024/09/04	Ya	Ya	Ya	Rp.	Nike Store	Pria	21 -	Rp.

9:30:48 PM GMT+7				Rp. 2.000.000 - 5.000.000			25 Tahun	Rp. 5.000.000 - 10.000.000
2024/09/04 9:32:12 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - 5.000.000	Kick Avenue	Wanita	21 - 25 Tahun	Rp. 5.000.000 - 10.000.000
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2024/09/04 9:36:58 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - 5.000.000	Nike Store	Wanita	26 - 30 Tahun	> Rp. 10.000.000

2024/09/04 9:38:09 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
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2024/09/04 9:42:18 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 6:50:09 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp.	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 1.500.000 - Rp.

				5.000.000				5.000.000
2024/09/05 6:51:34 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
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2024/09/05 6:59:23 PM	Ya	Ya	Ya	Rp. 2.000.000 -	Senikersku.id	Wanita	15 - 20	< Rp. 1.500.000

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2024/09/05 7:03:32 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 7:05:03 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	> Rp. 10.000.000
2024/09/05 7:06:35 PM	Ya	Ya	Ya	Rp. 2.000.000 -	Footlocker	Pria	15 - 20	Rp. 5.000.000 -

GMT+7				Rp. 5.000.000			Tahun	Rp. 10.000.000
2024/09/05 7:08:13 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	26 - 30 Tahun	> Rp. 10.000.000
2024/09/05 7:09:47 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 7:11:27 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/05 7:12:54 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Nike Store	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 7:14:29 PM	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25	Rp. 1.500.000 -

GMT+7							Tahun	Rp. 5.000.000
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2024/09/05 7:36:03 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	15 - 20 Tahun	< Rp. 1.500.000
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2024/09/05 7:39:15 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/05 7:40:32 PM	Ya	Ya	Ya	Rp. 2.000.000 -	Senikersku.id	Pria	21 - 25	Rp. 5.000.000 -

GMT+7				Rp. 5.000.000			Tahun	Rp. 10.000.000
2024/09/05 7:43:06 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Home court official	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 7:44:30 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/05 7:45:35 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/05 7:46:48 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05	Ya	Ya	Ya	>Rp.	Kick Avenue	Wanita	21 -	Rp.

7:47:56 PM GMT+7				5.000.000			25 Tahun	5.000.000 - Rp. 10.000.000
2024/09/05 7:49:19 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	26 - 30 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 7:51:06 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
2024/09/05 7:52:24 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
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2024/09/05 7:55:08 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	26 - 30 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 7:56:30 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	15 - 20 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 7:58:00 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 7:59:26 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:00:43 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp.	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 1.500.000 - Rp.

				5.000.000				5.000.000
2024/09/05 8:02:00 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Nike Store	Wanita	15 - 20 Tahun	Rp. 1.500.000 - Rp. 5.000.000
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2024/09/05 8:05:26 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	15 - 20 Tahun	< Rp. 1.500.000
2024/09/05 8:06:42 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:08:21 PM	Ya	Ya	Ya	Rp. 2.000.000 -	Senikersku.id	Pria	21 - 25	Rp. 5.000.000 -

GMT+7				Rp. 5.000.000			Tahun	Rp. 10.000.000
2024/09/05 8:09:27 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:10:46 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	26 - 30 Tahun	> Rp. 10.000.000
2024/09/05 8:12:01 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:13:20 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	26 - 30 Tahun	> Rp. 10.000.000
2024/09/05 8:14:48 PM	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Wanita	21 - 25	> Rp. 10.000.000

GMT+7							Tahun	
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2024/09/05 8:17:12 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Wanita	15 - 20 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:19:47 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:20:59 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
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2024/09/05 8:24:59 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
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GMT+7							Tahun	Rp. 10.000.000
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2024/09/05 8:33:16 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:34:43 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:36:05 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05	Ya	Ya	Ya	Rp.	Footlocker	Wanita	15 -	Rp.

8:38:02 PM GMT+7				2.000.000 - Rp. 5.000.000			20 Tahun	1.500.000 - Rp. 5.000.000
2024/09/05 8:39:12 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Nike Store	Pria	15 - 20 Tahun	< Rp. 1.500.000
2024/09/05 8:40:48 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Wanita	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:42:04 PM GMT+7	Ya	Ya	Ya	Rp. 2.000.000 - Rp. 5.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
2024/09/05 8:43:23 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Senikersku.id	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000

2024/09/05 8:44:44 PM GMT+7	Ya	Ya	Ya	Rp. 1.000.000 - Rp. 2.000.000	Footlocker	Pria	21 - 25 Tahun	Rp. 1.500.000 - Rp. 5.000.000
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2024/09/05 8:50:42 PM GMT+7	Ya	Ya	Ya	>Rp. 5.000.000	Kick Avenue	Pria	21 - 25 Tahun	Rp. 5.000.000 - Rp. 10.000.000
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				5.000.000				10.000.000
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GMT+7				Rp. 5.000.000			Tahun	
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GMT+7				Rp. 5.000.000			Tahun	Rp. 10.000.000
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2024/09/05	Ya	Ya	Ya	Rp.	Nike Store	Pria	21 -	Rp.

9:11:16 PM GMT+7				Rp. 2.000.000 - 5.000.000			25 Tahun	Rp. 5.000.000 - 10.000.000
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LAMPIRAN 5 HASIL OLAH DATA SMART-PLS

Nilai *Mean*, *Min*, dan *Max*

Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
AP1	1	MET	0	3.760	4.000	2.000	5.000	2.000	5.000	0.757	-0.461	-0.056	0.000
AP2	2	MET	0	3.840	4.000	2.000	5.000	2.000	5.000	0.764	-0.511	-0.125	0.000
AP3	3	MET	0	3.760	4.000	2.000	5.000	2.000	5.000	0.695	-0.353	0.003	0.000
AP4	4	MET	0	3.660	4.000	2.000	5.000	2.000	5.000	0.724	-0.520	0.223	0.000
AP5	5	MET	0	3.700	4.000	2.000	5.000	2.000	5.000	0.748	-0.637	0.195	0.000
BS1	6	MET	0	3.475	3.000	2.000	5.000	2.000	5.000	0.793	-0.405	0.204	0.000
BS2	7	MET	0	3.400	3.000	1.000	5.000	1.000	5.000	0.755	0.382	-0.042	0.000
CE1	8	MET	0	3.450	3.000	1.000	5.000	1.000	5.000	0.859	-0.212	-0.106	0.000
CE2	9	MET	0	3.425	3.000	1.000	5.000	1.000	5.000	0.815	-0.206	0.077	0.000
CE3	10	MET	0	3.540	4.000	1.000	5.000	1.000	5.000	0.793	-0.093	-0.132	0.000
CE4	11	MET	0	3.445	3.000	1.000	5.000	1.000	5.000	0.829	-0.078	-0.195	0.000
PI1	12	MET	0	3.590	4.000	2.000	5.000	2.000	5.000	0.763	-0.351	-0.035	0.000
PI2	13	MET	0	3.545	4.000	2.000	5.000	2.000	5.000	0.760	-0.347	0.019	0.000
PI3	14	MET	0	3.480	4.000	2.000	5.000	2.000	5.000	0.800	-0.463	-0.141	0.000
PI4	15	MET	0	3.485	3.000	2.000	5.000	2.000	5.000	0.831	-0.539	0.048	0.000
PI5	16	MET	0	3.570	4.000	2.000	5.000	2.000	5.000	0.791	-0.397	-0.110	0.000
PI6	17	MET	0	3.605	4.000	2.000	5.000	2.000	5.000	0.741	-0.259	-0.106	0.000

Nilai *Outer Loadings*

Outer loadings - Matrix				
	Athlete Performance	Brand Social Value	Celebrity Endorsement	Product Involvement
AP1	0.853			
AP2	0.854			
AP3	0.829			
AP4	0.737			
AP5	0.817			
BS1		0.890		
BS2		0.912		
CE1			0.903	
CE2			0.856	
CE3			0.882	
CE4			0.876	
PI1				0.871
PI2				0.849
PI3				0.822
PI4				0.848
PI5				0.867
PI6				0.852

Nilai R-Square

R-square - Overview		
	R-square	R-square adjusted
Celebrity Endorsement	0.253	0.245
Product Involvement	0.704	0.700

Nilai F-Square

f-square - Matrix				
	Athlete Performance	Brand Social Value	Celebrity Endorsement	Product Involvement
Athlete Performance			0.087	0.070
Brand Social Value			0.119	0.046
Celebrity Endorsement				1.194

Nilai *Construct Reliability dan Validity*

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Athlete Performance	0.877	0.884	0.911	0.671
Brand Social Value	0.770	0.776	0.897	0.813
Celebrity Endorsement	0.902	0.902	0.932	0.773
Product Involvement	0.924	0.925	0.941	0.725

Nilai *Discriminant Validity Fornell-Larcker*

	Athlete Performance	Brand Social Value	Celebrity Endorsement	Product Involvement
Athlete Performance				
Brand Social Value	0.475			
Celebrity Endorsement	0.452	0.518		
Product Involvement	0.544	0.586	0.888	

Nilai Diskriminan *Validity (Cross Loading)*

Discriminant validity - Cross loadings				
	Athlete Performance	Brand Social Value	Celebrity Endorsement	Product Involvement
AP1	0.853	0.247	0.339	0.416
AP2	0.854	0.427	0.356	0.437
AP3	0.829	0.313	0.363	0.424
AP4	0.737	0.224	0.285	0.324
AP5	0.817	0.377	0.305	0.407
BS1	0.392	0.890	0.360	0.430
BS2	0.319	0.912	0.419	0.461
CE1	0.368	0.397	0.903	0.721
CE2	0.367	0.370	0.856	0.731
CE3	0.379	0.388	0.882	0.691
CE4	0.307	0.368	0.876	0.708
PI1	0.444	0.418	0.689	0.871
PI2	0.411	0.429	0.672	0.849
PI3	0.391	0.452	0.674	0.822
PI4	0.441	0.441	0.719	0.848
PI5	0.425	0.387	0.714	0.867
PI6	0.405	0.404	0.673	0.852

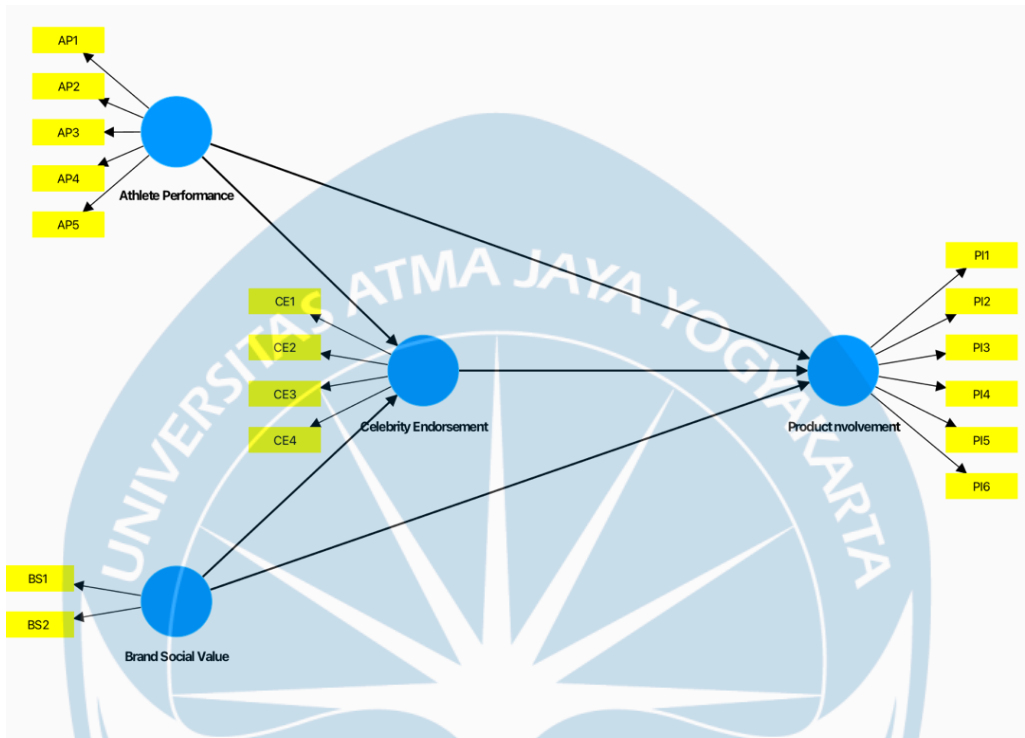
Nilai *Path Coefficient*

Path coefficients - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Athlete Performance -> Celebrity Endorsement	0.277	0.281	0.073	3.796	0.000
Athlete Performance -> Product Involvement	0.163	0.158	0.069	2.358	0.018
Brand Social Value -> Celebrity Endorsement	0.325	0.326	0.070	4.647	0.000
Brand Social Value -> Product Involvement	0.134	0.126	0.062	2.155	0.031
Celebrity Endorsement -> Product Involvement	0.688	0.698	0.101	6.782	0.000

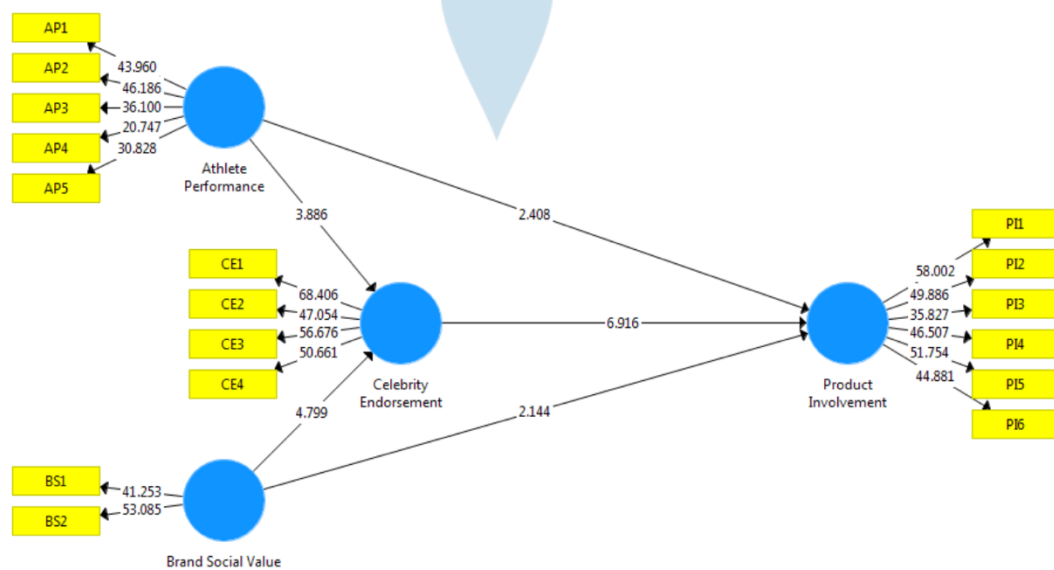


LAMPIRAN 6 STRUKTUR KERANGKA SEM-PLS

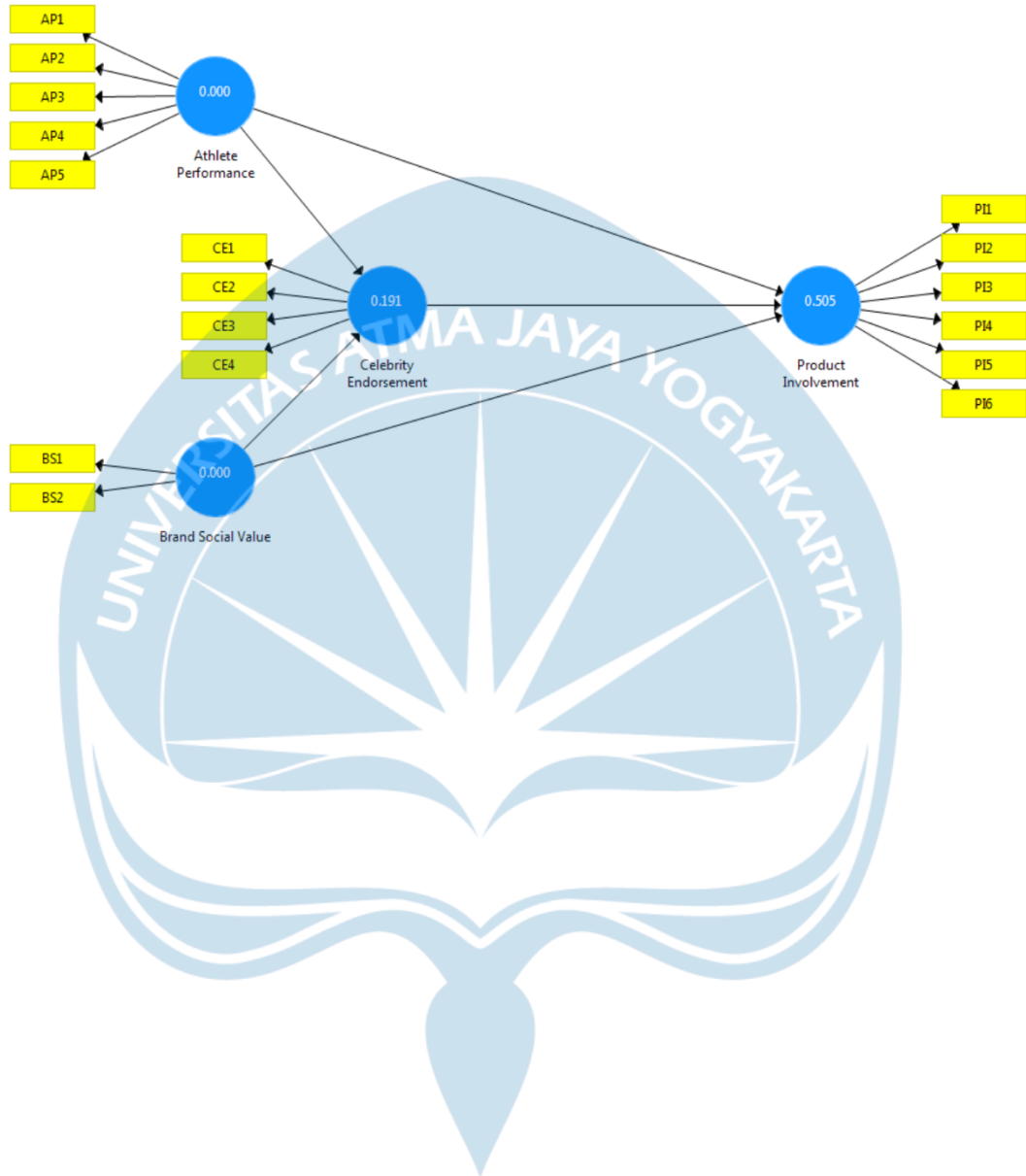
Struktur Awal Penelitian



Struktur Calculation PLS Alogarithm



Struktur Calculation PLS Boostraping





LAMPIRAN 7 JURNAL ACUAN

Impact of athlete performance and brand social value on product involvement: a mediation role of celebrity endorsement in social media

Celebrity athlete endorsement

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Abstract

Purpose – Nowadays, star athletes are global brand personalities. The increased popularity of the professional sport has contributed to elevating exceptional athletes to international star status. This empirical study aims to assess the impact of athlete performance and brand social value on product involvement with the mediation effect of celebrity athlete endorsement.

Design/methodology/approach – A quantitative survey was conducted with 399 Chinese participants. PLS-SEM is adopted to examine the associated paths and the mediating effect of celebrity endorsement.

Findings – The results demonstrate the significant impact of athlete performance and brand social value on product involvement. Celebrity endorsement partially mediates the effects of athlete performance and brand social value on product involvement.

Originality/value – This study extends understanding of celebrity athlete endorsement and provides insight into the strategic implications for Chinese social media-based marketing initiatives in the context of the recent Olympic Game in Tokyo 2021.

Keywords Athlete performance, Brand social value, Celebrity endorsement, Product involvement, Social media

Paper type Research paper

Introduction

The commercialisation of sport is not a recent phenomenon and can be charted back to the mid-nineteenth century (Vamplew, 2021). What is rather new, and provides the context for this research, is the increasing importance placed by business and the media on sporting celebrities and the role they play as social influencers on consumers product and lifestyle choices. Today's celebrities can amass significant numbers of fans based on performances at major sporting events or occasions with numbers inflated through social media platforms which give followers "voyeuristic" access into the private lives of those sporting celebrities (Peck, 2017). Such is today's society where "pop culture" merges with the commercialisation of sport, media scrutiny intensifies as do the fans adulation and the financial rewards (Arai *et al.*, 2013; Peck, 2017). Star athletes are considered effective multi-textual and multi-platform promotional entities (Abeza *et al.*, 2017) who play complex and varied roles as professional athletes, brand endorsers,



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entertainers, marketable commodities, role models and/or even political figures (Andrews and Jackson, 2001). By combining roles, celebrity athletes can lend their own self-constructed and carefully managed brand to project onto endorsed products, transferring perceived quality or "symbolic properties associated to the celebrity to fan/follower perceptions. Celebrity endorsement has been a feature of branding and advertising for years but has arguably gained more traction with the advent of social media which has become a more effective channel for marketers and corporate sponsors to promote their brands and products and for celebrities to find their "authentic voice" (Kunkel *et al.*, 2019). Leveraging on the outstanding on-field performance and distinct lifestyles of sporting celebrities (Anon, 2021) has proved particularly lucrative for businesses and has also brought a relatability of those celebrities among fans and followers. Previous studies on athlete product endorsements have focused on the West and on high-profile and high-paid celebrities, such as Cristiano Ronaldo, Serena Williams and Roger Federer, examining relationships with fans, international brand association and influence on consumer behaviour. However, none of these celebrities are Olympic athletes. In practice, their endorsement do not necessarily characterise a nation's sport, but are spokespeople for a global brand (e.g. Nike and Adidas) or portraying their own image. Such endorsement is mainly advertisement-oriented, while Chinese athletes represent Chinese national sport, embodying the national spirit and promoting Chinese local brands in the market. From the Chinese consumer and corporate perspectives, the endorsement impact from a Chinese Olympic medallist is more efficient and patriotic, compared with that of a global brand star (e.g. Tiger Woods). In addition, the platforms focus of this celebrity endorsement in previous studies are either through traditional medial channels (e.g. TV, magazine, newspaper) or with Western social medias, such as, Twitter, Instagram and Facebook. While WeiBo (Nasdaq: WB) is the biggest social media platform in China with 523 million active monthly users. It has become the most economical and practical social advertisement network in China. Furthermore, there has been limited research on Chinese relatively low-profile national sporting celebrities and their relationship with Chinese emerging local brands and product endorsements and Chinese social media platforms. This study attempts to examine the associated impacts of athlete performance and brand social value on product involvement with the mediation role of sporting celebrity endorsement, addressing an identified gap in the literature. The study consolidates existing literature in the area of product involvement and advances research in the area of social media and Chinese sporting celebrities. The contribution of the research is underlined and in the context of the recent Olympic Game in Tokyo 2021, which received substantial media attention both in China and across the globe, highlighting celebrity product involvement in sport and non-sport-related products and services.

Literature review

Product involvement

The involvement construct originates from the discipline of psychology (Bian and Moutinho, 2011) and is defined as the state of ego-central association that occurs "when an issue or object is stimulated to the unique set of attitudes and values that comprise an individual's self-concept" (Warrington and Shim, 2000, p. 763). Product involvement is theoretically analogous to the concept of ego involvement and reflects the perceived connection between consumers and products or services. Such connection occurs when a product category is related to personal centrally held value and self-concept (Houston and Rothschild, 1978). Product involvement is categorised as situational or enduring based on persistence (Warrington and Shim, 2000). Situational involvement refers to a relatively short-term degree of interest in a product or consumption, such as an item usage or purchase behaviour. Enduring involvement reflects a person's ongoing interest or individual-oriented value to a brand or product category. Most studies in marketing focus on situational involvement, such

as purchase behaviour or consumption. This study, in contrast, investigates enduring aspects and examines consumers' inherent need, interest and value towards an endorsed brand, product or service. Possessing an item does not always fulfill the perceived product involvement, and situational involvement could be temporary or may gradually fade away after the item is acquired or utilised. Most organizations or brands endeavour to build a more sustainable interaction with consumers through long-term strategic planning.

Product involvement partially overlapped with self-congruency in interaction and image, as both theories deal with self-relevant information. In this study, self-congruency is adopted as a context only, while product involvement is the main focus due to the following two reasons: (1) The primary hypothesis of self-congruency is that "consumers tend to select products, services or brands that correspond to their self-concept" (Xue, 2008, p. 86). The relationship is between the product and the individual; there is no celebrity endorsement effect involved and the product could be a commercial item (e.g. apparel, smartphones, automobiles, etc. While the product mentioned in this study is endorsed item. (2) Most research on self-congruency aim to predict purchase intention or purchase behaviour. This study examines the impact of brand social value and athletic performance on endurance-oriented product involvement. The endorsed meaning transferring process (see Meaning Movement and Endorsement Process Model in Theoretical Model Section) is more valued in terms of emotional attachment, rather than general affective phenomena (e.g. possession or consumption). Self-congruity provides understanding of integrated cognitive reference and can be divided into two components (Zinkhan and Hong, 1991): actual self-concept and ideal self-concept. The former reflects "an individual's perception of how he/she actually is, whereas the latter implies "the perception of how he/she would like to be" (Gecas, 1982, p. 80). Product involvement has three dimensions: self-expression (Bian and Forsythe, 2012), self-monitoring (Gangestad and Snyder, 2000) and self-presentation (Czellar, 2006). With self-expression, consumers attempt to display individual identity, beliefs and underlying values through endorsed products or brands. Individuals may intuitively seek to convey their expression according to their idol's image or be inspired by celebrity athletes' characteristics. Through celebrity athlete endorsement, self-expression is emotionally embedded into product involvement, even with non-sport-related items, such as Apps and services. With the self-monitoring dimension, the individual controls and monitors their expressive behaviour to present the desired self-image or adopt their social appearance accordingly. From a psychological perspective, consumers with a self-monitoring attitude often regulate their behavior to fit their likable celebrity athlete's style, such as following celebrity's fashion style or even imitating their image. The product involvement could be dramatically enhanced through celebrity athlete endorsement as fans may replicate the idol's characteristic or image into their social behaviour. Thomlinson *et al.* (1991) stated that individuals with high self-monitoring attitudes act appropriately, such as knowing what to do or what to say in various situations and with different people. While endorsed by celebrity athletes, fans may perceive their hero's style as the most appropriate way, especially when celebrity athletes represent the country and gain great honour in global game competitions (e.g. Olympic). Individuals may nationally feel more patriotic and impressively proud of their heroes and stars, thus favouring a specific social image or standing while involved more with the endorsed brand or product.

The dimension of self-presentation is not embedded into self-congruency and excluded from this research as self-presentation is situational-based involvement. It often includes a collaborative environment where individuals intend to influence others through their strengthened self-image and uniqueness (Czellar, 2006). This paper investigates endurance-based involvement (rather than situational involvement) and emphasises the perceived immersion of an endorsed product. It does not focus on the influential effect of a consumer (or fan)'s self-image on other people's perception and behaviour.

APJBA

Athlete performance

As professional sports has developed more commercialized Arai *et al.* (2013) and star athletes are becoming increasingly considered popular cultural identities (Gilchrist, 2005), drawing attention from media and corporate sponsors. The development of professional sport primarily derives from athletic performance that refers to the “athletes” performance-related features, including athletic expertise, rivalry, competition style, and sportsmanship’ (Arai *et al.*, 2013). Athletic expertise indicates an athlete’s achievement and sport capabilities, such as winning competition, professional skills, experience and performance proficiency. Braunstein and Zhang (2005) describe athletic expertise in their study of star power as “the most significant factor in making athletes recognizable in a target market” (p. 249). Victory is the primary criterion in professional recognition and commercial value creation. Corporate sponsors typically value the champion status and the unique characteristics of specific high-profile athletes and make them star-worthy celebrities. Rivalry illustrates a player’s competitive relationship with its opponents and plays a relatively minor role in athlete’s profile recognition as such recognition is set on the opponent’s status. Sportsmanship, which implies athletes’ virtuous behavior in play (Sessions, 2004). It embraces spirits and virtues that fans emotionally associate with their celebrities and interprets into symbolic endorsements of corporate brands. In addition to individual athletic expertise, competition-style can typically reflect the team’s performance philosophy, such as how the team scores up in a match and the particular trait ascribed to a team’s play. Although previous studies investigated the effect of athletes’ performance, most focused on purchase intention, advertisement, sales or stock returns of sports companies. This research contributes to the existing literature by investigating athlete performance and its relationship to influencing a fan’s perception or behaviour and hence:

H1. Athlete performance positively influences product involvement.

Brand social value

Perceived brand values tend to create a favourable social image that triggers consumers’ motives for product involvement or purchase intention (Wiedmann *et al.*, 2007). Nowadays, star athletes draw more attention from social media and corporate sponsors for sport or non-sport-related products and advertisements. Certain well-known Western athletes have developed their own brands and marketed themselves or their team as a trademark, for instance, Danica Patrick has established her “sexy” brand image in the male-dominated auto racing market (Hart, 2010). Annika Sorenstam, a former professional golf player, founded her own brand “ANNIKA” which includes ANNIKA apparel, ANNIKA Academy (golf course) and ANNIKA Wine label (Arai *et al.*, 2013). Most celebrity athletes are paid endorsers who act as corporate spokesmen and promote products or services via their personal social media channels or accounts. Individually and collectively, these celebrity athletes could dramatically enhance brand recognition and increase advertising messages’ recall among consumers. Fuller *et al.* (2012) identified three dimensions of brand social value: social value, emotional value and utilitarian value. Utilitarian value refers to the outcome of a satisfied purchase or service received (e.g. exchange or refund), and the specific pre-requisite of utilitarian value is purchase behaviour. Product involvement reflects the perceived connection between consumers and products, which may not imply product possession or consumption. Thus, this utilitarian-oriented value dimension is excluded, and social value and emotional value remain in this study.

Social value refers to a consumers’ desire for specific brands that may demonstrate their status and wealth and seek their targeted social position (Tsai, 2005). Well-known brands are embedded with the potential benefits for consumers to attain recognition from others, achieve a sense of belonging to their social circle, arguably serving as a symbolic marker to

differentiate themselves (Seo and Buchanan-Oliver, 2015). The status-seeking consumers may purchase specific brands that they perceive a high quality and prestige to achieve the desired impression on others (O’Cass and Frost, 2002). Such selected images typically derive from luxury labels but could also transfer into a nation’s domestic trademark, especially a specific period of time. For instance, during Tokyo Olympic 2021, most Chinese citizens were proud to see the Chinese athletes using local branded items (e.g. ANTA or Li-Ning sportswear), presenting China’s national Olympic characteristics.

Emotional values focus on consumers’ personal-oriented perception of specific brands, such as their thoughts and feelings, excitement and self-respect (Ajitha and Sivakumar, 2017). Dubois and Laurent (1994) described emotional values as an essential trait of consumers’ hedonic perception toward certain brands and is often associated with individual fulfilment or intrinsic awareness. Around the Tokyo Olympic 2021, the entire Chinese market’s acceptance and engagement of celebrity athlete endorsed advertisements rose exponentially. Once the brand social value pairs with national spirit or sportsmanship, the emotional impact could be more efficient towards product involvement and hence:

H2. Brand social value positively influences product involvement

Celebrity endorsement

Most studies refer to McCracken’s (1989, p. 310) model and define celebrity endorsement as “a marketing communication tool that represents a person (e.g. endorser) who uses his/her public recognition and popularity in order to promote the consumption, use or sales of a product, service or brand”. In other words, celebrity endorsement is an integrated marketing approach founded on the association between two stakeholders, brands and celebrities/endorsers. The literature predominantly focuses on the celebrity and brand combination in an advertising context (To and Patrick, 2021) discussing the determining celebrity traits (e.g. attractiveness, expertise and trustworthiness) that address the effectiveness of celebrity endorsement (Schimmelpfennig and Hunt, 2020). However, it is perhaps equally as important to consider the effect of celebrity endorsement and the perception of a third party, consumers/fans, because the persuasive brand message reinforces the brand’s socio-psychological associations (Ambroise and Albert, 2020) and whose semantic significance are rooted in the mind of consumers. Considering more than two stakeholders couches McCracken’s (1989) definition as an over-simplification of a complex interactive process (Moraes et al., 2019) and overlooks the two-way perceived communication of celebrities – brands – consumers. Hence a celebrity-fan relationship-oriented perspective (i.e. parasocial relationship) is proposed in this study to extend the scope of research in the area of celebrity endorsement and consolidate the work of, amongst others, Saldanha et al. (2018) and Chung and Cho (2017).

Unlike the traditional approach of celebrity endorsement, more contemporary methods facilitate collaborative opportunities and empower sport fans to communicate with their idols in a more “fragmented” manner and through multi-lateral connections. Table 1 contrasts the traditional and contemporary approaches of celebrity endorsement (Ambroise and Albert, 2020). With the ability to reach a wider audience at a time, place and frequency convenient to fans, celebrity endorsements are adopting different social media platforms to engage in a real-time and direct one-to-one dialogue with fans.

In a more contemporary context, celebrities have the opportunity to convey their personal and unsensitized opinion of the brand/product, using more informal and emotional language in the advertising opportunities they engage with. Such “endorsements” can be perceived as more authentic by fans, who are able to experience a degree of intimacy with the celebrities (Aw and Labrecque, 2020), with companies also benefiting from such transparency, able to generate as much as 11 times higher rates of returns on investment than other forms of advertisement (Kirkpatrick et al., 2018).

		Approaches to celebrity endorsement	
		Traditional approach	Contemporary approach
Managerial practices		Primarily advertising	Applied to multiple marketing practices (brand naming, placement, viral communication, etc.)
The endorser's form of public recognition		Primarily based on reputation	Based on fame as well as on the intensity of visibility
The endorser's legitimacy		Based on intrinsic characteristics (social status, skills, expertise, etc.)	Based on "visibility" and endogenous criteria (photogenics, public interest)
The endorser's role		Simple "passive" brand representative	Active role in brand/entity offers and/or communication practices
Celebrity endorsement relationship		Explicit	Explicit and/or implicit

Table 1. Comparison of traditional and contemporary approaches of celebrity endorsement

Source(s): Ambroise, L. and Albert, N. (2020). Celebrity endorsement: Conceptual clarifications, critical 3 review, and future research perspectives. *Recherche et Applications En Marketing*, 35(2), p.112

Corporate sponsors are leveraging on celebrity athletes' appeal, likability and trustworthy persona to endorse their products and brands for advising purposes. There are two different ways of celebrity athlete endorsement: celebrity license and celebrity endorsement (Abeza *et al.*, 2017). The former is a long-term co-branding commitment between a brand and a celebrity, such as Cristiano Ronaldo and Nike. This commitment typically targets top and high-profiled global athletes only, and the endorsed brands are usually upper-ranked and sport-related. The other form is celebrity endorsement and applies to various marketing practices for both sport and non-sport-related products. This paper emphasizes the latter and investigates the mediation effect of celebrity endorsement on product involvement.

Celebrity endorsement refers to the relationship between celebrity and brand and/or product, and is widely adopted as a marketing strategy given. Consumer's attention could be captured through the perception that the positive traits being conveyed by the celebrity, and being transferred to the endorsed product or brand (Chung and Cho, 2017). However, it could be argued the effect of celebrity endorsement does not primarily rely on celebrity-product and/or brand association, but the fan-celebrity relationship (known as parasocial relationship). Horton and Wohl (1956) identified the intimate relationship between audiences and celebrities as a parasocial relationship which arose when "individuals are repeatedly exposed to a media person, and the individuals develop a sense of intimacy, perceived friendship, and identification with the celebrity" (Horton and Wohl, 1956, cited in Chung and Cho, 2017, p. 482). This additional layer of insight into the relationship between consumer and celebrity is primarily why this study adopts three key themes (intimacy, friendship and identification) of parasocial relationship as measurement dimension of celebrity endorsement. The rationale behind this approach was firstly, a parasocial relationship explains how and why fans perceive, understand and identify a particular celebrity athlete, with a fan-celebrity relationship more efficient in celebrity endorsement, when compared with celebrity-brand association. Secondly, it is less practical to directly measure celebrity endorsement, given the effect of celebrity endorsement is perceived by another party, namely the fans (individuals). Thirdly, in this study, celebrity endorsement is not just a variable, but also serves as a context, in which a sense of intimacy, connectedness, friendship and understanding are fostered between fans and their celebrity athlete via social media. Finally, scales of parasocial relationship have been adopted to address celebrity endorsement. Chung and Cho (2017) developed a conceptual framework to provide better understanding of the relationship between social media interactions and celebrity

endorsement. In their model, parasocial relationship (Horton and Wohl, 1956), source trustworthiness (Hovland and Weiss, 1951) and brand credibility (Erdem and Swait, 2004) are adopted to reflect celebrity endorsement.

Nowadays, social media is used as a “megaphone” to build a virtual community of fans (Ambrose and Albert, 2020). It enables fans to enrich their relationship with their favourite sports entities through personalised communications (Williams *et al.*, 2012), providing a platform where celebrity athletes can promote their own product lines and manage their public images (Hambrick and Mahoney, 2011), they can also endorse brands and products by real-time engagement or one-to-one live channel dialogue with fans. Celebrity athletes can conveniently interact with fans through various features and shorthand tools, such as “tag”, text, “share”, audio, photo and videos. Their personal life of off-field indiscretion (e.g. self-presented or well-thought-out photograph or simple outfit selfie) could play a critical role and create an enhanced impact on fans’ attitude towards the endorsed brand or product (Andrews and Jackson, 2001). The athlete’s personality, reputation and attractiveness could naturally convert into symbolic meaning that emotionally influences consumer perceived product involvement. Such perceived connection and quality are initially derived from athletes’ field performance and expertise, and hence:

H3. Celebrity endorsement mediates the relationship between athlete performance and product involvement.

The effectiveness of celebrity endorsement does not just depend on the celebrity characteristics such as professional achievement and physical attractiveness, but also on the brand’s social value. Corporate sponsors aim to increase the awareness and popularity of their brands and maximize business profit. They utilise star power and couple corporate image with athlete endorsers to influence consumers’ attitudes (Till and Busler, 2000). Through celebrity athletes’ reputation, trustworthiness and attractiveness, the corporate image or brand with the social value could generate significant commercial values. When sports fans perceive the trustworthiness and glamour of a particular star athlete, the perceived endorsement could be better accepted by consumers (Brison *et al.*, 2016). This connection naturally enriches the effectiveness of persuasive business communication (Cunningham and Bright, 2012), transferring the celebrity athlete’s personal qualities onto the endorsed brand and products.

In practice, corporate sponsors carefully select celebrity endorsers to ensure an appropriate match between the endorser’s persona and brand property or corporate image (Awobamise and Jarrar, 2018). The effectiveness of endorsement may vary if consumers do not perceive the similar brand social value from the athletes’ characteristics (Zoubi and Bataineh, 2011). Thus, sportswear brands always favour celebrity athletes, and beauty or skincare products prefer famous film or movie stars. In a certain context, celebrity endorsers could be a “universal” spokesman for most brands across different industries. For instance, during the Tokyo Olympics in 2021, almost every Chinese citizen become a fan of Chinese athletes and China team. Unlike well-known multi-national corporates (e.g. Nike, Adidas, Coca Cola, FIFA), most Chinese companies are local manufacturers that primarily promote their brands and services domestically. The county of origin dramatically connects the country image and individual national attachment. Country of origin is an extrinsic cue of brand evaluation, especially when product information is insufficient for consumers, providing assistance to consumers when evaluating certain products or brands. In the context of the Olympics, the synergy between Chinese domestic brand and Chinese gave rise to a wave of nationalism and pride. In such a patriotic-oriented context, the influence of celebrity endorsement could enhance the perceived social value of a national brand, and hence:

H4. Celebrity endorsement mediates the relationship between brand social value and product involvement.

Theoretical model

The existing literature has addressed various facets of celebrity product endorsement models, including source attractiveness model (McGuire, 1985), source credibility model (Hovland and Weiss, 1951), matchup hypothesis model (also called celebrity-product congruence) (Kamins, 1990; Hussain *et al.*, 2021) and elaboration likelihood model (Petty *et al.*, 1983). While McCracken's (1989) 3-stage meaning movement and endorsement process model (Figure 1) can serve as the theoretical basis for this study as the model emphasises the practice of transferring culturally acquired qualities of celebrities onto a product.

McCracken's (1989) framework is also called "Meaning Transfer Model" (MTM) where "celebrities carry a culturally constructed individualized meaning, such as status, class, gender, age, personality or lifestyle, and when they endorse a brand, they are, in fact, transferring a culturally acquired meaning onto a brand" (Abeza *et al.*, 2017, p. 12). The transferred meaning on to the brand is then expected to produce a favourable image of that brand in the mind of a consumer(s). The framework orients the examination of the juxtaposition of brands with endorser qualities (e.g. attractiveness, likeability and trustworthiness).

It should be noted however that McCracken's model (1989) was initially designed for traditional offline marketing advertisement and has yet been systematically tested in online social media channels. That said, Abeza *et al.* (2017) adopted this model in their study of the highest-paid athletes' product endorsement through self-controlled and self-presented social media communication on Twitter. In line with this study, the model considers a single influential direction, addressing how a unique sense transfers via endorsing a product to targeted consumers. It is a one-way flow stating how a product or brand is promoted via celebrity endorsement yet overlooked by how consumers perceive or react to such endorsed brands and products. Consumers constantly seek and evaluate congruency with their personal centrally held values and self-concept.

The celebrities mentioned in McCracken's (1989) research are traditional superstars, such as famous singers, film actors and/or comedians. Theoretically these superstars could endorse and promote any product or brand where the associated effect primarily relies on their popularity and social awareness. However, McCracken's framework may not comprehensively represent the circumstance in this study where Chinese Olympic medallists endorse national products and brands in the China market via China social media platforms. In addition, McCracken (1989) only investigated the culturally constructed meaning (endorsement) transfer to product with no other determinate involved, whereas in this study, besides celebrity endorsement this study examines the impact of athlete performance and brand social value to explain the celebrity endorsement intervention effect on product involvement. Aiming to take research forward and address identified gaps in the current literature, this study proposes an athlete celebrity endorsed framework for better understanding of the current celebrity athlete endorsement via Chinese social media platform (see Figure 2).

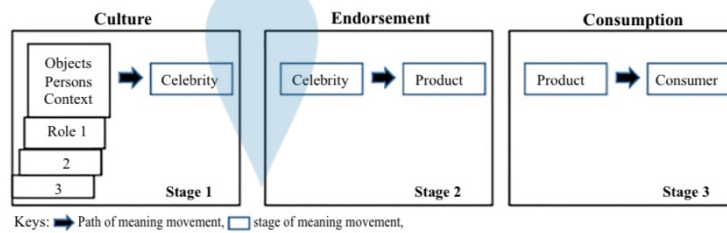
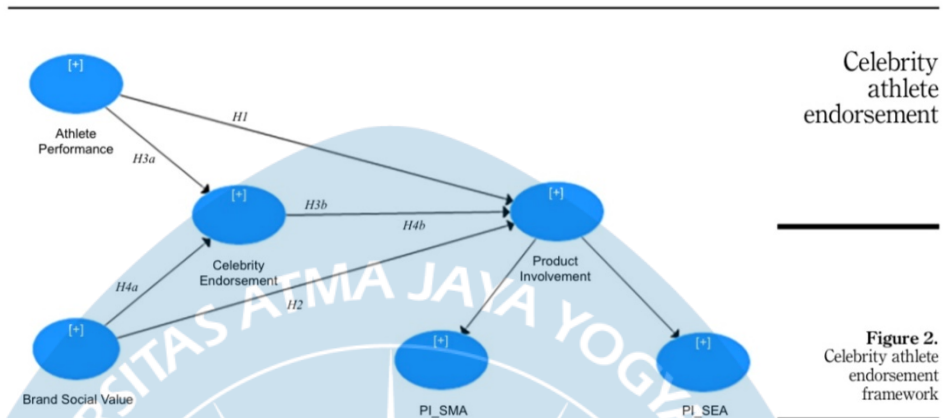


Figure 1.
McCracken's (1989)
meaning movement
and endorsement
process model



Celebrity athlete endorsement

Figure 2. Celebrity athlete endorsement framework

Methodology

The data collected in this study was conducted through the following stages: (1) pre-screening and identification of celebrity athletes; (2) verification of the celebrity athlete's official Weibo accounts; (3) joined of the fan committee and following each athletes Weibo account; (4) conduct an online survey in each athlete fan committee around the Tokyo Olympics in 2021. Unlike most high-profiled or high-paid global athlete celebrities in Western countries, most Chinese athletes stars are well-known by the Chinese public but not recorded or ranked in the Forbes list [1]. These celebrity athletes are officially employed as professional athletes under the China national sports authority. Endorsement income is their occasional or side revenue stream. Most of the athletes are famous in China, including Olympic medallists, champions of national tournaments and reputable coaches. The athletes expertise resides in ten types of sport, and their excellent achievements generate unique celebrity status and social identification. The types of sport fall into the categories where the China Team excels and includes table tennis, diving, badminton, volleyball, artistic gymnastics, weightlifting, taekwondo and athletics. Demographic ratio of the sport filed is presented in Table 2.

Initially, a total of 22 athletic celebrities were identified based on their existing professional success and current social recognition. Professional success refers to their athletic achievements in the recent two Olympic games: Rio Brazil 2016 and Tokyo Japan

Sports categories	Gold	Silver	Bronze	Others
Table-Tennis	22.73%	4.55%		4.55%
Volleyball				9.09%
Swimming	4.55%		4.55%	
Sprinting Athletics				4.55%
Shooting	9.09%			
Badminton		4.55%		
Artistic	4.55%			
Taekwondo			4.55%	
Diving	9.09%			
Weightlifting	13.64%			
Total	59.09%	13.64%	9.09%	18.19%

Table 2. Demographic ratio of sports categories

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2021. With the exception of the two most respected and famous coaches: Liang Ping (women's volleyball coach) and Liu GuoLiang (men's table-tennis coach), the remaining 20 athletes are all professional, currently serving the China national sports teams. Nineteen out of these 20 athletes are Olympic medallists (Gold/Silver/Bronze) at either the Rio or Tokyo Olympics. The Sprinting athletics athlete, Su BingTian (No.6) did not gain an Olympic medal but broke the Asian record for the men's 100m in Tokyo 2021. So far, it is the best outcome for the Chinese sprint team and so he justifies his inclusion. The social recognition refers to the number of fans who follow the celebrity athletes personal Weibo account. The overall number of fans for each identified account varied from 483,000 to 12,906,000 followers (Appendix 2).

Following an inquiry to verify whether these identified athlete celebrities had their own Weibo accounts. Appendix 2 presents the status of each athlete's Weibo account. One athlete (Quan HongChan, women's diving, age 14, No.22) was too young to register a Weibo account and one table tennis player (Fan ZhenDong, men's table tennis, No.21) unregistered his own Weibo account in 2020. As a result, 20 out of 22 athletes' Weibo accounts progressed to the next stage of screening. At this stage, the researchers joined each athlete's fan committee and observed their account interaction levels. The 5-Tiers of influencer marketing criteria (Duran, 2022; Geyser, 2022) is adopted to filter the identified Weibo accounts. 500,000 followers was employed as the cut-off point between Mid-tier influencer (50,000–500,000 followers) and Macro influencer (500,000–1,000,000 followers). The majority of athletes had more than 500,000 fans following their Weibo accounts. Just one account (Shen LiJun, men's weightlifting, No.20) had a relatively low number of fans: 483,000 followers (less than 500,000). To maintain consistency with the Macro tier of influencers, this account was removed. And another account was excluded (Li FaBin, men's weightlifting, No.19) due to lower interaction levels (318); thus a total of 18 athletes Weibo accounts progressed to the survey stage. Finally, a self-reported questionnaire was conducted over four months from June 2021 to September 2021. Over this period, a link to the questionnaire was posted weekly in each athlete's fan committee aiming to maximise the response rate. An incentive of 25 tokens to win petrol station gift vouchers was applied to increase the response. A total of 399 out of 1,497 valid questionnaires were sorted with a response rate of 26.65%. The general demographic characteristics include gender, age, education, income level and employment status.

The questionnaire was adapted from relevant previous literature and pilot tested with 37 participants to validate and ensure reliability (Appendix 1). The questionnaire was translated into Simplified Chinese (the official language used in Mainland China) to cater for the predominant non-English speakers' language preferences. Based on respondents' feedback, several changes were made: (1) Athlete's name and type of sport are indicated in the questionnaire for that athlete's own fan committees in Weibo. that is AP1: "[Zhang JiKe] is a dominant player in [men's table tennis]" and AP2: "[Zhang JiKe] seems very knowledgeable in [table tennis]" (Appendix 1). (2) the specific endorsed brand or product is also mentioned in the questionnaire to enable more specific perception for fans, that is PI_SEA1: "I believe that [NongFu Spring [2]] has better quality; PI_SEA2: That [NongFu Spring [2]] make me prouder and more confident. Since celebrity athletes might advertise various products, different corporate brand or images are stated, based on the athlete's recent uploaded endorsement videos in Weibo (Appendix 2). (3) Certain items in the measurement model were revised or removed due to lower factor loading (less than 0.7) and/or crossed-loaded with items of other constructs. Aiming to reduce common methods variance (CMV) bias and error variance correlated among items, all survey items were randomly arranged without particular order. All items were measured on a 7-point Likert-type scale from "strongly disagree (1)" to "strongly agree (7)". Data analysis was performed through PLS structural equation modeling. Any data related to the respondents' personal information were kept private and confidential under the Data Protection Act 2020.

Partial least squares modeling was employed in the data analysis as it possesses several advantages over traditional data analysis. PLS-SEM has been extensively adopted in disciplines of marketing management, consumer behavior and social media communication. It is an indeed “silver bullet” for estimating causal relationships in many models and data situations (Hair *et al.*, 2011, p. 141). Compared with CB-SEM, PLS-SEM could typically facilitate theoretical model testing, focused optimal prediction (Fornell and Cha, 1994) and hierarchical and social construct models. It provides a more extensive analysis, especially for inter-relationship modeling. The subsequent data assessment begins with the measurement model and is followed by structural equation modeling.

The measurement model is called the outer model in PLS. Since product involvement is reflected into two dimensions (self-expression and self-monitoring), the second-order is adopted to analyse the construct of product involvement. The second-order latent variables are typically employed in higher-order hierarchical model containing multidimensional constructs (Wetzels *et al.*, 2009). Since latent variable scores are determinate in PLS path analysis, latent variables scores for lower-order latent variables can be obtained (Tenenhaus *et al.*, 2005), which can subsequently be used as manifest variables for the higher-order latent variables. Hence, there is no further hypotheses proposed between product involvement and two subdimensions (PI_SMA, PI_SEA). The items of first-order latent variables (PI_SMA and PI_SEA) are adopted as manifest variables for the second-order latent variable (product involvement) in this study. Cross-loading is used to assess the unidimensionality and provides quantifiable evidence regarding the external and internal consistency among a set of construct indicators. The internal consistency is examined by convergent validity, and external consistency is analysed by discriminant validity. Tables 2 and 3 provide the association of each measurement item to its intended construct (i.e. loadings) and to all other constructs (i.e. cross-loadings). Each construct’s own item loadings are higher than those that cross-loaded to other constructs.

The variance extracted (AVE) estimates are between 0.685 and 0.877 and above 0.5 (Ping, 2004), and composite reliability (CR) of each construct is between 0.929 and 0.960, and constructs loading estimate of all items are significant ($p < 0.001$) and higher than 0.7 (Hair *et al.*, 2010). The average above 0.7 (Fornell and Larcker, 1981). The correlations among latent

	AP	CE	PI_SEA	PI_SMA	BSV	T values
AP1	0.916	0.548	0.570	0.519	0.567	81.599
AP2	0.886	0.628	0.563	0.553	0.581	67.943
AP3	0.877	0.682	0.654	0.607	0.651	57.902
AP4	0.919	0.628	0.563	0.555	0.600	84.889
AP5	0.884	0.688	0.667	0.661	0.562	59.223
BSV1	0.650	0.724	0.740	0.665	0.946	146.970
BSV2	0.586	0.676	0.565	0.532	0.926	81.591
CE1	0.678	0.933	0.698	0.675	0.703	62.096
CE2	0.724	0.924	0.782	0.728	0.736	118.710
CE3	0.621	0.925	0.664	0.654	0.668	67.324
CE4	0.610	0.921	0.733	0.710	0.662	81.462
PISEA1	0.515	0.658	0.834	0.624	0.599	47.225
PISEA2	0.667	0.757	0.893	0.658	0.711	59.197
PISEA3	0.552	0.581	0.837	0.649	0.491	37.317
PISMA1	0.526	0.639	0.649	0.903	0.524	78.787
PISMA2	0.620	0.643	0.658	0.924	0.553	96.47
PISMA3	0.632	0.761	0.748	0.909	0.679	77.613

Table 3.
PLS Component-Based
Analysis: cross-
loadings

constructs are between 0.662 and 0.816. The AVE square root of each variable is larger than any correlation between that particular variable and any other variables (Table 4), which reveals that the discriminant validity is achieved, and the Type II error rate is low in this study.

To further assess multicollinearity, heterotrait-monotrait ratio (HTMT) was adopted to estimate the correlation between the constructs and interpretation. HTMT serves as criteria of a statistical discriminant validity test. All HTMT ratio values are below 0.90 (Table 5), the suggested threshold HTMT 0.90 (Franke and Sarstedt, 2019), so the probability of multicollinearity issue is minimal in this study.

Structural equation model and predictive power

All tested hypotheses are statistically significant among latent variables in the structural model (Table 6 and Figure 3). There was no negative error variance of variables. The relationship between product involvement and athlete performance (H1, $p < 0.001$) and brand social value (H2, $p = 0.003$) are statistically significant and consistent with the proposed assumptions. Approximately 71.30% variance of product involvement can be explained by athlete performance, celebrity endorsement and brand social value. Celebrity endorsement (0.527, $t = 7.112$, $p < 0.001$) has a larger impact on product involvement than athlete

	Cronbach's σ	C.R	AVE				
PL_SEA	0.816	0.891					0.732
PL_SMA	0.899	0.937					0.832
	Cronbach's σ	C.R	AVE	AP	CE	PI	BSV
AP	0.939	0.953	0.804	0.896			
CE	0.944	0.960	0.857	0.713	0.926		
PI	0.907	0.929	0.685	0.710	0.816	0.828	
BSV	0.860	0.934	0.877	0.662	0.749	0.720	0.936

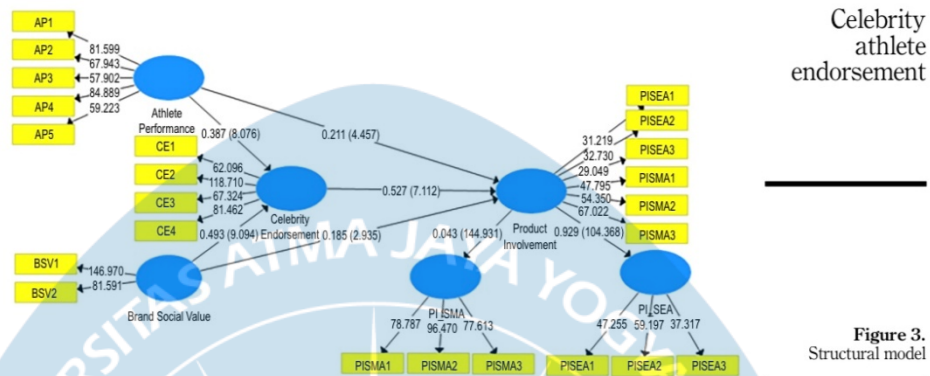
Table 4. Convergent and discrimination validity ($n = 399$)

	AP	CE	PI	SBV
AP				
CE	0.750			
PI	0.762	0.878		
BSV	0.732	0.828	0.804	

Table 5. HTMT discrimination validity

	Original sample (O)	T values	P values	CI 2.5%	CI 97.5%	H	Status
AP → CE	0.387	8.076	0.000	0.289	0.479	H3a	Supported
AP → PI	0.211	4.457	0.000	0.119	0.303	H1	Supported
CE → PI	0.527	7.112	0.000	0.378	0.665	H3b and H4b	Supported
BSV → CE	0.493	9.094	0.000	0.387	0.596	H4a	Supported
BSV → PI	0.185	2.935	0.003	0.062	0.304	H2	Supported

Table 6. Structural regression weight ($n = 399$)



Celebrity athlete endorsement

Figure 3. Structural model

performance (0.211, $t = 4.476$, $p < 0.001$, H1) and brand social value (0.185, $t = 2.935$, $p = 0.003$, H2). Both athlete performance and brand social value justify 64.50% variance of celebrity endorsement. Compared with athlete performance (0.387, $t = 8.076$, $p < 0.001$), brand social value (0.493, $t = 9.094$, $p < 0.001$) has more impact on celebrity endorsement. The model fit indices revealed an acceptable goodness of fit for the proposed celebrity athlete endorsement framework: $R^2 = 0.713$, $Q^2 > 0$, Chi-square = 1114.345, NFI = 0.840, SRMR = 0.065.

This study evaluated the effect size of each predictor construct using Cohen's f^2 (1988). The effect size is computed as the increase in R^2 relative to the proportion of variance that remains unexplained in the endogenous latent variable. The lowest calculated f^2 in this study is 0.048. G-Power, Post Hoc was adopted to compute achieved predictive power of the structural model (effect size $f^2 = 0.048$, $\sigma = 0.05$, $n = 399$), indicating power ($1 - \beta$ error prob) = 0.996 (above 0.8, Markus, 2012), implying that the structural model was reliable with stable predictive power. The predictive validity of this model can be generalised to other distribution samples.

Mediation effect

This study assumes that celebrity endorsement mediates the impact of both athlete performance (H3) and brand social value (H4) towards product involvement. Although each specific path was statistically significant (Table 6), the mediation effect could not be confirmed as Baron and Kenny's (1986) causal steps approach is lower in power (Fritz and Mackinnon, 2007). Although the Sobel test (Sobel, 1986) overcame the above weakness, it is still less possible to get a normal distributed indirect effect sampling distribution (Bollen and Stine, 1990). Bootstrapping uses computer-intensive resampling to make inferences rather than assuming the population (Lockwood and Mackinnon, 1998). This study bootstraps 5,000 samples with 95% confidence interval (CI) level to examine the intervening effect of celebrity endorsement (Table 7).

The indirect effect of celebrity endorsement mediates the impact of athlete performance toward product involvement (0.204, $t = 5.350$, $p < 0.001$, H3). Percentile 95% confidence interval (CI) does not include zero, which indicates the intervening effect of celebrity endorsement exists between athlete performance and product involvement; so does the direct effect (0.211, $t = 4.457$, $p < 0.001$) and total effect (0.415, $t = 9.611$, $p < 0.001$); thus it is a partial

	Original sample (O)	T values	P Value	CI 2.5%	CI 97.5%	Mediation effect
<i>Indirect Effect</i>						
AP → CE → PI (H3)	0.204	5.350	0.000	0.135	0.284	Partial Mediation (49.16%)
BSV → CE → PI (H4)	0.260	5.344	0.000	0.169	0.359	Partial Mediation (58.43%)
<i>Direct Effect</i>						
AP → PI	0.211	4.457	0.000	0.048	4.435	50.84%
BSV → PI	0.185	2.935	0.003	0.062	2.996	41.57%
<i>Total Effect</i>						
AP → PI	0.415	9.611	0.000	0.332	0.498	
BSV → PI	0.445	9.540	0.003	0.357	0.537	

Table 7.
Mediation analysis

mediation (49.16%). The intervening effect of celebrity endorsement on the relationship between brand social value and product involvement is also partially mediated (0.260, $t = 5.344$, $p < 0.001$, H4, 58.43%) with significant direct effect (0.185, $t = 2.935$, $p = 0.003$) and total effect (0.445, $t = 9.540$, $p = 0.003$).

Discussion and conclusion

Addressing the aims of this study, the findings indicate that perceived product involvement is significantly influenced by athlete performance, brand social value and mediated by celebrity endorsement. These findings are supported by Kunkel *et al.* (2019) and underline the inter-relationship between an athlete's performance, effective endorsements and fans/followers, where emotional attachment towards the celebrity athlete, arguably accentuated during a global event, is transferred to the product associated to that celebrity, conveying perceptions of trust and quality.

An athlete's professional life cycle is relatively short, and although celebrity athletes can extend their popularity through engaging with the media following retirement, very few athletes can maintain their status as a "star" or "celebrity" over the long-term and when they finish competing professionally. This can perhaps partially explain the results of this study in relation to brand social value, where this study indicates that athlete performance has a more significant impact (0.211, $t = 4.457$) on product involvement than brand social value (0.185, $t = 2.935$). Brand social value is based on accumulated marketing effort and corporate initiatives and has previously been observed to significantly impact brand loyalty and purchase intention (Wei *et al.*, 2022). The results from this study can be further explained by the timing of the research, around the period of the 2021 Tokyo Olympics. Arguably, because the study was conducted during the Olympics, fans/followers could have perceived a greater attachment towards endorsed products, compared to previous studies which investigated this relationship in a context not impacted by a global sporting event. Another reason which could explain the findings were that respondents in this study were celebrity athlete fans which could result in fans/followers perceived product involvement to be greater from their "sporting celebrity" when compared to corporate endorsed brand social value.

The indirect effect of celebrity endorsement (0.260, $t = 5.344$) on product involvement was found to be higher than the direct effect of brand social value (0.185, $t = 2.935$) which is in line with the earlier result relating product involvement and brand social value and consistent with the literature (Kunkel *et al.*, 2019). The findings can be explained through

the argument that celebrity endorsement has a perceived significant influence particularly when the product being endorsed is by the “right” athlete and more emotive when compared to brand social value which relies more on perceived brand equity and corporate image and can at least partially explain the mediating effect of celebrity endorsement which occupies 58.43% of the total effect. This implies that celebrity athlete endorsement is an efficient and so-called “silver bullet” in marketing advertising and promotion, with the availability and accessibility of social media platforms able to further maximum the influence and consumer association.

Implications of the study

With regards to the implications of this research, the impact is two-fold. Firstly, from a theoretical perspective this study extends the knowledge and understanding on the mechanism of celebrity athletes’ endorsement on product involvement. Firstly, the proposed celebrity athlete endorsement framework (Figure 2) integrates insight from previous models about celebrity endorsement. This integrative research framework extends the understanding of celebrity endorsement with endurance-oriented product involvement by specifying the underlying impact of athlete performance and brand social value, arguing that product involvement during a major sporting event is positively influenced by these two variables and partially mediated by celebrity endorsement. This is the first athlete endorsement model that is systematically tested through the online social media environment in China market. Secondly, McCracken’s framework (1989) and the Meaning Movement and Endorsement Process Model focused on the way of information is displayed in the media and how agencies promote and transfer the information as well as meaning to the consumers through celebrities’ endorsement. However, it is often asserted that, the celebrities’ endorsement is not only influenced by the information on media, but also influenced by the values of individuals, which includes the social value or social approval (Sirgy *et al.*, 1997). In this study, by bringing in brand social value, it furthers the McCracken’s model, involving the elements of sociocultural environment. This is a theoretical implication because of the growing importance on intangible value propositions when it comes to celebrities’ endorsement (Schimmelpfennig and Hunt, 2020). This expansion of theory highlights that the conventional trend, which focused on functional requirements, also includes values-driven features which create more socio-psychological connection across the individuals (fans). Thirdly, although there are studies which examined the effect of celebrity endorsement in a social media context, most were conducted in the context of Western social media applications such as Facebook (Phua *et al.*, 2018), Twitter (Cork and Eddy, 2017) and Instagram (Zhu *et al.*, 2020) with global well-known celebrities, limited studies were conducted to examine the effect of Chinese celebrity athlete endorsement via China’s largest local social media: Sina Weibo.

The study took research forward, highlighting several practical implications for both corporate sponsors and social media platforms. Firstly, from a corporate sponsor and marketer’s perspective, celebrity endorsement had a relatively larger impact (0.527, $t = 7.112$) on product involvement, compared to athlete performance (0.211, $t = 4.457$) and brand social value (0.185, $t = 2.935$). Celebrity endorsement was an effective advertising strategy through social media. In fact, marketers should consider combining all three factors as overall they could approximately explain 71.30% (R^2) variance of product involvement. It is an efficient method in persuasive communication and brand awareness. In addition, the study findings also allude to the importance of the fan-celebrity relationship. By observing each celebrity athlete Weibo account, it was revealed that some athlete celebrities are able to build large number of fans, and engage interactive personal bonds with their followers. For instance, Zhang JiKe, Men’s table-tennis gold medalist with 12,906,000 fans was able to maintain an

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intimate relationship with their followers through several sub-channels in Weibo, such as Weibo studio, Weibo fan club and live interaction (Appendix 2). The product involvement does not just relate to athlete performance, brand social value or the sheer number of fans, but also on perceived celebrity endorsement, the fan-celebrity relationship (also known as parasocial relationship). A celebrity athlete with conversational, responsive and polite communication style in social media could be more preferred by corporate sponsors. In this study, 81.81% (18 out of 22, Table 2) athlete celebrities are medallists (gold/silver/bronze) in either the Rio 2016 or Tokyo 2021 Olympic. Hence, athletic achievement is also an important criterion of endorser selection. The type of sports primarily falls into the categories where the China Team traditionally excels (e.g. table-tennis, badminton, diving and weightlifting). Although athletes' professional careers are relatively short, celebrity endorsement is a sustainable marketing strategy, accentuated by social media platforms and the capacity to engender large numbers of followers. The interactive application and features of social media platforms, such as real-time interactions, audio/video, vlogs, Weibo clubs and Weibo studios facilitate and reinforce celebrity endorsement and perceived product involvement. Weibo has developed into the largest and most influential communication channel in Mainland China. Other social media platforms, such as TikTok, WeChat and Tencent QQ with similar functions could also be an optimal and effective advertising and communication channels for celebrity athletes and is a potential area for future research.

Limitations and further recommendations

The study is, however, not without its limitations, the first of which is the cross-sectional nature of the research design, where the data was collected during the Tokyo Olympics in 2021. Although this approach reflects good practice there is the limitation that the research cannot draw conclusions on the long-term effect of social media celebrity endorsement on product involvement. It is proposed that future studies consider either an ethnographic study or engage in big data web scraping, data mining and modeling to further investigate the impact of celebrity product endorsement through social media before, during and after a sporting event. The second limitation is that the study assumed that fans of sporting celebrities and social media followers of those celebrities were aware of the relationship between the celebrity and the sponsors, understanding that brand promotions were part of the social media communications between celebrity and fans. Although this was not considered a major limitation of the research with respondents of an age and level of maturity to make rational and discerning decisions, supported by respondents in the pilot study all acknowledging a clear relationship between celebrities and marketing/product endorsement, it is considered an area for further research. For further studies there could be a qualitative component added to the research to explore the emotional attachment followers have with celebrities and the products/services they endorse. The final limitation of the study is that all selected celebrity athletes were from China, with each of them holding a positive image and reputation. Selecting more controversial celebrities would probably have revealed unsurprisingly different results but could be a useful area for further research, as could exploring the influence of regionalism in consumer behaviour and brand status (well-known vs. unknown). Individual and collective research in these areas could provide further understanding of the relationship between celebrities, product endorsement and social media.

Notes

1. Forbes is an American business magazine owned by Integrated Whale Media Investments and the Forbes family. The magazine is well known for its lists and rankings. Forbes releases the highest earning individuals annually.

2. Nongfu Spring is a Chinese bottled water and beverage company headquartered in HangZhou. It developed and launched a range of beverage products, including Farmer's Orchard, Scream and Oriental Leaf.

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Appendix 1
Tables A1-A2

Questionnaires	Items	EFA factor loading
Athlete Performance		
[Athlete's name] is a dominating player in [his/her sport]	AP1	0.870
[Athlete's name] seems very knowledgeable in [his/her sport]	AP2	0.806
[Athlete's name] has prominent athletic skills in [his/her sport]	AP3	0.737
[Athlete's name] competition style is exciting to watch	AP4	0.823
[Athlete's name] shows respect for his/her opponents and other players	AP5	0.737
Source: Arai <i>et al.</i> (2013)		
Celebrity Endorsement		
I think I understand [athlete celebrity's name] quite well	CE1	0.739
When [athlete celebrity's name] behaves in a certain way, I know the reasons for his/her behavior	CE2	0.745
[athlete celebrity's name] reminds me of myself	CE3	0.828
I would like to have a friendly chat with [athlete celebrity's name]	CE4	0.730
Source: Chung and Cho (2017)		
Brand Social Value		
[The brand] appears to be high social class	BSV1	0.832
I feel some sort of satisfaction when I am using that [brand/product]	BSV2	0.843
Source: Tsai (2005)		
Product Involvement: Self-monitoring Attitude		
I wish to look the best in the public.	PI_SMA1	0.790
I care about my gesture in the public	PI_SMA2	0.788
I frequently change my style to match the latest trend	PI_SMA3	0.721
Source: Bian and Forsythe (2012)		
Product Involvement: Self-expression Attitude		
I believe that [endorsed brands] have better quality	PI_SEA1	0.772
That [endorsed product/brands] make me prouder and more confident	PI_SEA2	0.696
I wish to expand my personal uniqueness by buying that [product/brand]	PI_SEA3	0.674
Source: Gangestad and Snyder (2000)		

Table A1.
Instrument and EFA
Factor Loadings


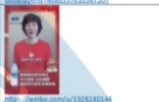









No.	Name	Gender	Recent achievement	No. of Fans	Video Views	Daily Views	Live Interaction	Studio Fan	Club Fan	Sample of Endorsed Brand & Weibo Account Link
1	Zhang Jike	M	Gold Medalist Rio Olympic 2016 Men's team & Men's singles Table tennis	12,960,000	1.78 billion	1 million+	751,000	1,250,000	2,491,000	 https://weibo.com/u/1873626195?tabtype=profile https://weibo.com/u/1873626195?tabtype=profile
2	Liang Jing	F	MVP of women volleyball in 2004 Olympics Women's National Volleyball Coach 2016-2021	9,994,000	20,397,000	10000+	5601		47,000	 https://weibo.com/u/15108240144
3	Ma Long	M	Gold Medalist Tokyo Olympic 2021 Men's singles & Men's team Table tennis	8,189,000	57,827,000	10 million+	319,000		121,000	 https://weibo.com/u/2751113073?tabtype=profile
4	Fu Yuanhui	F	Bronze Medalist Rio Olympics 2016 Lacrosse swimming	7,682,000	20,648,000	1000+	9,535			 https://weibo.com/u/2187791680?tabtype=new-video
5	Xu Xia	M	Gold & Silver Medalist Tokyo Olympic 2021 Men's team & Mixed doubles Table tennis	5,713,000	25,481,000	10 million+	98,000		1,033,000	 https://weibo.com/u/1847912164
6	Bing Tian	M	Sprinter broke the Asian record of 100m & 4 X 100m Sprinting Athletics	4,998,000	34,566,000	10 million+	8035			 https://weibo.com/u/2025926011?tabtype=super-topic
7	Ye Shiqian	F	Women's 200m & 400 m individual medley swimming	4,881,700	4,130,000	1 million+	3688			 https://weibo.com/u/1861974131
8	Zhu Ting	F	MVP of women volleyball in 2016 Rio Olympic	4,514,000	21,439,000	1 million+	259,000		556,300	 https://weibo.com/u/269972465?tabtype=new-video
9	Yang Qian	F	Gold Medalist Tokyo Olympic 2021 Women's 10m air rifle & Mixed 10m air rifle team shooting	3,668,000	21,270,000	100 million	19,000			 https://weibo.com/u/510862151?tabtype=new-video
10	Guo Liang	M	Olympic Gold, World Cup, World Champions Men's National table tennis Coach	3,379,000	14,283,000	1.2 million+	17,000			 https://weibo.com/u/607167937?tabtype=feed
11	Shiwen	F	Silver Medalist Tokyo Olympic 2021 Mixed doubles Table tennis	2,716,000	19,260,000	1 million+	170,000		1,981,000	 https://weibo.com/u/1827645703?tabtype=profile

Table A2. Celebrity Athlete Weibo and Endorsement

Celebrity athlete endorsement

12	Chen Long	M	Silver Medalist Tokyo Olympic 2021 Men's Singles Badminton	2,345,000	4,218,000	1000+	1416		https://weibo.com/u/267759110	
13	Xiao Ruofeng	F	Silver & Bronze Medalist Tokyo Olympic 2021 Men's artistic individual all-around & Men's floor	1,178,000	2,464,000	1 million+	583	121,000		https://weibo.com/u/5344341428?tabtype=new-video
14	Sun Yingsha	F	Gold & Silver Medalist Tokyo Olympic 2021 Women's team & Women's Singles Table tennis	1,737,000	17,229,000	1 million+	171,000		https://weibo.com/u/5261811442	
15	Fang Haojian	M	Gold & Bronze Medalist Tokyo Olympic 2021 Mixed 30 m air rifle team & Men's 10 m air rifle	1,130,000	2,687,000	10 million+	641		https://weibo.com/u/277877865	
16	Zhao Zhixi	M	Bronze Medalist Tokyo Olympic 2021 Men's 68KG Taekwondo	994,000	448,000	1000+	185		https://weibo.com/u/2714519637	
17	Zhang Jiaqi	F	Gold Medalist Tokyo Olympic 2021 Women's synchronized 10m platform diving	848,000	19,216,000	1000+	7850		https://weibo.com/u/6063030513?page=profile-home	
18	Hou Zhenhui	F	Gold Medalist Tokyo Olympic 2021 Women's 49KG Weightlifting	725,000	1,550,000	1000+	1418		https://weibo.com/u/763245110?tabtype=album	
19	Li Faling	M	Gold Medalist Tokyo Olympic 2021 Men's 63KG Weightlifting	694,000	13,723,000	1000+	319		https://weibo.com/u/6069788305	
20	Shen Lihui	M	Gold Medalist Tokyo Olympic 2021 Men's 67KG Judo Gold & Silver Medalist Tokyo Olympic 2021	483,000	12,801,000	1000+	1158		https://weibo.com/u/5343611916?tabtype=super-topics	
21	Fan ZhenDong	M	Men's team & Men's Singles Table tennis Gold Medalist Tokyo Olympic 2021	Account Unregistered	N/A					
22	Quan HongChan	F	Women's 10m platform diving	N/A						

Table A2.

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