



Influences on the Endorsed Brand in Celebrity Athlete Social Media Interactions: The Moderating Role of Trustworthiness

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ABSTRACT

Purpose: This study aimed to investigate the factors affecting the interaction with the endorsed brand of the celebrity athlete on social media (the moderating role of the Trustworthy celebrity athlete).

Methodology: In terms of purpose, this study is practical, and in terms of data collection method, it is descriptive-correlative. The population included all sports product consumers on Instagram. A total of 370 individuals participated in the study. The study's measurement instrument was a questionnaire belonging to (Wei & Lu, 2013); (Hussain et al., 2020) and (Arai et al., 2013). Sports management professors reviewed the questionnaire to verify its face validity. The external model evaluation, including composite reliability, convergent validity, and divergent validity, proved the instrument's validity.

Findings: The internal model evaluation indicated that the celebrity's athletic performance, attractiveness, and market lifestyle significantly affect consumers' interactions with celebrity athletes on social media. The "Trustworthy celebrity athlete" also held a positive moderating function associated with customer interactions with a celebrity athlete owning an endorsed brand on social media. In general, trusting a trustworthy celebrity athlete, as well as his recommendations and statements of truthfulness, can impact the audience's interaction with his brand to a great extent.

Originality: The current study emphasizes the value of the off-field lifestyle as a valued asset and has significant implications for celebrity athletes and brand management.

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1. Introduction

Today, in the social media era, athlete celebrities leverage Facebook, Instagram, Twitter, and other social media platforms to interact directly with their fans and followers, strengthening a close relationship with consumers (Kim & Kim, 2020). According to (Geurin, 2017), such a relationship presents new prospects for developing personal brands and marketing value in terms of practical endorsement (Chung & Cho, 2017) and brand love (Zhou et al., 2020). However, to boost consumer response and publicize their products and services, companies seek increasingly to leverage famous figures, particularly those in the sports industry (Carrillat & Ilicic, 2019). Due to market globalization, online shops, and e-commerce platforms, a wide range of sports and non-sports items are now easily accessible in any market worldwide. This has boosted competitiveness and led to the launch of new products (Muda et al., 2012). Promoting sports and non-sport items might benefit from the captivating personas of athletes, coaches, and other athlete celebrities, representing a set of values associated with sports (Koernig & Boyd, 2009). Furthermore, brands may utilize celebrities' images to promote their products (Anthony Carrillat & d'Astous, 2014). According to (Von Felbert & Breuer, 2021), celebrity athletes are the most successful endorsers and garner the most excellent attention from customers. Additionally, corporations find this popularity particularly appealing due to the widespread media coverage of sports events (Rouzfarakh et al., 2022).

According to Kunkel et al. (2019), athlete branding is now a hot issue in academic studies. For instance, studies on athlete celebrities' prowess have investigated the effects of sponsor interest (Kunkel et al., 2019), fan loyalty (Koo et al., 2012), source credibility, and sponsor stock price (Mori et al., 2020). However, according to (Geurin, 2017), there is not enough research on how athlete celebrities utilize social media or how athletes build their brands on them. There is a dearth of studies on how social media interactions between sports celebrities and consumers affect the effectiveness of endorsements (Chung & Cho, 2017). Furthermore, additional study is required to comprehend the essential traits of celebrities that strengthen the bonds between fans and celebrities, considering the growth of social media platforms. Therefore, a deeper comprehension of the motivations behind consumer interactions with athlete celebrities on social media and the implications for brand endorsement is required.

Arai et al. (2013) created the Model of Athlete Brand Image (MABI) based on (Keller, 1993) Customer-Based Brand Equity model, which divides brand associations into related and unrelated attributes. The MABI combines athlete performance (related or on-field attribute) and marketable lifestyle (unrelated or off-field attribute) to present a basic theoretical understanding of the strategies for evaluating and developing athletes' image. Furthermore, according to the source credibility theory, celebrities' attractiveness, reliability, and expertise can impact people's interactions (Mansouri et al., 2020). Hence, based on the previously described theories, this study provides a conceptual model (Figure 1) and predicts the factors influencing consumers' interactions with athlete celebrities on social media.

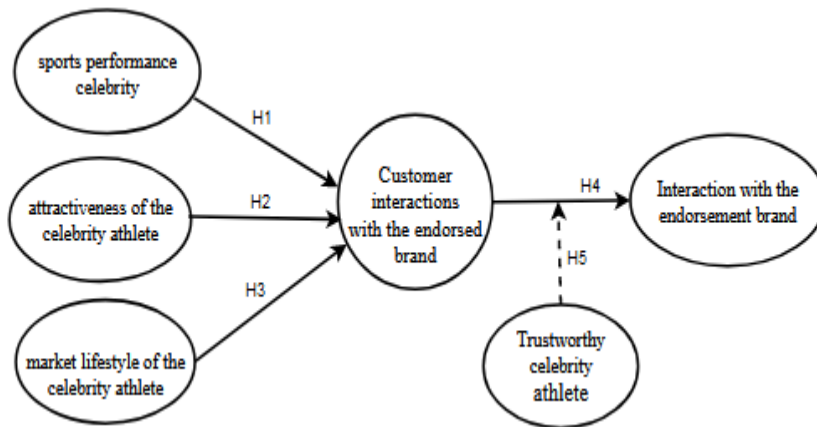


Figure 1. The conceptual framework of the model.

2. Theoretical background and hypotheses development

2.1. Social media interaction with celebrity athletes

When advertising sports products on Instagram, it works well to pique consumers' interest and convince them to purchase by showcasing the advantages, added value, and potential benefits of buying the product. Illustrating how celebrities, such as the champions and artists, consume the goods is also effective. Additionally, creativity could enhance the effectiveness of this interaction (Mansouri et al., 2020). According to Kaplan and Haenlein (2010), social media is a set of functional Internet-based applications that support user-generated content production and sharing founded on web technology and ideological principles. Individuals often use social media sites such as Facebook, Instagram, and Twitter to discover helpful information, support their decision-making and shopping activities, connect with others, exchange material, and have entertainment (Zafar et al., 2021). Using one or more of these social media platforms, many celebrity athletes interact with their fans and followers regularly. "Interaction" in social media, according to Voorveld et al. (2018), means the emotional and intuitive experiences or perceptions that individuals feel while employing a specific medium for doing or sharing work with others, meeting needs for pertinent information, and spending free time. Hence, the experiences individuals have while accessing celebrity athletes' social media platforms are reflected in their interactions with them.

2.2. Celebrity's sports performance

Arai et al. (2013) developed the conceptual model of athlete brand image, which incorporates sports performance as a product-related component. Sports performance comprises competition style, which includes certain performance traits of the athlete's expertise, which relates to the athlete's achievement and capabilities. Sports ethics portray the proper conduct of the athlete, such as honesty, fair play, and respect for the sports game; competitiveness that conveys the player's competition with other athletes (Arai et

al., 2013). Research has indicated that athletes' on-field performance boosts their reputation and fans' devotion (Koo et al., 2012). Athletes with exceptional performance will thus probably elicit more interest and interaction from fans on social media.

The following hypotheses are put out considering these presumptions:

- **Hypothesis 1:** Celebrity athletes' superior performance positively impacts their interactions with fans on social media.

2.3. *Celebrity attractiveness*

According to McCroskey and McCain (1974) attractiveness is linked to a person's perceptions and social values. Regarding the efficacy of advertising, a person's attractiveness is greatly determined by how well-liked, familiar, and similar to their fans and followers (Ohanian, 1991). The concept of similarity is the presumed similarity between the recipient (social media followers) and the person. At the same time, familiarity is the perceived knowledge of the person based on exposure to him, and likability is the person's liking due to facial appearance and celebrity behavior (McGuire, 1985). According to McGuire (1985), likeability is the perception of the person based on their appearance and celebrity's behavior; familiarity is an understanding of the person based on exposure to them; and similarity is the assumed similarity between the audience (social media followers) and the celebrity.

In addition to celebrity endorsements, research has shown that customers' purchase intentions are more likely to be swayed by endorsers who are perceived to be attractive (Ranjbarian et al., 2010). Hence, it makes sense that a famous person's physical attractiveness may be harnessed to increase social media interaction with customers. As a result, the following hypothesis is proposed:

- **Hypothesis 2:** A celebrity athlete's attractiveness positively impacts his interaction with consumers on social media.

2.4. *Market lifestyle of celebrities*

Athletes' marketable lifestyles emerge from their life stories, and consumers might interpret athletes' lifestyles as reflections of their personas and values (Arai et al., 2013). Although the athlete's life narrative represents their values, these principles also reflect their moral behavior, which the public considers worthy of emulating. Values further demonstrate the athlete's positive attitude regarding interaction with his supporters (Arai et al., 2013). Celebrity athletes' lifestyles can boost their supporters' loyalty and appeal to those who identify with the athletes. Thus, they are highly unique and genuine (Erdogan et al., 2001). People communicate with celebrity athletes, inspirationally dreaming of becoming similar to their heroes (Dumitriu, 2015). Fans and viewers value it when celebrity athletes behave ethically following societal norms; this creates a favorable impression that may encourage them to communicate with celebrities on social media. Drawing on the previous arguments, the following hypothesis is put forth:

- **Hypothesis 3:** Celebrities' marketable lifestyle positively affects their social media interactions with their fans.

2.5. Interaction with endorsed brand

Hollebeek et al. (2014) define the brand-consumer relationship as a brand-related cognitive, emotional, and behavioral activity associated with primary consumer/brand interactions necessary for brand interaction to develop (Brodie et al., 2011). Through encouraging stronger links, social media's technological attributes—such as intimacy, immediacy, and interactivity—have transformed how celebrities interact with their fans. Additionally, social media strengthens parasocial relationships with celebrities and increases customers' perceived intimacy with them (Chung & Cho, 2017). Escalas and Bettman (2017), define parasocial relationships as one-way, recurring, and close connections that foster sentiments of friendship or intimacy with celebrities. Since they contribute to expanding source trust, they thus have significant marketing value for influential endorsements (Chung & Cho, 2017). Celebrities' recommendations seem more convincing when a parasocial relationship is formed, and they may boost brand love in consumers (Zhou et al. (2020). As a result, users' intuitive and dynamic interactions with celebrity athletes on social media ought to foster more engagement with the endorsed brand and boost fans' faith and confidence in the celebrity. Thus, we presume that:

- **Hypothesis 4:** Consumers' interaction with a celebrity on social media positively affects their interaction with the brand.

2.6. The moderating role of trustworthy celebrity athlete

According to Ohanian (1990) trustworthiness is characterized by a sincere desire to provide accurate information about a subject, phenomenon, product, etc., and to make lawful claims in front of others. Trust is the individual's reliability in articulating significant concepts that impact and alter a customer's desires. The many qualities of the celebrity endorser cannot persuade a buyer to change their mind if no trust is there (Miller & Baseheart, 1969). Chao et al. (2005) claim that source reliability influences the customers' purchase intentions and reinforces their constructive outcome about the endorsement's longevity. Additionally, logical trust in the endorser might affect customers' value perceptions and purchasing decisions. Accordingly, the influencers selected must be someone consumers can relate to and whom they believe to be sincere, impartial, and legitimate (Temperley & Tangen, 2006). This indicates that the celebrity's perceived reliability can moderate the link between a consumer's social media interaction with a celebrity athlete and their interaction with the endorsed brand. As a result, the following hypothesis is put forth:

- **Hypothesis 5:** Customer interactions with the endorsed brand and the celebrity on social media are favorably moderated by the Trustworthy celebrity athlete.

3. Methodology

The present work is a descriptive-correlative study with a practical purpose. The primary data was collected via an online survey hosted on Google Forum. The population included every sports fan utilizing Instagram. The way people entered the research to complete the questionnaire was that if you follow the social page of at least five famous sports people (followers), answer the questionnaire. Therefore, we considered those who answered the questionnaire to be consumers of sports products. Using the Sample Power version 3 program, the sample size was computed. Considering the 0.05 effect size, 0.05 alpha, and 0.9 statistical power, the optimal sample size for this study was found to be 274 samples. After considering the potential of discarding samples, the researcher gathered 382 samples. Upon first reviewing the data, 12 improper samples were identified, and 370 questionnaires were analyzed. The questionnaire used a 5-point Likert scale for measuring (from completely disagree with option one and agree with option 5).

The questionnaire was developed using 37 questions extracted and analyzed from previous research. In pursuit of this objective, the attractiveness of the famous individual was assessed using the four-item questionnaire developed by [Wei and Lu \(2013\)](#). The Trustworthy Celebrity Athlete questionnaire, as outlined by [Hussain et al. \(2020\)](#), underwent adaptations implemented by the researcher and encompassed eight items. The conclusive questionnaire of the study integrated four inquiries derived from the sports performance questionnaire, nine inquiries from the market lifestyle of celebrity questionnaire, six items from the endorsed brand interaction questionnaire, and an additional six items from the consumer interaction questionnaire, focusing specifically on the athlete's presence in social media, as developed by [Arai et al. \(2013\)](#).

The Heterotrait-Monotrait Ratio of Correlations (HTMT) was employed in assessing divergent validity, while convergent validity was evaluated through the mean-variance method. Composite reliability was computed to ascertain the reliability of the items. Subsequently, the hypotheses were tested utilizing the Partial Least Squares technique (PLS), implemented with the PLS-SEM4 software.

4. Results

To scrutinize the research data, an initial step involved delineating the demographic characteristics of the research sample. The findings indicated that the predominant educational attainment was a bachelor's degree, constituting the highest frequency at 120 individuals, representing 28% of the sample. Regarding gender distribution, the majority were men, comprising 256 individuals, accounting for 52% of the total sample. In terms of age, individuals falling within the 21 to 30 years bracket demonstrated the highest frequency, with 145 respondents constituting 39% of the sample. The most prevalent category concerning marital status was single individuals, accounting for 66% of the total sample, totaling 238 respondents. [Table 1](#) shows the remaining results.

Table 1. Describing the personal traits of the respondents.

	Gender		Marital Status		Age				Level of Education				
	Female	Male	Single	Married	Under 20 years old	21-30 years old	31-40 years old	More than 40 years old	High school Degree/ less than High school Degree	Associate' s Degree	Undergraduate Degree	Graduate Degree	Ph.D. Degree
N	114	256	238	132	75	145	115	35	75	40	120	97	38
Percentage	31%	69%	66%	34%	20%	39%	32%	9%	20%	11%	33%	26%	10%

4.1. External and internal model evaluation

Composite reliability serves as a metric for assessing the external fit of a model and is determined by evaluating the compatibility of items associated with the measurement of each construct. Its customary threshold is 0.7. Convergent validity, indicative of the internal correlation and coherence among measurement items within a construct, is considered consistent when surpassing the conventional threshold of 0.5 (Hair et al., 2019). In the present study, as evidenced in Table 2, the model exhibited acceptable reliability and concurrent validity levels. The HTMT validity index quantifies the extent of divergent or discriminant validity among the individual items comprising each model construct. This approach has supplanted the Fornell-Larcker method, as evident in Table 2, where the correlations across all categories were below the threshold established by 0.9 (Henseler et al., 2015).

Table 2. Construct reliability, validity, and discriminant validity.

Latent Variable	AVE	CR	α	HTMT						
				1	2	3	4	5	6	
Sports performance celebrity	0.69	0.90	0.84							
Attractiveness of the celebrity athlete	0.73	0.92	0.88	0.65						
The market lifestyle of the celebrity athlete	0.52	0.91	0.88	0.80	0.73					
Consumers' interaction with celebrity athletes on social media	0.59	0.90	0.86	0.82	0.73	0.83				
Trustworthy celebrity athlete	0.61	0.93	0.91	0.74	0.90	0.88	0.86			
Interaction with the endorsement brand	0.63	0.91	0.88	0.85	0.65	0.72	0.89	0.74		

Table 3 presents the coefficients of determination for all endogenous variables within the research model. The outcomes of this criterion, by Hair et al. (2019) investigation, indicate a robust and optimal fit of the structural model. Additionally, to assess the model's predictive efficacy, Stone-Geisser's Q2 criterion was employed, following the methodology outlined in the research (Henseler et al., 2009). A comparison of these

criteria in Table 3 suggests that the independent variables demonstrate a substantial predictive capacity.

Table 3. Coefficient of determination and power of model prediction.

Latent Variable	R2	Q2
Consumer interaction with sports celebrities on social media	0.64	0.37
interaction with an endorsed brand	0.64	0.39

The f2 effect size serves as a measure to quantify the effect of an independent variable on a dependent variable. Researchers classified effect sizes as 0.02 (weak), 0.15 (moderate), and 0.35 (vigorous). As delineated in Table 4, all path effect sizes within the model are positive. These effect sizes range from weak (e.g., Trustworthy * interaction of consumers with a celebrity * interaction with an endorsed brand) to strong (e.g., interaction of consumers with a celebrity athlete in social media * interaction with the endorsed brand), exhibiting fluctuations across the spectrum.

Table 4. F2 Cohen's.

Latent Variable	consumers' interaction with celebrity athletes on social media	Interaction with the endorsement brand
sports performance celebrity	0.18	
attractiveness of the celebrity athlete	0.08	
the market lifestyle of the celebrity athlete	0.13	
consumers' interaction with the celebrity athlete on social media		0.49
Trustworthy celebrity athlete		0.05
Trustworthy celebrity athlete* consumers' interaction with the →celebrity athlete on social media		0.02

The positive and statistically significant impact of the sports performance of the celebrity (H1), the attractiveness of the celebrity athlete (H2), and the market lifestyle of the celebrity athlete (H3) on consumers' interaction with the celebrity athlete on social media ($p < 0.05$) affirm hypotheses 1 to 4. Moreover, the confirmed moderating association between reliability and consumers' interaction with the celebrity in conjunction with the endorsed brand was positive and statistically significant ($p < 0.05$). Derived from these findings, hypothesis 5 also garnered support. Ultimately, the SRMR (Standardized Root Mean Residual) index is employed to evaluate the model fit in partial least squares methodology following the obsolescence of the goodness-of-fit (GOF) criterion. A value below 0.1 or 0.08 is deemed appropriate, according to (Hair et al., 2019).

Table 5. Evaluation of research hypotheses.

Path model	β	t	sig	SRMR
H1 sports performance celebrity (F1) → consumers' interaction with celebrity athletes on social media (F4)	0.36	7.40	0.001	
H2 attractiveness of the celebrity athlete (F2) → consumers' interaction with the celebrity athlete on social media (F4)	0.23	4.29	0.001	0.07
H3 a market lifestyle of the celebrity athlete (F3) → consumers' interaction with the celebrity athlete on social media (F4)	0.33	5.92	0.001	

Path model	β	t	sig	SRMR
H4 consumers' interaction with the celebrity athlete on social media (F4) \rightarrow Interaction with the endorsement brand (F6)	0.65	12.28	0.001	
H5 Trustworthy celebrity athlete* consumers' interaction with celebrity (F5*F4) \rightarrow Interaction with the endorsement brand (F6)	0.07	2.28	0.046	

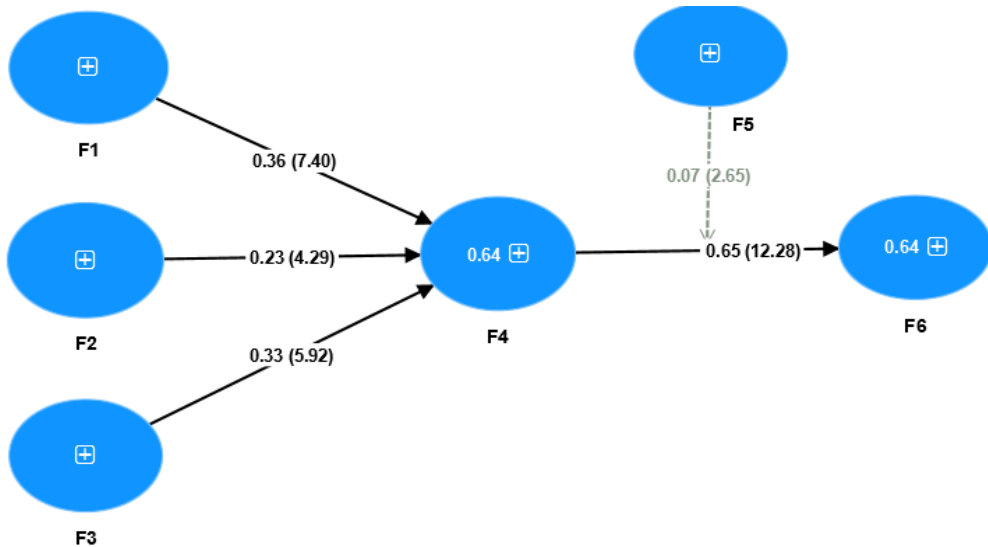


Figure 2. Output PLS-SEM (H1 to H5).

5. Discussion and conclusion

Using the athlete brand image model proposed by [Arai et al. \(2013\)](#), the present study examines the impact of sports performance and the off-field marketable lifestyle of celebrity athletes on consumers' interaction with them on social media and their endorsements. Additionally, following the theory of source credibility articulated by [Hovland and Weiss \(1951\)](#), the research explores the influence of attractiveness and the moderating role played by the reliability of the prominent individual.

According to the research findings, the highest level of education in the sample was a bachelor's degree, constituting 28% of the total sample. On average, these higher-educated individuals are more interested in online activities and following sports celebrities. They also have the potential to have more information on various topics, including better knowledge of famous people and sports products. In this regard, [Chen \(2018\)](#) pointed out in a study that young university consumers are interested in using Instagram for marketing purposes. People aged 21 to 30 years had the highest frequency, making up 39% of the total sample. Research shows that Instagram is highly popular among young people, and motivations for using it include self-expression, curiosity, entertainment, and communication ([Huang & Su, 2018](#)). This age range can play an essential role in recognizing different patterns and behaviors of individuals. Therefore, for sports brand managers, understanding this target community can help them improve their sales by

planning brand advertisements with famous people. According to the research findings, most participants in the study were single, accounting for 66% of the total sample. Being single essentially means not having the responsibilities of family life, thus granting these individuals more opportunities to engage in the virtual space than married people. Furthermore, the majority of the participants in the study were men, constituting 52% of the total sample. Based on gender, individuals may possess different characteristics, attitudes, or experiences, which can aid sports brand managers in better understanding their target group for advertising in the online realm and increasing product sales.

The first three hypotheses of the current research examined sports performance, attractiveness, and the market lifestyle of sports celebrities concerning consumers' interaction with them on social media. Predictions were that these three variables would augment consumer interaction with them on social media. This conjecture is supported by earlier research, which has asserted that sports performance not only enhances credibility but also garners attention from sponsors, as exemplified in the work of [Koo et al. \(2012\)](#) and [Kunkel et al. \(2019\)](#). The outcomes of the current investigation systematically scrutinized this hypothesis, confirming all three postulations. Consequently, this study reveals that pertinent or on-field attributes (sports performance) and unrelated or off-field characteristics (attractiveness and market lifestyle) exert nearly equivalent influences on consumers' interaction with celebrity athletes on social media. This finding aligns with the research conducted by [\(Bardia et al., 2011; Koo et al., 2012; Ranjbarian et al., 2010; Seimiene & Jankovič, 2014\)](#). In addition to their sports prowess on the field, celebrity athletes can enhance consumers' engagement on social media platforms through their appealing social lifestyles off the field. This presents a novel opportunity to effectively manage the athlete's brand image and sustain their appeal to consumers, particularly after their professional sports careers. Leveraging attractive individuals is a pervasive strategy in print and television advertising, owing to their heightened capacity to influence audience attitudes and beliefs. This persuasive impact is attributed to the "halo" effect, wherein proficiency in one aspect, such as attractiveness, is extrapolated to suggest competence in other dimensions.

The fourth hypothesis substantiates that consumer interaction with celebrity athletes on social media positively correlates with increased engagement with the endorsed brand. This finding underscores the significance of parasocial relationships established between celebrities and consumers on social media platforms in enhancing the efficacy of endorsements. The fifth hypothesis delved into the moderating influence of celebrity reliability. Findings revealed that the reliability of a celebrity moderates the relationship between consumer interaction with the celebrity athlete on social media and subsequent engagement with the endorsed brand. This outcome aligns with prior research [\(Chekima & Chekima, 2019\)](#). Recent studies underscore the pivotal role of trust in celebrities across various dimensions, including advertisement attractiveness, social media advertisements, brand credibility, brand owner rights, brand loyalty, attitude towards the company, future purchase intentions, company image, and company reputation [\(Samat et al., 2015\)](#). Notably, trust in both the brand and the individual celebrity is essential, with the latter making the most outstanding contribution to enhancing consumer trust in the brand and the business. This aligns with the assertion by [Mckenzie et al. \(2016\)](#), that reliability is the

foremost factor influencing the purchase intentions of gym members. Consequently, it can be inferred that athletes who trust sports product consumers are more likely to engage with an endorsed brand.

The present study offers valuable insights into sports celebrities and brand management, shedding light on crucial concepts for effective brand and celebrity management within the sports industry. Concerning the brand management of celebrity athletes, the current research underscores the significance of off-field lifestyle as an asset capable of augmenting consumers' engagement with these celebrities on social media platforms. Beyond their on-field performance, in the age of social media, celebrities can cultivate fame off the field, leveraging their digital presence to attract and connect with fans, thereby establishing enduring parasocial relationships. This strategic approach enables celebrity athletes to enhance their renown, influence, and, consequently, the value of their image. Notably, the marketable lifestyle of sports celebrities stands as an alternative income source with the potential for sustained longevity if effectively managed.

Consequently, the strategic management of this asset is imperative to establish and fortify a positive lifestyle image. As human brands, celebrities must set themselves apart from competitors, and the narratives woven into their public lives serve as compelling stories to achieve this differentiation. Moreover, the attractiveness of celebrity athletes tends to diminish over time, necessitating proactive management to avert a decline in their image capital. Managers, therefore, play a pivotal role in supporting and guiding athletes and sports figures, aiding them in expanding their audience reach.

The current research contributes novel recommendations for brand managers and advertising agencies, extending beyond the evaluation and selection of suitable celebrity athlete endorsers. Emphasis is placed on maximizing returns from brand endorsements. Strategic attention should be devoted to the off-field attributes of celebrities, offering insights into their values and personalities that resonate with consumers and foster social media engagement. Recognizing the significance of consumer segments such as different age groups and genders, brand managers should ensure thoughtful interaction with sports celebrities to enhance brand engagement. Notably, the reliability of the celebrity remains paramount, amplifying the positive impact of their interaction with celebrity athletes on brand engagement.

6. Research limitations and further suggestions

Despite the rich and productive outcomes of the present study, it seems additional study is needed in this field. It is suggested that comparable research be conducted using distinct variables, such as attitude toward the brand and purchase intention. The population of this study included all sports consumers who utilized Instagram social media. Disparities among social media platforms, however, were not examined. Future research can identify the social networks with the highest impact on the subject. Applying the proposed model to men and women, team and individual sports, and active and retired prominent figures might also be intriguing.

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تأثیرات بر نام تجاری تأییدشده در تعاملات رسانه‌های اجتماعی ورزشکاران مشهور: نقش تعدیل کننده اعتماد

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کلیدواژه

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نوع مقاله

پژوهشی اصیل

چکیده

هدف: این مطالعه با هدف بررسی عوامل مؤثر بر تعامل با برند صحت‌گذاری شده فرد مشهور ورزشی در رسانه‌های اجتماعی (نقش تعدیل‌گر قابل اعتماد بودن فرد مشهور ورزشی) بود.

روش: از نظر هدف کاربردی، از لحاظ شیوه گردآوری توصیفی-همبستگی بود. جامعه آماری را کلیه مصرف‌کنندگان ورزشی در رسانه اجتماعی اینستاگرام تشکیل دادند. در این راستا در مجموع ۳۷۰ نفر در تحقیق مشارکت داشتند. ابزار اندازه‌گیری پرسشنامه **وی و لو (۲۰۱۳)**، **حسین و همکاران (۲۰۲۰)** و **آرای و همکاران (۲۰۱۳)** بود. جهت بررسی روایی صوری پرسشنامه توسط اساتید مدیریت ورزشی مورد بررسی قرار گرفت. ارزیابی مدل بیرونی (پایایی ترکیبی، روایی همگرا و روایی واگرا) حاکی از برقرار بودن پایایی ابزار داشت.

یافته‌ها: ارزیابی مدل درونی حاکی از این بود که عملکرد ورزشی، جذابیت فرد مشهور و سبک زندگی بازاری فرد مشهور ورزشی تأثیر معنی‌داری در تعامل مصرف‌کنندگان با فرد مشهور ورزشی در رسانه‌های اجتماعی دارند. همچنین قابل اعتماد بودن نقش تعدیل‌گری مثبتی در رابطه بین تعامل مصرف‌کنندگان با فرد مشهور ورزشی در رسانه‌های اجتماعی با تعامل با برند صحت‌گذاری شده داشت.

اصالت و ابتکار مقاله: مطالعه حاضر مفاهیم مهمی را برای مدیریت افراد مشهور ورزشی و مدیریت برند ارائه می‌دهد. با توجه به مدیریت برند افراد مشهور ورزشی، یافته‌های تحقیق حاضر اهمیت سبک زندگی خارج از میدان را به عنوان یک دارایی ارزشمند برجسته می‌کند.

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