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Sports Celebrity Influence on the Behavioral Intentions of Generation Z

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Abstract

The research is to determine what the effects, if any, professional athlete endorsers or spokespersons have on the generation Z cohort. There is a relative lack of published research that investigated the influence sport celebrity endorsers had on generation Z. This study primarily focused on the exploration of the role sports celebrities play as vicarious role models for members of generation, as well as touched upon whether sports celebrity endorsers affected generation Z's behavioral intentions. In addition, the influence sports celebrity endorsers had on females in comparison to males was also studied. It was found that sports celebrity spokespersons or endorsers act as vicarious role models for specifically generation Z. It was also concluded that sports celebrity spokesperson or endorsers influence Generation Z's behavioral intentions.

Keywords

Sports, Celebrity, Endorsement, Advertisement, Generation Z

Subject Categories

Marketing

Sports Celebrity Influence on the Behavioral Intentions of Generation Z

Undergraduate Honors Thesis Fall 2017

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Abstract

The research is to determine what the effects, if any, professional athlete endorsers or spokespersons have on the generation Z cohort. There is a relative lack of published research that investigated the influence sport celebrity endorsers had on generation Z. This study primarily focused on the exploration of the role sports celebrities play as vicarious role models for members of generation, as well as touched upon whether sports celebrity endorsers affected generation Z's behavioral intentions. In addition, the influence sports celebrity endorsers had on females in comparison to males was also studied. It was found that sports celebrity spokespersons or endorsers act as vicarious role models for specifically generation Z. It was also concluded that sports celebrity spokesperson or endorsers influence Generation Z's behavioral intentions.

Introduction

This topic is of interest because Generation Z is becoming one of the largest cohorts, already surpassing Generation X in size. They are entering the work force, and are becoming consumers. Yet little is known about their purchase behavior or influencers (Howe, 1991). There is a relative lack of published research that investigates the influence advertising has on this generation (Bush, 2004), and in particular those advertisements that use professional athletes. Sports celebrity endorsers are famous athletes or coaches whose public recognition is used to recommend or co-present with a product in advertising (Erdogan 1999) and it is not unusual to see sports celebrity endorsements in retail product advertising.

In support of this, Bandura suggested more specifically assumed role models may influence consumer attitudes and patterns without ever directly contacting or meeting the consumers (Martin, 2004).

The objective of this study will be to explore the concepts of sports celebrities as accepted role models for generation Z, including the influence as role models they have on female members of generation Z. Vicarious role models can have a significant effect on career aspirations, educational choices, and self-esteem.

Literature Review

The Generational Cohorts

A generation is a group of people born and living at the same time period, typically about thirty years or so. Generational cohorts are established to demonstrate “people within a population who experience the same significant events within a given time period”(Pilcher 1994). Serious analysis of generations began in the nineteenth century. Generation Z, Baby Boomers, and Generation Y have been studied heavily. The youngest generation right now known as Generation Z, has been relatively unstudied especially during their teenage years.

Generation Z

Generation Z is the demographic cohort following the millennial generation or “generation Y”. The time frame as to when generation Z begins is ambiguous but for the purpose of this study will be defined as birthdays between 1997-2014 (Howe 1991). The widespread use of the Internet from a young age is a critical

aspect of this generation. Members of this generation had access to technological based toys and video games throughout childhood that other generations did not (Howe 1991). Forbes magazine suggested that when generation Z enters the workforce digital technology would be part of almost all careers (Forbes 2015). According the United States Consultancy Sparks and Honey in 2014, “41% of Generation Z spend more than three hours a day on computers for purposes other than schoolwork” (Howe 1991). They went on to add that, “around $\frac{3}{4}$ of 13-18 year olds use their cell phones everyday for more than watching television.” The fact that a majority of Generation Z owns a cell phone has become a defining characteristic for them. Twitter, Instagram, and Snapchat are the growing popular applications for them. They choose these applications based on the factors of speed and reliability. Their online relationship development is a new generational norm.

According to Forbes in 2015 “Generation Z made up 25% of the United States Population”. This makes them larger than the baby boomers and millenials. The literature talks about how most agree the great recession has taught members of generation Z to be more independent with an entrepreneurial desire (Howe, 1991). Business Insider describes members of generation Z as more conservative, and pragmatic about money compared to the millennial generation. The events of the September 11th terrorist attack and the great recession appear to have greatly influenced the attitudes of this generation in the United States. The oldest members of this generation were children during the attack. These events led the generation unsettled and insecure with the environment they were raised in. Experiencing a recession during childhood also affects realism and worldview. In 2016 there was a

study that found church attendance during youth was 41% among generation Z compared to millennials (18%), generation X (21%) and baby boomers (26%) at that age (Howe, 1991).

When it comes to education, students of generation Z self identify as loyal, compassionate, thoughtful, open-minded, responsible, and determined. They also view peers as competitive, spontaneous, adventurous, and curious (Zorn, 2017). According to a survey at Northeastern University, 81% of Generation Z members believe it is important and necessary to obtain a college degree. 65% also say the benefits of graduating out way the costs (Howe, 1991). A lot of colleges are also adding entrepreneurship majors into the curriculum for generation Z. Generation Z does not simply want a job. They want fulfillment and excitement with the ability and opportunity to move forward. Colleges and Universities are now providing learning management systems such as “blackboard” to offer collaborative learning tools, activity based learning and interactions with materials, peers, and professors (Zorn, 2017). Electronic drop boxes, online quizzes, exams, and grades are expected and a new way of learning for members of generation Z. This generation is often seen as more comfortable with diversity than previous generations as well (Zorn, 2017).

Baby Boomers

There has been a plethora of research done on the baby boomer generation. Members of this generation are defined as Americans born in the post world war II years (1946-1964) (Beattie, 2016). About 78 million of them got their name because of their expansive numbers. Beginning with this generation, female labor force

participation soared. Young women started moving into previous male positions (Beattie, 2016). Marriage rates declined while divorce rates increased simultaneously for the boomer generation (Miller 2005). Some say these changes occurred because of the relative low income of that time period. The boomers however were the first generation of teenagers that had significant spending power. This sparked immense marketing campaigns and an introduction to new products. Most teenagers strived to fit into categories such as “pop groups” or “hippies”.

Education for the boomers was overcrowded and chaotic. Overcrowded schools brought in “porta-cabin” classrooms and cut classes short. America’s identity seemed to be shaped by the boomers starting with their youth culture in the 1950’s and 1960’s (Macunovich, 2002). The new product launch of the automobile was critical for the parents of the boomers. The Station Wagon was launched to satisfy the needs of a mini van but also accommodated the “yuppie” trend preferences. 1964 roughly marks the end of the baby boomer generation and the beginning of generation X (Macunovich, 2002).

Generation X

Generation X is commonly identified as the “middle child” of generations. This cohort includes Americans born between 1965 and 1980 and marks the period of birth declines after the boomers (Kane, 2017). This generation was established in an era of two income-income families, rising divorce rates, and a declining economy. Women were joining the workforce at an even higher rate compared to the boomers. Members of generation X are viewed as independent, resourceful, and self-sufficient. They value personal satisfaction and are not technically savvy. Authority

and structure were also key characteristics of this generation during teenage and work years (Kane, 2017).

Generation X was the first generation to be introduced to computers during childhood years. Technology however was not a main part of their lives until they reached an older age. Generation X members are also seen as flexible and like to embrace change. When this generation entered the workforce it was “work to live” and not “live to work” (Sveen, 2017).

Millennials (Generation Y)

There has been a lot of previous research done on Generation Y including the effects of sports celebrity endorsers on them. The time period that describes millennials is very ambiguous but for purposes of this study will be defined as birthdays between 1981-1996 (Main, 2017). A highlighted fact about generation Y is their resistance to marketing efforts, individualism, and anti-corporate views (Stratton, 2007). This generation has grown up in a consumer-oriented society. Millennials are less involved in traditional social ethics. They grew up in a society based off of pure consumerism. Because of this, they are easy to study and target. Millennials are very into television and the media. Socialization agents that affect generation Y typically include parents, peers, mass media, school, and television viewing (Bush, 2004).

Celebrity Endorsement Marketing

Sports celebrity endorsers are defined as a famous athlete or coach who uses public recognition to recommend or co-present with a product in advertising (Erdogan 1999). It is very common to see sports celebrity endorsements in retail

product advertising. Famous athletes and other celebrities are often used in advertising to improve product sales and influence brand choice. Celebrity athletes provide consumers with familiarity and recognition through endorsing. About 25% of American commercials use celebrities today (Erdogan 1999). Because of these celebrities, advertising ratings and product evaluations tend to be more favorable. Top athletes usually earn more money from endorsements over athletic contracts. American consumers also tend to believe that celebrities' promotions are motivated by genuine affection rather than for the fees (Erdogan 1999).

It has been noted that endorsement is most effective when congruence exists between the image of endorser and the endorsed products (Lee & Koo 2015). This congruence is recognized as the match-up-hypothesis. A Credible celebrity endorser is more likely to generate positive consumer responses than a less credible endorser (Lee and Koo 2015). In general celebrities are seen as trustworthy, believable, persuasive and likeable. Though these endorsers are more likely to positively influence consumer buying decisions poor behavior can alter this. With the presence of unacceptable behavior, positive influence may be reversed and the celebrity can become a liability to the sponsor (Erdogan 1999). In addition, the success of the advertisement often depends on the selection of the endorser (Ramli 2016). Companies and advertisers try and pick celebrities that positively affect consumers' brand attitudes and purchase intention, which can be a daunting task (Dom Ramli 2016).

Consumer Behavioral Intentions

The youth market is an extremely important segment study when it comes to behavior due to their spending power, ability to trend set, high receptivity to new products, and high potential to become lifetime customers (Martin 2004). The theory of socialization states, "As teens mature their drive for independence contributes to establishing their own set of norms and behaviors" (Martin, 2004). When searching for independence, the media becomes very important to teenagers. The process by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace is known as consumer socialization (Martin, 2004). A typical socialization agent is any person or organization directly involved with the individual such as a parent, peer, mass media, school, or television viewing (Martin 2004). Parents, teachers, peers, and relatives could also be considered role models. These role models could be considered anyone the individual consumer comes in contact with who can potentially influence the consumer's consumption decisions (Martin 2004). A recent study examined the impact of role models on the self-views of young adults and recognized that "individuals of outstanding achievement can serve as role models to others and motivate young adults to adopt certain self images and lifestyle patterns" (Martin 2004).

Bandura acknowledged that more specifically vicarious role models influence consumer consumption attitudes and patterns without ever directly contacting or meeting the consumers (Martin, 2004). This concludes the fact that role models for teenagers can have direct or indirect contact. Vicarious role models can be

socialization agents and have significant effect on the career aspirations, educational choices, and self-views of young adults. The end result of the socialization process based on the learning of consumer's behavior can be noted as behavioral intentions (Martin 2004). Behavioral intentions are an outcome of socialization that may be important to advertisers because it is related to favorable and unfavorable behaviors consumers may show toward a brand (Martin 2004). An example of this could be a consumer praising a brand and expressing preference over another. This favorable intention may lead to increased sales, premium prices, and spreading positive word of mouth conversation (Martin 2004). This praise could also alternatively be critical causing an opposite outcome. Since generation Z is highly educated, tech savvy, innovative, and creative they behave different to earlier generations. This behavior can lead to changes in consumer behavior (Fotiadis 2017). Generation Z has encountered political, social, technological, and economic changes (Ernst and Young 2015). Consumers are typically less loyal to retailers and expect retailers to get products directly to them (Fotiadis 2017). It can be generalized that teen members of generation Z have higher expectations, no brand loyalty, and care more about the experience (Schlossberg, 2016).

Research Questions

Based upon the discussion above, this study will explore whether or not sports celebrity role models influence generation Z's behavior or intentions, including the influence of sports celebrity role models on female members of generation Z; thus, the following research questions are proposed:

1. *Do sports celebrity spokespersons and or endorsers act as vicarious role models to members of generation Z?*
2. *Do sports celebrity spokespersons and or endorses influence generations Z's behavioral intentions?*
3. *What is the influence of sports celebrity spokespersons or endorsers on female members of generation Z?*

Methodology

Overview

To implement this study, approval from UNH IRB was granted. The application was filed in early this spring.

Data Sample

The sample used for this study was individuals within the ages 17 to 23, all part of the Generation Z cohort. UNH freshmen and sophomores, students from Milford Regional High School in Massachusetts, and Lakes Region Community College in Laconia, New Hampshire were used as samples for the survey. The goal was to collect at least 100 usable responses and 160 responses were collected.

Design of Study

This study was designed using a twenty-question Qualtrics survey consisting of multiple choice, ranking, likert scale, rating scale, dichotomous, and some demographic questions. The survey collected 160 responses exceeding the 100-response expectation set. Study constructs will be developed further, but may include Credibility Scales, Popularity Q Rating, and Product fit or match-up [see Appendix A].

Data Analysis

After the survey was closed, data was exported out of Qualtrics into an excel file. The excel file was scrubbed and then imported into SPSS software for descriptive analysis, frequency analysis, and independent t-tests.

Results

Initial Predictions

Before conducting this study I expected to find a drastic change in this topic area when comparing generation Y to Z especially comparing male and female members of generation Z. I believed that sports celebrities represented positively on social media would have a greater influence on teenagers today. Celebrities that are speaking on television or radio would not influence generation Z as much.

Generation Z relies heavily on technology, specifically cell phones, tablets, and laptops. Technology effects all aspects of their lives whether its education, entertainment, or communication.

Descriptive Analysis

After gathering 160 responses from the Qualtrics survey, data was looked at using descriptive analysis on SPSS software. Referring to Table 1 it is clear both males and females of generation Z played sports in high school. About 68.7% of males and 66.7% females participated in a competitive sport during their high school years. More females competed in just middle school sports when compared to males. Females represented about 18.4% of just middle school sport participation compared to males' 1.5%. Males on the other hand represented a much higher portion of members that competed in collegiate sports when compared to females. 26.9% of males competing in collegiate level sports while only 4.6% females did.

The most common sport for members of generation Z was baseball/softball for both males and females. Soccer, track and field, and basketball were also amongst other top sports played by generation Z members.

Referring to Table 1, 30.6% of generation Z members watch professional sports on television more than twice a week and 21.9% 1-2 times a week. Specifically looking at gender 61.2% of males watch professional sporting event on television more than twice a week while only 9.2% of females do this. In addition 28.4% of males watch professional sports on television 1-2 times a week while 18.4% of females watch. It is important to note that 0% of males said they would definitely not watch professional sports on television. The survey question *“Do you watch professional sports on television?”* was followed up with *“If yes, do you pay attention to advertisements/commercials during these events?”* It was concluded that only 1.9% of respondents said they watched every single commercial on television during these events. 70.7% of respondents said they occasionally watch a few commercials. The responses for gender were relatively similar when paying attention to gender.

Referring again to Table 1 about 19.4% of generation Z members watch professional sports on other technological devices more than twice a week. 15.6% of respondents also said they watched professional sports on other technological devices about 1-2 times a week. The highest percentage of respondents for this question clocked in at about 24.4 % for only 1-2 times a year. The survey question *“Do you watch professional sports on other technological devices?”* was followed up with *“If yes, do you pay attention to advertisements/commercials during these*

events?” Similar to the above findings, it was concluded that only 3.3% of respondents said they watched every single commercial on other technological devices during these events. 61.8% of respondents said they occasionally watch a few commercials. Like above the responses for gender were relatively similar when paying attention to gender.

The last bit of descriptive data depicted again in Table 1 refers to how opinions of favorite athletes influenced the respondents. When looking at the respondents as a whole, the opinions of favorite athletes influenced the respondents to buy certain brands, say positive things about products or brands to other people, and recommend products or brands to other people. 33.3% of females say the opinions of their favorite athletes influence them to buy certain brands while 23.4% of males say this. 17.2% of males say the opinions of their favorite athletes influence them to recommend products or brands to other people while only 8.3% females said this.

Table 1. Data (n =160)

	Total	Gender	
		Male	Female
Played Sports?			
Yes in primary/middle school	10.6%	1.5%	18.4%
Yes in high school	67.5%	68.7%	66.7%
Yes college/club level	15%	26.9%	4.6%
No	6.9%	3.0%	10.3%
If Yes, What Sport?			
Baseball	25%	25.4%	25.3%
Soccer	21.9%	31.3%	18.4%
Track/XC	23.8%	17.9%	28.7%
Basketball	44.9%	25.4%	19.5%
Lacrosse	11.3%	11.9%	10.3%
Volleyball	10.6%	4.5%	16.1%
Football	8.1%	17.9%	1.1%
Other-Hockey (field/ice)	7.6%	10.5%	6.8%
Tennis	8.1%	9.0%	6.9%
Do You Watch Pro Sports of Television?			
Yes, more than twice a week	30.6%	61.2%	9.2%
Yes, 1-2 times a week	21.9%	28.4%	18.4%
Yes, 1-2 times a month	21.3%	6.0%	28.7%
Sometimes, 1-2 times a year	25%	4.5%	41.4%
Definitely not	1.3%	0.0%	2.3%
If Yes, Do you pay attention to advertisements/commercials during these events?(television)?			
Yes, I watch them all	1.9%	3.0%	1.2%
Yes, I watch most of them	22.9%	19.4%	27.4%
Yes, I occasionally watch a few	70.7%	73.1%	67.9%
No I have never watched ads during sporting events	4.5%	4.5%	3.6%
Do You Watch Pro Sports on other technological devices?			
Yes, more than twice a week	19.4%	41.8%	3.4%
Yes, 1-2 times a week	15.6%	23.9%	9.2%
Yes, 1-2 times a month	17.5%	19.4%	14.9%
Sometimes, 1-2 times a year	24.4%	10.4%	34.5%
Definitely not	23.1%	4.5%	37.9%
If yes, Do you pay attention to advertisements/commercials during these events? (other tech devices)			
Yes, I watch them all	3.3%	6.3%	0%
Yes, I watch most of them	25.2%	25%	27.8%
Yes, I occasionally watch a few	61.8%	57.8%	64.8%
No I have never watched advertisements during sporting events	9.8%	10.9%	7.4%
The opinions of my favorite athletes influence me to?			
Buy certain brands	29.1%	23.4%	33.3%
Say positive things about products or brands to other people	23%	20.3%	25%
Recommend products or brands to other people	12.2%	17.2%	8.3%

Testing of Research Questions

Research Questions

- 1. Do sports celebrity spokespersons and or endorsers act as vicarious role models to members of generation Z?*
- 2. Do sports celebrity spokespersons and or endorsers influence Generation Z's behavioral intentions?*
- 3. What is the influence of sports spokespersons or endorsers on female members of generation Z?*

In addition to the descriptive analysis an independent t-test was used using SPSS software to specifically test each research question. To test research question number one a ranking survey question was analyzed. Referring to table 2, you can see five different variables that respondents ranks from 1-5, 1 being the most important and 5 being the least important. As the table indicates the only variable that was significant was "Positive Example For Others". This indicates that there was a significant difference in the responses of males and females in this survey. The other variables in this question had p-values greater than .05 creating no significance.

When looking at the total respondents regardless of gender for this research question almost all of the variables had averages within 2-3. This indicates they were close to the most important. The last variable "Acts as A Role Model For Me" had the highest average for both males and females at about 3.8-4 points indicated that variable was the least important to them.

Six different survey questions were used to test the second research question "*Do sports celebrity spokespersons and or endorsers influence Generation Z's behavioral intentions*"? The first question asked how likely the respondent was to buy a red Nissan car. The second question asked how likely the respondent was to

buy a red Nissan car with Usain Bolt standing in front of it. The third question asked how likely the respondent was to buy a red Nissan car with a video of Usain bolt and the car. The next question asked how likely the respondent was to buy bounty paper towels. The fifth question asked how likely the respondent was to buy bounty paper towels with Alyson Felix holding them. The final question asked how likely the respondent was to buy bounty paper towels with a video of Alyson Felix featuring them. After running an independent t-test four of those six questions appeared to be significant when comparing males and females. The question that featured the Nissan picture only, the Nissan picture with Usain Bolt, and the Nissan video with Usain Bolt were all significant with a p-value of 0.0. The question with just the bounty picture was also significant with a p-vale of .021.

The final research question could be answered by using any descriptive or testing data from this study. Another ranking question about qualities desired in athletic role models was looked at for this question. The “Is Attractive” variable was extremely different when comparing males and females with a p-value of 0.0. Overall males ranked the importance of attractiveness in a sports celebrity endorser as 58 out of a maximum importance of 100. Females on the other hand only ranked this importance as 37.3 of a maximum importance of 100.

Table 2. Testing Research Questions (n = 160)

Assessment Constructs	Gender Mean		t-test (significance p<.05)
	Female	Male	
<i>Do sports celebrity spokespersons and or endorsers act as vicarious role models to members of Generation Z?</i>			
My Favorite Athlete.....			
Provides A Good Model To Follow	2.9	2.7	Not Significant
Leads By Example	2.9	2.7	Not Significant
Positive Example For Others	2.5	3.2	t=3.49 (df 137), p<.01
Work Ethic And Behavior I Try To Imitate	2.7	2.6	Not Significant
Acts As A Role Model For Me	4.0	3.8	Not Significant
<i>Do sports celebrity spokespersons and or endorsers influence Generation Z's behavioral intentions?</i>			
Likely to buy this product? Nissan picture	3.8	5.27	t=-5.0 (df 158), p<0.0
Likely to buy this product? Usain Bolt Nissan Picture	3.4	5	t=-.57 (df 158), p<0.0
Likely to buy this product? Usain Bolt Nissan video	3.1	4.5	t=-4.8 (df 157), p<0.0
Likely to buy this product? Bounty picture	3.0	2.4	t=2.3 (df 157), p<.021
Likely to buy this product? Alyson Felix, Bounty Picture	2.6	2.3	Not significant
Likely to buy this product? Alyson Felix, Bounty video	2.5	2.3	Not significant
<i>What is the influence of sports celebrity spokespersons or endorsers on female members of Generation Z?</i>			
Qualities desired in athletic role models are....			
Charismatic personality	75	76.5	Not significant
Is a star	67.6	55.9	t=2.7 (df 152), p<.08
Is attractive	37.3	58.0	t=-3.8 (df 139), p<0.0

Conclusion

After looking at the final descriptive analysis it was clear that most of generation Z respondents participated in high school sports. More males participated in collegiate sports and more females competed in just middle school sports. It was also concluded that basketball was the most common sport played amongst all respondents. Specifically the most common sport for males was soccer and track and field for females. It was also concluded that about one third of total respondents said they watched professional sports on television more than twice a week. Specifically males watched professional sports on television much more than females did. It was also noted that about 52.5% of survey respondents said that

watched professional sports on other technological devices at least 1-2 times a month. 19.4% specially said they watched professional sports on other technical devices more than twice a week. Again more males watched these sporting events significantly higher than females. When it came to commercials for both television and other technological devices the majority of respondents said they occasionally watched a few.

After looking at the first research question it could be concluded that sports celebrity spokespersons and or endorsers act as vicarious role models to members of Generation Z. Most respondents declared that it was important for their favorite athlete to provide a good model to follow, lead by example, and provide a positive example for others. Males and Females had a significant different when declaring their importance of sports celebrity endorsers setting a positive example for others. Males thought that it was less important for celebrity endorsers to set a positive example for others while females declared it on the more important side. This was the only variable that appeared to be significant between genders for this specific survey question.

Like mentioned above the second research question was addressed using six different survey questions involving pictures with purchase intention questions. When looking at generation Z respondents as a whole, the survey data showed that members would be most likely to buy the bounty product after seeing the video with Alyson Felix featured. Generation Z respondents also highlighted the fact they would likely buy the bounty product when just a picture of Alyson Felix was included in the advertisement. Both of these questions appeared to have no

significance between men and females. When looking at these six survey questions in regards to gender there was a statistical significance for the Nissan picture, Nissan and Usain Bolt picture, the Nissan and Usain Bolt Video, and the Bounty picture when comparing males to females. Both males and females were more likely to buy the Nissan car after Usain Bolt was featured however females were much more likely than males. Males were also significantly more likely to just buy the bounty product alone than females. After analyzing the data from these six survey questions it was concluded that sports celebrity spokespersons and or endorsers do in fact influence Generation Z's behavioral intentions. Specifically these endorsers effect females at a greater level than males. It was interesting to note that since more females participated in track and field that they were affected by the track and field advertisement. More research would have to be conducted in a more expansive manner on this topic.

The third research question regarding the influence of sports celebrity endorsers on female members of generation Z was touched upon in all aspects of the data from this study. Specifically referring to the ranking survey question involving qualities desired in an athletic role model it was very clear the significance between males and females. Females view the influence of a celebrity endorser as "Is a star" while men view the influence of a celebrity endorser as "Is attractive." Both males and females responded the same and agreed a charismatic personality is very desired in athletic role models. It can be concluded that female members of generation Z are more drawn to "stars" and celebrities that "provide a good model

to follow” Like concluded above females were affected more after the presence of a celebrity endorser was in the picture.

To recap this study it was concluded sports celebrity spokespersons or endorsers may act as vicarious role models for specifically generation Z. It was also noted that sports celebrity spokesperson or endorsers influence Generation Z’s behavioral intentions. When specifically looking at the females of Generation Z, it was noted they valued sports celebrity endorsers a significant amount more than males. Females were also influenced by sports celebrity endorsers a significant amount more than males. More research could be done in the future on specific types of sports in relation to the endorser to see if that would have effect on role models and behavioral influence.

Limitations and Future Research

The sample used was from a limited geographic area and thus may not be generalizable to the rest of the United States population of Generation Z.

Future research should consider assessing members of Generation Z from other locations. These members would have geographic, demographic, and psychographic differences, which could be studied in the future. Future researchers could also expand upon the research questions in this study and focus on one particular sport. Focusing on one specific endorser in relation to generation Z would be another suggestion for future research.

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Appendix A - Sample of Measurement Constructs

Variable name	Source	No. of Items
Celebrity endorsement advertisement effectiveness	Atkin & Block (1983), O'Mahony&Meenaghan (1997) & Dicksenson (1996)	3
Celebrity Source Credibility	Adapted from Ohanian (1990)	6
Celebrity Endorser's nationality	Adapted from Jain, Roy, Kumar, &Kabra (2010)	6
Celebrity Endorser/Product Fit	Adapted from Amos, Holmes & Strutton (2008)	6