

Research

BLOG POST

Jin Kyun Lee | (2021) The effects of team identification on consumer purchase intention in sports influencer marketing: The mediation effect of ad content value moderated by sports influencer credibility.

WHY YOUR BRAND NEEDS A SPORTS HERO..

“A slam dunk
for your
brand and
audience”



“Celebrities symbolize a set of meanings to consumers. When a consumer buys and uses the product, these meanings are transferred to the product.”
(McCracken, 1989)

KEY OBJECTIVE

The key objective of this research is to understand the complex relationship between sports team identification, ad content value, and purchase intention. Team identification is the extent of a fan's psychological connection to a team and its performance. Different levels of team identification range from low to high identified fans. Highly identified fans experience strong emotions when winning or losing and tend to have self-serving biases. What is most interesting is that highly identified fans have similar consumption intentions compared to lowly identified fans, regardless of whether the team won. Social identity theory states that we become biased towards individuals and information that supports the same team. “ Our team is better than yours.” Team identification has a strong effect on behavioral responses. This means that marketers and communicators should increase sports team identification with sports marketing sponsorships and with sports stars that are a high fit for their brand. It will allow them to strategically build fan communities with high engagement and capitalize on brand opportunities. It will create access to a growing female growth market (fight for gender equality), and they can communicate with the audience through the Social Networking channels of credible sports influencers.

SPORTS INFLUENCER CREDIBILITY, AD CONTENT VALUE AND PURCHASE INTENTION

Successful influencer marketing always starts with creating useful and valuable content for consumers, but the high credibility of the sports influencer results in a higher purchase intention with highly identified fans. Sports influencers perceived as knowledgeable, reliable, and physically attractive are considered credible: they generate a positive attitude toward the endorsed brand and increase purchase intention. In chapter 6 of Tomblinson and Wolf, it is stated that source credibility of influencers is identified by three factors: (1) trustworthiness, (2) attractiveness, and (3) expertise. This research underlines that authenticity and trust is the driver for two way engagement and action between influencers and fans.

RESEARCH METHOD

An online survey was conducted of 350 respondents through Google Forms. 44.9 % were male, and the median age was 22.5. The respondents, University students from South Korea majoring in Advertising and Public Relations, generally spend two to three hours on social networking sites daily. The researchers used a Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) to measure team identification, ad content value, sports influencer credibility, and purchase intention. Because YouTube, Instagram, Facebook, and Twitter are the most popular influencer marketing platforms in South Korea (Info Cubic Japan, 2019; Mediakix, 2019), this study analyzed users of these Social Networking Sites.

MAIN FINDINGS RESEARCH

1. Team identification and ad content value positively affected purchase intention.
2. Team identification had a positive influence on ad content value.
3. Sports influencer credibility moderated the relationship between ad content value and purchase intention, as well as the relationship between team identification and purchase intention.
4. Sports influencer credibility significantly moderated the mediation effect of ad content value in the relationship between team identification and purchase intention.

INTERESTING FACTS !

- Fans with high team identification are likely to defend sports athletes even in the wake of a sports scandal; sponsors and marketers should maintain their relationships with the sportsteam . They will dissociate cognitively from negative publicity to keep supporting their team.
- Informativeness, entertainment, and trust reflect the positive aspect of cognitive and affective ad content value, whereas irritation captures consumers' negative response to advertising.
- While celebrity endorsement and influencer marketing are both great for enhancing brand awareness and maximum reach, the difference between the two is that influencers' emotional ties and authentic relationships with fans have a greater effect on consumer engagement in general.

[READ THE FULL RESEARCH RAPPORT](#)

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Compared with traditional celebrities' brand posts, Instagram influencers' brand posts make consumers perceive the source as more trustworthy, show more positive attitudes toward the endorsed brand, feel a strong social presence, and feel more envious of the source (Jin et al., 2019).

This study provides unique implications brand managers and marketers for planning sports influencer marketing in the South Korean market. While this research acknowledges micro and nano influencers because of their close and authentic relationships (they have the highest engagement levels) this study focuses on mega sports influencers who use social networking sites to achieve extensive reach and brand awareness. South Korea has the third-highest active social networking sites rate globally; it makes this an exciting study case for anyone who wants to learn more about mega (sports) influencers.