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Game-Face Dilemma

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Game-Face Dilemma:

The Intricate Relationship between Athletes and their Endorsers

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Professional Project: Pur:6956

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Abstract

Athletes are not just competitors on the field but also influential figures in the domains of advertising and consumer relations. This paper dives into the intriguing connection between athlete personas and sponsorship affiliations, explicitly examining the differentiating profiles of athletes endorsed by organizations related to energy and vitality, like Sprite, and those lined up with mental well-being and relaxation, like CBD organizations. Drawing upon past research by Skillings (2020) and Myllylä (2010), which underscores the job of celebrities, including athletes, to enhance brand appeal and customer association, this study investigates how athletes change their way of behaving and public image in light of their sponsorship affiliations, impacting buyer perceptions.

Through a mixed-methods design approach combining athlete interviews and athlete surveys, the study was able to record the consumer response and the connection between athletes and sponsors in forming perceptions of athlete branding. Findings uncover that athletes supported by various organizations show particular ways of behaving and personas, mirroring the marketing techniques of their sponsors. Athletes supported by companies such as Sprite frequently take part in exercises that build up the brand's picture of essentialness and fitness, while those endorsed by companies such as CBD organizations project a more easygoing and well-being-centered way of life. In addition, participants in the survey highlight the significance of authenticity and alignment in athlete endorsements, emphasizing the negative results of endorsing items opposite to the athlete's image or values.

The implications of the study extend to brand management and marketing techniques, as organizations strategically select athletes whose picture lines up with their brand identity to improve customer appeal and trust. Participants in this study recognize the impact of athlete

endorsements on their buying choices, emphasizing trust in the athlete's judgment and the apparent viability of the endorsed item. Furthermore, participants showed they would rather support endorsements connected with energy and vitality than relaxation and mental well-being, reflecting assorted customer needs and interests.

Key Words: Mixed-Methods, Personas, Endorsements, Athlete, Viability

Game-Face Dilemma: Relationship between Athletes and Endorsers

Introduction

Athletes have a huge impact on the field of play as well as inside the realm of advertising and consumer services. As a new age emerges, athletes turn into more than just competitors as a result of sponsorship agreements with various businesses; they change into brand ambassadors, epitomizing the qualities and pictures of the items they represent. This paper focuses on the entrancing relationship between athlete persona and sponsorship affiliations, speaking explicitly on the differentiating instances of competitors supported by companies such as Sprite and those related to a different type of company, such as CBD organizations.

There are many different types of athlete endorsements, and businesses choose athletes carefully whose image matches their brand identity. Research by Skillings (2020) and Myllylä (2010) highlights the complicated connection between athletes and consumers, featuring the job of famous people in improving brand relatability and buyer association. Major beverage corporations such as Sprite, are known to focus on reward, known for its focus on reward, energy, and a sound way of life, frequently chooses competitors who epitomize these characteristics. Conversely, CBD organizations, which advance relaxation, recovery, and mental prosperity, look for competitors who correspond with their image.

The choice to support athletes goes beyond simple item advancement; it is an essential move pointed toward changing purchaser ideals and profiting from athlete impact. While athletes associated with CBD companies may place an emphasis on relaxation, recovery, and mental health in their public image, athletes endorsed by companies like Sprite may engage in activities

that reinforce the brand's image of energy and the way of life. These differentiating personas not only mirror the upsides of the supporting organizations but also shape how competitors are seen by the general population. By analyzing the particular ways in which companies want athletes to behave and the personas shown by the athletes, we expect to reveal insight into the nuanced elements of athletic brand ambassadors. How sponsorship affiliations affect athlete behavior, public perceptions, and consumer attitudes will be revealed through this strict analysis.

INTRODUCTION AND LITERATURE REVIEW

Background:

The idea of athletes taking the persona of their supporting organizations has been a subject of interest, especially in understanding how brand affiliations impact athlete conduct and public discernment. This review compares the examples of athletes associated with adverse CBD organizations and those endorsed by companies such as Sprite (or any similar company) in the existing literature to see if athletes depict distinct personas. Competitors frequently act as public representatives for different brands, utilizing their impact to advance items and pass brand values on to their fan base. Research by Skillings (2020) and Myllylä (2010) features the essential utilization of big names, including competitors, by advertisers to upgrade brand likability and customer association. Sprite's showcasing efforts stress subjects of reward, energy, and a sound way of life, while CBD organizations advance unwinding, health, and mental prosperity. These differentiating brand pictures give a setting for inspecting whether athletes change their way of behaving and their public image based on their sponsorship affiliations.

Sporting Evidence Concerning Companies:

A few studies show that athletes supported by various companies show unmistakable ways of behaving and personas in relation to those of their supporting brands. Athletes supported by Sprite frequently take part in exercises that build up the brand's picture of essentialness and healthiness, taking part in clean and family-accommodating commercials and public ventures. On the other hand, athletes associated with CBD companies project a more laid-back and wellness-focused lifestyle, placing a high value on mental health and relaxation in their activities and public appearance Skillings, A. (2020). In return, they're more likely to be found doing something promoting said things, such as taking the time out of their day to destress and sit down for a breath. Athletes supported by Sprite are bound to take part in high-energy games, advance actual wellness, and pass on messages of essentialness and inspiration Skillings, A. (2020). On the other hand, athletes sponsored by CBD companies might zero in on exercises that advance unwinding, stress reduction, and mental prosperity, like yoga, mindfulness practices, or outside activities (picnic, watching the stars) Skillings, A. (2020). It is difficult to choose an athlete as a spokesperson for a product because of the risk when it comes to acceptance and cost. Nucci (2015) dissected the significance of the athlete's involvement with sponsorships to study its effectiveness with the public. He found that endorsement's impact the athlete's personality, and appearance will be enhanced or diminished by the sport's image Nucci (2015).

The discoveries of the review such as how many social media impressions a company gets based on whose the headline proposes that companies think carefully about the athlete as well as the sport they play while picking the perfect representative for the company Dugalić, S., & Lazarević, S. (2017). No matter what the athlete's actual appearance and character are, realizing that athletes from different sports are more successful than athletes from other sports is taken into consideration before they're chosen to sponsor a specific product Dugalić, S., &

Lazarević, S. (2017). Then again, on the off chance that the sport doesn't affect consumer reaction to the product, then, at that point, looking for an athlete with the most suitable character and actual appearance would be the company's best choice technique which basically has no cost, no matter what the sport (Nucci, K. (2015). Beyond character, legitimacy can also play a huge role in the decision of the company. A successful product endorsement involves more than just selling the product. The athlete really turns into a 'human brand' in their own way. The most important qualities can be divided into two categories: those you see on the field and those you don't, and these categories need to be studied consistently and thoroughly Myllylä, P. (2010). Derek Jeter's endorsement of Gillette, for example, should seem authentic, but according to Nucci (2015) if it doesn't, Jeter will not convince you and the athlete's advantages won't be there.

Finding a distinction in brand profiles can possibly save organizations a few hours and cash spent on marketing analysis. VIP endorsers, including athletes, are powerful on the grounds that they bring to the company a large group of qualities that the audience may love in association with the promotion. Experimenters saw that brands have realized that female customers, particularly twenty- to thirty-year-old's, react best with celebrities of the same stature or exhibit a sense of familiarity Nucci (2015). Many articles exist that have investigated the idea of those representative attributes Desmarais, F. (2017). For example, gender roles, actual engaging quality, dependability, and an immense range of character attributes all significantly affect shopper reactions to a promotion Nucci, (2015). As per Nucci (2015), people are bound to embrace a message when they track down the source as being like themselves. A company's relatability and comparability, along with its engaging quality, emphatically impact its message viability. Sports affiliation gives consumers hope, likability, and what makes them trust a specific product sponsored by an organization.

Implications:

The noticed differences in competitor conduct and persona in view of sponsorship affiliations have suggestions for brand management, marketing techniques, and athlete endorsements. Understanding how athletes adjust their public image to support brands can illuminate advertising choices and assist companies in successfully utilizing athlete associations to convey brand image to purchasers. Future implications dive further into the system through which athletes embrace the persona of supporting organizations, investigating elements like brand arrangement, individual qualities, and crowd socioeconomics. Also, longitudinal investigations following competitor conduct previously, during, and after sponsorship arrangements could give insights into the drawn-out impacts of brand affiliations on competitor personas and public insights.

METHODS**Study Design**

The utilization of a mixed methods design in the athlete research originates from me wanting to focus on the complex nature of athletic performance extensively. By integrating both qualitative and quantitative methodologies, I was able to dive into the complexities of athlete experiences by means of how they tend to behave, and how they perform. This approach allows for a more profound understanding of the different variables impacting athletic performance, including physiological, psychological, as well as the environmental impacts Malina, M. A., Nørreklit, H. S., & Selto, F. H. (2011).

Participants:

The participants in this study were chosen from a diverse pool of athletes representing different sports, including both male and female athletes. A purposive sampling strategy was utilized to guarantee representation in a large number of sports disciplines. A total of 14 athletes were interviewed, with representation from male and female sports Athlete Endorsement Survey (Qualtrics, 2024). Athletes were picked in light of their level of participation and perspective in their respective sports.

Measures:

Interviews with athletes:

Athletes were drawn closer and invited to participate in structured interviews to assemble their opinions on the possibility of working with companies to better utilize their image. The interviews were conducted in-person or by means of video conferencing, in light of the athletes' inclinations and accessibility. Before the interview's, informed consent was obtained from every member, and they guaranteed the confidentiality of their own responses. During the interviews, athletes were asked open-ended questions exploring their attitudes towards endorsements, their impression of the effect of sponsorships on their public image, and their inclinations regarding likely partnerships with explicit companies. The interviews were audio-recorded with the participants' consent to guarantee precise data capture.

Survey of Fans:

To further the insights assembled from athletes, a survey was administered to check the viewpoints of sports fans regarding competitor sponsorships by specific companies. The survey was circulated electronically through different social media platforms and sports gatherings to

reach a diverse audience of fans. The study survey included things such as assessing fans' attitudes towards competitor endorsements, their image preferences, and the influence of sponsorships on their perceptions of athletes. The study included 50, with representation from male and female sports fanatics. Respondents were expected to provide demographic information, including their age, gender, and sports inclinations, to work with a comprehensive analysis of the data.

Procedures:

Data Analysis:

The data gathered from both the athlete interviews and the fan study were exposed to thematic analysis to distinguish recurring examples, subjects, and patterns. The audio recordings of the athlete interviews were transcribed, and the records were coded and investigated using Qualtrics which is a qualitative data analysis software. For the survey data, descriptive statistics were used to sum up the reactions and examine the dissemination of opinions among various demographic gatherings. Cross-tabulations and chi-square tests were utilized to investigate the expected relationship between factors like gender, age, and attitudes towards competitor endorsements.

Reasoning for Methodology:

The choice to utilize a blended technique approach combining interviews with athletes and a review of fans was driven by the need to obtain complete insights into the elements of athlete endorsements according to numerous points of view. By engaging the two athletes and

fans, this study planned to capture the nuanced interplay between athletes, sponsors, and the audience in shaping perceptions of competitor branding.

Moreover, the inclusion of male and female athletes, as well as fans from diverse foundations, guaranteed a comprehensive understanding of how gender, sports culture, and individual preference influence attitudes towards competitor endorsements. This systemic methodology worked with a nuanced analysis of the intricacies inherent in competitor branding and sponsorship techniques, consequently enhancing the validity and strength of the study findings.

RESULTS

Demographic and Athletic Background:

Among the 50 participants, the majority fell within the ages of 18–24 (86%), followed by 25+ (12%) and 13–17 (2%). Notably, there were no participants aged 0–12. The gender distribution leaned towards male participants (82%), compared with female participants (18%). Football players comprised the biggest part of the survey, with 34 participants (68%). Different sports were represented in the survey, including soccer (3 participants, 6%), basketball (3 participants, 6%), baseball (1 member, 2%), and participants from other sports (9 participants, 18%). Most of the participants were collegiate players (37 participants, 74%), with a smaller group from high school (13 participants, 26%).

Attitudes Towards Athlete Endorsements:

When inquired as to whether athlete endorsements influence buying decisions, a critical group of participants answered certifiably, with 25 participants (50%) replying "yes," 19 participants (38%) answering "maybe," and 6 participants (12%) saying "no." The people who

replied "yes" underlined the likely influence of well-known athletes on their buying decisions. For example, one member expressed, "It will truly do well to contact their overall crowd, whom they wish to target; however, it will likewise show the authenticity of the athlete by being straightforward." Participants who replied "maybe" frequently referenced thinking about different variables prior to making a purchase, including the product's quality and their own preferences. Then again, participants who picked "no" communicated skepticism about the impact of athlete endorsements on their purchasing behavior, with one member expressing, "Endorsements ought to be illustrative of that athlete. In the event that the athlete being referred to isn't utilizing the product (or possibly able to utilize it), for what reason should general society?" Essentially, the larger part (38 participants, 76%) accepted that athlete endorsements impact their perception of a brand's reliability and trustworthiness. The people who concurred with this statement highlighted the relationship of athletes with respectable brands and the influence of athlete endorsements on brand image. Conversely, participants who differed frequently referred to individual encounters or doubts about big-name endorsements.

Notably, a significant number of participants (30 participants, 60%) detailed having bought a product because of athlete endorsements. Participants referred to different purposes behind their buying decisions, remembering trust in the athlete's judgment, seeing the viability of the endorsed product, and adjusting their own advantages or lifestyle. As to the sort of athlete endorsements preferred, 31 participants (62%) inclined toward those related to energy and vitality, while 19 participants (38%) favored endorsements zeroed in on relaxation and mental well-being. Participants who favored energy and vitality endorsements referenced the allure of products that improve energy or performance, while those who leaned toward relaxation and

mental well-being endorsements accentuated the importance of mental health and stress relief in their lives.

Perceptions of Athletic Endorsers:

Most participants (45 participants, 90%) concurred that athletes ought to support products lined up with their own brand and lifestyle, emphasizing authenticity and relatability. The people who supported this thought highlighted the importance of authenticity in branding and the expected negative results of endorsing products that don't line up with an athlete's image or values. For example, one member expressed, "As consumers, we pick the products not simply because of your athleticism but in addition to your character." Regardless of this, feelings were divided when asked as to whether participants see athletes differently based on the products they endorse, with 20 participants (40%) answering "no," 18 participants (36%) saying "maybe," and 12 participants (24%) replying "yes." Participants who accepted that endorsements don't change their perception of athletes frequently stressed isolating the athlete from the product, while others acknowledged the expected influence of endorsements on their perception of an athlete's authenticity or values.

Moreover, the greater part (40 participants, 80%) accepted that athletes ought to be specific about the brands they endorse, referring to their image and ethical quality. Participants who agreed with this thought stressed the importance of keeping up with authenticity and integrity in endorsements, while the people who differ frequently referred to monetary gains or the autonomy of athletes in their endorsement decisions. When asked as to whether they were bound to support a brand endorsed by an athlete they respect, 30 participants (60%) answered yes, while 13 participants (26%) were unsure and 7 participants (14%) said no. Participants who

agreed referenced the influence of admiration or trust in the athlete on their buying decisions, while those who differed communicated suspicion about big-name endorsements or underscored different elements affecting their brand preferences. With respect to the overall impact of athlete endorsements on consumer behavior, a greater part (37 participants, 74%) agreed in their significant influence on consumers. Participants referred to different purposes behind their conviction, remembering the job of endorsements for brand recognition, consumer trust, and buying decisions. Insights shared by participants in the survey include “Because the athlete will be more familiar with the outcome and be able to really express to their fans and future fans how it affects their life as a person and as an athlete”, “As a consumer we choose the products not only because your athleticism but your personality”, “For example, if I like natural products with not a lot of sugar, and there is a product out there, I’m gonna wanna promote that, despite how nasty or bland, it might be to others due to the lack of sugar or extra preservatives”, Athletes can be more relatable if they keep a consistent image. Doing something way out of the ordinary may come off as not authentic”, “I believe if you endorse something, you stand by it”, Most of the time, whatever the athlete endorses can be a reflection of them” Athlete Endorsement Survey (Qualtrics, 2024). Which can produce clear evidence that shows how consumers respond to endorsements marketing a product sponsored by an athlete they adore.

Influence of Athlete Type on Consumer Behavior:

While a notable group (20 participants, 40%) agreed that the kind of athlete can influence their support or buy decisions for a product, opinions were split between others, with 15 participants (30%) answering "maybe" and 15 participants (30%) replying "no." Participants who had confidence in the influence of athlete type frequently referenced the relationship of specific

athletes with explicit lifestyles or values, while others stressed individual preferences or the viability of the endorsed product.

Participant Thoughts:

Participants provided additional insight on athlete endorsements, featuring the job of commonality in brand acknowledgement, individual biases, and emphasizing the inspirational side of athletes. Overall, the results suggest a strong belief in the influence of athlete endorsements on consumer behavior and perceptions, emphasizing the importance of authenticity, alignment with individual brands, and the kind of athlete associated with said endorsement deal. Feedback provided from the participants show they consumers may feel like “It’s says something about you and your morality which plays into your like-ability”, “It should align with their beliefs and values unless it’s generic”, “Just because it is a brand doesn’t mean it is a good brand”, “Just be careful and actually think about your business decision, read the contract and make sure this is a company you support”, “Athletes shouldn’t promote products that would essentially work to their detriment (from a public perception standpoint)”.

DISCUSSION

This study dives into the fascinating relationship between athlete persona and sponsorship affiliations, zeroing in explicitly on the differentiating goals of athletes sponsored by organizations, for example, those connected with energy and vitality (Sprite) and those connected with mental well-being and relaxation (CBD). Our discoveries shed light on how athletes change their way of behaving and public image based on their sponsorship affiliations, consequently impacting buyer perspectives and perceptions. Athletes act as compelling figures

on the field as well as in the domain of advertising and consumer services. The choice of athletes for endorsements goes beyond simple product promotion; it is an essential move pointed toward forming buyer standards and utilizing athlete impact. Our review lines up with past exploration by Skillings (2020) and Myllylä (2010), accentuating the job of celebrities, including athletes, in improving brand appeal and consumer association.

The observed differences in athlete behavior and persona in view of sponsorship affiliations have critical ramifications for brand management and advertising procedures. Organizations cautiously select athletes whose picture lines up with their image character, considering factors like gender roles, physical attractiveness, reliability, and relatability. Legitimacy arises as a basic part of effective support, with shoppers floating towards athletes who embrace items reliable with their own image and way of life. Our study highlights the effect of athlete endorsements on consumer behavior and perception. A greater part of participants recognized the impact of athlete endorsements on their purchasing choices, highlighting the significance of trust in the athlete's judgment and the apparent viability of the endorsed product. Additionally, participants communicated their preferences for endorsements connected with energy and vitality vs. relaxation and mental well-being, reflecting a plethora of buyer needs and interests.

Notably, participants emphasized the meaning of authenticity and arrangement in athlete endorsements, focusing on the possible negative results of endorsing items opposite to a competitor's picture or values. The type of athlete associated with an endorsement deal was likewise considered influential by a large number of participants, further highlighting the nuanced elements at play in consumer decisions. The future ramifications of this study stretch out to investigating the systems through which athletes embrace the persona of sponsoring

organizations, considering factors like brand alignment, individual characteristics, and audience perception. Longitudinal studies following athletes conduct before, during, and after sponsorship agreements could give important bits of knowledge into the drawn-out impacts of brand affiliations on athlete personas and public perception.

All in all, our findings add to a more profound understanding of the intricate relationship between athlete personas and sponsorship affiliations, offering valuable insight into brand management and promotion strategies. By analyzing the components of athletic brand ambassadors, we expect to inform society of the vital dynamic of utilizing athlete impact to convey a certain brand image to buyers.

CONCLUSION

In conclusion, this study digs into the intricate relationship between athlete persona and sponsorship affiliations, with a particular spotlight on the differentiating profiles of athletes endorsed by companies related to energy and vitality, like Sprite, and those lined up with mental well-being and relaxation, like CBD organizations. The study reveals insight into how athletes adjust their way of behaving and public image as per their sponsorship affiliations, in this way impacting buyer viewpoints and perceptions. Athletes act as powerful figures both on the field and in the areas of advertising and customer service. The determination of athletes for endorsements rises above simple product promotion; it addresses an essential move pointed toward molding buyer standards and utilizing athlete influence. The findings line up with past examinations by Skillings (2020) and Myllylä (2010), highlighting the role of celebrities, including athletes, in improving brand appeal and buyer association.

The observed nuances in athlete behavior and persona in view of sponsorship affiliations have huge implications for brand management and marketing strategies. Companies thoroughly select athletes whose image resonates with their brand identity, considering elements like gender, actual attractiveness, reliability, and relatability. Authenticity arises as a pivotal part of effective endorsements, with shoppers gravitating towards athletes who endorse products consistent with their personal brand and lifestyle. The study features the effect of athlete endorsements on buyer behavior and perception. A larger portion of participants acknowledged the influence of athlete endorsements on their buying choices, emphasizing trust in the athlete's judgment and the apparent viability of the endorsed product. Furthermore, participants communicated inclinations for endorsements lined up with energy and vitality versus relaxation and mental well-being, reflecting different buyer needs and interests.

Moreover, participants focused on the significance of authenticity and alignment in athlete endorsements, featuring the possible negative consequences of endorsing products in opposition to an athlete's image or values. The kind of athlete related to an endorsement deal was additionally considered persuasive by numerous participants, further illustrating the nuanced factors at play in customer decisions. The future ramifications of this study extend out to investigating the mechanisms through which athletes embody the persona of sponsoring organizations, considering factors like brand alignment, individual characteristics, and audience perception. Longitudinal studies following athlete behavior before, during, and after sponsorship arrangements could give significant insight into the drawn-out impacts of brand affiliations on athlete personas and public perception.

In summary, the findings contribute to a more profound understanding of the complex relationship between athlete personas and sponsorship affiliations, offering significant insight

into brand management and promotion strategies. By analyzing the dynamics of athletic brand ambassadors, the study plans to educate stakeholders about the crucial role of utilizing athlete influence to convey a particular brand image to consumers.

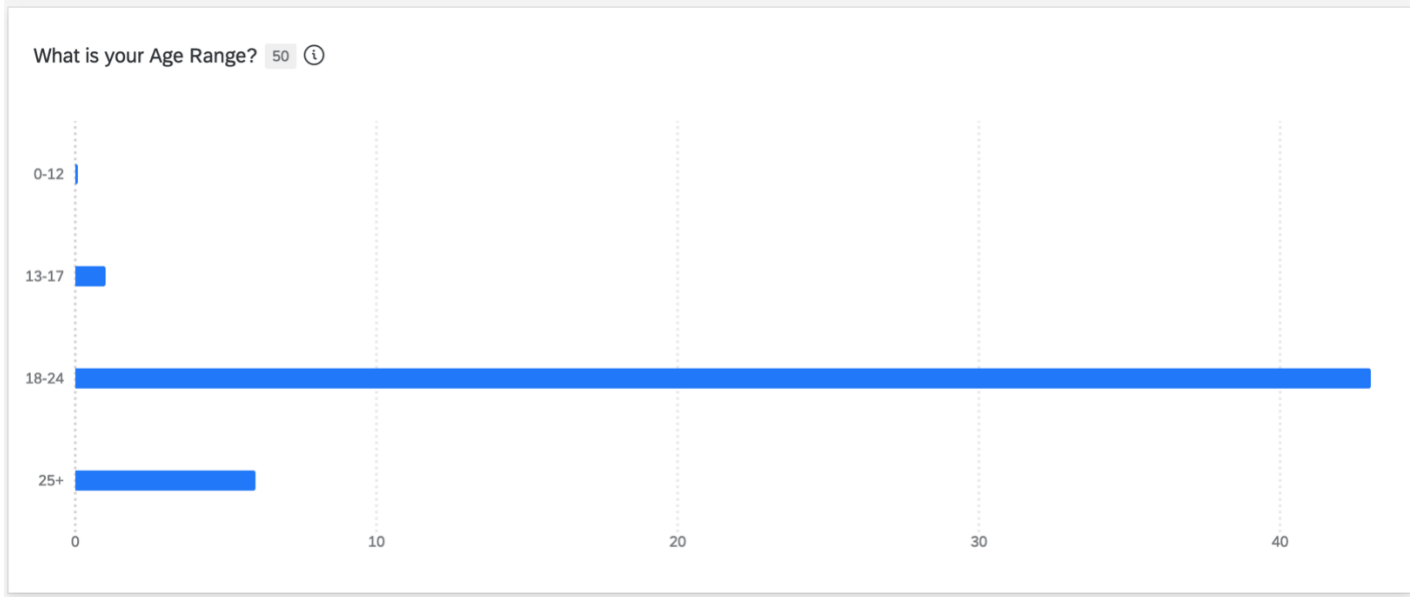
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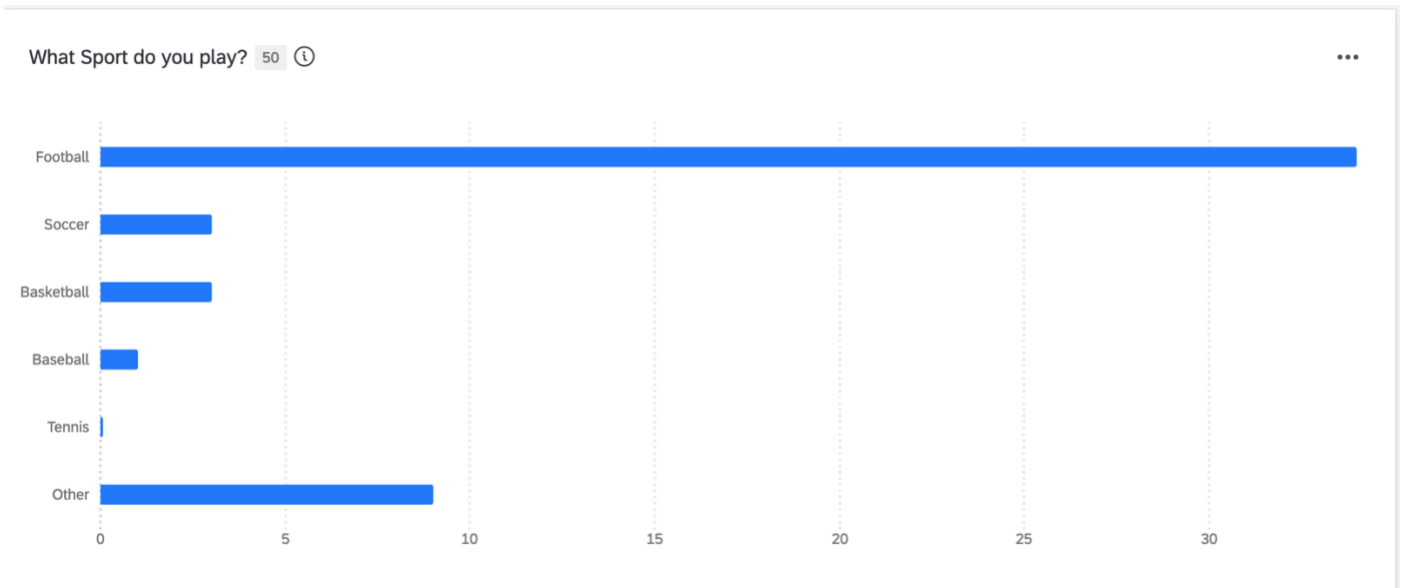
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APPENDIX

Tables:

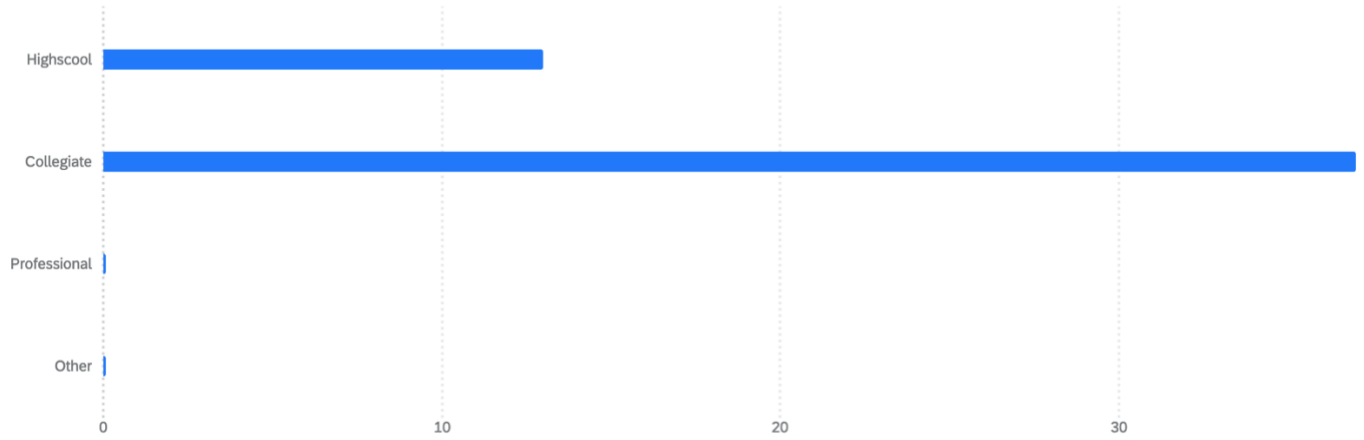


(Age Range: Athletic Endorsement Survey) (Figure 1)



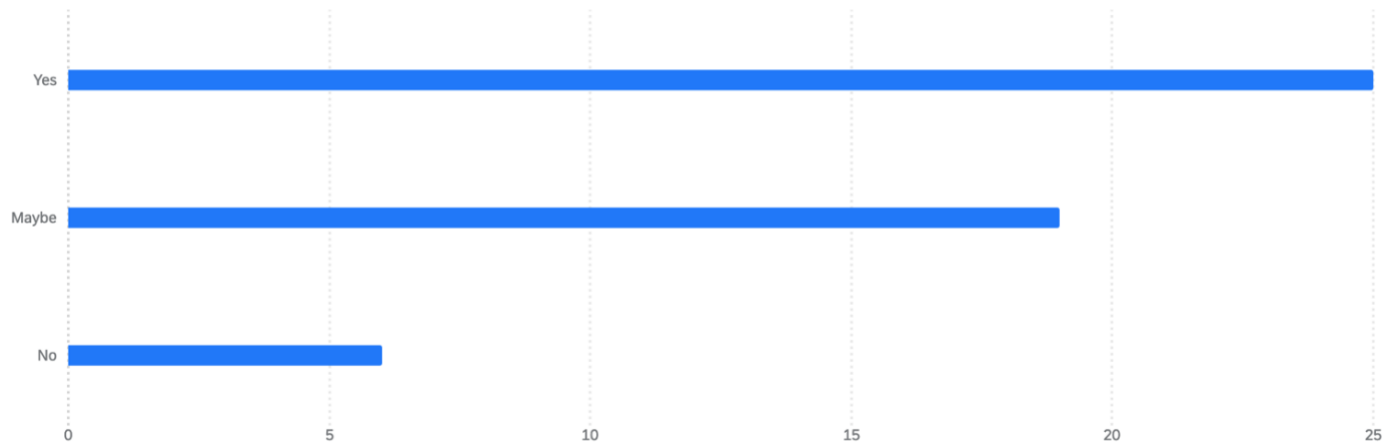
(Sports Engaged In: Athlete Endorsement Survey) (Figure 2)

Level of Sports Play? 50 ⓘ

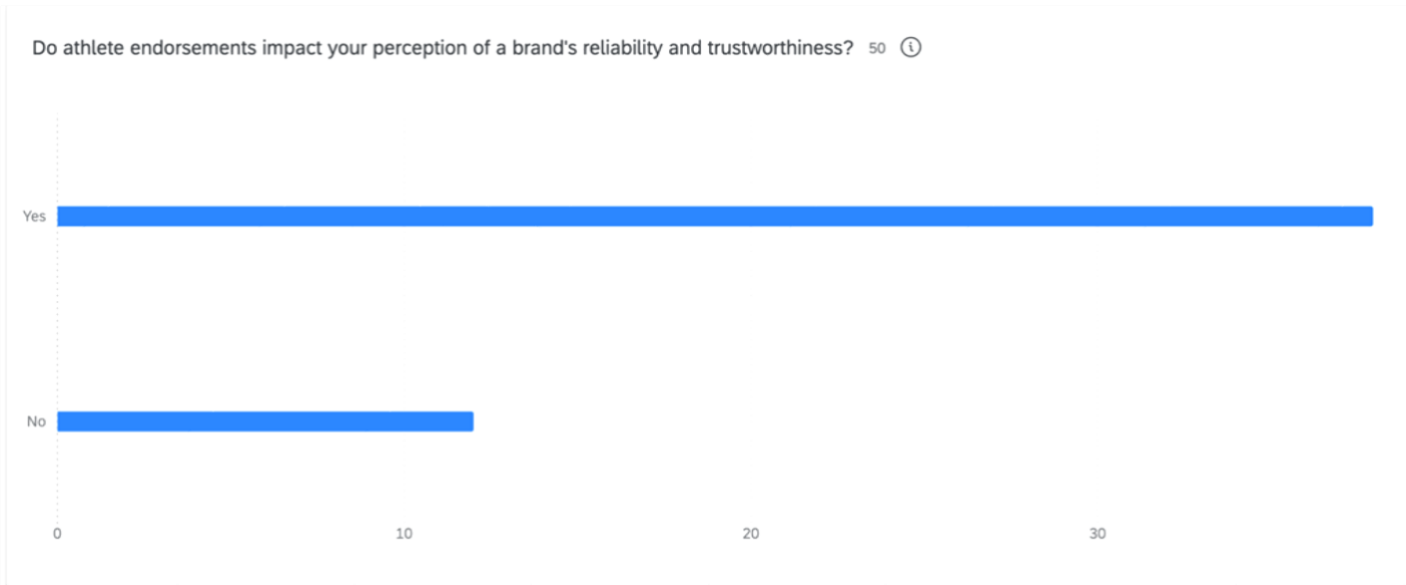


(Level of Play: Athlete Endorsement Survey) (Figure 3)

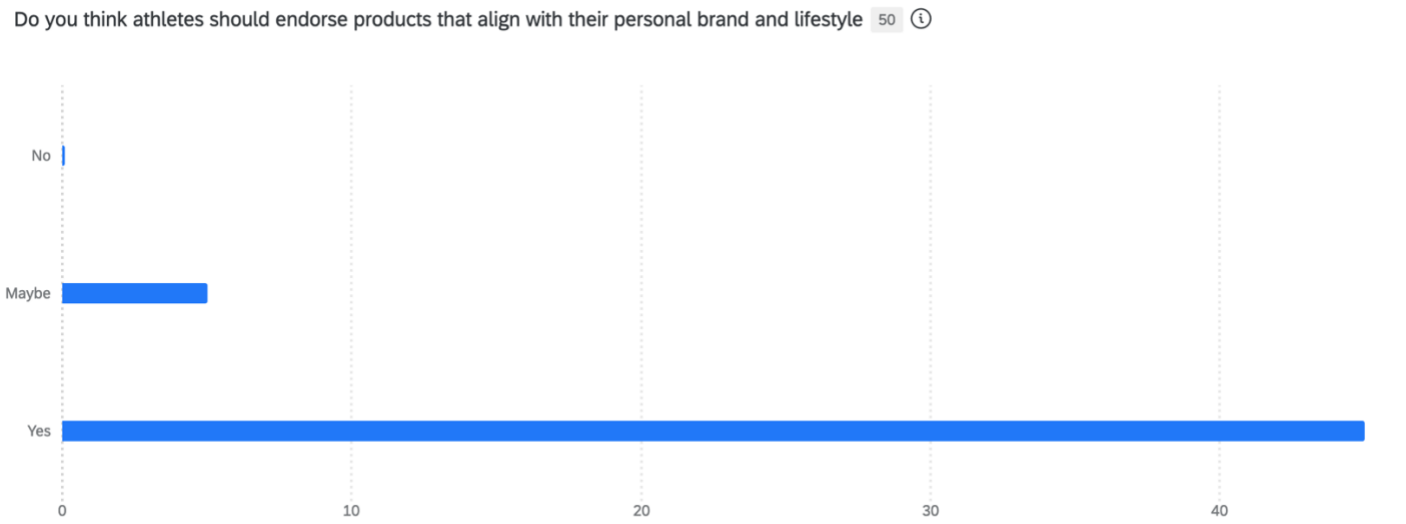
Do you believe athlete endorsements influence your purchasing decisions? Meaning if a company has a well known athlete as a partner, wil... 50 ⓘ



(Belief on Endorsements: Athlete Endorsement Survey) (Figure 4)

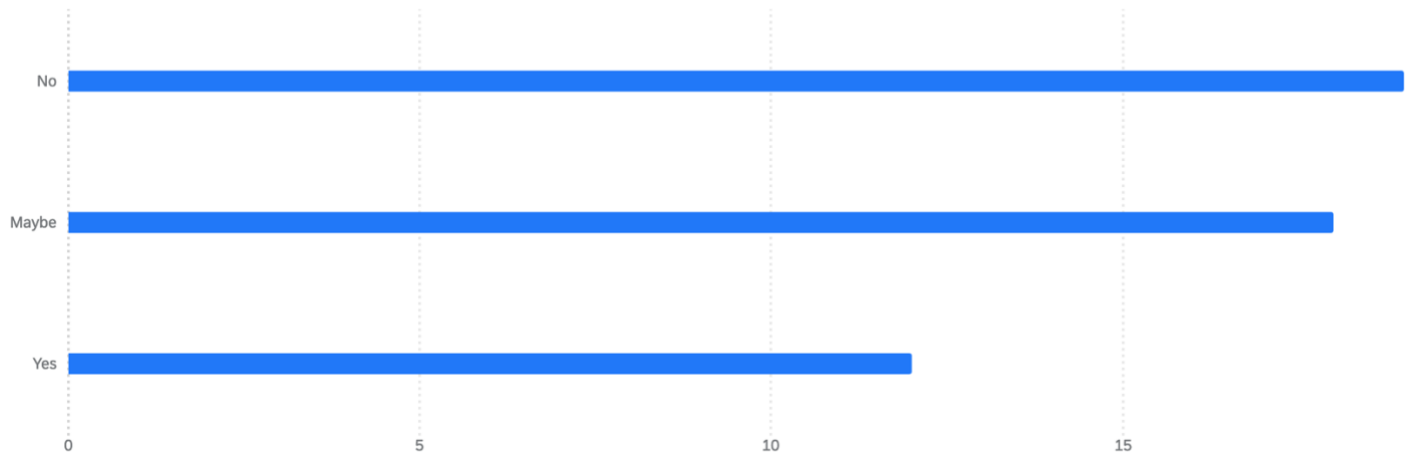


(Brand Impact Perception: Athlete Endorsement Survey) (Figure 5)



(Product Endorsement: Athlete Endorsement Survey) (Figure 6)

Do you perceive athletes differently based on the products they endorse? 49 ⓘ



(Athlete Perception: Athlete Endorsement Survey) (Figure 7)

Because the athlete will be more familiar with the outcome and be able to really express to their fans and future fans how it affects their life as a person and as an athlete.

As a consumer we choose the products not only because your athleticism but your personality.

If you trust an athlete and see their lifestyle you will trust what they are advertising

Cause kids can relate to those athletes lifestyles

Makes them true to who they are.

Athletes should endorse what they believe in

For example, if I like natural products with not a lot of sugar, and there is a product out there, I'm gonna wanna promote that, despite how nasty or bland, it might be to others due to the lack of sugar or extra preservatives.

Although money influences everything, endorsements should align with your values and beliefs to be effective long term.

Promote what works

Cause If they're just doing it to get paid it's not a good look. And it's obvious when they are

Athletes can be more relatable if they keep a consistent image. Doing something way out of the ordinary may come off as not authentic.

(Participant responses: Do you think athletes should endorse products that align with their personal brand and lifestyle?) (Picture 8)

Some athletes do things for money

IG it doesn't fit into their lifestyle then I question their purpose for promoting. Money or other intentional acts.

Some athletes can endorse products that they have not heard of or have tried well enough without knowing the consequences it can cause.

Some guys use more products other than what is essential to their sport. They have facial care, fashion, and unhealthy foods.

Some products can be good to talk about to people and some can be bad because of younger viewers.

I believe if you endorse something, you stand by it.

(Participant Responses: Do you perceive athletes differently based on the products they endorse?) (Picture 9)

Not all brands are the same or have the same value

Name can't be everywhere. Losses credibility.

Some brands are not for the general public as they could be harmful.

What you endorse is a reflection of you. Just like any other influencer you must calculate your moves wisely.

They should consider the age range that really looks up to them and Dec if this would be something good for people their age range and younger.

It's says something about you and your morality which plays into your like-ability

What they represent reflects THEIR brand

Could give out the wrong idea about them

Do with what aligns with you.

I feel like it depends on what the company stands on and their values. For example, if they are not supporting of global warming or police brutality, and if they're homophobic, or anti-religion, etc., then it would be best to not support their product in my opinion. Because what that will do is that will tie their face into the brands and people are automatically going to assume that that's what they think and that's how they operate as well.

(Participant Responses: Do you believe athletes should be selective about the brands they endorse?) (Picture 10)

Are there any specific athletes or brands whose endorsements you particularly admire or dislike? ⓘ

Big fan of Lebron with Sprite

...

My favorite athletes are Sauce Gardner and Jalen Ramsey

...

Ronnie Coleman's line of supplements

...

I admire Taylor Rapp, Tom Brady

...


Nike, under armor and adidas

...

None at the moment


...

(Specific Endorsement Like/Dislike: Athlete Endorsement Survey) (Figure 11)



Consent form

Researcher: Alex Nobles * **03/03/2024 ***




I, the undersigned, confirm that: *

- 1. I have read and understand the project description materials provided.
- 2. I have been given the opportunity to ask questions about the project and my participation.
- 3. I voluntarily agree to participate in the project.
- 4. I understand I can withdraw at any time without giving reasons and without being questioned, and that I will not be penalized for withdrawing.
- 5. I understand the procedures for confidentiality (e.g., anonymization, pseudonyms, etc.).
- 6. If applicable, separate terms of consent for other forms of data collection (e.g., video, photos, etc.) have been provided.
- 7. I understand the proposed use of data in research, publications, sharing, and archiving.
- 8. I understand that other researchers will have access to all or some data upon agreement to preserve the terms and confidentiality specified in this form.

Anonymity *


- I agree to have my name used. I understand that my words and actions will be used in reports, publications, and other output materials.
- I do not want my name to be used.

Participant name: * **Date ***



Participant signature *

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(Consent Form: Interviews) (Figure 12)

Student Bio

Hello, I'm Alex Nobles, a graduate student soon to be an alum of Florida International University seeking a master's degree in 'Global Strategic Communications'. I earned a bachelor's degree in psychology from the esteemed University of North Carolina at Chapel Hill, with a minor in neuroscience. In my academic pursuits, I proudly represented both FIU and UNC on the football field. As a dedicated member of Omega Psi Phi Fraternity Inc., community service holds a unique spot in my heart. Coming from Rough Mount, North Carolina, I developed a passion for sports and outside activities, including fishing and painting, all through my childhood. My ultimate desire is to become a 'Mental Health Occupational Therapist', with a vision of establishing a business that cultivates a greater understanding and reflection of one's feelings and actions. I'm committed to expanding this globally, recognizing the unavoidable stigma surrounding mental health, especially among male individuals and athletes. I intend to destroy these barriers and promote a more positive culture towards mental health in society.