The psychological attraction of food brand by football player's Advertisement: A Research study of consumer behavior towards product Choice

Zhi-Lin Liu[1], Supat Chupradit[2*], Priyanut Wutti Chupradit[3], Abdul Qadus[4], Abdelmohsen A. Nassani[5], Mohamed Haffar[6]

Abstract

This research study measures psychological attraction in relation to food brands by football player's advertisements. This research is based on consumer behavior and examines the effect of product choices—and has been conducted in the context of China using primary data analysis techniques. For analysis, the data is generated on the basis of responses to specific questions related to the psychological attraction, food brand advertisement, consumer behavior, and product choice. To measure the data, the smart PLS software ran different results such as statistical ratio analysis, T-test analysis, regression analysis, generalized linear model, and that reliability test analysis. This study aimed to better understand the components of product attributes in the sporting environment in order to better understand what makes a product-athlete endorsement connection more effective. While it is usual for businesses to utilize athletes for advertising and marketing their products or services, only a limited number of studies have looked at the qualities of athletes and the roles these characteristics play in developing an effective advertisement relationship. Analysis of data findings shows that psychological attraction has a positive and significant impact on consumer behavior and product choice. On the other hand, food brand advertisement shows a positive but insignificant effect on product choice.

Keywords: Psychological Attraction (PA), Food Brand Advertisement (FBA), Consumer Behavior (CB), Product Choice (PC).

Research Type: Research Paper

Introduction

Increasing levels of competition among individual brands is one of the main features of today's marketplaces. This competitiveness necessitates a significant competitive advantage that will ensure the brand's survival in the market, while an increase in technology and public awareness about brands helps the brand gain competitive advantage. It is impossible to do this without a proper marketing strategy, knowledge, implementation, and efficient and effective marketing methods of advertisements. Marketers make a concerted effort to sway customers (Gholizadeh, Talebpour, Kashtidar, & Abdolmaleki, 2018). Advertising is an important method to market product and services to consumers. An identifiable sponsor pays for the promotion and presentation of ideas, products, services, or goods through mass media like magazines, newspapers, television, the internet, or radio. Advertising consumers is one of the significant elements of the five-part schema that makes up the marketing communication mix. Advertising is a long-term investment in a process that guides customers through stair-step stages, starting with awareness and progressing of product to actual purchase. Advertisements convey the emotional and functional qualities of goods or products and brands to customers, resulting in favorable, strong, and distinctive brand connections in their minds. (Ireland, Muc, Bunn, & Boyland, 2021)

Apart from this, marketers use Advertisements to acquire new consumers and maintain existing customers. The function of advertising is increasing sales income and profitability for small businesses by and increasing the

---

[1] PhD student of Department of Business Administration, College of Management, National Taiwan University of Science and Technology, Taiwan. hrdlover@gmail.com

[2] Corresponding Author: Supat Chupradit, Department of Occupational Therapy, Faculty of Associated Medical Sciences, Chiang Mai University, Chiang Mai, 50200, Thailand. supat.c@cmu.ac.th, ORCID https://orcid.org/0000-0002-8596-2991

[3] Educational Psychology and Guidance, Department of Educational Foundations and Development, Faculty of Education, Chiang Mai University, Chiang Mai, 50200, Thailand. priyanut.w@cmu.ac.th, ORCID https://orcid.org/0000-0003-2882-1401

[4] Institute of Management Sciences, Peshawar – Pakistan. abdulqadus@imsciences.edu.pk

[5] Department of Management, College of Business Administration, King Saud University, P.O. Box 71115, Riyadh 11587, Saudi Arabia. nassani@ksu.edu.sa

[6] Department of Management, Birmingham Business School, University of Birmingham, United Kingdom. m.haffar@bham.ac.uk

demand for goods. Internet advertisement holds great importance in marketing brands and increasing revenue; individuals from different age groups usually make online purchase decisions by seeing brands' advertisements.(Nanchahal, Vasiljevic, & Petticrew, 2021) investigated the impact of Advertisements on consumer behavior among students of different age groups. It is noted that online advertising has a strong link to purchase decisions, implying that it impacts several elements of a consumer's behavior study looked at online advertising and the impact of newspapers, television, billboards, sponsorships, or radio advertising on consumer behavior.(Raggiotto, Scarpi, & Moretti, 2020) All these channels play an important role in the advertisement of products and services to consumers. Advertisement has a substantial beneficial influence on the behavior of customer purchase choice. High-quality Advertisements and a favorable image may have a significant impact on a customer's purchasing choice. Consumers always want to feel secure about their purchase choice, and they are drawn to and appreciate celebrities and other reputable experts who are not superstars (e.g., doctors, nurses, and teachers). Therefore, consumers will be directly or subliminally motivated to purchase a product or service if they see celebrities or reputable but non-celebrity persons in an advertisement

In addition, in this case study, we investigate advertisement through sponsorship and food brands' psychology towards football players' advertisements. Sports sponsorship is an apparent example of how sports may be used in advertising and be utilized as a setting to express commercial messages. However, sports are frequently used as a meta-linguistic instrument to transmit certain appeals and meanings in addition to sponsoring activities. Furthermore, they accomplish positioning since advertising inside sports conventions can impact consumer purchasing brands' goods (Lopez-Gonzalez, Estévez, Jiménez-Murcia, & Griffiths, 2018) In this vein, Nanchahal, (Saatchian, Azizi, & Talebpour, 2021; Singh & Banerjee, 2019) highlighted how sports have become "a significant advertising platform for many organizations" due to the greater reach, "flexibility, and high levels of corporate or brand exposure" that platforms of sport provide. Their warnings were prescient, as sports advertising has since grown into a mainstream phenomenon that has drastically strayed from its initial realm. Hundreds of businesses now promote the theme of sports on any available medium, such as social media, even for non-sports-related products, goods, and services.(Raggiotto et al., 2020)

Furthermore, football, which is now largely considered the most popular sport in the world, has mirrored the neoliberal economic and social developments and has been dubbed a mirror, a "metric, an engine, and a symbol of globalization. The English Premier League EPL in 1992 signaled the game's rising commodification and commercialization. The EPL has grown to become the most widely broadcast and wealthiest league of sports in the 21st century. Over time, football players wear shirts and outfits of different brands, advertising messages are carried across by the stadiums around their stands and perimeters, and teams' stuff is marketed globally via websites that are as much about shopping as they are about sport. TNC marketing tactics, especially via sport, tend to impact "physical, emotional, and communal welfare," and there is need for more attention to public health (Saatchian et al., 2021; Singh & Banerjee, 2019; Stander & De Beer, 2016) It is usual to advertise unhealthy commodities among EPL viewers such as high-sugar, high-salt, and high-fat beverages, and foods; especially the youngsters and teenagers who consume these brands of food and beverage which can potentially harm their mental and physical health. As the advertisement directly relates to the psychological attention of food brands and people's choice, many unhealthy brands start sports sponsorship to market their unhealthy food products. In most non-Islamic developing countries, many gambling companies also sponsor their unhealthy brands of drink and food, which may directly influence players' health as well as that of viewers (Ireland et al., 2021; Nanchahal et al., 2021)(Ireland, Muc, Bunn, &Boyland, 2021).

Advertisements and marketing of unhealthy products, including liquids and food and gambling manufacturers' brands and merchandise, are common. These advertisements and marketing can inspire unhealthy food intake among EPL audiences, including widespread numbers of kids and younger people. The intake of those dangerous food brands could lead to reduced levels of individual fitness and wellbeing, resulting in intellectual and bodily harm (Hing, Russell, Vitartas, & Lamont, 2016; Lopez-Gonzalez et al., 2018; Mytton et al., 2020) The case study examines the promotion of harmful food brands within the conciliated spectacle of the EPL by looking at commercial agreements between professional teams and football regulating bodies. The economic performance of high-class football under the sponsorship of private enterprises is used to show the structural mechanisms that impact health. These behaviors contribute to creating an atmosphere that can harm the physical health of football fans (Dixon et al., 2020; Elasri Ejjaberi, Rodríguez Rodríguez, & Aparicio Chueca, 2020; Gholizadeh et al., 2018)

Research objective

The main objective of this research study is to measure the psychological attraction of a food brand in relation to football player's advertisement. In addition, this research study describes how consumer behavior towards product choice includes product processes, product life cycle, etc.

Research Questions

Through this research, the study aims to determine the following:

How do psychological attractions of food brands through football players' advertisements perform as consumer behavior towards product choice?

What effect does consumer behavior have on product choice according to the football player's advertisement?

Literature review

Football player's advertisement

(Ireland et al., 2021; Lopez-Gonzalez et al., 2018) that in sports like football, cricket, etc., many gambling companies capitalize by marketing unhealthy products and services like foods, alcohol, and beverages to the global sports audience. And there was a less amount of study on the commercial causes of health in sports. By considering the most popular sport of the world, that is, football (EPL), the researcher presented the case study to investigate the commercial causes of health – a subject less studied. For this purpose, the football season of 2018-2019 and 2019-2020 has been analyzed. Apart from this, using qualitative study, different views held by stakeholders about unhealthy brands of foods, alcohol, and beverage sponsorship for Football EPL have also been presented by the author in this case study and the results of this investigation show that marketing of unhealthy brands during sports has destructed the health of global audience of football matches. (Elasri Ejjaberi et al., 2020; Gholizadeh et al., 2018) claim that with easy access and advancement in technology and increasing retorts towards the retrieve of public and general competitions, e-sports has been increasing at the international level in the recent past. The focus of this case study was to analyze the influences of e-sports sponsorships on the marketing of a brand that has been sponsoring the sports competition. For this purpose, the sample data has been collected through questionnaire administered to individuals belonging to the age group 15-25, the children of age group 8 to 14, the internet population, and almost 1619 responses were received. The purpose of the questionnaire was to measure the brand's

health by examining the factors related to the brand's advertisement and purchase funnel campaigns. The findings of this case study show that esports sponsoring league has a significant positive influence on brand marketing.

(Deans, Thomas, Derevensky, & Daube, 2017; Department of & Social, 2020; Dixon et al., 2020) investigated athletes' behavior vis-a-vis product choice and psychological attraction of brands sponsors towards football matches. It was investigated that sports sponsorships have increasingly promoted unhealthy brands of food, beverage, and poor food of energy-dense nutrient brands. In this case study, a questionnaire was developed to understand the food choice of football players and sports audiences. This questionnaire-derived data was collected from young adults aged 18-29 who planned to watch AFL (Australian football league). After investigation, it has been indicated that consumption of unhealthy food may negatively influence players' health. With the advertisement of sports, many food brands start sponsorships of their unhealthy brands, mostly in the case of gambling companies in developing countries marketing their unhealthy brands through sponsorship such as alcoholic beverages, which may affect the psychological attention of football players during matches. Therefore, it can have an unhealthy effect on the health of players. (Da Silva & Las Casas, 2017; Singh & Banerjee, 2019) explained the psychological attention of food brands towards the advertisement of football players. It was noted that advertisement attitude, brand marketing, and purchase attention are all related to the athletes' psychological behavior and different sponsor brands. For this purpose, sample data has been gathered from the 360 different respondents, and the collected data has been tested using SEM. The finding reveal that football players' advertisements directly relate to the psychological attention of food brands and brands—Advertisement are directly related to the players' purchase attention and product choice. Football players' advertisements get the food brands' attention towards marketing through sports sponsorship, and sponsorship has been considered the fastest way to market products and services.

Consumer Behavior towards product choice

(Abdolmaleki, Mirzazadeh, Allahyari, & Ramezani, 2015; Alavi & Siahroudi, 2015; Asadollahi, Keshtidar, Heydari, & Peric, 2020) studied how psychological behavior of consumers is the key factor for the successful marketing of any brand. The paper's objective was to understand the variables that affect the behavior of sport consumers towards product choice. For this purpose, a qualitative and quantitative study has been examined. It was noted that

marketing mix (such as advertisement, product quality, product price, and brand personality), individual factors, cultural factors, and psychological factors are the key elements that significantly influence consumer behavior. Furthermore, sports advertisements such as football players' advertisements can grasp the attention of different brands towards sponsorship to enhance the marketing of their products and brands. In all these factors, marketing is the major factor that affects the decision of purchase and product choice. Therefore, there was a significant need to understand customers' behavior towards food brands for the better marketing of products. (Abdolmaleki et al., 2015; Gholizadeh et al., 2018; Ireland et al., 2021) explore how consumers' purchase decisions and product choice of sports betting are directly and significantly positively associated with advertisements through Internet, billboard, TV, and radio. It was also claimed that among university students, the most influential factor on consumers' choice of purchase is the advertisement of products and goods. With the advertisement of football players, many gambling companies selling unhealthy food attract sponsorship to increase their profits. Apart from this, most marketers use advertising through the Internet, social media, TV, and billboards to influence players, create awareness about their foods and betting services, and make their brands a consumer's purchase choice(Abdolmaleki, Mirza Zadeh, & Karimi, 2016; Abdolmaleki, Mirzazadeh, & Alidoust Ghahfarokhhi, 2016; Alavi & Siahroudi, 2015)

(Asadollahi et al., 2020) presented a research on the association of sports commitment with the conciliating role of advertising and promotional tools and brand identity transfer. It was also claimed that sports advertising is the best method to introduce any brand, explain the product, and enhance marketing. The questionnaire has been collected from 500 different sports consumers to learn about the association, and the SEM has investigated the collected data. Present study findings reveal a remarkable association between sports commitments of players and brand identity transfer with the conciliating role of advertising and promotional tools. Furthermore, it was noted that social networks, mobiles, and TV play a significant role in promoting foods and other beverage brands. Therefore, these channels are considered a priority for transferring sports commitments of players and brands identity.

Hypotheses development

H1= There is a significant effect of consumer behavior on product choice.
H2= There is a significant effect of psychological attraction

of food brand by football player's advertisement.
H3= There is an insignificant impact of consumer behavior on product choice.
H4= There is a negative and significant impact of psychological attraction of food brand by football player's advertisements.

Methodology

This research study explores the role of psychological attraction of food brand by football's advertisement. This research study seeks to determine the impact of consumer behavior towards product choice. This research study is based on primary data analysis for measuring the data analysis using specific questions regarding consumer behavior and product choices. These questions are responded to by a different participant who is associated with different companies of food brands. This research study was conducted in the context of China and uses data from Chinese companies.

Variables

Psychological attraction

Attraction is the power of desire and interest while the psychological attraction is the study of why we are attracted to certain participants over others. The psychological attraction included different factors such as physical attractions, hard-to-get effects, similarity, and intimacy. In this research study, these psychological attractions are related to the food brand people are more attracted to when it comes to product choice related to these brands.

Food brand Advertisement

Advertisement is the specific promotion of product choices, product brand, and product services done to attract interest in terms of engagement and sales. Advertisements are used by companies to promote food products. Advertisement plays a vital role in brand promotion and has particularly beein proven as a guaranteed method of reaching an audience about a food brand. There are different examples of food brand advertisement such as Goldfish, Burger King, Mocha Foods, Publix, etc.

Consumer behavior

Consumer behavior is the study of consumers and processes used to choose and dispose of products and services such as mental and behavioral responses, consumer emotions, etc. Consumer behavior is an idea of several sciences including chemistry, economics,

psychology, and biology. There are five steps related to consumer behavior, which are identified as purchase, including information search, problem, evaluation of psychological attraction, purchase, and post-purchase behavior related to the consumer.

Product Choices

Product choices are determined by the interaction between product characteristics and firm features and are also determined by market conditions. There are different attributes of consumers when it comes to product choices. These factors or concerns include quality, innovation in product, safety, and competitor comparison of one product to another product. Consumers like having product choices and prefer different versions of specific products.

Theoretical Model
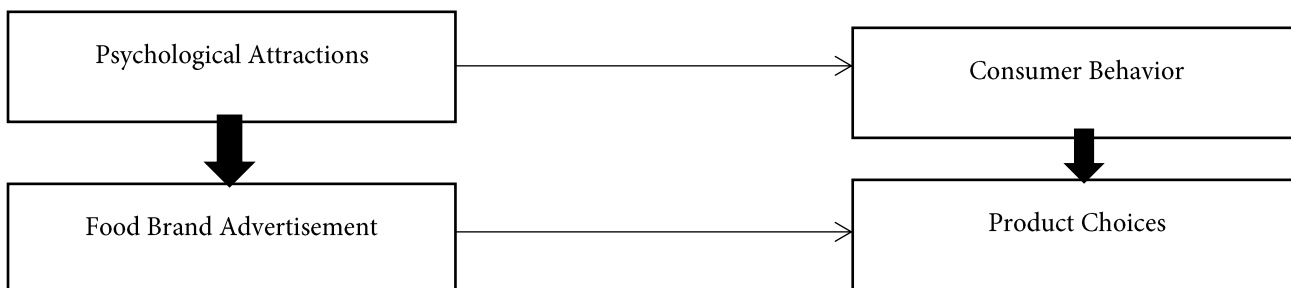
Results and descriptions

Ratio Statistic Analysis

Table 1

Ratio Statistics for psychological attraction/consumer behavior

Group	Price Related Differential	Coefficient of Dispersion	Coefficient of Variation Median Centered
strongly agree	1.105	.363	54.7%
agree	1.118	.462	66.5%
Neutral	1.173	.547	82.9%
Disagree	1.000	.000	.
Overall	1.137	.460	68.8%

The above table presents the ratio test analysis related to the understudy variables, including dependent and independent variables, with the help of price-related differential, coefficient of dispersion, and the coefficient of variation. This group is divided into five categories: strongly agree, agree, neutral, disagree, and overall. The price-related differential values are 1.105, 1.118, 1.173, 1.000, and 1.137, respectively, showing significant price-related differential values. The coefficient ofs dispersion values are 0.363, 0.462, 0.547, 0.000 and 0.460 respectively, indicting coefficient dispersion. The last column presents the coefficient of variance median centered values of percentages and its rates are 54.7%, 66.5%, 82.9%, and the overall median centered effect shows a value of 68.8%. This statistical ratio analysis presents the percentage in between price-related differential and coefficient of dispersion.

T-test Model

Table 2

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
psychological attraction	100	1.9000	.88192	.08819
food brand advertisement	100	1.6200	.69311	.06931
consumer behavior	100	2.0000	.68165	.06816
product choices	100	1.8800	.81995	.08200

The above table presents the T-Test Model which explains the one-sample statistics analysis in between variables for measuring the psychological attraction in food brand by football's player's advertisement. This research study looks at consumer behavior towards product choices. The table presents the number of observations, mean values, the values of standard deviation, and the standard error of the mean values. The analysis is based on 100 observations related to the performance. Psychological attraction is considered an independent variable according to the result analysis. Its mean value is 1.9000, its standard deviation value is 0.88192, and its standard error of the mean value is 0.08819, respectively. The result shows a 88% standard error of the average value while 1.9 is the average value of

the mean. Food brand advertisement is another variable. It has a mean value of 1.6200, a standard deviation of 0.69311, and a standard error of the mean value of 0.6931. A dependent variable is consumer behaviour. The last one is product selections, which has a mean of 2.000 and a standard deviation of 0.68165. Its mean value is 1.8800, and its standard deviation is 0.81995, indicating that 81 per cent of the demographic deviates from the mean.

Table 3

One-Sample Test

| | Test Value = 0 | | | | | |
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
					Lower	Upper
psychological attraction	21.544	99	.000	1.90000	1.7250	2.0750
food brand advertisement	23.373	99	.000	1.62000	1.4825	1.7575
consumer behavior	29.341	99	.000	2.00000	1.8647	2.1353
product choices	22.928	99	.000	1.88000	1.7173	2.0427

The above table presents the one-sample test analysis with the help of t values, significance value, and mean difference values. Results show a 95% confidence interval of the difference with lower values and upper values. The first one is psychological attraction and its T-value is 21.544, and its significant level is 0.000; moreover, its mean difference value is 1.9000 signifies positive value and significant value while there is a 1.90 average difference between them and its 95% confidence interval shows a lower value of 1.72, and an upper value of 2.0750 respectively. The second one is food brand, its t-statistic value is 23.373, its mean difference value is 1.620000, and its significance level is 0.000 which means a 100% significance level. Consumer behavior presents a 29.341 t statistic value. Its mean difference is 2.000 while the level of confidence interval shows 1.8647 and 2.1353 respectively. The product choices are another dependent variable. Its t statistics value is 22.928, its mean difference value is 1.88000 and the confidence interval shows that 1.7173 is lower interval and 2.0427 is upper interval level.

Generalized Linear Model

Table 4

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	consumer behavior	100	1.00	3.00	2.0000	.68165

The above table presents the continuous variable information of the dependent variable, which is consumer behavior. Its lowest and maximum values are one and three, respectively. It has a mean of 2.000. Consumer behaviour toward product selections is represented by a standard deviation of 0.68165.

Table 5

Goodness of Fit

	Value	df	Value/df
Deviance	17.733	99	.179
Scaled Deviance	102.500	99	
Pearson Chi-Square	16.263	99	.164
Scaled Pearson Chi-Square	94.005	99	
Log-Likelihood	-103.675		
Akaike's Information Criterion (AIC)	211.350		
Finite Sample Corrected AIC (AICC)	211.474		
Bayesian Information Criterion (BIC)	216.560		
Consistent AIC (CAIC)	218.560		

Dependent variable: consumer behavior
Model: (Intercept)
a. Information criteria are in smaller-is-better form.
b. The full log-likelihood function is displayed and used in computing information criteria.

The above table presents the goodness of fit values of the result through the deviation value, the scaled deviation value, the Pearson chi-square value, the AIC, AICC, BIC as well as the CAIC model and its values. The deviation value is 17.733, the scaled deviation value is 102.500, the Pearson chi-square value is 16.263, the scaled Pearson chi-square value is 94.005. The AIC model shows 211.350, the AICC shows 211.474, the BIC value is 216.560, and the CAIC value is 218.560.

Table 6

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	.693	.0350	.625	.762	392.738	1	.000
(Scale)	.173[a]	.0239	.132	.227			

Dependent variable: consumer behavior

Model: (Intercept)

a. maximum likelihood estimate.

The above table presents the result of parameter estimates values. Its beta value is 0.693, and its scale value is 0.173. The standard error value is 0.0350 and 0.0239, respectively. The 95% Wald confidence interval value is such that its lower values are 0.625 and 0.132 and its upper values are 0.762 and 0.227. The Wald chi-square value is 392.738. The significant level is 0.000, which shows a 100% significance level.

Chi-square Analysis

Table 7

Test Statistics

	psychologicalattraction	consumer behavior	product choices	food brand advertisement
Chi-Square	7.280[a]	19.220[a]	34.880[b]	22.640[a]
df	2	2	3	2
Asymp. Sig.	.026	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. Therefore, the minimum expected cell frequency is 33.3.

b. 0 cells (0.0%) have expected frequencies less than 5. Therefore, the minimum expected cell frequency is 25.0.

The above table presents the results of the chi-square analysis; the chi-square value of psychological attraction is 7.280. Its consumer behavior value of chi-square is 19.220, the chi-square value of product choice is 34.880, and food brand advertisement value is 22.640, respectively. The Asymp significant level of variables is 0.026, 0.00, 0.000, and 0.000, respectively.

Reliability analysis

Table 8

Reliability Statistics

Cronbach's Alpha	N of Items
.98	4

The above table describes the statistical reliability analysis with the help of Cronbach's Alpha and shows the number of items. The value of Cronbach's Alpha is 0.98 which mean 98% result is reliable for analysis and the total number of item is 4.

Table 9

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.252	31.312	31.312	1.252	31.312	31.312
2	1.066	26.651	57.963	1.066	26.651	57.963
3	.862	21.558	79.521			
4	.819	20.479	100.000			

Extraction Method: Principal Component Analysis.

The results represent the total variance explained values. The result shows the initial eigenvalues and the extraction sums of squared values. The total component is four. The % of the variance is 31.312, 26.651, 21.558, and 20.479, respectively. The cumulative % shows that values are 31.312, 57.963, 79.521, and 100.00. The second column is extraction sums of squared values. Its % of variance are 31.312 and 26.651 the cumulative percentage value are 31.312 and 57.963, respectively.

Table 10

Component Matrix

	Component	
	1	2
psychological attraction	.207	.810
food brand advertisement	.723	.009
consumer behavior	.680	.173
product choices	-.474	.616

Extraction Method: Principal Component Analysis.
a. two components extracted.

The above result shows that component matrix results related to the principal component analysis are divided into two parts. The values of component model are 0.207, 0.723, 0.680, -0.474, 0.810, 0.009, 0.173 and 0.616, respectively.
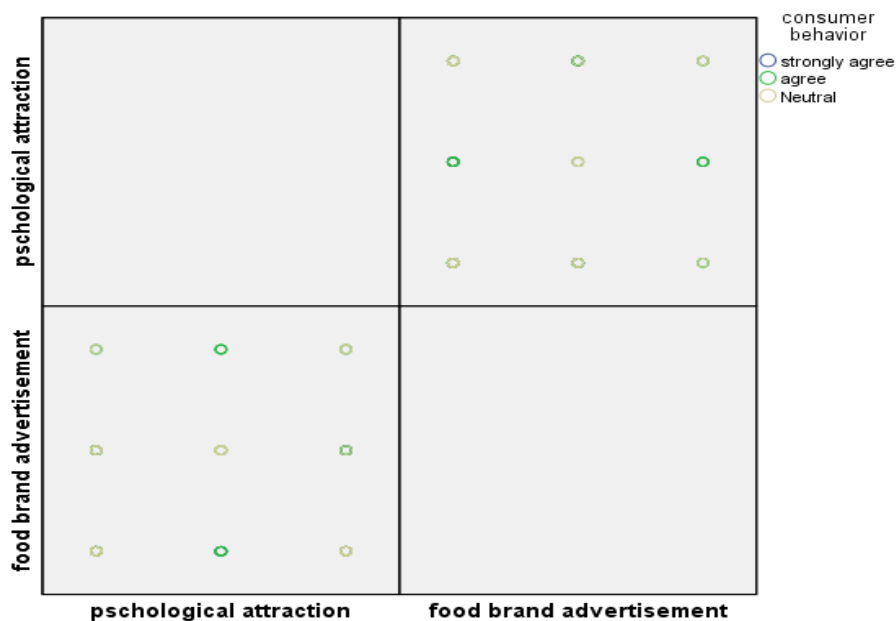

Figure 1. interrelation in between all variables

The above figure present the relation among all variables, including the dependent and independent variables. Consumer behavior shows at circle strongly agree, agree and Neutral level. The horizontal side shows psychological attraction and food brand advertisement. The vertical side presents that food brand advertisement and psychological attraction.
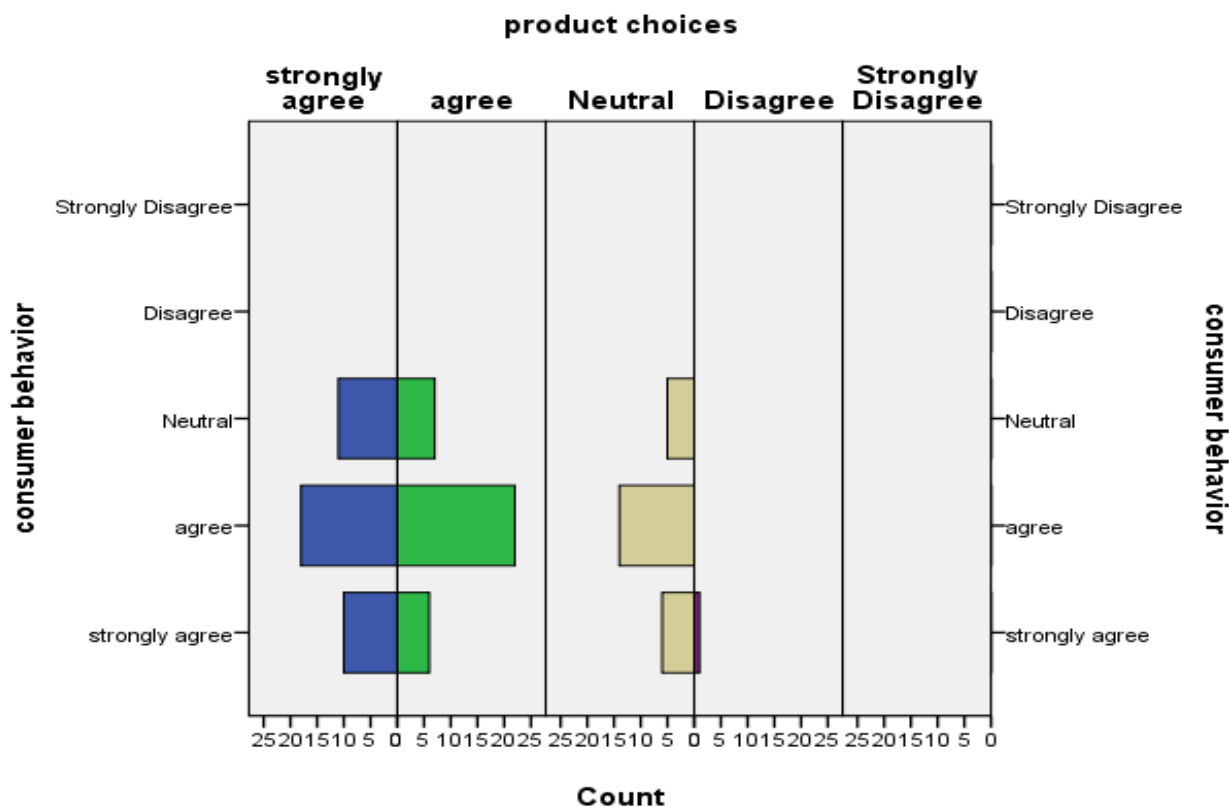
Figure 2. Consumer behavior towards product choices

Figure 2 depicts the relation between consumer behavior and product choice with the bar lines between them. The blue and green lines indicate a level of strongly agree in the research study. The brown line bar presents the neutral level between consumer behavior and product choices.

Regression analysis when the dependent variable is product choices:

Table 11

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.981	.268		7.384	.000
	psychological attraction	.068	.094	.073	.729	.0468
	food brand advertisement	-.143	.119	-.120	-1.196	.0234

a. Dependent Variable: product choices

The above table presents the regression analysis in between dependent variable and independent variables. The coefficient table presents the analysis with the help of unstandardized coefficient value and standardized coefficient value using beta, standard error, and t-statistic values as well as significant level. Product selection is the dependent variable, while psychological attraction is the independent variable. It has a beta value of 1.981, a standard error value of 0.268, a t-statistic value of 0.729, and a significant level of 0.0468, indicating a 6 per cent significant level. The findings indicate a favorable and substantial connection between psychological attraction and product selection.

The second independent variable, on the other hand, is food brand advertising. It has a beta value of -0.143, a t statistic of -1.196, and a significance level of 0.023. As a result, it demonstrates a negative but substantial relationship between food brand marketing and product choice.

Table 12

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.181[a]	.033	.013	.67731

a. Predictors: (Constant), food brand advertisement, Psychological Attraction

The above table summarises the model using the values of R square, modified R square, and the standard error of the estimate findings. The value of r, for example, is 0.181, the corrected R square value is 0.013, and the standard error of the projected value is 0.67731.

Regression analysis when the dependent variable is consumer behavior

Table 13

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.647	.222		7.434	.000
	psychological attraction	.045	.077	.058	.583	.561
	food brand advertisement	.165	.098	.168	1.679	.096

a. Dependent Variable: consumer behavior

The above table presents a regression analysis between consumer behavior and independent variables. The Psychological Attraction shows a beta value of 0.045, its standard error value is 0.077, its t-statistic value is 0.583. The significance value is 0.561, indicating a positive but negligible association between them. The beta value for the food brand advertisement is 0.165, the standard error value is 0.098, the t-statistic value is 1.679, and the significant level is 0.096, indicating a 9 per cent significance level. The findings indicate that there is a positive and substantial link between food brand advertising and consumer behaviour. The result accepts the alternative hypotheses H1, H2, H3, and H4, respectively.

Discussions

Identifying the right component for a successful marketing campaign that is based on an efficient product relationship is a challenging task. For the campaign to be successful, all of the required components must be aligned in the proper order to produce a fully formed, finished product that achieves the targeted goal. In this research, we measure the psychological attraction of food branding in relation to football players. This research study also explores consumer behavior towards product choices. Our findings show that promoting efforts in the food and nonalcoholic refreshment ventures target explicit shoppers (including youngsters), utilize a few convincing showcasing procedures, position unfortunate items as solid, and result in expanded deals of the publicized item signifying greater profits(Mytton et al., 2020; Nanchahal et al., 2021; Raggiotto et al., 2020). The commercials inspected in this review utilized some possibly persuading showcasing methods, including taste, quality, fun, parody, known characters, including famous people, and empowering contribution. Such methods are broadly used in China and worldwide, especially for low-nourishing quality food According to two recent orderly audits, the most well-known influential procedures used on TV to raise food to youngsters were the use of charge offers, special characters, nutrition, and health-related instances. However, the issue of flavour and the passionate attraction of fun, though companies' mascots and amusement organisations' media figures were discovered to exert an unbelievable influence on children's food choice and consumption patterns (Saatchian et al., 2021; Stander & De Beer, 2016)

Conclusion

The subject of incentives has proven to be the most significant factor influencing football players' consumer behavior. The participants expressed their collective

dissatisfaction with the absence of unique offers and incentives available to them to choose from, noting that the amount of money they spend on memberships should be used to incentivize their subscriptions. Incentivizing memberships was proven to encourage their consumption behaviors to shift in a positive direction in terms of product choice. Participants said that this would affect their purchasing decisions for a sponsor's service or product. The topic of incentives has a direct impact on the theme of the value proposition. The potential to improve the value of membership by raising the number of exclusive offers was a significant element that influenced participants' attitudes, behaviors, and perceptions. The last subject of sponsorship awareness revealed that participants were uninterested in the visual stimuli provided by advertisers on billboards, posters, and game day items. The research concluded that overall significant and positive effect of psychological attraction and consumer behavior as well as food brand advertisement on product choice.

This study has some limitations. Firstly, the number of variables included in the research instrument limits the inherent scope of the investigation. In the future, researchers should expand their research scope to explore the role of other factors, such as social position and the underlying narratives or stories of endorsers. Moreover, purchase intention is the only outcome that has been assessed. Brand awareness and customer sentiments are two additional factors to consider. Scholars studying brand endorsement can potentially improve this research by developing a thorough model that includes numerous qualities and interrelationships. Sports endorsement effectiveness factors, for example, might be broadened beyond gender and expertise to include beauty by genders, celebrity status by genders, race-sport fit by expertise, and race-sport fit by genders. As further extra dimensions evaluated outcomes might be broadened to include brand attitude and product recognition. Finally, researchers might be able to give evidence-based advice to marketing practitioners, and in doing so, contribute to the theoretical and empirical literature on athlete endorsements by developing a more comprehensive and expansive model that explains the hierarchy and connections among causes and results.

Acknowledgments

References

Abdolmaleki, H., Mirza Zadeh, Z. S., & Karimi, H. (2016). Prioritize factors affecting organizational agility in NOC. *Sport Management Studies, 8*(36), 131-146.

Abdolmaleki, H., Mirzazadeh, Z., & Alidoust Ghahfarokhhi, E. (2016). The role played by socio-cultural factors in sports consumer behavior. *Annals of Applied Sport Science, 4*(3), 17-25. doi:https://doi.org/10.18869/acadpub.aassjournal.4.3.17

Abdolmaleki, H., Mirzazadeh, Z., Allahyari, M., & Ramezani, M. (2015). Identify and analysis of performance evaluation indicators of Iranian goalball coaches. *Annals of Applied Sport Science, 3*(3), 43-56. doi:https://doi.org/10.18869/acadpub.aassjournal.3.3.43

Alavi, S. M., & Siahroudi, M. N. (2015). The effect of the marketing mix sports complex services on customer satisfaction and resiliency price (the case of the sports complex Shiraz). *Management and Development of Sports*, 161-179.

Asadollahi, E., Keshtidar, M., Heydari, R., & Peric, M. (2020). Brand Identity Transfer and Consumers Sport Commitment in the Iranian Football Premier League: Mediating Role of Promotional and Advertising Tools. *Journal of New Studies in Sport Management, 1*(1), 10-21.

Da Silva, E. C., & Las Casas, A. L. (2017). Sport fans as consumers: An approach to sport marketing. *British Journal of Marketing Studies, 5*(4), 36-48.

Deans, E. G., Thomas, S. L., Derevensky, J., & Daube, M. (2017). The influence of marketing on the sports betting attitudes and consumption behaviours of young men: implications for harm reduction and prevention strategies. *Harm Reduction Journal, 14*(1), 1-12. doi:https://doi.org/10.1186/s12954-017-0131-8

Department of, H., & Social, C. (2020). Tackling obesity: empowering adults and children to live healthier lives.

Dixon, H., Scully, M., Wakefield, M., Kelly, B., Pettigrew, S., Chapman, K., & Niederdeppe, J. (2020). Can counter-advertising protect spectators of elite sport against the influence of unhealthy food and beverage sponsorship? A naturalistic trial. *Social Science & Medicine, 266*, 113415. doi:https://doi.org/10.1016/j.socscimed.2020.113415

Elasri Ejjaberi, A., Rodríguez Rodríguez, S., & Aparicio Chueca, M. (2020). Effect of eSport sponsorship on brands: an empirical study applied to youth. *Journal of Physical Education and Sport, 20*(2), 852-861.

Gholizadeh, B., Talebpour, M., Kashtidar, M., & Abdolmaleki, H. (2018). Mouth advertising, an effective tool for loyalty of sport customers, case study: women's health clubs in Mashhad. *International Journal of Leisure and Tourism Marketing, 6*(1), 51-64. doi:https://doi.org/10.1504/IJLTM.2018.089224https://doi.org/10.1504/IJLTM.2018.10009969

Hing, N., Russell, A. M. T., Vitartas, P., & Lamont, M. (2016). Demographic, behavioural and normative risk factors for gambling problems amongst sports bettors. *Journal of gambling studies, 32*(2), 625-641. doi:https://doi.org/10.1007/s10899-015-9571-9

Ireland, R., Muc, M., Bunn, C., & Boyland, E. (2021). Marketing of unhealthy brands during the 2018 Fédération Internationale de Football Association (FIFA) World Cup UK broadcasts–a frequency analysis. *Journal of Strategic Marketing*, 1-16. doi:https://doi.org/10.1080/0965254X.2021.1967427

Lopez-Gonzalez, H., Estévez, A., Jiménez-Murcia, S., & Griffiths, M. D. (2018). Alcohol drinking and low nutritional value food eating behavior of sports bettors in gambling advertisements. *International journal of mental health and addiction, 16*(1), 81-89. doi:https://doi.org/10.1007/s11469-017-9789-0

Mytton, O. T., Boyland, E., Adams, J., Collins, B., O'Connell, M., Russell, S. J., . . . Cobiac, L. J. (2020). The potential health impact of restricting less-healthy food and beverage advertising on UK television between 05.30 and 21.00 hours: A modelling study. *PLoS medicine, 17*(10), e1003212. doi:https://doi.org/10.1371/journal.pmed.1003212

Nanchahal, K., Vasiljevic, M., & Petticrew, M. (2021). A content analysis of the aims, strategies, and effects of food and nonalcoholic drink advertising based on advertising industry case studies. *Obesity Science & Practice.* doi:https://doi.org/10.1002/osp4.561

Raggiotto, F., Scarpi, D., & Moretti, A. (2020). Advertising on the edge: Appeal effectiveness when advertising in extreme sports. *International Journal of Advertising, 39*(5), 655-678. doi:https://doi.org/10.1080/02650487.2019.1653009

Saatchian, V., Azizi, B., & Talebpour, M. (2021). ADIDAS Sportswear Brand Popularity Model in Iranian Consumers. *Sports Business Journal, 1*(1).

Singh, R. P., & Banerjee, N. (2019). Exploring the influence of celebrity worship on brand attitude, advertisement attitude, and purchase intention. *Journal of Promotion Management, 25*(2), 225-251. doi:https://doi.org/10.1080/10496491.2018.1443311

Stander, F. W., & De Beer, L. T. (2016). Towards engagement: A comparison of fan groups in the context of a major South African football club. *SA Journal of Industrial Psychology, 42*(1), 1-10. doi:https://doi.org/10.4102/sajip.v42i1.1351