

## REFERENCES

- Aaker, D. A. (1996). *Building Strong Brands*. The Free Press : New York.
- Alves, H., Fernandes, C., & Raposo, M. (2016). Social Media Marketing: A Literature Review and Implications. *Psychology & Marketing*, 33(12), 1029–1038. <https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.20936>
- Batra, R., & Ray, M. L. (1986). Affective Responses Mediating Acceptance of Advertising. *Journal of Consumer Research*, 13(2), 234. <https://doi.org/10.1086/209063>
- Biscaia, R., Correia, A., Rosado, A. F., Ross, S. D., & Maroco, J. (2013). Sport Sponsorship: The Relationship Between Team Loyalty, Sponsorship Awareness, Attitude Toward the Sponsor, and Purchase Intentions. *Journal of Sport Management*, 27(4), 288–302. [https://doi.org/DOI: https://doi.org/10.1123/jsm.27.4.288](https://doi.org/DOI:https://doi.org/10.1123/jsm.27.4.288)
- Biswas, D., Biswas, A., & Das, N. (2006). The differential effects of celebrity and expert endorsements on consumer risk perceptions. *Journal of Advertising*, 35(2), 17–31. <https://doi.org/10.2753/JOA0091-3367350202>
- Bureau, I. R. (2022, November 22). *Adidas Shows Impossible is Nothing with Lionel Messi*. Indian Retailer. <https://www.indianretailer.com/news/adidas-shows-impossible-nothing-lionel-messi>
- Byon, K. K., & Phua, J. (2021). Digital and Interactive Marketing Communications in Sports. *Journal of Interactive Advertising*, 21(2), 75–78. <https://doi.org/10.1080/15252019.2021.1970422>
- Carp, S. (2023, October 17). *What makes Lionel Messi the most marketable athlete on the planet?* - *SportsPro*. SportsPro. <https://www.sportspro.com/insights/analysis/lionel-messi-sponsors-adidas-budweiser-pepsi-inter-miami-most-marketable-athlete/>
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital Marketing: Strategy, Implementation and Practice* (6th ed., p. 11). Pearson.
- Dahan, I. (2024, November 25). *Case Study: How Messi and Stanley Are Redefining Brand Growth in 2024*. DIDEA | דידיעא. <https://www.didea.io/en/post/messi-stanley-brand-growth>

- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Escalas, J. E., & Bettman, J. R. (2005). Self-Construal, Reference Groups, and Brand Meaning. *Journal of Consumer Research*, 32(3), 378–389. <https://doi.org/10.1086/497549>
- Everitt, N. (2022, December 17). *Messi's adidas Argentina shirt sells out worldwide ahead of World Cup Final*. talkSPORT. <https://talksport.com/football/1279718/messi-argentina-shirts-sell-out-worldwide-adidas/>
- Fahriana, C., Pratikto, H., & Dhewi, T. S. (2024). The Role of Celebrity Endorsement and Brand Awareness in Forming Purchase Intention: The Influence of Brand Image as an Intervening Variable. *International Journal of Asian Business and Management (IJABM)*, 3(6), 793. <https://journal.formosapublisher.org/index.php/ijabm>
- Faedo, N. I., & Corrius, M. (2024). Lionel Messi as a global icon. *FC Barcelona*, 207–221. <https://doi.org/10.4324/9781003292098-18>
- Faliagka, E., Ramantas, K., Rigou, M., & Sirmakessis, S. (2018). Measuring Personal Branding in Social Media: Towards an Influence Indication Score. *Current Trends in Web Engineering*, 252–261. [https://doi.org/10.1007/978-3-319-74433-9\\_23](https://doi.org/10.1007/978-3-319-74433-9_23)
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–373. <https://doi.org/10.1086/209515>
- GASPERINA, L. D. (2022). *The Story Behind adidas' FIFA World Cup 2022™ Marketing Campaign*. [Adidas-Group.com.https://www.adidas-group.com/en/magazine/behind-the-scenes/the-story-behind-adidas-fifa-orld-cup-2022tm-marketing-campaign](https://www.adidas-group.com/en/magazine/behind-the-scenes/the-story-behind-adidas-fifa-orld-cup-2022tm-marketing-campaign)
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>



UNIVERSITAS  
GADJAH MADA

**Audience Perception of Adidasâ€™™ Leveraging of Lionel Messiâ€™™s 2022 World Cup Success as a Marketing Strategy**

Joel Joseph Johannes Hasibuan, Drs. I Gusti Ngurah Putra, M.A.

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Grunwald, G., Kara, A., Kapukaya, N., & Zeren, D. (2025). Media Type Congruence in the Advertising Effectiveness of Celebrity vs Influencer Endorsements. *Journal of Marketing Analytics*, 0123456789. <https://doi.org/10.1057/s41270-025-00415-5>
- Gupta, A. (2018, November 5). *Why athletes make good brand ambassadors*. Impact is weekly print magazine publishing information on Advertising and Ad Marketing news specifically targeted towards Agency & Business Managers. <https://www.impactonnet.com/backbeat/why-athletes-make-good-brand-ambassadors-6196.html>
- Hamzehei, A., Jiang, S., Koutra, D., Wong, R., & Chen, F. (2017). Topic-based Social Influence Measurement for Social Networks. *Australasian Journal of Information Systems*, 21. <https://doi.org/10.3127/ajis.v21i0.1552>
- Holliman, G., & Rowley, J. (2014). Business to Business Digital Content Marketing: Marketers' Perceptions of Best Practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Hovland, C. I., & Weiss, W. (1951). The Influence of Source Credibility on Communication Effectiveness. *Public Opinion Quarterly*, 15(4), 635–650.
- Huffaker, D. (2010). Dimensions of Leadership and Social Influence in Online Communities. *Human Communication Research*, 36(4), 593–617. <https://doi.org/10.1111/j.1468-2958.2010.01390.x>
- Ilango, S. (2017, October 3). *The Lionel Messi story: How did he get to the top of the world?*. Bleacher Report. <https://bleacherreport.com/articles/237096-the-lionel-messi-story-how-did-he-get-to-the-top-of-the-world>
- Jin, S. V., & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intentions, and social identification with celebrities. *Journal of Advertising*, 43(2), 181–195. <https://doi.org/10.1080/00913367.2013.827606>



UNIVERSITAS  
GADJAH MADA

**Audience Perception of Adidasâ€™™ Leveraging of Lionel Messiâ€™™s 2022 World Cup Success as a Marketing Strategy**

Joel Joseph Johannes Hasibuan, Drs. I Gusti Ngurah Putra, M.A.

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Jones, R. (2023, January 19). *Qatar 2022: World Cup Final scores 1.5 bn global viewers*. SportsPro. [https://www.sportspromedia.com/news/qatar-2022-fifa-world-cup-final-](https://www.sportspromedia.com/news/qatar-2022-fifa-world-cup-final-argentina-france-viewers-engagement/#:~:text=Argentina's%20shootout%20win%20over%20France,billion%20viewers%2C%20Fifa%20has%20revealed.)

[a r g e n t i n a - f r a n c e - v i e w e r s - engagement/#:~:text=Argentina's%20shootout%20win%20over%20France,billion%20viewers%2C%20Fifa%20has%20revealed.](https://www.sportspromedia.com/news/qatar-2022-fifa-world-cup-final-argentina-france-viewers-engagement/#:~:text=Argentina's%20shootout%20win%20over%20France,billion%20viewers%2C%20Fifa%20has%20revealed.)

Koob, C. (2021). Determinants of Content Marketing Effectiveness: Conceptual Framework and Empirical Findings from A Managerial Perspective. *PLoS ONE*, 16(4 April), 1–25.

<https://doi.org/10.1371/journal.pone.0249457>

Lafferty, B. A. (2001). Emotional Branding: The New Paradigm for Connecting Brands to People. *Journal of Product & Brand Management*, 10(7), 466–469.

<https://doi.org/10.1108/jpbm.2001.10.7.466.1>

Maurizio, M. (2023, August 14). *The Messi impact in Miami: Redefining sales for Adidas and Apple TV*. InfoNegocios Miami. <https://infonegocios.miami/only-in-english/the-messi-impact-in-miami-redefining-sales-for-adidas-and-apple-tv>

Moreira, F., Pereira, I., Santos, J. D., & Pires, P. B. (2023). Sports celebrity endorsement impact on purchase intention. *Revista Galega de Economía*, 1–21.

<https://doi.org/10.15304/rge.32.3.8710>

Natarajan, R., & Chawla, S. (1997). “Fitness” marketing: Celebrity or non-celebrity endorsement?. *Services Marketing Quarterly*, 15(2), 119–129.

<https://doi.org/10.1080/15332969.1997.9985277>

Neira, D. (2024, December 6). *Lionel Messi gets emotional reflecting on his 21 years at FC Barcelona: “Beautiful memories.”*HOLA! USA.

<https://www.hola.com/us/celebrities/20241206734593/lionel-messi-reflecting-fc-barcelona/>

Park, C. Whan, Macinnis, Deborah J, Priester, Joseph, Eisingerich, Andreas B, &

Iacobucci, Dawn. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*,

- Richardson, P. S., Choong, P., & Parker, M. (2016). Social Media Marketing Strategy: Theory and Research Propositions. *Journal of Marketing Development and Competitiveness*, 10(2). Retrieved from <https://www.articlegateway.com/index.php/JMDC/article/view/1845>
- Rodriguez, S. (2017, December 5). *A brief history of adidas*. Peak Student Media. <https://peakstudentmedia.com/2017/12/05/a-brief-history-of-adidas/>
- Romero-Jara, E., Solanellas, F., Muñoz, J., & López-Carril, S. (2023). Connecting with Fans in the Digital Age: An Exploratory and Comparative Analysis of Social Media Management in Top Football Clubs. *Humanities and Social Sciences Communications*, 10(1), 1–12. <https://doi.org/10.1057/s41599-023-02357-8>
- Shaw, J. (2023, February 23). *The Role of Brand Perception in Product Marketing*. Kadence. <https://kadence.com/the-role-of-brand-perception-in-product-marketing/>
- Spears, R. (2021). Social Influence and Group Identity. *Annual Review of Psychology*, 72(1), 367–390. <https://doi.org/10.1146/annurev-psych-070620-111818>
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882–909. <https://doi.org/10.1108/03090561111119958>
- Szymkowiak, A., & Antoniak, M. A. (2024). Eco-Endorsement Dynamics: Unraveling the Influence of Celebrity Attitudes on Eco-Product Perceptions and Purchase Decisions. *International Journal of Wine Business Research*, 36(3), 453–472. <https://doi.org/10.1108/IJWBR-11-2023-0068>
- Umeogu, B. (2012). Source Credibility: A Philosophical Analysis. *Open Journal of Philosophy*, 02(02), 112–115. <https://doi.org/10.4236/ojpp.2012.22017>
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: the Differentiating Role of Platform Type.



UNIVERSITAS  
GADJAH MADA

*Journal of Advertising*, 47(1), 38–54. Tandfonline.

<https://doi.org/10.1080/00913367.2017.1405754>

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal*, 28(4), 160–170.  
<https://doi.org/10.1016/j.ausmj.2020.03.002>

Zhang, Y. (2015). The impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 03(01), 58–62.  
<https://doi.org/10.4236/ojbm.2015.31006>

**Audience Perception of Adidasâ€™™ Leveraging of Lionel Messiâ€™™s 2022 World Cup Success as a Marketing Strategy**

Joel Joseph Johannes Hasibuan, Drs. I Gusti Ngurah Putra, M.A.

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>