

Pop Culture Meets Pigskin: The Swift-Kelce Effect on NFL Jersey Sales

Elisabeth A. Arthur

Department of Management and Health Care Administration, Marshall University, Huntington, WV, USA

Email: whitten3@marshall.edu

How to cite this paper: Arthur, E. A. (2026). Pop Culture Meets Pigskin: The Swift-Kelce Effect on NFL Jersey Sales. *Open Journal of Business and Management*, 14, 980-989. <https://doi.org/10.4236/ojbm.2026.142057>

Received: February 14, 2026

Accepted: March 3, 2026

Published: March 6, 2026

Copyright © 2026 by author(s) and Scientific Research Publishing Inc. This work is licensed under the Creative Commons Attribution International License (CC BY 4.0). <http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

This study investigates the economic and marketing impact of Taylor Swift's high-profile relationship with NFL player Travis Kelce on Kansas City Chiefs jersey sales. Leveraging sales data, media coverage, and social media engagement metrics from July 2023 to February 2024, the research applies an interrupted time series design to examine shifts in consumer behavior following Swift's first NFL appearance in September 2023. Findings reveal a significant uptick in Travis Kelce jersey sales coinciding with the pre-registered media events defined in the methodology, suggesting that these events are associated with shifts in merchandise consumption patterns. This paper contributes to the sports marketing literature by highlighting the economic potential of cross-industry celebrity affiliations and offers practical implications for brand partnerships and fan engagement strategies.

Keywords

Celebrity Influence, NFL Marketing, Jersey Sales, Sports Merchandise, Taylor Swift, Travis Kelce, Cross-Industry Branding

1. Introduction

The intersection of celebrity culture and professional sports has long fascinated marketers, fans, and scholars alike. The symbiosis between athletes and entertainers can amplify media exposure, enhance brand equity, and reshape fan engagement patterns (Smart, 2005; Cashmore, 2006). In 2023, the highly publicized relationship between global pop star Taylor Swift and NFL tight end Travis Kelce emerged as a case study in cross-industry branding. With Swift's unparalleled global reach and Kelce's prominence within the NFL, their relationship quickly transcended tabloid intrigue and manifested in measurable commercial impacts, particularly in NFL merchandise sales.

Sports merchandise—including jerseys, hats, and memorabilia—represents a key revenue stream for professional leagues, serving as both an indicator of athlete popularity and a driver of fan identity (Wakefield & Sloan, 1995; Gladden & Funk, 2002). Anecdotal reports and early metrics indicated a substantial increase in Kelce jersey sales following Swift’s first public appearance at a Kansas City Chiefs game. This phenomenon invites a deeper empirical inquiry: To what extent did Taylor Swift’s public relationship with Travis Kelce influence NFL jersey sales?

This paper seeks to bridge the fields of celebrity studies, sports marketing, and consumer behavior to examine the “Swift-Kelce Effect” on NFL merchandise. It employs a mixed-methods approach, combining quantitative sales data analysis with media trend monitoring. The study’s findings not only validate the commercial impact of celebrity relationships but also offer strategic insights for sports marketers exploring non-traditional avenues of fan engagement.

2. Literature Review

2.1. Celebrity Influence and Cross-Category Spillover

The role of celebrities in influencing consumer behavior has been extensively explored across marketing literature (Erdogan, 1999; McCracken, 1989). Celebrity endorsements have been shown to enhance brand recall, shift consumer attitudes, and increase purchase intentions (Till & Shimp, 1998; Amos, Holmes, & Strutton, 2008). In the sports context, athletes often serve as both product and brand, with their popularity and marketability closely tied to merchandise sales (Fortunato, 2008; Carlson & Donovan, 2013).

However, the impact of non-sport celebrities on sports-related consumption remains an underexplored area. Studies on cross-category celebrity influence suggest that public relationships can serve as informal endorsements, transferring brand equity from one domain to another (Knoll & Matthes, 2017; Spry, Pappu, & Cornwell, 2011). Theories such as parasocial interaction (Horton & Wohl, 1956) and celebrity worship (Maltby et al., 2004) offer psychological frameworks for understanding how fans’ emotional investment in celebrities can shape their consumer behaviors.

2.2. Hybrid Branding and Celebrity Couples in Sport

Swift’s cultural capital—characterized by her loyal fanbase and strategic brand alignments—has previously impacted industries including fashion, tourism, and streaming platforms (Marshall, 2014; Klickstein, 2023). The NFL, traditionally male-dominated, represents a novel arena for such influence. The alignment of Swift’s cultural persona with Kelce’s athletic identity creates a hybrid brand narrative with the potential to attract new consumers and redefine fandom (Babiak & Wolfe, 2009).

While previous cases such as David Beckham and Victoria Beckham (Vincent et al., 2010), or Tom Brady and Gisele Bündchen (Brown, 2012), hinted at the power of celebrity pairings, empirical research quantifying these effects on merchandise

sales is sparse. This study contributes to this gap by using a real-time natural experiment to assess measurable outcomes.

3. Theoretical Framework

This research is grounded in three interrelated theories: Parasocial Interaction Theory (Horton & Wohl, 1956), Celebrity Endorsement Theory (McCracken, 1989), and Consumer Culture Theory (Arnould & Thompson, 2005). These frameworks collectively inform the hypothesis that Swift's association with Kelce contributed not merely to media attention, but to shifts in consumer identity and behavior as evidenced by merchandise purchases.

3.1. Parasocial Interaction Theory (Horton & Wohl, 1956)

Parasocial Interaction Theory (PIT), first introduced by Horton and Wohl (1956), describes the illusion of a face-to-face relationship between media consumers and performers. These one-sided interactions, though lacking mutual awareness, can foster strong emotional connections that mimic real-life social bonds. Viewers may come to feel as though they “know” the celebrity, generating loyalty and attentiveness akin to interpersonal relationships.

In the decades since its inception, PIT has been widely applied across media and marketing disciplines to explain how audiences engage with television personalities, influencers, and celebrities (Giles, 2002; Dibble, Hartmann, & Rosaen, 2016). Parasocial relationships (PSRs) often lead to increased trust, perceived intimacy, and behavioral outcomes such as following endorsements, defending public figures, or mimicking consumption patterns (Frederick et al., 2012; Tukachinsky, 2010).

Applied to the context of Taylor Swift and Travis Kelce, PIT suggests that Swift's fans—many of whom have long-standing parasocial attachments to her—may transfer those emotional bonds to products and symbols associated with her personal life. This includes NFL merchandise tied to Kelce, whose jersey sales surged following Swift's public support. Because PSRs involve perceived relational investment, Swift's endorsement of Kelce through public appearances can act as an implicit cue, guiding consumer preferences and identity formation, particularly among new or non-traditional NFL audiences (Brown & Basil, 1995; Hartmann & Goldhoorn, 2011).

Thus, PIT informs the hypothesis that Swift's association with Kelce influenced not only media attention but also consumer identity and behavior, as fans enacted loyalty and affiliation through tangible purchases like jerseys—effectively blending entertainment fandom with sports consumerism.

3.2. Celebrity Endorsement Theory (McCracken, 1989)

Celebrity Endorsement Theory (CET), as conceptualized by McCracken (1989), frames celebrity endorsement as a symbolic transfer of meaning. Celebrities carry cultural meanings—such as status, style, values, or charisma—that can be trans-

ferred to products and brands they are associated with. This process occurs through a three-stage movement model: from the celebrity to the product, and then from the product to the consumer. Unlike traditional advertising rooted in product features, CET emphasizes symbolic association and identity signaling.

Research consistently supports the idea that celebrities influence consumer perceptions, attitudes, and purchasing behavior when the perceived fit between the celebrity and the endorsed object is strong (Kamins, 1990; Amos, Holmes, & Strutton, 2008). The endorsement effect extends beyond commercial campaigns to informal associations; even unsanctioned or organic connections between a celebrity and a brand can generate similar effects (Knoll & Matthes, 2017; Ilicic & Webster, 2011).

Taylor Swift's public appearances at NFL games and her romantic connection to Travis Kelce function as a *de facto* endorsement of Kelce and, by extension, the NFL. CET suggests that Swift's personal brand—marked by authenticity, emotional resonance, and cultural relevance—is symbolically transferred to the associated merchandise (e.g., Kelce jerseys), increasing its desirability. Consumers—particularly Swift's fanbase—may then purchase these items not just to support Kelce or the Chiefs, but as a form of self-expression or affiliation with Swift's values and lifestyle (Choi & Rifon, 2007).

Thus, CET informs the hypothesis that Swift's relationship with Kelce contributed not only to media visibility but to shifts in consumer identity and behavior, as fans adopted NFL merchandise as a symbolic extension of their loyalty to Swift's brand persona.

3.3. Consumer Culture Theory (Arnould & Thompson, 2005)

Consumer Culture Theory (CCT), articulated by Arnould and Thompson (2005), offers a framework for understanding consumption as a cultural and identity-based practice, rather than merely a rational or utilitarian one. CCT explores how consumers use goods, brands, and experiences to construct and express their identities, engage with social groups, and navigate symbolic meanings in a marketplace shaped by culture. It situates consumption within broader sociocultural narratives, emphasizing the co-creation of meaning between consumers and brands.

CCT posits that products and brand affiliations become vehicles for self-expression, especially when embedded within shared cultural contexts or emotionally resonant narratives (Thompson, Rindfleisch, & Arsel, 2006). This theory is particularly relevant to celebrity-related consumption, where fans adopt material symbols associated with public figures to align themselves with a broader cultural lifestyle or value system (Holt, 2002; Schau & Gilly, 2003).

In the case of Taylor Swift's association with Travis Kelce, CCT helps explain why Swift's fans may have purchased Kelce or Kansas City Chiefs merchandise. These items became more than sports memorabilia—they transformed into cultural artifacts representing affiliation with Swift's identity narrative. Her fans ("Swifties") often engage in identity-signaling consumption aligned with her per-

sona, and the adoption of Kelce jerseys represents an extension of that cultural affiliation (Muñiz & Schau, 2005).

Thus, CCT informs the hypothesis that Swift's association with Kelce catalyzed not just media attention, but identity-driven consumer behavior, as individuals used merchandise purchases to locate themselves within the larger cultural phenomenon of "Swift-Kelce"—a hybridization of pop culture and sport.

4. Methodology

Interrupted Time Series (ITS) analysis was employed to assess the impact of Taylor Swift's public involvement with Travis Kelce on NFL jersey sales. ITS analysis is a quasi-experimental statistical technique used to evaluate the effect of an intervention or event by analyzing data collected at multiple time points before and after the occurrence of said intervention. ITS is particularly valuable when randomized controlled trials are not feasible, allowing researchers to infer causal impacts from observational data by assessing shifts in level and trend following a defined "interruption" (Bernal, Cummins, & Gasparrini, 2017).

In ITS, a baseline trend is established using pre-intervention data. The analysis then tests for significant changes in the outcome variable's trajectory—both immediate (level change) and gradual (slope change)—following the intervention (Linden, 2015). This method controls for underlying trends and autocorrelation, increasing internal validity.

ITS is widely used in public health, economics, and policy evaluation (Wagner et al., 2002), and increasingly in marketing and consumer behavior research. In the context of the Taylor Swift-Travis Kelce case, ITS helped detect whether Kelce's jersey sales significantly increased—beyond normal seasonal variation or game performance—after Swift's first NFL appearance, thus helping to isolate the influence of the "Swift Effect".

4.1. Data Collection

- **Sales Data:** Weekly jersey sales rankings from Fanatics (NFL's official e-commerce partner) from July 1, 2023, to February 29, 2024. Because Fanatics provides weekly sales rankings rather than unit-level sales volume, the dependent variable is a rank-normalized index constructed using a percentile transformation (0 - 100). This approach treats ranks as quasi-continuous while avoiding inappropriate linearity assumptions. The reported "400% increase" reflects the change in Kelce's rank-index score from Week $t - 1$ to Week t , not literal sales volume.
- **Media Mentions:** Volume of news stories from LexisNexis and Meltwater containing "Taylor Swift" and "Travis Kelce".
- **Social Media Metrics:** Twitter/X engagement data, TikTok trends, and Instagram hashtags.
- **Search Trends:** Google Trends data for keywords "Travis Kelce," "Taylor Swift," and "Kelce jersey."

Three major media events were pre-defined prior to analysis:

- 1) Swift's first game appearance (Sept. 24)
- 2) First joint SNL appearance (Oct. 14)
- 3) Chiefs-Bills playoff game with high-profile coverage (Jan. 21)

These events are modeled as separate interruptions using an event study specification with ± 2 week distributed lags.

Intervention Point: September 24, 2023, the date of Swift's first appearance at a Chiefs game.

Control Variables:

- Chiefs' win-loss record
- NFL promotional periods (e.g., playoffs, holiday sales)
- Player performance statistics (yards, touchdowns)

To strengthen attribution, three comparison series are included:

- 1) Patrick Mahomes' weekly jersey rank,
- 2) George Kittle's weekly jersey rank (matched tight end), and
- 3) a league-wide Top 10 jersey index.

To account for potential confounding factors, week of season fixed effects were incorporated to adjust for recurring seasonal patterns in NFL merchandise demand. Indicator variables were included for league wide promotional periods such as Black Friday and the playoff window. As a robustness check, the ITS models were re-estimated with all promotional weeks excluded; the direction and magnitude of the estimated effects remained consistent across specifications.

4.2. Statistical Analysis

ITS regression was conducted using Newey-West standard errors to correct for autocorrelation and heteroskedasticity. Correlation analyses were used to assess temporal alignment between media metrics and sales rankings. The following segmented regression model is estimated:

$$Y_t = \beta_0 + \beta_1 \text{Time}_t + \beta_2 \text{Post}_t + \beta_3 (\text{Time}_t \times \text{Post}_t) + \varepsilon_t,$$

where Y_t is the rank-normalized jersey index, Time is a weekly counter, Post is an indicator for weeks after September 24, 2023, and the interaction term captures slope change. The dataset includes 12 pre-intervention weeks and 22 post-intervention weeks. Newey-West lag length was selected using the Bartlett kernel with automatic bandwidth selection (Andrews, 1991). Ljung-Box tests were applied to evaluate autocorrelation, and Bai-Perron tests were used to identify structural breaks. A controlled ITS/difference in differences model is estimated:

$$Y_{it} = \alpha i + \delta_t + \beta (\text{SwiftEvent}_t \times \text{Kelcei}) + \varepsilon_{it},$$

where i indexes players/series and δ_t are week fixed effects.

Qualitative Component: Sentiment analysis of fan discourse on Reddit and TikTok was performed to assess consumer narratives surrounding the Swift-Kelce relationship. Qualitative data were collected from Reddit (r/TaylorSwift, r/NFL, r/KansasCityChiefs), TikTok videos using #KelceSwift and #NFLforSwifties, and

Instagram posts tagged with #TaylorSwift and #TravisKelce. The sampling window spanned July 2023 to February 2024. Posts were included if they referenced Swift, Kelce, or NFL merchandise. Sentiment analysis was conducted using VADER, with manual validation on a 10% subsample ($\kappa = .82$). The coding process followed a structured protocol to identify themes related to consumer identity, parasocial attachment, and merchandise motivations.

5. Results

Following Swift's public appearance, Kelce's jersey sales surged to the #1 spot on Fanatics within 48 hours, representing a fourfold increase in his rank-normalized index score. ITS analysis confirms a statistically significant upward shift in sales trends post-intervention ($p < 0.01$). Google Trends data revealed a parallel spike in searches for "Kelce jersey" and "Travis Kelce Taylor Swift."

Social media engagement, particularly on TikTok, saw hashtags like #KelceSwift and #NFLforSwifties trend globally, with aggregate views exceeding 300 million during the study period. LexisNexis media hits involving both Swift and Kelce jumped from an average of 12/month pre-intervention to 148/month post-intervention.

Regression modeling revealed that media intensity and social media virality were statistically associated with changes in sales rank ($R^2 = 0.68$). These associations should not be interpreted as causal effects.

6. Discussion

The Swift-Kelce phenomenon illustrates a pattern consistent with cross-domain celebrity branding. Unlike traditional endorsements, which involve formal agreements and scripted campaigns, this relationship organically merged fan bases and activated a new consumer demographic.

The impact of Swift's fanbase—predominantly young, female, and digitally engaged—on a historically male NFL merchandise market suggests a potential paradigm shift in audience engagement. Marketers can no longer afford to silo pop culture and sports branding; rather, synergy across entertainment sectors offers expansive reach (Sartore-Baldwin & Walker, 2011).

This research contributes to scholarship by demonstrating the economic implications of parasocial interaction and identity-based consumption. It also aligns with evolving notions of fandom, where media convergence blurs traditional boundaries between consumers and producers (Jenkins, 2006).

Causal interpretation of the ITS estimates relies on standard identification assumptions, including a stable pre intervention trend, the absence of concurrent shocks that differentially affected Kelce relative to comparison series, and correct model specification. These assumptions limit the extent to which the estimated associations can be interpreted as causal effects.

The qualitative findings were used to contextualize the quantitative results by identifying consumer narratives that aligned with observed shifts in the jersey

rank-index. Sentiment spikes surrounding the pre registered media events corresponded with increases in Kelce-related merchandise interest, providing thematic support for the behavioral patterns detected in the ITS models. The qualitative analysis therefore functions not as causal evidence, but as interpretive scaffolding that clarifies how fans articulated the motivations underlying their purchasing behavior.

Limitations include the inability to access absolute sales figures (only rankings were public), potential confounds from seasonal sales spikes, and the difficulty of isolating long-term behavioral change. Future research should pursue longitudinal designs and consider experimental methods to assess causality.

7. Conclusion

The case of Taylor Swift and Travis Kelce offers compelling evidence that celebrity relationships may catalyze or coincide with significant shifts in sports consumer behavior. By leveraging data across merchandise sales, media coverage, and fan discourse, this study affirms that cross-industry celebrity dynamics are more than media spectacles—they are market drivers.

As sports brands seek to diversify their reach and deepen fan loyalty, the Swift-Kelce effect underscores the strategic value of embracing broader cultural affiliations. Future marketing efforts may benefit from identifying synergistic partnerships that extend beyond the field and into the cultural zeitgeist.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

References

- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the Relationship between Celebrity Endorser Effects and Advertising Effectiveness. *International Journal of Advertising*, 27, 209-234. <https://doi.org/10.1080/02650487.2008.11073052>
- Andrews, D. W. K. (1991). Heteroskedasticity and Autocorrelation Consistent Covariance Matrix Estimation. *Econometrica*, 59, 817-858.
- Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*, 31, 868-882. <https://doi.org/10.1086/426626>
- Babiak, K., & Wolfe, R. (2009). Determinants of Corporate Social Responsibility in Professional Sport: Internal and External Factors. *Journal of Sport Management*, 23, 717-742. <https://doi.org/10.1123/jsm.23.6.717>
- Bernal, J. L., Cummins, S., & Gasparrini, A. (2017). Interrupted Time Series Regression for the Evaluation of Public Health Interventions: A Tutorial. *International Journal of Epidemiology*, 46, 348-355.
- Brown, S. (2012). The Gisele Effect: An Analysis of Fashion and Sports Branding. *Fashion Theory*, 16, 37-58.
- Brown, W. J., & Basil, M. D. (1995). Media Celebrities and Public Health: Responses to “Magic” Johnson’s HIV Disclosure and Its Impact on AIDS Risk and High-Risk Behaviors. *Health Communication*, 7, 345-370. https://doi.org/10.1207/s15327027hc0704_4
- Carlson, B. D., & Donavan, D. T. (2013). Human Brands in Sport: Athlete Brand Personal-

- ity and Identification. *Journal of Sport Management*, 27, 193-206.
<https://doi.org/10.1123/jsm.27.3.193>
- Cashmore, E. (2006). *Celebrity/Culture*. Routledge.
- Choi, S. M., & Rifon, N. J. (2007). Who Is the Celebrity in Advertising? Understanding Dimensions of Celebrity Images. *The Journal of Popular Culture*, 40, 304-324.
<https://doi.org/10.1111/j.1540-5931.2007.00380.x>
- Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2016). Parasocial Interaction and Parasocial Relationship: Conceptual Clarification and a Critical Assessment of Measures. *Human Communication Research*, 42, 21-44. <https://doi.org/10.1111/hcre.12063>
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15, 291-314. <https://doi.org/10.1362/026725799784870379>
- Fortunato, J. A. (2008). *Sports Sponsorship: Principles and Practices*. McFarland.
- Frederick, E. L., Pegoraro, A., & Sanderson, J. (2012). Tweeting Athletes and Parasocial Relationships: Twitter Use and Fan Perceptions of Olympic Athletes. *International Journal of Sport Communication*, 5, 481-502.
- Giles, D. C. (2002). Parasocial Interaction: A Review of the Literature and a Model for Future Research. *Media Psychology*, 4, 279-305.
https://doi.org/10.1207/s1532785xmep0403_04
- Gladden, J. M., & Funk, D. C. (2002). Developing an Understanding of Brand Associations in Team Sport: Empirical Evidence from Consumers of Professional Sport. *Journal of Sport Management*, 16, 54-81. <https://doi.org/10.1123/jsm.16.1.54>
- Hartmann, T., & Goldhoorn, C. (2011). Horton and Wohl Revisited: Exploring Viewers' Experience of Parasocial Interaction. *Journal of Communication*, 61, 1104-1121.
<https://doi.org/10.1111/j.1460-2466.2011.01595.x>
- Holt, D. B. (2002). Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding. *Journal of Consumer Research*, 29, 70-90.
<https://doi.org/10.1086/339922>
- Horton, D., & Richard Wohl, R. (1956). Mass Communication and Para-Social Interaction. *Psychiatry*, 19, 215-229. <https://doi.org/10.1080/00332747.1956.11023049>
- Ilicic, J., & Webster, C. M. (2011). Effects of Multiple Endorsements and Consumer-Celebrity Attachment on Attitude and Purchase Intention. *Australasian Marketing Journal*, 19, 230-237. <https://doi.org/10.1016/j.ausmj.2011.07.005>
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
- Kamins, M. A. (1990). An Investigation into the "Match-Up" Hypothesis in Celebrity Advertising: When Beauty May Be Only Skin Deep. *Journal of Advertising*, 19, 4-13.
<https://doi.org/10.1080/00913367.1990.10673175>
- Klickstein, M. (2023). *Taylor Swift's Marketing Genius*. Adweek. <https://www.adweek.com>
- Knoll, J., & Matthes, J. (2017). The Effectiveness of Celebrity Endorsements: A Meta-Analysis. *Journal of the Academy of Marketing Science*, 45, 55-75.
<https://doi.org/10.1007/s11747-016-0503-8>
- Linden, A. (2015). Conducting Interrupted Time-Series Analysis for Single- and Multiple-Group Comparisons. *The Stata Journal: Promoting communications on statistics and Stata*, 15, 480-500. <https://doi.org/10.1177/1536867x1501500208>
- Maltby, J., Houran, J., Lange, R., Ashe, D. D., & McCutcheon, L. E. (2004). Thou Shalt Worship No Other Gods... Unless They Are Celebrities. *Personality and Individual Differences*, 37, 1157-1171.
- Marshall, L. (2014). The Celebrity Persona of Taylor Swift. *Popular Music and Society*, 37,

627-645.

- McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16, 310-321.
<https://doi.org/10.1086/209217>
- Muñiz Jr., A. M., & Schau, H. J. (2005). Religiosity in the Abandoned Apple Newton Brand Community. *Journal of Consumer Research*, 31, 737-747.
<https://doi.org/10.1086/426607>
- Sartore-Baldwin, M. L., & Walker, M. (2011). The Process of Organizational Identity: A Case Study of a University Sports Team. *Sport Management Review*, 14, 214-223.
- Schau, H. J., & Gilly, M. C. (2003). We Are What We Post? Self-Presentation in Personal Web Space. *Journal of Consumer Research*, 30, 385-404. <https://doi.org/10.1086/378616>
- Smart, B. (2005). *The Sport Star: Modern Sport and the Cultural Economy of Sporting Celebrity*. Sage Publications Ltd. <https://doi.org/10.4135/9781446215630>
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity Endorsement, Brand Credibility and Brand Equity. *European Journal of Marketing*, 45, 882-909.
<https://doi.org/10.1108/03090561111119958>
- Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional Branding and the Strategic Value of the Doppelgänger Brand Image. *Journal of Marketing*, 70, 50-64.
<https://doi.org/10.1509/jmkg.70.1.050.qxd>
- Till, B. D., & Shimp, T. A. (1998). Endorsers in Advertising: The Case of Negative Celebrity Information. *Journal of Advertising*, 27, 67-82.
<https://doi.org/10.1080/00913367.1998.10673543>
- Tukachinsky, R. (2010). Para-Romantic Love and Para-Friendships: Development and Assessment of a Multiple-Parasocial Relationships Scale. *American Journal of Media Psychology*, 3, 73-94.
- Vincent, J., Hill, J. S., & Lee, J. W. (2010). The Beckham Brand: Celebrity, Endorsement and Influence. *International Journal of Sports Marketing & Sponsorship*, 11, 29-42.
- Wagner, A. K., Soumerai, S. B., Zhang, F., & Ross-Degnan, D. (2002). Segmented Regression Analysis of Interrupted Time Series Studies in Medication Use Research. *Journal of Clinical Pharmacy and Therapeutics*, 27, 299-309.
<https://doi.org/10.1046/j.1365-2710.2002.00430.x>
- Wakefield, K. L., & Sloan, H. J. (1995). The Effects of Team Loyalty and Selected Stadium Factors on Spectator Attendance. *Journal of Sport Management*, 9, 153-172.
<https://doi.org/10.1123/jism.9.2.153>