

# Construction and Validation of a Scale to Measure Athletic Star Power

- To create a valid and reliable instrument to measure athletic star power.
- Three distinct dimensions were found during analysis:  
Social Character=.95  
Athleticism=.87  
Congruency=.85
- The three dimensions found encompass both the athletic side of an athlete as well as the human behavior side, along with questions that can help ensure a good fit between the athlete and the brand, which is key to the success of not only the endorsement but also for the product to succeed in the marketplace.



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