

# **DO FEMALE ATHLETE ENDORSERS EFFECT CONSUMER PRODUCT RECOGNITION**

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## **ABSTRACT**

Celebrities have become major spectacles of today's media culture [12]. Many firms have turned to celebrities from film, sports, and fashion industry to endorse their products. The first part of the study focuses on identifying the professional female athletes and their professional sport. The next research question attempted to explore participant's recognition of products endorsed by selected professional athletes. Venues Williams had the highest recognition of endorsed product recognition 60%, followed by Danica Patrick at 48.5%.