

TALLINN UNIVERSITY OF TECHNOLOGY

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CONSUMER PURCHASING BEHAVIOUR AND ATTITUDES

TOWARDS A SPORT SPONSORSHIP

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I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

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TABLE OF CONTENTS

ABSTRACT.....	4
INTRODUCTION	5
1. THEORETICAL FRAMEWORK.....	7
1.1. Sponsorship and sport sponsorship.....	7
1.2. Consumer behaviour and attitudes.....	11
1.3. Factors affecting consumer behaviour in sponsorships	13
2. METHODOLOGY	16
2.1. Research plan.....	16
2.2. Data collection	17
3. EMPIRICAL ANALYSIS	19
3.1. Results.....	19
3.2. Discussion.....	30
CONCLUSION.....	36
LIST OF REFERENCES.....	38
APPENDICES	41
Appendix 1. Questionnaire	41
Appendix 2. Non-exclusive licence.....	51

ABSTRACT

This thesis studies consumer behaviour in sport sponsorship and focuses on the factors that determine the effectiveness on a sponsorship. Consumer behaviour is a key factor in a successful sponsorship, stressing the importance of understanding certain factors affecting sport sponsorship from the consumer's perspective. A quantitative method was used to produce the primary data, which then was analysed using descriptive analysis. The sampling method used was non-probability convenience sampling, focusing on people who follow sports on a regular basis. Data collection was organized using an online questionnaire, which was distributed to the participants through several social media channels. The main findings show that consumers considering purchasing a sponsor's product are extremely interested in a sponsor's ethics and social responsibility. The study also shows the importance of similarity between the sponsor and sponsored. These findings back up several theories presented in previous studies concerning consumer behaviour in sport sponsorship.

Keywords: Sponsorship, Sport sponsorship, Consumer behaviour, Attitudes

INTRODUCTION

Sports industry has grown rapidly over the last few decades and nowadays is part of billions of people's everyday lives. Ever evolving technology has allowed the sports industry to grow and reach most parts of the world, radically expanding the marketing opportunities attached to it. Companies have realized the power of sports as a marketing channel, adding sport sponsorship to their marketing strategy. In the previous literature, the often mentioned benefit sport sponsorship has over traditional advertising is its broad reach in quantity and diversity, as well as sports fans' emotional attachment to their teams and sponsors' subtlety. Sport sponsorship's share in all of sponsorship is significant and according to IEG (2017), in 2017 in the United States it was projected to be more than 70%.

As a phenomenon, sport sponsorship is nothing new, but as the amount of money companies pay to sponsor sports nowadays is quite significant, the importance of understanding how to make it effective needs to be studied and stressed. Companies may think it is a great and simple way to get significant exposure, but due to the nature of sports, fans tend to be protective of their teams and when sponsorship goes wrong, it can actually hurt both parties. Sport sponsorship affects people on cognitive and affective levels, which stresses the importance of deciding a specific desired outcome and finding out whether the company affects consumers in one of these ways more. Consumers' purchase decisions of sponsors' products are affected by several factors and in order to make a sponsorship effective, it is key to understand the importance of these factors to consumers. A good understanding of consumers' behaviour is a good starting point for an effective sponsorship.

The research problem in this study is the gap in the knowledge of which factors actually affect consumer behaviour and are important to consumers when making a purchasing decision. There have been several previous studies on sport sponsorship and consumer behaviour, but most of them focus on very few factors, not allowing the comparison to find out how certain factors relate to some others. To get a better understanding of this, main factors affecting consumer behaviour that have been studied separately before need to be introduced in the same study, which has not been

done before. Also, even though some industries are present in the sport sponsorship scene regularly, very few studies directly investigate how these companies affect consumer behaviour.

The aim of this study is to find out which factors affect consumers' purchasing decisions and attitudes towards a sponsor. Furthermore, it is important to understand how consumers feel about commonly sponsoring industries seen in sports. Research questions of this study are:

- Which factors in sponsors affect consumers' purchasing behaviour and attitudes towards a sponsor?
- How do consumers receive companies commonly seen sponsoring sports?

The study is divided into three chapters: Theoretical background, Methodological part, and Empirical analysis. The theoretical background focuses on reviewing existing literature of the two main aspects of this study; Sport sponsorship and Consumer behaviour. Sponsorship in general and factors affecting sport sponsorships are also included. The methodological section discusses how the empirical study was conducted and offers justification on why quantitative approach was used, along with a questionnaire. The third part, empirical analysis, focuses on the results of the study, following discussion and suggestions for further studies. The thesis ends with a conclusion and a list of references.

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1. THEORETICAL FRAMEWORK

This chapter focuses on previous studies and scientific articles concerning topics relevant to this study. It is divided into three sections: Sponsorship & sport sponsorship, Consumer behaviour and attitudes, and Factors in sport sponsorship.

1.1. Sponsorship and sport sponsorship

There is not one correct way to define what a sponsorship is, but Tony Meenaghan's (1991) definition of a sponsorship has been widely used in the previous literature:

"an investment, of cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity".

Sponsorship is an interaction between consumers, brands, and properties, where brands pay to be associated with the property (Meenaghan 2001). It is a business-to-business transaction in which both parties, sponsor and sponsored, try to benefit from it. Three central variables in a successful sponsorship are attitude towards the sponsor, goodwill, and fan involvement (Ibid.). Sponsorship affects consumers on various levels; how they feel, think and act toward a brand (Wakefield et al. 2020). In order to make the sponsorship as effective as possible, sponsor should determine the goal they are trying to reach with the sponsorship, which may favour some form of sponsorship over another (Mason 2005).

The history of sponsorships go back over a century. Back in the early days it was a rare, small-scale marketing form, but the last few decades have changed it to global commercial practice (Meenaghan 2001). The global spending on sponsorship in 1984, when sponsorship started to become popular, was only \$2 billion (Koo et al. 2006, referenced by Tsiotsou, Alexandris 2007), but in 2016 the spending reached \$60,1 billion, with an annual growth in the past years proven to be between four to five percent (IEG 2017). One of the reasons why the use of sponsorship as a

marketing tool has increased is its audience's diversity and quantity, as well as the growth of sports industry, which is the target of most sponsorships (Lardinoit and Derbaix 2001; IEG 2017).

The most frequently talked outcomes of sponsorships are affective, including such as consumers' positive attitudes and sponsorships' emotional effects on them (Kim et al. 2015). The theory of gratitude, which Meenaghan (2001) refers to as goodwill, offers an explanation for the affective outcomes (Kim et al. 2015). Sponsorship's cognitive outcomes usually refer to awareness, which is often examined by testing how consumers recall certain sponsors in events for example. The third set of outcomes is known as behavioural outcomes, like consumers' purchasing intentions, which are closely connected to affective and cognitive outcomes, and often considered to be the ultimate desired outcome. (Cornwell et al. 2005)

In order to measure the effectiveness of a sponsorship, desired outcomes need to be determined as sponsorship can be effective in several ways. It can increase the consumer's awareness of the brand, positive attitudes, purchase intentions, and the sponsor image (Kim et al. 2015). Repeated exposure is likely to be enough for creating awareness of a brand and according to Grohs et al. (2004), a regular event attendee is more likely to have better awareness of the sponsor and its products. When the outcome is to affect the image, brand cohesiveness with the sponsored activity needs to be higher (Kim et al. 2015). As stated in the literature, a good fit between the sponsor and sponsored is key for successful image transfer (Grohs et al. 2004).

Attitudes towards a sponsor can be used to measure the effectiveness of a sponsorship. According to Alonso-Dos-Santos et al. (2016), consumers' attitudes towards the sponsored significantly affect their attitudes towards the sponsor. Attitudes also have a major role in consumers' purchase intentions (Zaharia et al. 2016).

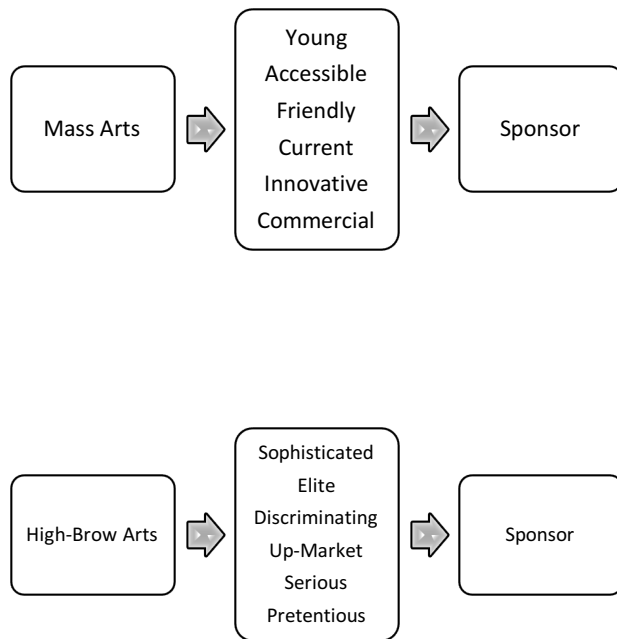


Figure 1. Meenaghan (2001) suggested that different organizations and events transfer different values to the sponsor

Source: Meenaghan, 2001

Sponsors' objective is often to transfer the image of the activity to the brand. As seen in the figure above, Meenaghan (2001) provides a good example of how different activities transfer different values to the sponsor. For some sponsors, transferring the image may be the number one outcome of a successful sponsorship, over increased awareness or purchase intentions for example. In his research, Tribou (2011) presents extremely well what types of image attributes each major sport is known for and thus, transfer them to the sponsors. Golf is associated with elegance and serenity, whereas formula 1 is seen as modern and violent. When making decisions whether to sponsor an activity or not, it is crucial to understand what image attributes the target audience associates with it, as well as what are the attributes the sponsor wants to adopt from the activity. Brands may base their sponsorship on their own opinion on which attributes they think an activity possesses, but it may differ from the target group's view, causing false outcomes. (Ibid.)

As mentioned, behavioural outcomes can be used to measure the effectiveness of a sponsorship. According to Zaharia et al. (2016), sponsorship increases brand awareness among consumers, but it does not necessarily transfer to purchase intentions and improved attitudes. They found a

significant positive correlation in sponsorship fit and purchase intentions, as well as attitudes towards a sponsor and purchase intentions, but a repeated exposure has not been proved to increase purchases among fans. Smith et al. (2008) suggest that instead of targeting high exposure, sponsors should focus on the image and fit between sponsor and sponsored.

Sport sponsorship is one of the main forms of sponsorship. It involves sponsoring sport organizations, teams, athletes, venues, leagues, events and competitions (Tsiotsou, Alexandris 2007). In 2017, the projected share of sport sponsorship in the US was 70 percent of the total sponsorship spending nationwide (IEG 2017). Christensen's (2006) findings suggest that sports organizations score the highest points in both, positive and negative emotional responses by the consumers, compared to charitable and cultural institutions. This, among with other explanations later presented, may well explain why sponsors mostly prefer sports organizations to cultural or charitable ones. Sports organizations rely heavily on sponsorships to fund their rapidly increased operations and for example in formula 1, even as much as over 70 percent of their budget can come from sponsors (Jensen, Cobbs 2014).

So, what makes sport sponsorship such an interesting and massively used marketing form? Bush et al. (2004) suggest that history has shown how sports figures are seen as heroes and looked upon in the society, making them great influencers. One of the undeniable strengths of sponsorship is that it engages consumers due to their emotional connection to the activity sponsored (Meenaghan 2001). When fans are highly attached and emotionally connected to the sponsored team or activity, they are more likely to be positive towards the sponsor (Tsiotsou, Alexandris 2007). Meenaghan (2001) refers to this as fan involvement. Higher fan involvement leads to better awareness of the sponsor and just like goodwill, it is one of the variables separating sponsorship from traditional advertising (Bennett et al. 2008). According to Kim et al. (2008), fan involvement affects awareness the most, followed by improving image and purchase intentions from the fans. They also suggest that there is a possibility the most involved fans do not pay attention to sponsors as much anymore, as they are more focused on the activity itself (Ibid.).

There are two basic forms of sports sponsorship; field and television sponsorship. Field sponsorship refers to a sponsor's logo or name to be placed on athletes' equipment, billboards at the event venue, or the venue itself being named after the sponsor (Lardinoit and Derbaix 2001). These messages do not interfere with the event and it does not provide viewers time to analyse the message (Ibid.). The other form of sponsorship is television sponsorship (Ibid.). In this form

viewers' attention is focused on a stimuli and they are given some time to process them, improving the memorization of the message (Ibid.). Even though the exposure rate may be extremely high, consumer memory can be surprisingly low (Pham, Vanhuele 1997). As mentioned, the expected outcomes of the sponsorship should be taken into consideration when determining which form is likely to be more effective from the sponsor's standpoint (Kim et al. 2015; Grohs et al. 2004).

Sponsorship can also lead to negative responses by the fans, a good example being selling the naming rights of a facility. Even when a facility goes through a name change, loyal fans tend to hold on to the old name. (Woisetschläger et al. 2014) Due to fans experiencing their existing venue as somewhat a sacred place, facilities going through a name change cause more resistance than a completely new facility getting its first name (Ibid.). In the previous studies negative effects have been less examined than positive ones, but according to Grohs et al. (2015) just as selling the naming rights of a facility, rivalries can cause negative attitudes towards opposite side's sponsors. In order to avoid such response, some companies have decided to sponsor several teams, eliminating the rivalry effect (Ibid.).

1.2. Consumer behaviour and attitudes

Consumer behaviour studies people's and organizations' behaviour in acquisition, consumption and disposal of products or services (Kumra 2006). A more easily understandable way of saying it is one's act to buy a product or service (Ajzen 2008). It also includes people's thoughts and feelings as well as everything in the environment that influences them, like advertising, the product itself, and other consumers (Peter, Olson 2008). A better understanding of the consumers' needs and wants leads to better effort to satisfy customers (Ibid.) There are three major approaches to consumer behaviour; Interpretive approach focusing on understanding, traditional focusing on explaining and marketing science focusing on predicting decisions (Ibid.).

A theory of single-option behaviours sees behaviour as an observable event which can be divided into four elements: action, target, context, and time. Action refers to buying or searching information of a product or a service, which is the target. Context means the location of the action, an online store or a retailer for instance, and time is when the action occurs. Consumer purchasing behaviour consists of these four elements as well. A purchase decision can also be a several-option choice, where a certain product is chosen over some other due to different reasons. (Ajzen 2008)

A purchase decision process is structured in a certain way. When a consumer is making a purchase decision, they come up with a need or want, get information about it and its alternatives, decide how to act, and act accordingly. After the purchase they evaluate the process and either keep or return the product. This process gone through can affect consumer's future decisions. (Ajzen 2008)

An important aspect of consumer behaviour in marketing is consumer attitudes. Attitudes represent one's evaluation about something as an entity (Ajzen, Fishbein 1977). Attitudes are important due to their role in human behaviour. Behaviour can often be predicted from one's attitudes towards something, as attitudes help people determine how to act in certain situations. (Niosi 2018) Marketers can either try to strengthen or change consumers' existing attitudes to more positive towards a brand (Kumra 2006). According to Pratkanis et al. (1989), a favorable attitude towards an object leads to favorable behaviour and support of the object. Two theories, cognitive and affective, offer explanations on how attitudes are formed; according to cognitive view, attitudes are formed based on systematic thinking, thoughts, and beliefs, whereas affective theory believes in feelings and emotions being the base in creating them (Argyriou, Melewar 2011). Even though cognitive and affective are two separate systems, they continuously work together affecting each other (Peter, Olson 2009).

A vastly used theory used in previous literature concerning attitudes is the ABC model. The ABC model suggests attitudes are formed by three components: Affective, Behavioural, and Cognitive. Affective and behavioural are as mentioned before, but behavioural is based on one's past and future activities. Attitudes towards different objects can be determined by different components. Some, like an attitude towards certain taste, favour affect, whereas for instance an attitude towards a toothbrush favours cognition. (Niosi 2018)

Due to the lack of knowledge of which of the ABC components serves a person, Katz (2008) and Smith et al. (1956), cited by Niosi (2018), have suggested that there are four functional theories on what attitudes serve. Knowledge function makes people's lives more efficient by letting people determine how to react to some things. Ego-defensive model defends people's egos from threatening thoughts about themselves to feel better. Utilitarian function protects people from punishments by creating attitudes towards things that can cause them. Value-expressive function helps people express themselves to others to become understood. (Ibid.)

In order to change an existing behaviour by changing one's attitude, a high correspondence between the two must occur (Ajzen, Fishbein 1977). According to Ajzen's (1991) theory of planned behaviour, more favourable or unfavourable attitudes towards an object lead to higher intention to perform the behaviour. Also attitudes towards a behaviour can be created. Favourable attitudes are formed when the consequences of the behaviour are desired and unfavourable ones are created when they are undesired. The theory of planned behaviour includes three determinants of intention: attitude towards the behaviour, subjective norms, and perceived control over the behaviour. These determinants are found to be accurate predictors of behavioural intentions. (Ibid.)

Consumer decision making process is heavily connected to cognitive and affective systems, as attitudes are one of the main factors affecting consumers' purchasing decisions in sponsorship marketing (Melovic et al. 2019; Peter, Olson 2009). In the integration process, consumers use their knowledge and beliefs to form attitudes and make decisions concerning the product (Peter, Olson 2009). Because only five to ten percent of consumers' thinking is conscious, it is important for the marketers to understand what aspects of consumers' knowledge are used in their integration process and what are ignored (Ibid.). This way marketers can affect consumers' attitudes more effectively. From a marketing perspective it is also important to understand that some products, i.e. food & beverages, tend to attract more affective responses in consumers (Peter, Olson 2009).

1.3. Factors affecting consumer behaviour in sponsorships

Consumers' purchasing behaviour being influenced by different factors in sponsorship has been studied using various theories (Ngan et al. 2011). Some factors' effects on consumers that have been studied before include the likes of goodwill, country of origin, team performance, and the ethical side of the sponsorship, focusing on unhealthy products like alcohol, tobacco, and gambling (Christensen 2006; Meng-Lewis et al. 2013; Ngan et al. 2011).

In his tenets of understanding, Meenaghan (2001) suggests that goodwill in sponsorship is a key factor in what differentiates it from advertising. As mentioned, consumers are engaged by the sponsorship, as it benefits the activity they are emotionally connected to, lowering their defence (Meenaghan 2001; Mason 2005). Whereas advertising is seen as direct, selfish and overt, sponsorship is seen as subtle and beneficial for the society, as well as for the activity sponsored

(Ibid.). According to Bennett et al. (2008), goodwill variable has the biggest positive impact on consumers' purchasing behaviour and turning them into loyal paying customers.

Sponsoring organizations may target a more socially responsible image by participating in sport sponsorship. According to Demirel (2019), companies sponsoring professional sports are rated higher in social responsibility than companies that do not. There is also a positive correlation between sponsorship fit and consumers' social responsibility receptions (Ibid.). When the sponsor is closely linked to sponsored and there is a good fit between them, consumers are more likely to purchase that brand (Zaharia et al. 2016). Supporting social objectives such as kids' sports and charities can lead to improved sponsor image and thus should be considered part of companies' sponsorship strategies. (Tsiotsou, Alexandris 2007)

Sponsor's country of origin as a factor affecting consumer behaviour has been mentioned in previous literature as well. According to Meng-Lewis et al. (2014), consumers with ethnocentric tendencies are more positive towards local sponsors and less positive towards foreign sponsors. Consumers do have different responses on foreign and domestic sponsors. Domestic sponsors using patriotism to engage consumers could help to gain support especially in global events that are proven to favour domestic sponsors while displaying less positive attitudes towards foreign sponsors. (Ibid.)

According to Ngan et al. (2011) the team's success plays a role in the purchasing behaviour, higher performance leading to higher sales of the product. A team that wins and has a star calibre player is what marketers should target, while avoiding losing teams with a star player (Ibid.). Yuan et al. (2019) found that poor team performance directly affects the sponsor's brand trust, as well as has negative effects on attitude towards the team, which also leads to decreasing brand trust. The effects of poor performance can especially be seen within the more active members of the fan base (Ibid.)

The ethical side of a sponsorship should be taken into consideration when forming a partnership with a brand (Lamont et al. 2011). Alcohol, tobacco, and gambling brands can all be regularly seen sponsoring sports nowadays, even though all the parties are usually aware of their potential negative effects on public health (Ibid.; McDaniel and Heald 2000). Though, sports fans may be more accepting of ethically problematic sponsors due to their significant financial investments that help the team compete and earn success (Kropp et al. 1999). These ethically questionable sponsors

should be aware of the target group's general consumption habits of alcohol and tobacco, as according to Kropp et al. (1999) consumers' habits can make quite a notable difference in their attitudes.

As mentioned, due to their massive investments on sports organizations, fans and administrators tend to be more accepting towards tobacco and alcohol brands sponsoring a team, as the money helps the team succeed (Kropp et al. 1999). Also, smokers and alcohol consumers seem to have a more positive attitude towards these companies sponsoring sports, yet alcohol is seen as significantly more acceptable than tobacco, most likely due to the fact that a bigger proportion of people do consume alcohol than tobacco (Ibid.). Previous literature suggests that Australians heavily oppose either of these sponsoring sports, because of the restrictions concerning marketing these products made by the government (Ibid.) In Christensen's (2006) study, consumers' emotional response to different companies was examined, showing that the only company receiving more negative than positive responses was a tobacco company.

2. METHODOLOGY

This chapter focuses on how the data collection was conducted, why it was done that way and how it was analyzed. It is divided into two sections; research plan and data collection.

2.1. Research plan

This study aims to investigate consumer behaviour in sport sponsorship marketing and thus quantitative method was selected to serve as the methodological approach. Using quantitative data collection is convenient for the author and respondents, and allows a significant amount of respondents to participate. Google forms was chosen to serve as the platform for conducting the online questionnaire due to its familiarity to the author, as well as for most of the potential respondents. According to Sukamolson (2007), quantitative data is especially useful when studying how many people in a population think a certain way about something, or when trying to explain a phenomena using different factors and variables. The effects of several variables is studied in this case so it is important to get comparable numerical data to analyse their differences.

As a sampling method, the author decided to use non-probability sampling and convenience sampling fit the needs best. This way the questionnaire could be shared easily with relatively low effort to large amounts of individuals who regularly follow sports to make the data collection and analysis as efficient and accurate as possible (Lavrakas 2008). Social media groups focusing on athletics and containing regular sports followers were used to distribute the google forms questionnaire. The questionnaire was distributed roughly to 250 people, which means the response rate was approximately 40%. Because the questionnaire was conducted in English and the sample consisted of Finnish people, only people who speak good enough English to understand the questions properly were asked to participate to avoid errors in the results.

The questionnaire was organized based on the theoretical framework to be able to produce enough data to answer the research questions. It consisted of 15 questions focusing on different aspects of the topic, divided into five sections; demographics, attitudes, perceptions, purchase decisions, and

factors affecting consumers. Multiple choice questions, interval scales, check box, and Likert scale questions were used. The questionnaire was not specifically aimed for neither, televised nor live on-site sporting events, giving the respondents a chance to consider both options.

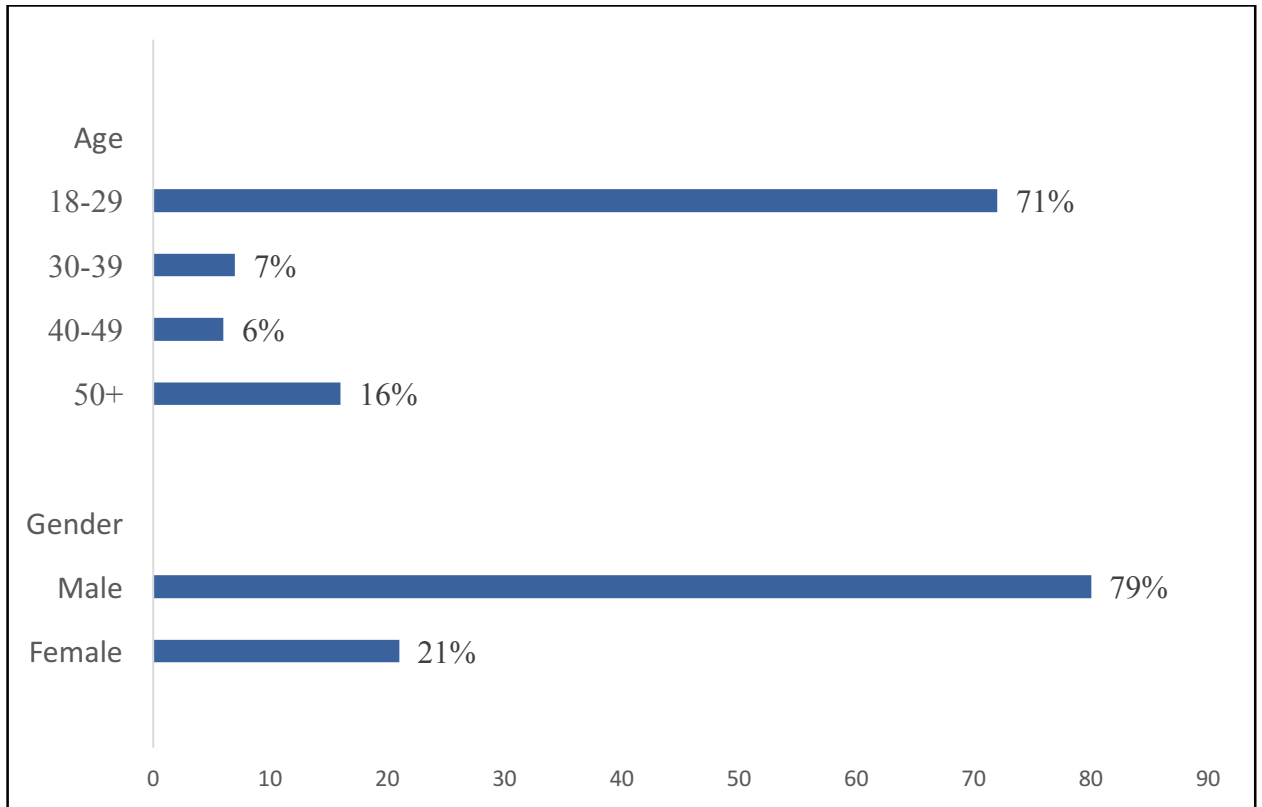


Figure 2. Demographics of the questionnaire n = 101

Source: Composed by the author

Figure 2 shows the demographics of the respondents who took part in the questionnaire. A total of 80 respondents were male and 21 were female. As there was a total of 101 respondents in the questionnaire, the percentages were 79% and 21%, respectively. 71% of the respondents were between the ages of 18-29, 7% between 30-39, 6% between 40-49, and the rest, 16%, in their fifties or older.

2.2. Data collection

The primary data used in this study was collected using a google forms questionnaire. It was distributed to targeted people through various social media channel including Whatsapp,

Instagram, Facebook, and LinkedIn. The survey was conducted in the early April of 2021. Convenience sampling was used and as the resources for conducting the questionnaire were limited, most of the targeted people filling the requirements were young males due to the author's contacts. Because the questionnaire was relatively heavily dominated by male respondents, the author wanted to examine whether there were notable differences in their answers compared to females, not finding anything significant. For analysing the collected data, Microsoft excel was used to build descriptive analyses. Also a crosstab analysis was performed to find association between variables introduced in the study (SPSS 2021). These analyses can be seen in the next chapter in the form of charts and tables.

3. EMPIRICAL ANALYSIS

The third chapter, empirical analysis, is divided into two sections: results and discussion. The first section introduces the results of the questionnaire, using descriptive analysis. The second section is a discussion about the results, including references to the results of previous studies as well as limitations of the study and suggestions for managers and further studies.

3.1. Results

The empirical analysis chapter introduces the results and findings of the study, as well as discussion of the results. It is divided into two sections, results focusing on descriptive analysis of the questionnaire conducted and discussion of the results. All of the questions had 101 respondents. Questions three, four, eight, nine, and fourteen were all two-variable questions and thus do not have separate charts drawn for them.

The third question was asked to find out whether the respondent feels that the image of a sponsor is important to them when making a purchase decision. A vast majority, 88%, see the company's image as an important factor when it comes to making a purchase decision. This leaves 12% who do not consider this as important factor when buying a product.

In the fourth question the respondents were asked about the image transfer and whether the respondents think a sport's image transfers to the sponsor. Golf and elegance was used as an example to help respondents understand the question. 91% of the respondents think that the image transfers to the sponsor, leaving only 9% thinking the opposite.

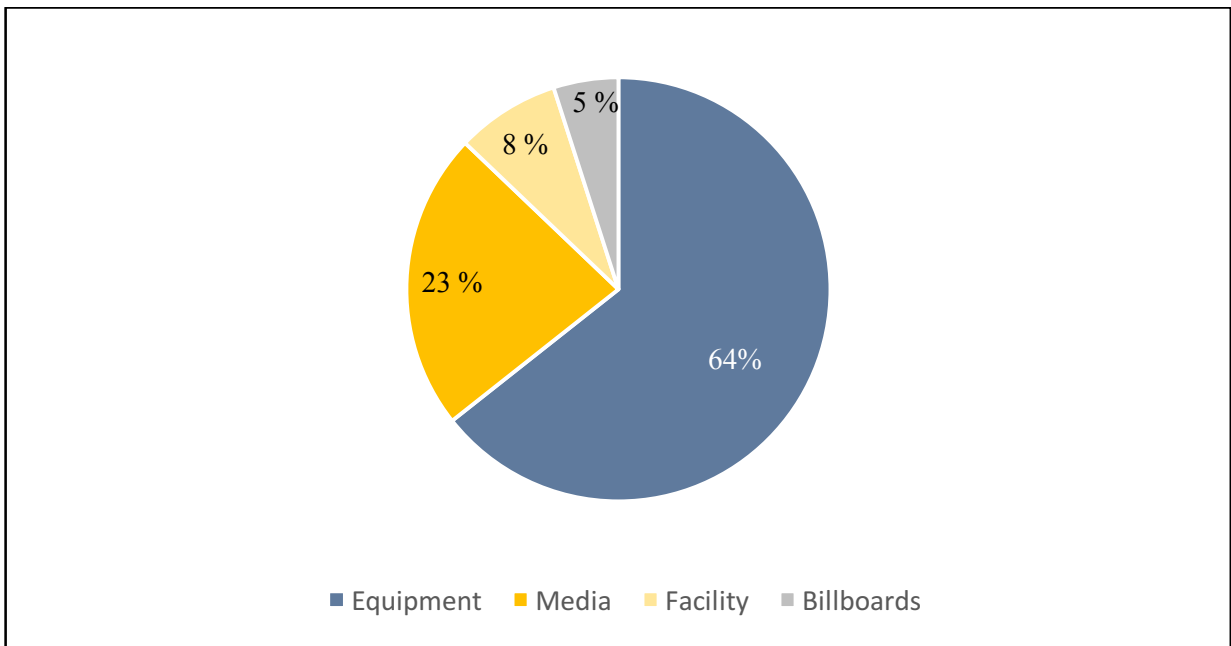


Figure 3. When a sponsor is placed on one of these, which one they pay the most attention to n = 101

Source: Composed by the author

The fifth question was about finding out where the respondents pay the most attention to a sponsor, when it is placed on one of these; equipment, media, facility or billboards. Figure 3 shows how majority of the people (64%) pay the most attention to sponsors that are placed on equipment. The second was media with 23%, third being facility with 8% and the least attention paid to was billboards with only 5%. There was also a fifth option, other, in the questionnaire, but none of the respondents answered that.

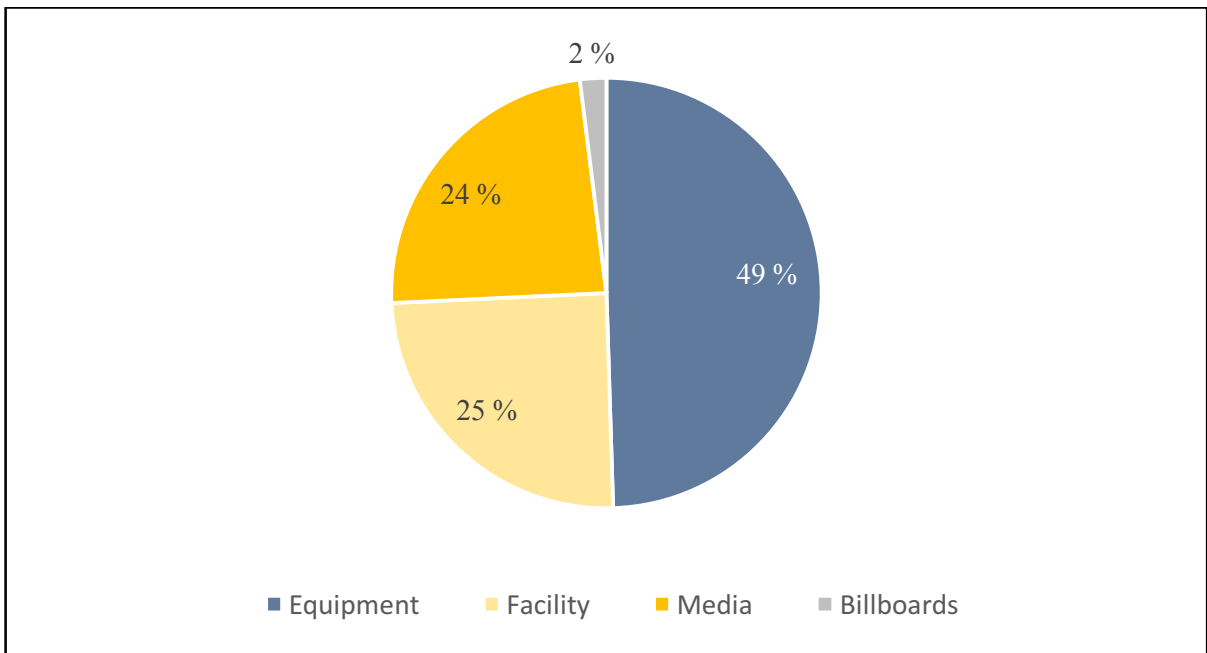


Figure 4. When a sponsor is placed on one of these, which one they remember the best n = 101
 Source: Composed by the author

In the sixth question the respondents were asked which of the four makes them remember the sponsor the best; equipment, facility, media or billboards. Again, the sponsors placed on equipment turned out to be the best remembered with a 49% share. Surprisingly, facility, which was not that much paid attention to, was the second with 25%, leaving media third (24%) and billboards last (2%). A fifth option, other, was offered again, but did not receive any answers.

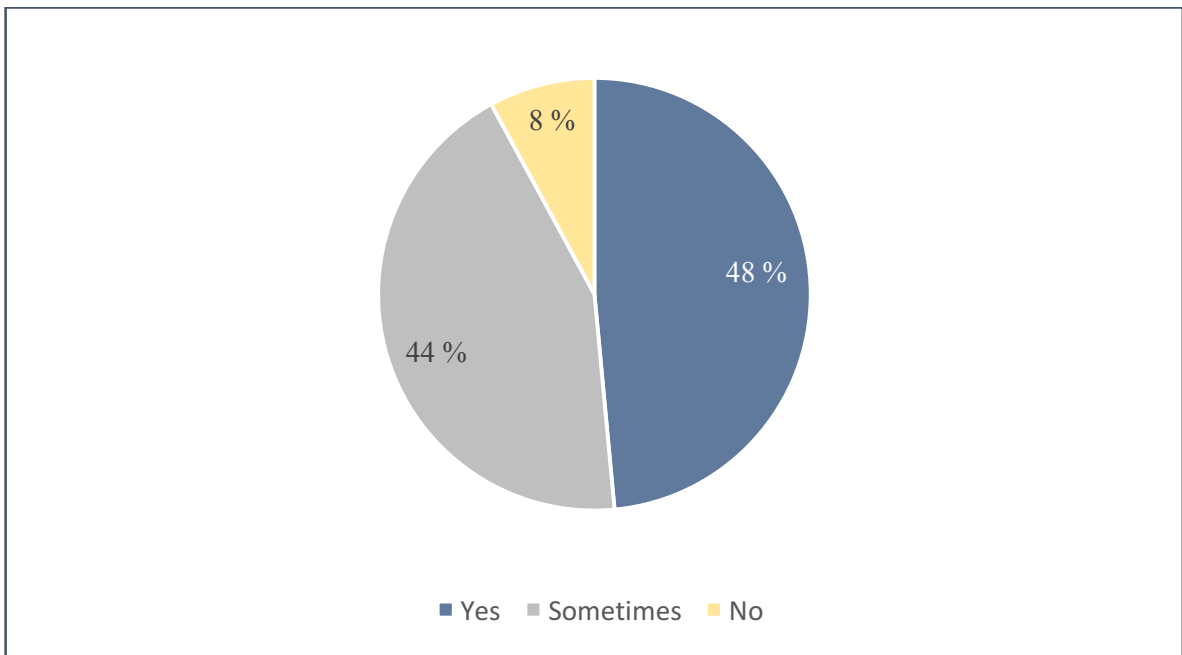


Figure 5. Finding out information about a sponsor that catches your eye n = 101

Source: Composed by the author

In the seventh question the respondents were asked whether they try to find information about sponsors that catch their eye. As the figure 5 shows, only 8% do not try to find information about sponsors, whereas 48% answered yes and 44% sometimes. Thus it is clear that most people do try to find out information about sponsors they notice and see as interesting.

Eighth question was about the respondents' purchasing behaviour and whether they have bought a product from a company just because they sponsor sports. Majority (80%) answered yes, while 20% did not feel like sport sponsorship has influenced their purchase decision in the past.

In the ninth question respondents were asked if a good sponsorship affects them emotionally or rationally. It can be seen how most people think an emotionally affecting sponsorship is better than a rationally affecting one. The percentages go 71% and 29%, respectively.

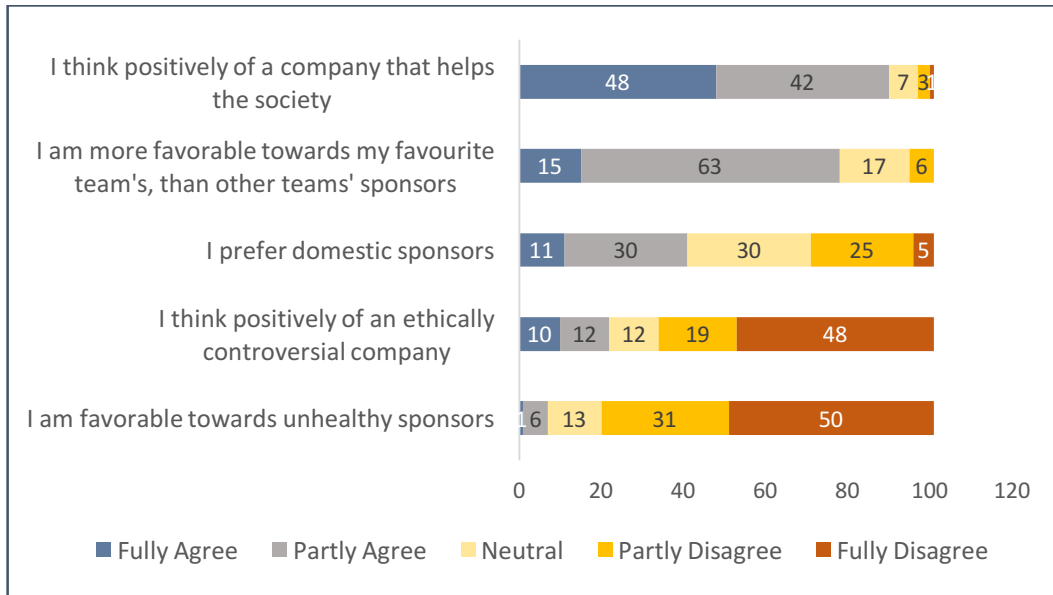


Figure 6. Respondents' attitudes n = 101

Source: Composed by the author

The tenth question was a Likert scale including five statements about attitudes in sport sponsorship. The respondents were asked to decide whether they agree or disagree with each statement. There were five options to choose from: Fully agree, partly agree, neutral, partly disagree, and fully disagree. Figure 6 shows how majority of people agreed fully or partly with two of the statements; thinking positively of companies that help the society (89%) and being more favourable towards their favourite teams' sponsors (77%). Positive and favourable attitudes towards controversial companies and unhealthy sponsors were disagreed with by 67% and 80% of the respondents, respectively. The fifth statement about preferring domestic sponsors divided the respondents more evenly, only 11 more people agreeing (41) than disagreeing (30) with the statement, leaving 31 people feeling neutral about it.

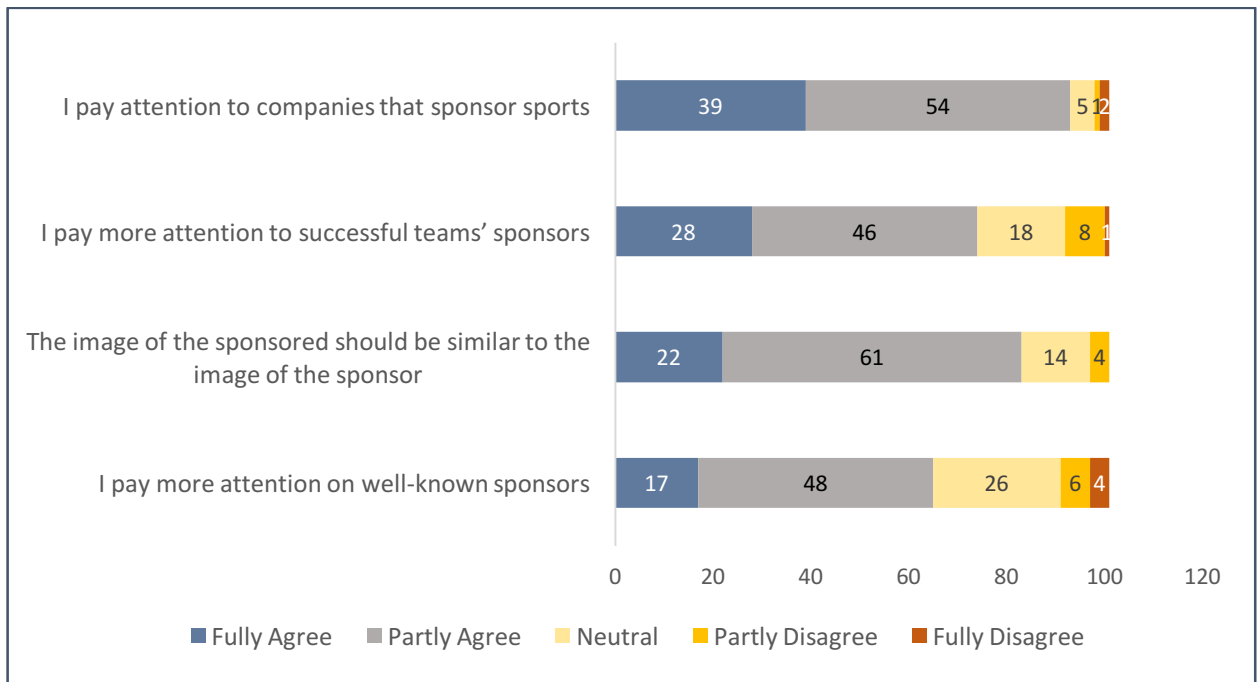


Figure 7. Respondents' perceptions in sport sponsorship n = 101

Source: Composed by the author

The eleventh question was a Likert scale following the same principles as the previous one. This time the statements were about consumers' perceptions. Four statements were presented and figure 7 shows how all of them were mostly agreed with. To a certain degree, 92% of the respondents pay attention to companies sponsoring sports. The second most agreed statement was that the image of the sponsor and sponsored should be similar, with 82% agreeing. 73% pay more attention to successful teams and 64% on well-known sponsors.

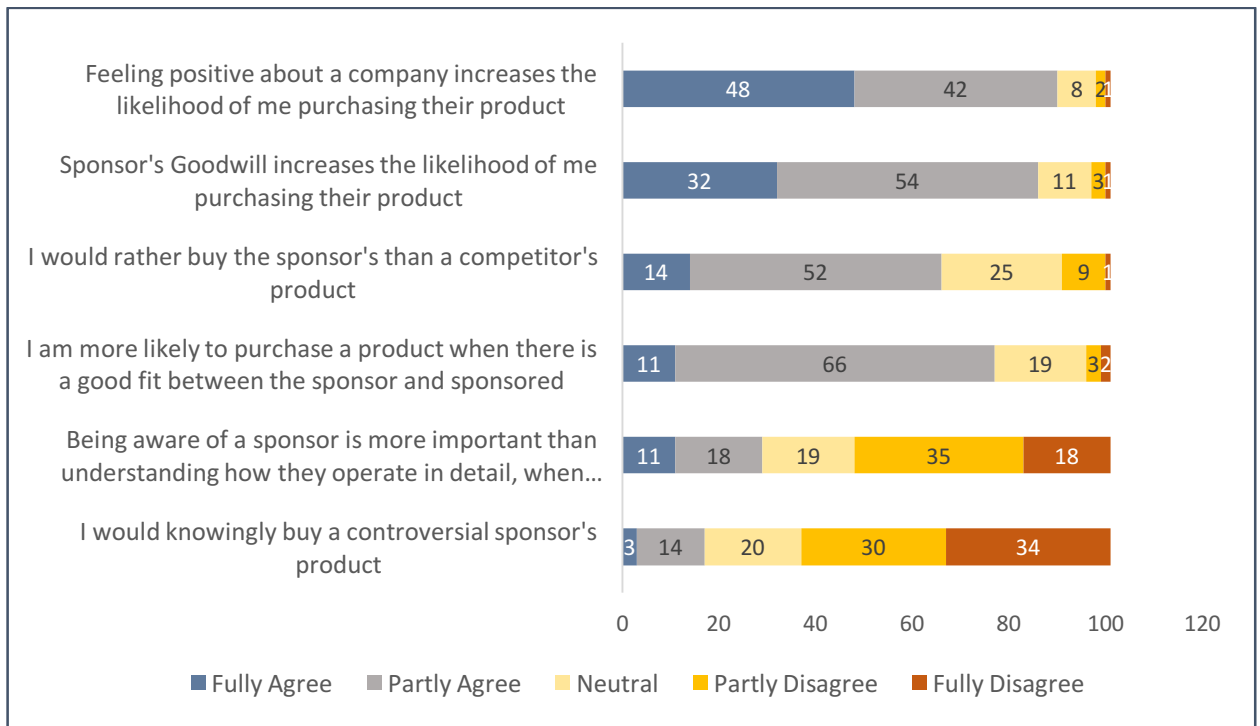


Figure 8. Respondents' purchase behaviour n = 101

Source: Composed by the author

The third set of statements were about consumers' purchasing behaviour. Figure 8 shows that six statements were made, four of them mostly agreed and two mostly disagreed with. 89% of the respondents agreed fully or partly with positive attitudes increasing the likelihood of purchasing a sponsor's product. Sponsor's goodwill increasing the likelihood of a purchase was agreed by 85% and rather buying a sponsor's than a competitor's product by 65%. A good fit between sponsor and sponsored increasing likelihood of a purchase was also agreed by 76%. Two statements that the respondents mostly disagreed with were knowingly buying a controversial sponsor's product (63% disagreed) and being aware of the sponsor being important than understanding how they operate in detail (disagreed by 52%).

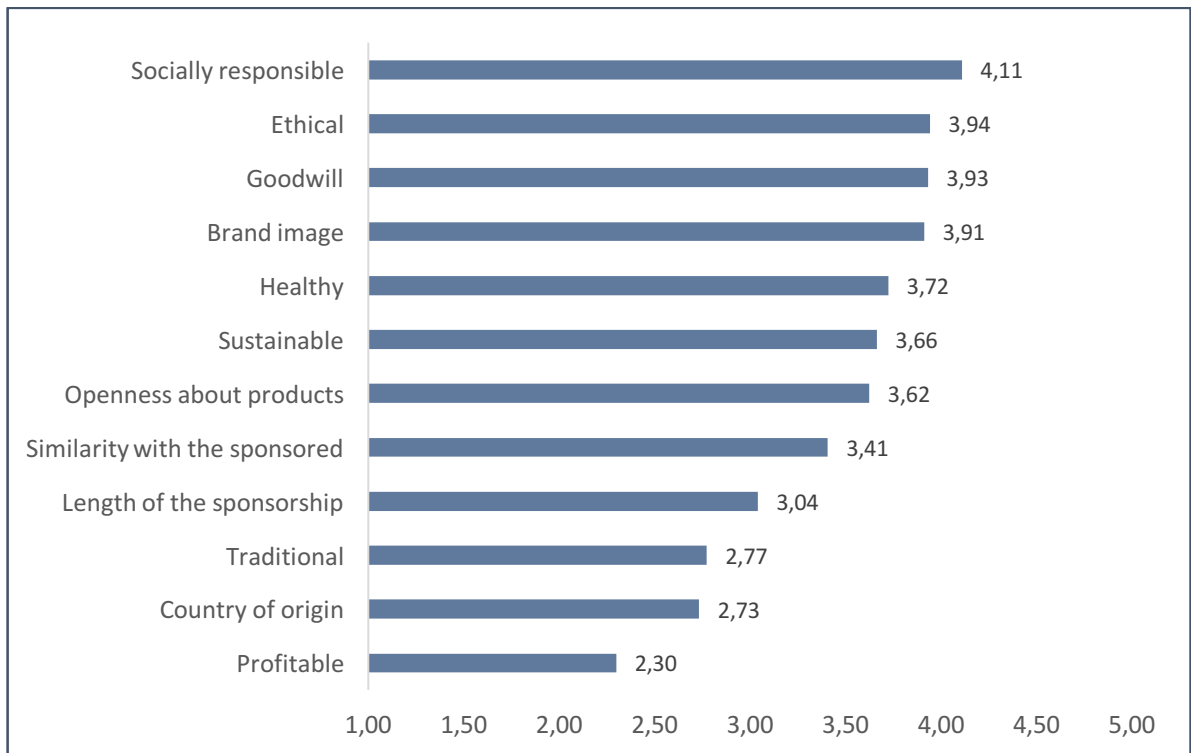


Figure 9. Importance of certain factors in purchase decision making n = 101

Source: Composed by the author

In the thirteenth question respondents were asked to rate the importance of each of the given twelve factors to their purchase decision, shown in figure 9. Scale used for this was one through five, one meaning not important at all and five being very important. The averages of each factor were calculated and can be seen in the figure above. Profitability, country of origin, and traditionality of the sponsor were seen as not important. The importance of the length of the sponsorship is somewhat neutral with an average score of 3,04. Similarity with the sponsored (3,41), openness about products (3,62), sustainability (3,66), and healthiness (3,72) were seen as fairly important factors. The four most important factors out of the twelve were brand image (3,91), goodwill (3,93), ethical (3,94) and significantly the most important, socially responsible, with a score of 4,11.

After asking about the importance of each factor in the purchase decision process, the fourteenth question was then asked to find out if the respondents actually make their purchase decision based on these factors or just ignore them even though they may consider some of them important. A vast majority, 91%, considers the factors mentioned in figure 9 when making a purchase decision, while only 9% do not.

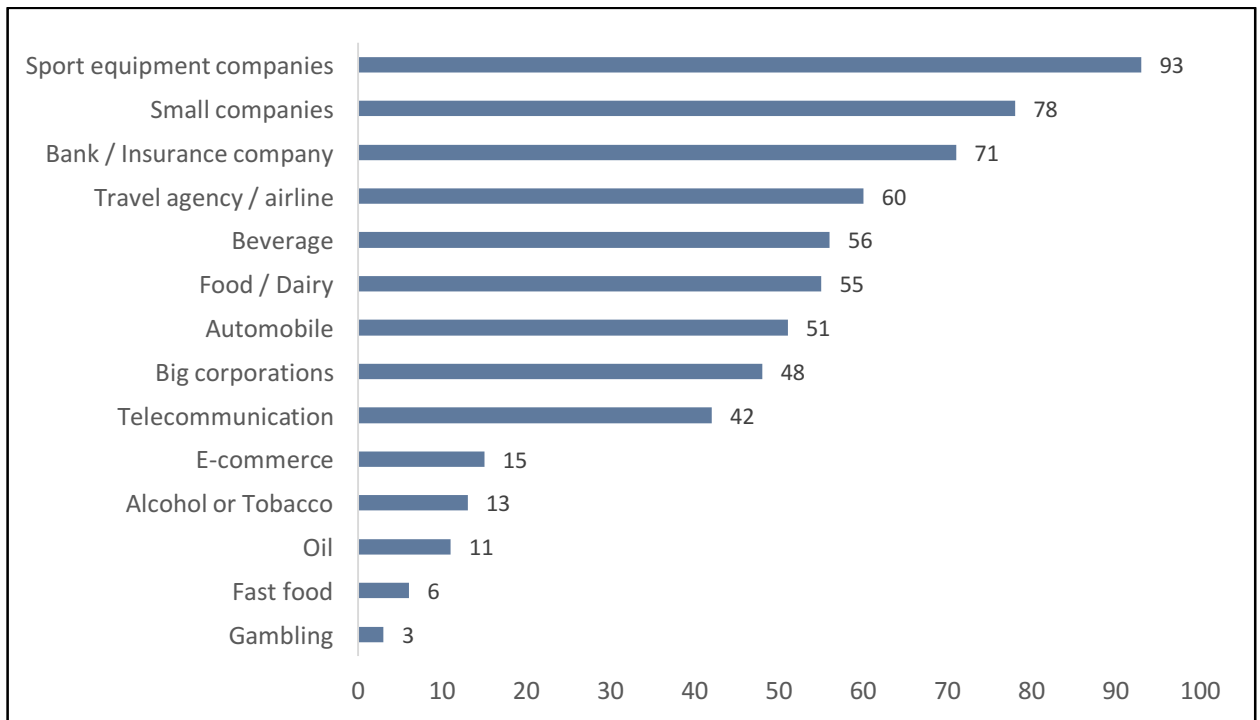


Figure 10. Companies sponsoring sports respondents feel favourable towards n = 101

Source: Composed by the author

In the fifteenth and the last question respondents were asked to select all the companies they would feel favourable towards in sport sponsorship. Figure 10 shows how e-commerce (15), Alcohol or tobacco (13), oil (11), fast food (6), and gambling (3) scored extremely low. Small companies (78) were favoured significantly more than big corporations (48). The most favourable companies were sport equipment companies (93) and Banks/Insurance companies (78). Other companies that did fairly well in this question were more emotionally appealing, such as travel agencies, beverage companies, food/dairy firms, and automobile companies.

Table 1. Crosstab analysis between sponsor's image and purchases

		Have you bought a product from a company because you have seen them sponsor sports?		Total
		No	Yes	
Is the sponsor's image important to you when thinking about purchasing their product?	No	7	5	12
	Yes	13	77	90
Total		20	82	102

Source: Author's calculations based on data from the questionnaire

A crosstab analysis was conducted to find out the association of different variables studied in the questionnaire, using X^2 , Cramer's V values and significance. According to the analysis, there was a statistically significant and a very close to moderate association between variables shown in table 1. 77 people out of the 90, meaning 86%, thinking image is important have bought a product from a company because they sponsor sports. Sponsor's image and previous purchases because a company sponsors sports; $X^2 = 12.939$, Cramer's V = .356, $p = .000$ ($\alpha = .05$).

Table 2. Crosstab analysis between sponsor's image and goodwill

		How much do you agree or disagree with the following statements? [Sponsor's Goodwill increases the likelihood of me purchasing their product]					Total
		Fully agree	Fully disagree	Neutral	Partly agree	Partly disagree	
Is the sponsor's image important to you when thinking about purchasing their product?	No	1	0	5	6	0	12
	Yes	32	1	6	48	3	90
Total		33	1	11	54	3	102

Source: Author's calculations based on data from the questionnaire

Out of the 90 people who see image as important, 80 agreed fully or partly with the statement concerning goodwill in purchase decision making. Table 2 shows that there is a statistically significant and almost a moderate association between sponsor's image and goodwill when making a purchase decision; $X^2 = 15.008$, Cramer's V = .384, $p = .005$ ($\alpha = .05$).

Table 3. Crosstab analysis between sponsor's image and ethics

		When making a purchase decision, how important do you see these factors in a sponsor? [Ethical]					Total
		Not important at all 1	2	3	4	Very important 5	
Is the sponsor's image important to you when thinking about purchasing their product?	No	2	0	3	5	2	12
	Yes	1	4	11	51	23	90
Total		3	4	14	56	25	102

Source: Author's calculations based on data from the questionnaire

74 respondents think both, image and ethics, are important when making a purchase decision. Table 3 shows a statistically significant and weak association between sponsor's image and ethics; $X^2 = 11.279$, Cramer's $V = .333$, $p = .024$ ($\alpha = .05$).

Table 4. Crosstab analysis between sponsor's image and similarity with the sponsored

		When making a purchase decision, how important do you see these factors in a sponsor? [Similarity with the sponsored]					Total
		Not important at all 1	2	3	4	Very important 5	
Is the sponsor's image important to you when thinking about purchasing their product?	No	0	3	7	1	1	12
	Yes	4	10	23	47	6	90
Total		4	13	30	48	7	102

Source: Author's calculations based on data from the questionnaire

Only two respondents out of twelve (17%) not seeing image as an important factor think similarity with the sponsored is important, whereas 53 out of 90 (59%) think both are important. Table 4 shows how there is also a statistically significant and weak association between sponsor's image and similarity with the sponsored; $X^2 = 10.381$, Cramer's $V = .319$, $p = .034$ ($\alpha = .05$).

Table 5. Crosstab analysis between sponsor's image and profitability

		When making a purchase decision, how important do you see these factors in a sponsor? [Profitable]					Total
		Not important at all 1	2	3	4	Very important 5	
Is the sponsor's image important to you when thinking about purchasing their product?	No	1	2	7	2	0	12
	Yes	41	9	22	14	4	90
Total		41	11	29	16	4	102

Source: Author's calculations based on data from the questionnaire

Out of the 90 respondents thinking image is important, only 18 (20%) think profitability of a sponsor is important when making a purchase decision. According to table 5, a statistically

significant and moderate association can also be found between sponsor's image and profitability; $X^2 = 18.222$, Cramer's $V = .423$, $p = .003$ ($\alpha = .05$).

Table 6. Crosstab analysis between sponsor's image and length of the sponsorship

		When making a purchase decision, how important do you see these factors in a sponsor? [Length of the sponsorship]					Total
		Not important at all 1	2	3	4	Very important 5	
Is the sponsor's image important to you when thinking about purchasing their product?	No	5	4	1	0	2	12
	Yes	8	16	31	25	10	90
Total		13	20	32	25	12	102

Source: Author's calculations based on data from the questionnaire

Table 6 shows how another statistically significant and close to moderate association can be seen between sponsor's image and the length of the sponsorship; $X^2 = 16.144$, Cramer's $V = .398$, $p = .003$ ($\alpha = .05$). The rest of the variables in this study showed very weak or none association between each other.

3.2. Discussion

As it can clearly be seen from the results, majority of the respondents feel that sport sponsorship affects their behaviour to some extent. Some new information and many similarities with previous studies were detected in the results, but also some discrepancies were found. Consumers are clearly interested in the aspects of sports sponsorship that have something to do with people's well-being, health, and ethics. These also pay a major part in consumer purchasing behaviour.

Just as Tribou (2011) mentions, when a sponsor's product is very similar to competitors', a good way to separate a product from others is to draw characteristics from the sponsored. Brand image is seen as one of the most important factors in consumers' purchase decision making and as the fourth question showed, 92 (91%) respondents think that the image of the sponsored does transfer to the sponsor, as well as 89 (88%) see image as an important factor when making a purchase

decision. These results show that companies should pay significant attention to the image aspect of a sponsorship and not just settle on high exposure rates, just as Smith et al. (2008) suggested in their study.

All the questions related to a sponsor being ethical or socially responsible showed the importance of these two factors to consumers. 90 (89%) respondents feel positive towards companies that help the society and most respondents were heavily against ethically controversial sponsors. Also companies threatening the well-being of the members of society were unfavoured by 81 (80%) of the respondents, while sponsor's healthiness was the fifth most important factor for consumers considering purchasing their product. This all supports Tsiotsou and Alexandris (2007) findings that being socially responsible and participating in such as kid's sports and charitable causes can notably improve a sponsor's image, as well as Demirel's (2019) take on consumers' perceptions of social responsibility in sport sponsorship.

When talked about the placement of a sponsor's name or a logo, it is important to understand the most effective way to do so. When asked about where the respondents pay the most attention to a sponsor, equipment stood up with 65 (64%) respondents. Sponsors placed on equipment were also the best remembered by 50 (49%) of the respondents. When talked about facilities named after sponsors, respondents did not pay as much attention to it (8%) as to equipment, but they were the second best remembered sponsor by 25 (25%) respondents. This may derive from sports fans referring to stadiums and arenas just as the sponsor (e.g. Sonera stadium is often referred to as just Sonera), without consciously thinking about it. Media was seen as the best placement for a sponsor by approximately every fourth of the respondents, leaving billboards last. Billboards are present on the side-lines throughout the game giving sponsors a great way to gain high exposure, but as Pham and Vanhuele (1997) suggested, even though the exposure rate may be high, consumer memory can be surprisingly low. Thus, billboards, that are one of the more traditional ways to sponsor sports, are not quite as effective as other options. Of course, it is important to remember that putting a sponsor on billboards is also quite significantly less expensive than equipment or facility naming rights.

Even though it was not specified whether the respondents should consider the placement of a sponsor from on-site or televised event perspective, the results of the sponsor placement questions can be used to determine the efficiency of each option. Yes, sponsors on players' gear can maybe be seen more easily through television than from the stands, but what cannot be seen from the

television is the gear sold at the venue and worn by the fans, which usually has the same sponsors as the players do on their equipment. In further studies the effect of this would of course be an interesting aspect to study.

Consumers' attitudes have a considerable role in decision making what it comes to purchase behaviour. Unhealthy and controversial companies have a significant negative impact on consumers' attitudes and purchase intentions. A majority of respondents agreed with this. When looking at the bottom four companies in figure 10; Alcohol or tobacco, oil, fast food, and gambling, they are all either unhealthy to people or controversial in some other way. Only 17 (17%) respondents would buy a product from a company that is known to be controversial. Figure 9 shows how the two most important factors affecting purchase decision making among the respondents are socially responsible and ethical, proving that the four companies mentioned above are not that suitable for sport sponsorship from the consumer behaviour perspective. According to Kropp et al. (1999), sports fans tend to be more accepting of controversial sponsors, as they help the team to succeed, but it cannot be seen in this study. As Kropp et al. (1999) suggested, consumers' consumption habits may affect their attitudes towards alcohol and tobacco companies, making it important to understand that people from different cultures may have significantly differing views on them.

An important factor studied often in the previous literature is the fit and similarity between the sponsor and sponsored. Smith et al. (2008) suggest that companies should focus on this instead of targeting high exposure rates. Majority of the respondents see a good fit as somewhat an important factor when making a purchase decision, proving Zaharia et al.'s (2016) point of a positive correlation between purchase intentions and a good fit right. The most favoured sponsor in figure 10, sport equipment companies, just proves that sports related companies are extremely suitable for sport sponsorship. This can also be seen in figure 8, where 83 (82%) respondents agreed partly or fully with a statement that the image of a sponsor and sponsored should be similar.

Also, one of the most talked about factors in previous literature, goodwill, was part of this study. Goodwill is often seen as one of the most important aspects of sponsorship. It is what differentiates sponsorship from advertising (Meenaghan 2001) and according to Bennett et al. (2008), has the biggest positive impact on consumers' purchasing behaviour. Respondents ranked goodwill as the third most important factor in purchase decision making, 85% thinking that it increases their

likelihood of purchasing a sponsor's product. This supports various studies suggesting that goodwill is indeed an important factor in sport sponsorship.

One of the questions focused on finding out whether consumers think a good sport sponsorship should affect them emotionally or rationally. 72 (71%) respondents favour emotional effects. According to Peter and Olson (2009), some products like food & beverages, attract affective, or in other words emotional, responses in consumers. Travel agencies & airlines, beverage companies, and food/dairy companies were favoured by most people as companies to sponsor sports. All of these companies were favoured more by the respondents who think a good sponsorship should affect them emotionally rather than rationally, supporting Peter and Olson's theory.

Respondents were asked about the size and country of origin of a company they would be favourable towards. Small companies were favoured by 30 more respondents than big corporations. This result is somewhat surprising as the three most favoured companies were: sport equipment companies, banks/insurance companies, and travel agencies/airlines, all of which are typically big corporations. Domestic sponsors were slightly more preferred, but the country of origin was not seen as an important factor when making a purchase decision.

Some of the other factors affecting consumer behaviour studied in the questionnaire were the sponsored team's success and sponsor's awareness. Earlier studies suggest that higher performing teams lead to higher sales of the sponsor's product. A majority of respondents pay more attention to successful team's sponsors which goes with the previous studies. When asked about if well-known sponsors are paid more attention to, 65 (64%) agreed to some degree. Though, majority of respondents also tend to look for more information about new sponsors that catch their eye, making it difficult to say based on this knowledge if companies sponsoring sports should be well-known or not.

Sustainability has been a much discussed topic in the past years. It is a factor that people pay more and more attention to in every industry, when making consumption choices nowadays. In this study, sustainability was the sixth most important factor affecting purchase decisions among the respondents with a fairly high importance score. This together with the seventh most important factor, openness about products, shows that especially companies that sponsor sports and produce sustainable goods should be open about it and stress it in order to increase sales.

Increasing brand awareness is one of the common desired outcomes of a sponsorship, even though previous literature has doubted its role in increasing consumers' purchasing intentions. As figure 8 shows, only 28 (28%) consider awareness as a more important factor, than understanding the operations of that sponsor in more detail, when making a purchase decision. This, together with the fact that 92 (91%) respondents consider factors in figure 10 when making a purchase decision, shows that most consumers do not base their decision on brand awareness, but other factors and variables instead.

One of the much discussed factors in the previous literature about sport sponsorship is fan involvement. According to Tsiotsou and Alexandris (2007), fans that are attached and emotionally connected to their team, are more likely positive towards their sponsors, which this study supports. Figures 6 and 8 show how the respondents rather buy their favorite team's sponsor's products than other team's sponsor's, as well as, other competitors' products. 90 (89%) respondents agree the positive feelings towards a sponsor increase their likelihood of purchasing their products.

Some methodological limitations occurred in the study. As mentioned, the questionnaire was mainly distributed to a relatively narrow target group, mostly focusing on young males. Sport sponsorship also concerns the older and the female population just as much as young males. Even though the received responses did not show any significant differences between respondents from different age-groups or genders, future researchers could include a demographically broader sample. Also, the questionnaire focusing only on Finnish people can affect the results. For example, a gambling company being received poorly by the Finnish respondents is somewhat expected due to gambling companies' negative appearance in media at the time when the study was conducted, which may not, and most likely will not be the case in many countries. Comparing televised and live, on-site sports could also be interesting and possibly show some interesting results of how consumers are affected by different placements of sponsors' names or logos.

Suggestions for managers can be made based on this study. As the results clearly show, consumers have a significant interest in a sponsor's responsible and ethical behaviour when making a purchase decision and thus, these factors should be stressed by the sponsors. Another thing companies should focus on is the benefit they provide for the society. Whether it is that their operations cause positive effects on people's health or the company is supporting kids sports for example, it should be told to consumers who clearly appreciate this aspect of a sponsorship. Although alcohol & tobacco, as well as gambling sites are commonly seen sponsoring sports,

according to the results consumers who follow sports on a regular basis do not favor these companies as expected and thus should be carefully considered before forming a partnership with.

CONCLUSION

This research aimed to learn about which factors affect consumers' purchasing behaviour and attitudes towards a sponsor. Companies all over the world make massive investments in sport sponsorships, making it important to study what are the factors affecting consumer behaviour positively or negatively to give a base for companies to build on. When done wrong, sponsorship can cause negative effects on both parties, financially and image wise, but a correctly executed sponsorship can be extremely effective and benefit everybody involved. Based on the quantitative study and questionnaire conducted, the results of the study were mostly in line with previous studies, but some discrepancies were also found.

The research questions in this study were: 1) Which factors in sponsors affect consumers' purchasing behaviour and attitudes towards a sponsor? and 2) How do consumers receive companies commonly seen sponsoring sports? The study provided helpful information to be used by managers considering, or already participating in sport sponsorship. The main findings suggest the most important factors affecting consumers' purchasing decisions positively are social responsibility, ethical actions, goodwill, and brand image. On the other hand, negative factors appear to be controversial reputation, unhealthy products, and harmful effects on society. Companies commonly seen sponsoring sports favoured by the respondents were sport equipment companies, which was quite significantly more popular than any other, followed by banks/insurance companies, travel agencies/airlines, and food & beverage companies. The respondents showed quite clearly that unhealthy and controversial companies like alcohol, tobacco, gambling, oil, and fast food brands are heavily opposed by most.

This study has shown how consumers are actually interested in several factors concerning sponsors' operations. Very few fans or regular sports followers base their purchasing decisions of sponsors' products only on awareness of the sponsor and rather search for more information about their actions. This makes it important for sponsors to understand that just one aspect of their operations, whether it is their controversial history or unethical actions for instance, can ruin the sponsorship, not giving positive results in return for the money invested.

New knowledge of the factors in sport sponsorship affecting consumer purchasing behaviour was generated by showing how the several factors that have been studied separately before relate and compare to each other, giving a better understanding of how high consumers rank the importance of each factor when making a purchase decisions. Based on this knowledge, companies can stress certain parts of their operations in order to gain more positive attitudes and feelings towards their brand, as well as increase sales, making sport sponsorship more effective. Even though all the factors presented in this study have been studied before, this study provided new information about their relevance to consumer purchasing behaviour and attitudes towards sport sponsorship.

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APPENDICES

Appendix 1. Questionnaire

Consumer Behaviour in Sport Sponsorship

Hello! Thank you for taking the time to respond to this questionnaire. It is part of a Bachelor thesis that studies the role of consumer behaviour in sport sponsorship. The questionnaire will be anonymous and should only take approximately 5 minutes to complete. Only answers from over 18-year-olds will qualify for the study. If you use a mobile device to fill the questionnaire, turning it sideways is suggested in order to make the questionnaire appear clearer.

Age

- Under 18
- 18-29
- 30-39
- 40-49
- 50+

Gender

- Male
- Female
- Other
- Prefer not to say

Is the sponsor's image important to you when thinking about purchasing their product?

- Yes
- No

Do you think the sponsored sport's image (e.g. Golf=elegance) transfers to the sponsor?

- Yes
- No

I pay most attention to a sponsor when I see it on _____

- Equipment
- Billboards
- Facility
- Media
- Other

I tend to remember a sponsor best when I see it on _____

- Equipment
- Billboards
- Facility
- Media
- Other

When a sponsor catches your eye, are you trying to find out more about their products or services?

- Yes
- No
- Sometimes

Have you bought a product from a company because you have seen them sponsor sports?

- Yes
- No

In your opinion, does a good sponsor affect you____?

- Emotionally
- Rationally

How much do you agree or disagree with the following statements?

	Fully disagree	Partly disagree	Neutral	Partly agree	Fully agree
I think positively of an ethically controversial company	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think positively of a company that helps the society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more favorable towards my favourite team's, than other teams' sponsors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am favorable towards unhealthy sponsors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer domestic sponsors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree with the following statements?

	Fully disagree	Partly disagree	Neutral	Partly agree	Fully agree
I pay attention to companies that sponsor sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay more attention to successful teams' sponsors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The image of the sponsored should be similar to the image of the sponsor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay more attention on well known sponsors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree with the following statements?

	Fully disagree	Partly disagree	Neutral	Partly agree	Fully agree
Feeling positive about a company increases the likelihood of me purchasing their product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather buy the sponsor's than a competitor's product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would knowingly buy a controversial sponsor's product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase a product when there is a good fit between the sponsor and sponsored	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Being aware of a sponsor is more important than understanding how they operate in detail, when making a purchase decision

Sponsor's Goodwill increases the likelihood of me purchasing their product

When making a purchase decision, how important do you see these factors in a sponsor?

	1 Not important at all	2	3	4	5 Very important
Country of origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Socially responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Similarity with the sponsored	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goodwill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Openness about products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profitable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length of the sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you consider these factors when making a purchase decision?

Yes

No

Sponsors I would feel favorable towards (Select all that apply)

- Travel agency / airline
- Bank / Insurance company
- E-commerce
- Telecommunication
- Sport equipment companies
- Automobile
- Alcohol or Tobacco
- Food / Dairy
- Fast food
- Gambling
- Beverage
- Oil
- Small companies
- Big corporations

Thank you for participating in this questionnaire. Your contribution is much appreciated.

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