

# **USING A BEST-WORST SCALING CHOICE EXPERIMENT TO INVESTIGATE SPORT SPONSORSHIP'S IMPACT ON FANS' PURCHASE INTENTIONS**

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**This thesis is presented for the degree of a Master of Research**

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**“My father was my teacher. But most importantly he was a great dad.”**

**Beau Bridges**

**To the soul of my father**

## **Abstract**

**Purpose** – Increasing customers' purchase intention levels is one of the main reasons companies engage in sport sponsorship deals. Previous studies in the sport sponsorship context have utilised rating scales to measure fans' purchase intentions. However, this approach has some serious limitations, such as acquiescence bias and hypothetical bias. To overcome the limitations associated with using rating scales, this small-scale research uses a best-worst scaling method to experimentally investigate sponsorship's affects on fans' purchase intentions.

**Design/methodology/approach** – This research follows a quantitative approach applying best-worst scaling as the main method of this research, enhanced by employing several well-known sport sponsorship constructs. The sample of this research consists of fans of two Australian soccer teams.

**Findings** – The results of this study did not find any evidence of the effects of the sport sponsorship on fans' purchase intentions from their favourite team's sponsors. Fans are more likely to consider buying the brand and the product they like without considering any sponsorship deal.

**Research limitations/implications** – This study has three limitations related to the BWS design, the context of the research, and the level of sponsorship. However, this research provides a methodological implication by applying best minus worst method in BWS Case 3 at attributes' level.

**Originality/value** – This research is the first study to employ a best-worst scaling method in investigating the effects of sport sponsorship on fans' purchase intentions.

## **Statement of Candidate**

I certify that the work in this thesis entitled **“Using a Best-Worst Scaling Choice Experiment to Investigate Sport Sponsorship’s Effects on Fans’ Purchase Intentions”** has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree to any other university or institution other than Macquarie University.

I also certify that the thesis is an original piece of research and it has been written by me. Any help and assistance that I have received in my research work and the preparation of the thesis itself have been appropriately acknowledged.

In addition, I certify that all information sources and literature used are indicated in the thesis. The research presented in this thesis was approved by Macquarie University Ethics Review Committee, reference number **5201500522**, on **22/06/2015**.

**Khaled Hamad Almainan (43189970)**

**29/09/2015**

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# **1 Introduction and research background**

Over the past few years, sponsorship has become an important tool within organisations' marketing strategies for communications and promotional campaigns (Walliser, 2003), as demonstrated by its extensive utilisation (Cornwell, 2008). Indeed, marketers have begun to rely on sponsorship as a strategic technique for establishing favourable associations with brands (Gwinner & Eaton, 1999; Meenaghan, 2001; Pracejus, 2004; Quester & Farrelly, 1998; Roy, 2005). According to Meenaghan (2001), compared with other marketing strategic communications tools, such as advertising, customers are less sceptical about sponsorship and are more likely to have goodwill towards companies' sponsorship programmes. Therefore, firms adopt sponsorship as a tool to boost their competitive advantage (Yang et al., 2008), increase the awareness of their brand, enhance their image, and increase customers' purchase intention levels (Biscaia et al., 2014; Dees et al., 2010; Gwinner & Eaton, 1999). Accordingly, global expenditure on sponsorship has been steadily increasing; a report published recently by IEG (2015) indicated an increase from \$48.6 billion in 2011 to \$55.3 billion in 2014; figures which are anticipated to continue to rise. According to the same report, 37% of the total spending on sponsorship in 2014 occurred in North America, about 70% of which was devoted to sport sponsorship.

## **1.1 Sport Sponsorship**

Among the various kinds of sponsorship, companies most often employ sport sponsorship to reach and communicate with existing and prospective customers (Roy & Cornwell, 2004). For example, the telecommunications giant Vodafone, which employs sport sponsorship in New Zealand in order to accomplish its brand strategy objectives, such as adding value to the brand and creating a valuable experience for its clients (Cliffe & Motion, 2005). Thus, it can be said that an exchange relationship exists between companies, sponsors, and their sponsees. On one hand, the sporting sponsee, which can be a sport league, club,

team or athlete, benefits from this relationship by gaining income (Yang et al., 2008). On the other hand, the sponsors benefit from associating their brands with the sporting sponsee (Yang et al., 2008).

### **1.1.1 Effects of Sport Sponsorship**

For many years, scholars in the marketing and sponsorship fields have investigated the outcomes of sport sponsorship from a marketing perspective. In particular, their research has focused on the positive outcomes of sport sponsorship. Numerous studies have stated that sport sponsorship has desirable effects upon sponsors' brands; for example, instilling positive brand attitudes (e.g. d'Astous & Bitz, 1995; Dees et al., 2010; Gwinner & Eaton, 1999; Olson, 2010) and increasing people's levels of purchase intention towards the sponsors' products (e.g. Dees et al., 2010; Ko et al., 2008; Madrigal, 2000; Ngan et al., 2011; Pope & Voges, 2000). These positive results are largely due to the fact that fans view sponsors as helping their teams accomplish their goals by providing them with financial assistance (Gwinner, 2005).

On the other hand, some studies in the field of sport sponsorship have taken the opposite direction, seeking to uncover the possible negative effects of sport sponsorship upon sponsors due to the nature of rivalry in sport (Bee & Dalakas, 2013; Bergkvist, 2012; Davies et al., 2006; Hickman & Lawrence, 2010). It has been found that the more committed the fans are to their team, the less likely they are to be supportive of a sponsorship agreement if the sponsor of their favourite team also sponsors a rival team (Davies et al., 2006). Likewise, fans favour items produced by their preferred teams' sponsors over those produced by rivals' sponsors (Hickman & Lawrence, 2010); thus, they view the companies sponsoring the rivals unfavourably, having a negative impact upon these brands (Bergkvist, 2012; Hickman & Lawrence, 2010). In addition, Bee and Dalakas (2013) found that highly devoted team supporters evaluate advertisements by their teams' rival sponsors negatively.

## **1.2 Problem Statement**

Having briefly introduced the topic of sport sponsorship and its effects on sponsors, whether positive or negative, it is worth noting here that previous studies in both directions have utilised rating scales, such as the Likert scale, to measure fans' purchase intentions in relation to brands engaging in sport sponsorship agreements. Table 1.0 gives some examples of this previous research, and Figure 1.0 gives an example of the purchase intention scale that was used by (Madrigal, 2001). However, even though researchers in the marketing field have used rating scales to understand consumer preferences for many years, such techniques are not without problems (Cohen, 2009). The use of simple rating scales for measurement has some serious limitations, such as "socially desirable responding, acquiescence bias, hypothetical bias and scalar equivalence" (Adamsen et al., 2013, p. 10). Thus, measuring customer purchase intention by utilising rating scales, such as Likert scales, has been criticised for its inaccuracy in predicting consumer behaviour (Adamsen et al., 2013).

**Table 1.0: Examples of previous research**

	Authors/Year	Main Purpose	Method	Main findings
1	Madrigal (2000)	To determine how the social alliances between fans and their favourite teams affect purchase intention	Survey/questionnaire/ Likert scale was used to measure purchase intention and team identification	The more fans identified with their favourite team, the more likely they buy sponsors' products. Also, perceiving purchase intentions from sponsors as a group norm would result in increasing the possibility of such a behavioural outcome to occur.
2	Pope & Voges (2000)	To study the effects of corporate image, prior product use and the belief that a firm is sponsoring a sport upon purchase intention	Survey/questionnaire/ Likert scale was used to measure corporate image and purchase intention	Fans' purchase intentions are significantly affected sponsors' brand, the corporate image, the belief that the company is engaging in sport sponsorship, and prior product use.
3	Hickman and Lawrence (2010)	To find out whether there were any possible negative outcomes of sport sponsorship on brand perceptions and purchase intention	Survey/questionnaire/ Likert scale was used to measure all variables	Fans favour their favourite teams' sponsors over their rivals' sponsors.
4	Ngan et al. (2011)	To research the effect of two team characteristics (team performance and the presence of a star on the team) on fans' purchase intentions	Experiment/questionnaire/scales were used to measure purchase intention and team identification	Fans' purchase intention is affected by team performance and a presence of a star.

**Figure 1.0: Example of purchase intention scale**

**Items measuring intention to buy products from sponsors follow. Each was measured on a 5-point scale. Pearson correlation: 0.46,  $p < .001$ .**

**How likely is it that you will try to buy at least one product made by a company that sponsors the athletic teams at Ohio State in the next three months (very likely/very unlikely, reverse coded)?**

**Whenever possible, I try to buy products made by companies that sponsor the athletic teams at The Ohio State University (strongly disagree/strongly agree)?**

**Source: Madrigal (2001)**

Hence, it can be said that applying new research methods might be useful for gaining more insight into how sport sponsorship affects fans' purchase decisions. Thus, the contribution of this study to the research field will result from the utilisation of a new research method for investigating fans' purchase decisions with regard to sponsors' products. This thesis will adopt a quantitative approach, using the best-worst scaling (BWS) method (Finn & Louviere,

1992) as the main feature of the research. The BWS method is derived from a conjoint analysis; the main feature of conjoint analysis is that it “is based on the assumption that purchase decisions are not made on a single factor but are based on several factors, or attributes, which are considered conjointly” (AMA as cited in Walley et al., 1999, p. 151). This assumption gives conjoint analysis an advantage over simple rating scales, since the respondents use rating scales to indicate their purchase decision, or intention, on one attribute at a time (Walley et al., 1999). Utilising BWS allows for gathering much more data as compared to other types of conjoint analysis, such as choice-based conjoint (CBC) analysis (Zikmund et al., 2014), and ranking-based conjoint analysis (Flynn, 2010). Thus, BWS can be a powerful tool in conducting a trade-off between a product’s attributes and the measurement of customer utility (Zikmund et al., 2014). Figure 1.1 gives an example of BWS.

**Figure 1.1: Example of BWS**

How important are different features when you are purchasing or recommending a server?		
Of these four, which are the <u>most</u> and <u>least</u> important?		
Most important?		Least important?
<input type="radio"/>	Services and support	<input type="radio"/>
<input type="radio"/>	Ease of configuration and software installation	<input type="radio"/>
<input type="radio"/>	Ongoing costs	<input type="radio"/>
<input type="radio"/>	Multiple channel availability	<input type="radio"/>

**Source: Cohen (2003)**

### 1.3 Purpose and Research Question

The main purpose of this thesis is to investigate the impact of sport sponsorship on fans’ purchase intentions. As illustrated earlier, prior research papers on sport sponsorship and customer purchase intention has used rating scales to measure fans’ intentions to purchase items from their favourite team’s sponsors and from rivals’ sponsors, a method which results in some limitations. Therefore, this thesis will employ the BWS method to investigate whether sport sponsorship affects fans’ purchasing of sponsors’ products. The use of the

BWS method will help to uncover whether or not sport sponsorship can be regarded as a hidden product attribute that affects fans' purchase decisions even if, for instance, the competing products have a better quality or a lower price. Therefore, this thesis will aim to answer the research question:

**What choices do fans make when they are forced to trade-off products with different levels of attributes, one of which is a product of their favourite team's sponsor?**

## **1.4 Context of the research**

This research was applied to a section of fans of the A-League, Australia's soccer league. Precisely, this study will target a group of fans of two A-League teams—namely, fans of Sydney FC (SYD FC) and fans of Western Sydney Wanderers FC (WSW FC). The two teams—SYD FC and WSW FC—were ranked among the top five teams in terms of fan attendance in season (2014–15).

Over the past few years, the A-League has been increasing in popularity and has started to attract fans from a broader spectrum of society, regardless of ethnicity (Lock, 2009), which may result in an increase in the number of spectators at A-League matches (Georgakis & Molloy, 2014). This increase might be due to increased interest in soccer among Australians. After the FIFA World Cup in 2014, a study conducted by a research agency called Octagon revealed that the number of Australians who are highly passionate about soccer increased from 2.7 million in 2012 to 4.9 million in 2014 (Octagon's Passion Drivers as cited in Weber, 2014). Interestingly, the same study revealed that as compared to fans of other sports, such as cricket, soccer fans place more trust in the sponsors of their favourite team, and/or event, and are more likely to buy the sponsors' products than the fans of other sports.

## 1.5 Thesis Structure

This thesis is structured as follows: **Chapter 1** will provide an introduction to the background of the topic and the expected contribution of this work to the literature on sport sponsorship and fans' purchase decisions. **Chapter 2** will present a literature review of previous works conducted in the areas of sponsorship, sport sponsorship, fans and brand awareness, fans and corporate/brand image, and sport sponsorship and purchase decisions. **Chapter 3** will describe the research method. This chapter will include background to the method and justifications for utilising this approach. The research procedures, including the questionnaire design and sampling methods, will also be discussed here. **Chapter 4** will present and discuss the results. **Chapter 5** is divided into three parts. First, this chapter will provide an extensive discussion of the findings of this work. Second, it will examine the managerial and methodological implications. Finally, the chapter will limitations of this thesis and suggest possibilities for future research.



## **2 Literature Review**

The following literature review presents and discusses different aspects and constructs of sponsorship with a detailed focus on sport sponsorship. Starting with shedding light on the definitions of sponsorship, the types of sponsorship are then presented. Next, the discussion will focus on sport sponsorship and its objectives. The focus is on brand awareness, brand/corporate image, and sales, as they are the main themes of sponsorship objectives. At the end of the chapter, social identity theory and its implications in relation to sport sponsorship is presented and discussed. Social identity theory is presented to explain emotional connections of fans their favourite team and how this may impact on fans' purchase intentions from sponsors.

### **2.1 Definitions of sponsorship**

Even though sponsorship has been researched for more than three decades, the definition of sponsorship has not yet been agreed (Cornwell & Maignan, 1998; Dolphin, 2003; Walliser, 2003). Walliser (2003) noted that articles published in English, French and German differ in terms of the definition of sponsorship they cite. Meenaghan's definition of sponsorship is the most frequently cited in research papers published in English (Cornwell & Maignan, 1998; Walliser, 2003). Meenaghan (1983, p. 9) defined sponsorship as "...the provision of assistance either financial or in kind to an activity by a commercial organisation for the purpose of achieving commercial objectives". This definition, however, was criticised by Cornwell and Maignan (1998) for not determining the communication objectives and for not taking non-commercial sponsorships into consideration. There are two main cores embodied in the endeavours of defining sponsorship: first, the beneficial exchange relationship between sponsors and sponsees; second, promoting the associations between sponsors and their sponsees (Cornwell & Maignan, 1998; Nickell et al., 2011). However,

Table 2.0 below, which was adopted from the work of Nickell et al. (2011), gives some examples of the definitions of sponsorship.

**Table 2.0: Definitions of sponsorship**

	Authors/Year	Definition
1	Gardner and Shuman (1987)	“Sponsorship is investments in causes or events to support corporate objectives (e.g. enhance company image) or marketing objectives (e.g. increase brand awareness), and are usually not made through traditional media-buying channels”
2	Sandler and Shani (1989)	“The provision of resources (e.g. money, people, equipment) by an organization directly to an event or activity in exchange for a direct association to the event or activity. The providing organization can then use this direct association to achieve either their corporate, marketing, or media objectives”
3	Meenaghan (1991)	“...sponsorship is an investment, in cash or in kind, in any activity, in return for access to the exploitable commercial potential associated with that activity”
4	International Events Group (1999)	“...a cash and/or in-kind fee paid to a property (typically a sports, entertainment, non-profit event or organization) in return for access to the exploitable commercial potential associated with that property”
5	Mullin et al. (2000)	“...the acquisition of rights to affiliate or directly associate with a product or event for the purpose of deriving benefits related to that affiliation or association”
Note: The original table includes Meenaghan's (1983) definition, which was excluded because it was mentioned above, and Cornwell's (1995) definition, which was excluded because it defines sponsorship-linked marketing.		

**Source: Nickell et al. (2011)**

## 2.2 Sponsorship classifications

There is no clear classification of sponsorship into types as classifying sponsorship into types varies among scholars; for example, whereas Meenaghan and Shipley (1999) categorised sponsorship programs by type of activity, such as mass sports and mass arts, Harrison (2011) categorised sponsorship programs by objectives level, such as corporate sponsorship and marketing sponsorship. However, it can be argued that Harrison's classification is more convincing as it is broader. According to Harrison (2011) there are three main types of sponsorship:

1. **Corporate sponsorship:** In this type of sponsorship, companies seek to build and/or enhance their image, deliver their key messages, and build and/or boost their relationships with their stakeholders.
2. **Marketing sponsorship:** In this type, corporates aim to achieve their marketing objectives, such as increase brand awareness and increase sales.
3. **Cause-related marketing:** Via cause-related marketing corporates seek to generate goodwill, and also to increase sales, by linking their philanthropies to their customers' purchases.

However, corporate sponsorship objectives and marketing sponsorship objectives can be achieved simultaneously (Harrison, 2011). For example, Hickman et al. (2005) revealed that corporate sport sponsorship can result in increasing the employees' commitment to the company and in increasing the employees' willingness to satisfy customers. Plewa and Quester (2011) proposed and argued that sport sponsorship can be utilised to create and reinforce employees and customers perceptions of corporate social responsibility (CSR), which can benefit sponsors both internally and externally. Recently, Uhrich et al. (2014) found that sporting events sponsors, with moderately low fit with their sponsored objects, can benefit from incorporating CSR in their sponsorship leveraging activities, contributing to boosting consumers' CSR perceptions, leading to enhancing positive brand attitudes. In addition, in the sponsorship context, generating customers' goodwill is not only limited to cause-related marketing. Cause sponsorship, where a sponsor is sponsoring a cause without linking sales to paying fees (Coote & Cornwell cited in Plewa & Quester, 2011), was found to generate a high level of customers' goodwill (Meenaghan & Shipley, 1999). Sport sponsorship was also found to contribute to generating customers' goodwill (Dees et al., 2010; Jinho et al., 2011) but not as high as cause sponsorship (Meenaghan & Shipley, 1999).

However, Table 2.1 below illustrates other classifications of sponsorship based on activities and property types.

**Table 2.1: Other classifications of sponsorship**

<b>Meenaghan and Shipley (1999)</b>	<b>Cliffe and Motion (2005)</b>	<b>IEG (2015)</b>
1- Social causes	1- Niche / fringe activities	1-Sports
2- Environmental programmes	2- Mass appeal events	2- Entertainment
3- Elite arts	3- Manufactured events	3- Causes
4- Mass arts	4- Community based sponsorships	4- Arts
5- Mass sports		5- Festivals, fairs and annual events
6- Broadcast		6- Associations and membership organisations

## 2.3 Sport sponsorship

Companies engage in sport sponsorship agreements to reach and communicate with current and prospective customers (Roy & Cornwell, 2004). Both locally and globally, international firms utilise sport sponsorship programmes as a part of their marketing strategies to build dynamic relationships between their brands and customers (Santomier, 2008). For example, General Electric exploited its sponsorship of the Beijing Olympics in 2008 to access the Chinese market and enhance the awareness of its brand in Asia (Crader & Santomier, 2011). Firms engage in sponsorship deals for the sake of creating brand awareness (Biscaia et al., 2014; Dees et al., 2010; Gwinner & Eaton, 1999), enhancing a corporate/brand image, increasing consumers' purchase intentions (Dees et al., 2010; Gwinner & Eaton, 1999) and enhancing their competitive advantage (Yang et al., 2008).

### 2.3.1 Sport sponsorship objectives

Companies can achieve a multitude of internal and external strategic objectives via utilising sport sponsorships. Internally, sport sponsorship could help in enhancing employees' positive attitudes toward their employer (Khan et al., 2013), also leading to increasing their commitment to the company they work for (Hickman et al., 2005). Externally, sport sponsorship can help sponsors to build and strengthen their business's strategic alliances (Yang et al., 2008), to build brand equity (Cornwell et al., 2001; Yang et al., 2008), and to

increase sales (Lough & Irwin, 2001). However, brand and marketing-related objectives can be said to receive higher priority by sport sponsors.

Hoek et al. (1993) interviewed sponsorship managers from 28 New Zealand based companies—18 of which had engaged in sponsoring sporting events and 10 were involved in cultural sponsorships—and they found that promoting the company's image, increasing public awareness of the company, stimulating sales and increasing brand awareness are the most important objectives. Cornwell et al. (2001) surveyed 50 sport sponsorship managers in the U.S. in order to explore how they perceive the contribution of sponsorship in building brand equity over time. The findings of the study revealed that sponsorship was perceived to contribute to enhancing corporate and brand image as well as increasing the level of brand awareness. Even in emerging markets, such as China, increasing brand equity is one of the objectives for companies to engage in sport sponsorship (Yang et al., 2008). Also, researchers who study the objectives that companies seek from engaging in less popular sport sponsorship contexts, found nearly the same results of the previous studies. For example, Lough and Irwin (2001) studied the context of women's sport sponsorship, and Greenhalgh and Greenwell (2013) studied the context of professional niche sports. Both studies found that sponsors put more weight on brand and sales objectives than other objectives, such as strengthening employees' relations and building business relations. However, the high similarity between the results of both studies may result from both studies using a version of the sport sponsorship proposal evaluation model (SSPEM).

### **2.3.2 Sport sponsorship effects**

Cornwell et al. (2005) categorised the effects of sponsorship-linked marketing on customers into three main groups: cognitive (involves awareness and image), affective (involves liking and preference), and behavioural (involves purchase intention, purchase commitment and purchase). This part of the literature review will discuss the effects that sport

sponsorship places on customers. Specifically, this part will focus on brand awareness, brand/corporate image, and sales, as they are the main themes of sponsorship objectives (Cornwell & Maignan, 1998).

### ***2.3.2.1 Brand awareness***

Building and increasing brand awareness is a significant goal for firms that sign sponsorship agreements, as failing to achieve this will make it difficult to achieve further goals, like enhancing a corporate image and increasing consumers' purchase intentions (Biscaia et al., 2014). Keller (2013) stated that brand awareness is related to a consumer's ability to identify a brand in various situations. Therefore, brand awareness is regarded as a way of assessing the effectiveness of sport sponsorship deals (Lee et al., 2011; Nufer & Bühler, 2010; O'Reilly et al., 2007). This means that sporting sponsors essentially aim to establish and solidify an association with their sponsees in order to make their brands 'top of mind' among sport fans (Maxwell & Lough, 2009).

Brand awareness involves two components: brand recall and brand recognition (Keller, 2013). Researchers in a sport sponsorship context utilised brand recall (e.g. Ko et al., 2008; Nufer & Bühler, 2010) or brand recognition (e.g. Maxwell & Lough, 2009; Pitts & Slattery, 2004) or both of them (e.g. Biscaia et al., 2014; Miloch & Lambrecht, 2006) in order to measure the effectiveness of sport sponsorship on brand awareness. Moreover, a number of studies sought to investigate what factors affect the level of consumers' awareness. For example, Pitts and Slattery (2004) examined the impacts of time on the levels of consumers' awareness of sponsoring companies. Henseler et al. (2007) investigated the effects of sponsors' fit with their sponsees on awareness, as a component of brand equity. However, the most repeated factors that have been used to study how sport sponsorship impacts on awareness are fan-related factors, such as fan involvement and team identification.

Previous studies have stated that a fan's involvement with his/her favourite team or event directly affects his/her awareness of the sponsors of that favourite team or event (e.g. Biscaia et al., 2014; Gwinner & Swanson, 2003; Ko et al., 2008; Meenaghan, 2001). Fans may pay more attention to the brand depicted on the shirts worn by the players on their favourite team (Gilaninia et al., 2011). Thus, the more the fan is involved with his/her favourite team/event, the more he/she is likely to recall and recognise the sponsor's brand. To illustrate, Biscaia et al. (2014) found that, compared to casual spectators, season ticket holders had a greater ability to correctly recall and recognise the brands of their favourite team's sponsors. Furthermore, Ko et al. (2008) found that the level of a fan's involvement directly influences his/her sponsorship awareness, purchase intention, and corporate image, and that sponsorship awareness influences purchase intention and corporate image.

#### **2.3.2.2 *Corporate image***

Keller (2013, p. 399) defined corporate image as "... the consumer associations to the company or corporation making the product or providing the service". Studies have revealed that sponsorship managers seek to enhance their companies' image as a fundamental goal from engaging in sponsorship deals (Cornwell et al., 2001; Greenhalgh & Greenwell, 2013; Hoek et al., 1993; Lough & Irwin, 2001). Cornwell et al. (2001) found that sponsorship managers perceive sponsorship to contribute to enhancing corporate image more than any other brand equity elements, such as brand image and brand awareness. According to Hoek et al. (1993), the decision-makers in the sponsoring companies believed that sponsorship enhances consumers' attitudes towards the firm and its products.

In the realm of sport sponsorship, many works have sought to research how fans-related factors can affect corporate image. Fans who are highly involved with their favourite team may perceive the sponsors as trustworthy and credible (Wang et al., 2011), as helping the team accomplish its goals by providing financial assistance (Gwinner, 2005). The study of

Kim and Kim (2009) revealed that the extent to which someone is identified with his/her team positively affects his/her identification with their favourite teams' sponsors, successively leading to positively effect sponsors' image. Even at the level sponsoring sporting event, it was found that fans who are involved with their favourite sport domain, and who are aware of sponsors' brands, are very likely to have a positive image of the sponsors' brands (Ko et al., 2008) thus increasing the fans' purchase intentions (Ko et al., 2008; Pope & Voges, 2000). Moreover, fans might favour their favourite teams' sponsors over the rivals' sponsors, and in fact view the companies sponsoring the rivals unfavourably (Hickman & Lawrence, 2010). However, in their study, Dionisio et al. (2008) did not find any predilections for sponsors' brands among fans. They stated that despite having sufficient information about the brands sponsoring their favourite team, the fans did not show a preference for those brands. Nevertheless, the findings of that study are not generalisable. This is due to the study's obvious limitation, which the researchers also highlighted: the sample was limited to one group of supportive fans of one football club in one country.

#### **2.3.2.3 *Purchase intention***

Many studies have determined that sport sponsorship influences fans' purchase intentions (e.g. Dees et al., 2010; Madrigal, 2000; Meenaghan, 2001; Pope & Voges, 2000). Scholars employed different mediating and moderating factors to investigate how sponsorship effects fans' purchase intentions from sponsors. Such factors include, but are not limited to, self-concept (Plewa & Palmer, 2014), personal values (Aiken et al., 2015), and goodwill (Jinho et al., 2011). However, similar to what has been discussed above in the sections of brand awareness and corporate image, the nature of intensity of fans relationship with their beloved team and/or event is frequently used to study sport sponsorship effects (e.g. Biscaia et al., 2013; Dees et al., 2010; Wang et al., 2012). For example, Dees et al. (2010) found that fans' loyalty could result in the development of goodwill towards sponsors, thereby leading to positive attitudes towards sponsoring firms, which ultimately increases fans' purchase



intentions. However, consistent with the basking-in-reflected-glory (BIRG) and cutting-off-reflected-failure (CORF) theories, (Ngan et al., 2011) found that a team's performance, that is, whether it is a winning or losing team, affects the fans' decisions about buying the sponsors' products.

### **2.3.3 Sport sponsorship and social identity theory**

Social identity theory is frequently utilised in the context of sport sponsorship to explain fans' emotional connections to their favourite team and sponsorship consequences (Ngan et al., 2011). Gwinner and Swanson (2003, p. 276) stated "Social identity theory proposes that individuals classify themselves into various social categories in order to facilitate self-definition within their own social environment". By providing a useful theoretical framework, social identity theory helps and contributes towards understanding how sports fans affiliate with sports teams and what the results are of such affiliations (Bee & Dalakas, 2013). According to social identity theory, after identifying with some social categories, people cognitively categorise themselves and others into the in-group and out-group (Bee & Dalakas, 2013; Gwinner & Swanson, 2003; Hickman & Lawrence, 2010). Therefore, the implication of this in the sport sponsorship context is that fans see the sponsor of their team as an in-group member (Gwinner & Swanson, 2003), leading them to have high purchase intentions toward their favourite sponsors' products (Gwinner & Swanson, 2003; Hickman & Lawrence, 2010; Madrigal, 2001).

#### **2.3.3.1 Team identification**

Team identification is an aspect of one's social identity (Underwood et al., 2001), and it refers to "the spectators' perceived connectedness to a team and the experience of the team's failings and achievements as one's own" (Gwinner & Swanson, 2003, p. 276). From the perspective of social identity theory, Gwinner and Swanson (2003) found that a high level of team identification has a positive relationship with high levels of sponsor recognition,

sponsor patronage, sponsor satisfaction, and more positive attitudes towards sponsors. In addition, it increases fans' goodwill towards favourite team's sponsors (Meenaghan, 2001) and causes sponsors to be perceived as trustworthy and credible (Wang et al., 2011). Moreover, the more a fan is identified with his/her team, the more likely he/she intends to purchase from favourite teams' sponsors (Hickman & Lawrence, 2010; Madrigal, 2001).

### **3 Methodology**

This chapter is divided into five parts. In the first part, the quantitative research approach that was followed is explained and justified. The second part describes and discusses the context of this research. In the third part, the BWS design is presented and the fourth part presents the questionnaire design. Finally, the fifth part explains the sampling technique that has been applied.

#### **3.1 Research approach**

As stated in Chapter One, the previous research in the area of sport sponsorship and its effects on fans' purchase intention utilised simple rating scales to measure the fans' purchase intention with regard to the sponsors' products. Although researchers in the marketing field have used rating scales to understand consumer preferences for many years, such techniques are not without problems (Cohen, 2009). The use of simple rating scales for measurement has some serious limitations, such as "socially desirable responding, acquiescence bias, hypothetical bias and scalar equivalence" (Adamsen et al., 2013, p. 10). Thus, utilising rating scales, such as Likert scales, to measure customer purchase intention has been criticised for its inaccuracy in predicting consumer behaviour (Adamsen et al., 2013).

Hence, it can be said that applying new research methods might provide more insight into how sport sponsorship affects fans' purchase decisions. A powerful method for examining consumers' buying decisions is conjoint analysis (Walley et al., 1999), which can be defined as "a range of techniques for inferring the relative importance of product attributes by decomposing overall evaluations of different patterns of stimuli" (Zikmund et al., 2014, p. 553). Therefore, studies utilising conjoint analysis ask the participants about their overall appraisals of given attributes and/or products, thus enabling the researcher to measure the relative importance of each attribute and its levels through decomposing the scores given by the respondents. The main feature of conjoint analysis is that it "is based on the assumption

that purchase decisions are not made on a single factor but are based on several factors, or attributes, which are considered conjointly” (AMA as cited in Walley et al., 1999, p. 151). This assumption gives conjoint analysis an advantage over simple rating scales, since the respondents use rating scales to indicate their purchase decision, or intention, one attribute at a time (Walley et al., 1999).

This thesis will adopt a new form of choice modelling and conjoint analysis—namely, best-worst scaling (BWS), which is also called maximum difference scaling (MaxDiff). The origin of best-worst scaling (BWS) dates back to the working paper of Louviere and Woodworth, which was presented at the Faculty of Business, University of Alberta, Canada, in 1990 (Finn & Louviere, 1992). The first published peer-reviewed paper that utilised BWS was the paper of Finn and Louviere (1992). In that paper, Finn and Louviere presented BWS as a robust substitute to survey research in researching topics that are related to public concerns.

BWS can be a robust tool for conducting a trade-off between a product’s attributes and the measurement of customer utility (Zikmund et al., 2014). The main idea of BWS is to present to the respondents a number of options, which are presented multiple times in small groups in a systematic way, and ask them to indicate which options are the best and worst ones (Cohen, 2003; Zikmund et al., 2014). Utilising BWS allows for the gathering of much more data as compared to choice-based conjoint (CBC) analysis (Zikmund et al., 2014), and requires less mental effort from the respondents as compared to ranking-based conjoint analysis (Flynn, 2010). According to Flynn (2010), three types of BWS exist: (1) the object case of BWS (Case 1), (2) the profile case of BWS (Case 2), and (3) the multi-profile case of BWS (Case 3). In the marketing field, Cases 1 and 3 are applied the most frequently, whereas Case 2 is more common among health researchers (Adamsen et al., 2013). However, for this thesis the multi-profile case of BWS (Case 3) was adopted, as this approach combines the features of BWS and CBC. BWS Case 3 is very similar to CBC; the difference is that in Case

3, the respondents are asked to indicate both their best and worst options, while in CBC, the respondents are only asked to indicate their best option (Flynn, 2010).

### **3.2 Context of the research**

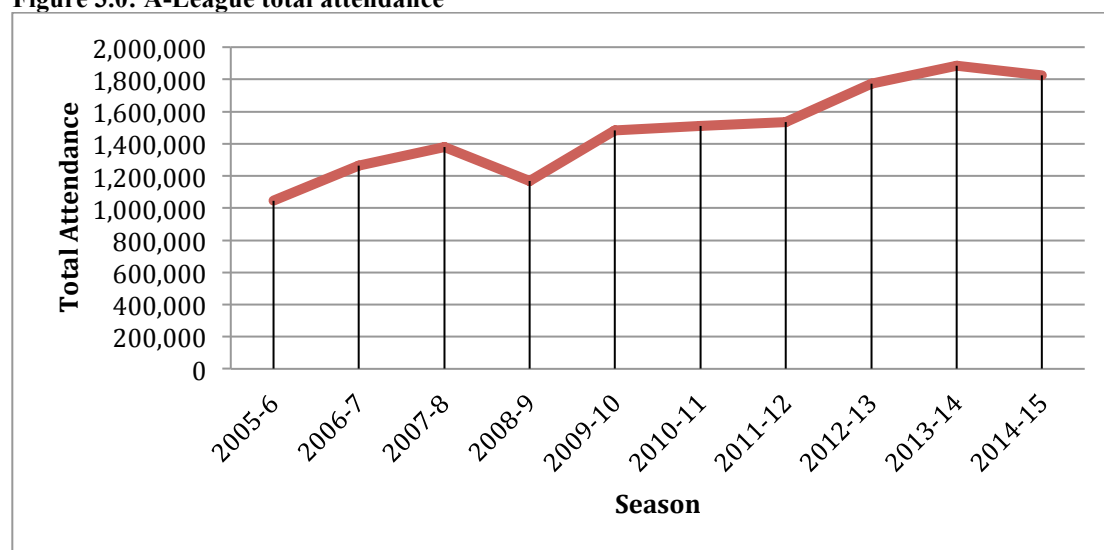
This research was applied to a section of fans of the A-League, Australia's soccer league. Precisely, this study will target a group of fans of two A-League teams: Sydney FC (SYD FC) and Western Sydney Wanderers FC (WSW FC).

In 2004, following the recommendations of the Crawford Report, which was released in 2003, the Football Federation of Australia (FFA) supplanted Soccer Australia (SA) and became the Australian soccer governing organisation (Skinner et al., 2008). This change, as one of several changes, was made to take a deliberate step towards resolving issues that were affecting Australian soccer competitions (Lock et al., 2009; Skinner et al., 2008), such as ethnicity expressing related issues, that were causing the game to lose popularity (Adair, 2009; Lock, 2009). Hence, in 2005, Australia witnessed the birth of a new soccer competition, named the A-League, replacing the former National Soccer League (NSL) (Lock et al., 2009). The A-League was introduced to reposition the image of Australian soccer as everyone's game (Kunkel et al., 2014; Lock et al., 2009). "The branding of the A-League was highly focused on reframing 'soccer' into 'football' and introducing a one-club-per-city policy to provide a game for all Australians" (Kunkel et al., 2014, p. 473). Thus, the competition started with eight competing teams: seven representing the major regions of Australia and one based in Auckland, representing New Zealand (Skinner et al., 2008). Currently, 10 teams compete in the A-League.

The future success of the A-League seems promising as it has started to attract fans from a broader spectrum of society, regardless of ethnicity (Lock, 2009), which may result in an increase in the number of spectators at A-League matches (Georgakis & Molloy, 2014). Figure 3.0 below represents the total attendance at A-league matches from its first season,

2005–6, to the 2014–15 season. This increase might be due to increased interest in soccer among Australians. After the FIFA World Cup in 2014, a study conducted by Octagon, a research agency, revealed that the number of Australians who are highly passionate about soccer increased from 2.7 million in 2012 to 4.9 million in 2014 (Octagon's Passion Drivers as cited in Weber, 2014). Interestingly, the same study revealed that compared to fans of other sports, such as cricket, soccer fans place more trust in the sponsors of their favourite team, and/or event, and are more likely to buy the sponsors' products than the fans of other sports. In 2013, a report released by IMR Sports Marketing (as cited in Winton, 2013) showed that in Australia, soccer had 182 sponsorship deals, accounting for 13% of the total number of Australian sports sponsorship deals, making soccer the third largest sport in terms of the number of sponsorship deals. The total value of soccer sponsorship deals is USD 62 million, representing about 10% of the total value of sports sponsorship deals in Australia.

**Figure 3.0: A-League total attendance**



Note:

- 1- During the 2005–6 to 2008–9 seasons, the A-League consisted of 8 teams.
- 2- During the 2010–11 season, the A-League consisted of 11 teams.
- 3- During the 2009–10 season, and from the 2011–12 season to date, the A-League consisted of 10 teams.

Source: <http://www.ultimatealeague.com>

The two teams in this study—SYD FC and WSW FC—were ranked among the top five teams in terms of fan attendance in season (2014–15). The fans of the two teams were targeted for the following reasons:

1. Both teams were ranked among the top four teams in terms of fans' total attendance in season (2014–2015). Table 3.0 below shows the attendance figures for both teams in season (2014–2015).
2. SYD FC and WSW FC have different sport apparel sponsors; SYD FC is sponsored by Adidas (the sponsorship agreement between Adidas and SYD FC ends this season), and Nike sponsors WSW FC.
3. WSW FC is a newly established team and was founded in 2012.

Examining two different teams, one of which is new and the other one is established, sponsored by two different companies, will enable this research to investigate the fans' purchase intentions in relation to the sponsor of their favourite team. Furthermore, the fans' purchase intention in relation to a brand that does not have any sponsorship deals (Puma) was examined.

**Table 3.0: A-League attendance for the two teams, 2014–15 season**

Rank	Team	Total attendance	Average attendance	Highest attendance	Lowest attendance
2	Sydney FC (SYD)	252,703	18,050	41,213 (SYD vs WSW)	11,280 (SYD vs PER*)
4	Western Sydney Wanderers FC (WSW)	175,284	12,520	19,484 (WSW vs SYD)	7,239 (WSW vs MCY*)
*PER = Perth Glory FC. *MCY = Melbourne City FC.					

Adopted from: <http://www.ultimatealeague.com>

### 3.2.1 Sampling

The researcher aspires to obtain 210 valid responses from fans (both male and female), who are 18 years of age or older of either of the two Australia A-League soccer teams. More specifically, the researcher aims to obtain 105 valid responses from the fans of each of the following teams: SYD FC and WSW FC.

The participants were recruited with the assistance of a panel provider called Qualtrics—a company operating a web-based tool for creating and distributing surveys. Due to time constraints, the researcher chose to follow this data collection method due to its speed,

efficiency, and cost-effectiveness. Furthermore, this approach is considered to be acceptable because it was followed by previous studies concerning the topic of sport sponsorship (e.g. Khan et al., 2013; Olson, 2010).

### **3.3 BWS design**

An apparel product was chosen for this study; more specifically, a T-shirt was chosen for this study. There are two reasons for this. First, since the main purpose of this study is to investigate the effects of sport sponsorship on fans' purchase intentions in relation to the products of their favourite team and its rival, it is essential to investigate a product that several sponsors produce. In the researcher's opinion, the T-shirt is the optimal product for this experiment because many sportswear brands sponsor the A-League teams, such as Adidas and Nike (see Table 3.1 below for an illustration of the official kit sponsors of the A-League teams). Second, several studies have revealed that the fit between the sponsor and its sponsee affects fans at the cognitive (e.g. awareness) (Henseler et al., 2007; Koo et al., 2006), affective (e.g. liking) (Gwinner & Bennett, 2008; Koo et al., 2006), and behavioural (e.g. purchase intention) levels (Close & Lacey, 2013; Gwinner & Bennett, 2008; Koo et al., 2006). That is, congruence between the sponsor's image and the nature of its sponsee result in achieving the sponsorship objectives. An example of congruence would be Adidas sponsoring a sports team or sporting event.



**Table 3.1: A-League teams' official kit sponsors**

Team	Current apparel sponsor
Sydney FC*	Adidas
Melbourne Victory FC	
Wellington Phoenix FC	
Western Sydney Wanderers FC	Nike
Melbourne City FC	
Adelaide United FC	Kappa
Central Coast Mariners FC	
Perth Glory FC	Macron
Brisbane Roar FC	Umbro
Newcastle Jets FC	BLK

When identifying a product's attributes and its levels, although it is advisable to apply techniques to enhance validity, such as conducting a primary study involving interviews or focus groups (Rao, 2014; Walley et al., 1999), this study overlooked this due to time limitations. However, the researcher has determined three product attributes with three levels. The T-shirt attributes and the levels of each attribute are shown in Table 3.2 below.

**Table 3.2: T-shirt attributes and levels**

	Attributes	Level 1	Level 2	Level 3
1	Brand	Adidas	Nike	Puma
2	Price	\$35	\$45	\$55
3	Fabric	Polyester 100%	Cotton 100%	Cotton 50% and Polyester 50%

As presented in Table 3.3, the attributes are the brand of the T-shirt, the price, and the fabric from which the T-shirt is made. Brand was included as an attribute because it represents the sponsorship and its levels. For example, for SYD FC fans, (1) Adidas exemplifies their favourite team's sponsor, (2) Nike, which sponsors WSW FC, exemplifies the sponsor of their favourite team's direct rival, and (3) Puma exemplifies a firm that is not engaged in sponsorship. Price was included because it is a main factor in determining a purchase decision. The three levels of price (\$35, \$45, and \$55) reflect the average prices of the T-shirts on the websites of Adidas, Nike, and Puma. The average price on the three websites is about AUD 45, and the researcher added plus and minus AUD 10 to the average

price to determine the price range. The fabric levels were also chosen on the basis of what the researcher found on the websites of the three brands. The participants were presented with three fabric options (100% cotton, 100% polyester, and 50% cotton/50% polyester).

After identifying the attributes and levels, the next step is generating the possible combinations of attributes and levels (Rao, 2014; Walley et al., 1999). Carrying out this step involves using statistical experimental designs, such as full factorial and fractional factorial designs (Rao, 2014). For this study, the researcher used IBM SPSS (version 22) to generate an orthogonal design. The design yielded nine possible profiles, or alternatives, as shown in Table 3.3 below.

**Table 3.3: The orthogonal design**

Alternative	Price	Brand	Fabric
1	\$55	Puma	Cotton 50% and Polyester 50%
2	\$35	Puma	Cotton 100%
3	\$35	Adidas	Polyester 100%
4	\$45	Nike	Cotton 100%
5	\$45	Adidas	Cotton 50% and Polyester 50%
6	\$55	Nike	Polyester 100%
7	\$45	Puma	Polyester 100%
8	\$35	Nike	Cotton 50% and Polyester 50%
9	\$55	Adidas	Cotton 100%

After generating the combination design, the next step is dividing the profiles into several small sets, or blocks, in order to present them to the respondents (Rao, 2014; Zikmund et al., 2014). Accordingly, the researcher used a balanced incomplete block design (BIBD), which other studies featuring BWS have used (e.g. Adamsen et al., 2013; Hoek et al., 2010; Lee et al., 2007). As generating a BIBD design requires a certain amount of knowledge and expertise, which the researcher does not possess, the researcher used the library of BIBDs available at <http://designtheory.org>. The selected design is presented in Table 3.4 below.




**Table 3.4: BIBD design**

<b>V</b>	<b>B</b>	<b>R</b>	<b>K</b>	<b>L</b>
<b>9</b>	<b>12</b>	<b>4</b>	<b>3</b>	<b>1</b>
<b>Note:</b> <b>V</b> = Number of alternatives (profiles) <b>B</b> = Number of blocks <b>R</b> = Number of times each alternative is repeated in the design <b>K</b> = Number of alternatives in each block <b>L</b> = Number of occurrences of any two alternatives in the same block				

As Adamsen et al. (2013) suggested, the researcher developed pictorial presentations of all choice sets in the BWS experiment in order to enhance the clarification of the choice sets and to ease the information processing for the participants (see Figure 3.1 below for illustration). “A survey with pictures is better than a survey with 1,000 words,” according to Adamsen et al. (2013), who received this comment when they asked their study participants to leave a comment expressing their opinions about the presentation of the survey, which included a BWS with pictorial design. However, 83% of those who gave their opinions to Adamsen and her colleagues were positive.

Figure 3.1: Pictorial presentation

**Set 2 of 12: Please drag one option into each of the boxes, according to your preferences.**

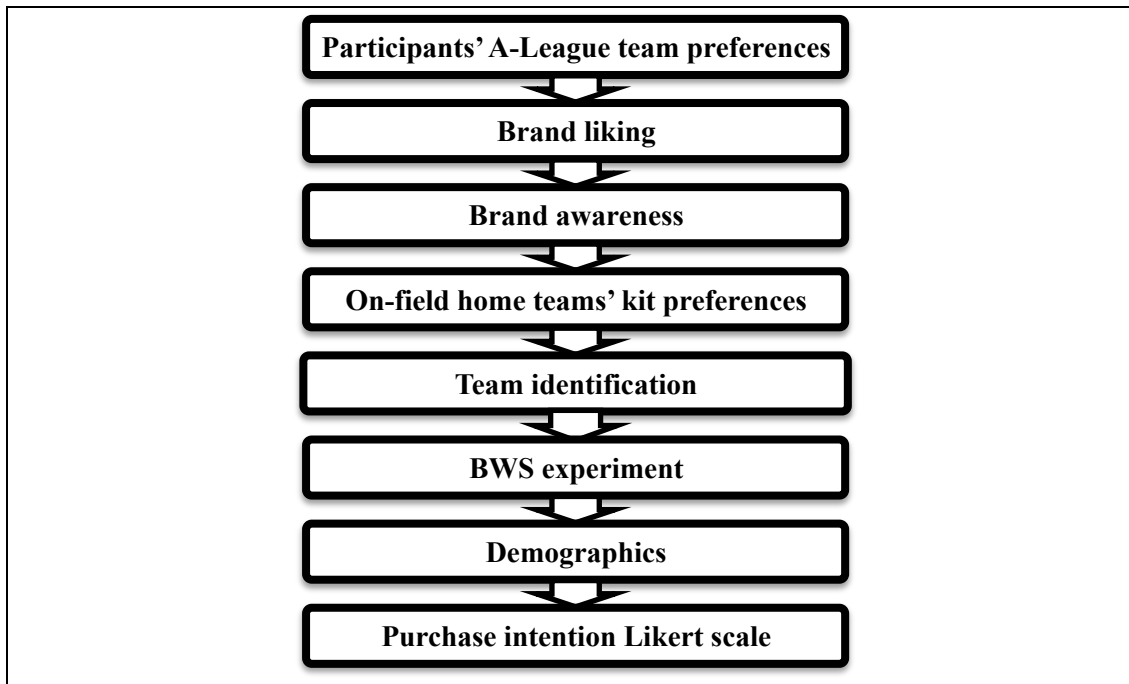
Items	Most likely to buy	Least likely to buy
 <p>Price: \$55 Fabric: 50% cotton and 50% polyester</p>		
 <p>Price: \$45 Fabric: 100% cotton</p>		
 <p>Price: \$45 Fabric: 50% cotton and 50% polyester</p>		

### 3.4 Questionnaire design

With regard to the design of the questionnaire for this study, the questionnaire is divided into eight parts, as shown in Figure 3.2 below: (1) participants' A-League team preferences, (2) brand liking, (3) brand awareness, (4) on-field home teams' kit preferences, (5) team identification, (6) BWS experiment, (7) demographics, and (8) purchase intention Likert scale. See Appendix 1 for the complete questionnaire.

In the questionnaire, the respondents were asked first about which A-League soccer teams they like most. This first question is a filter question; thus, those who are not fans of any of the two teams were directed politely to the end of the questionnaire.

**Figure 3.2: Structure of the questionnaire**



Next, the participants were asked about their overall liking of seven sportswear brands, six that have sport sponsorship deals with A-League teams as the official kit sponsors, and one that does not have a sponsorship deal. The non-sponsoring brand was included because it is part of this study's BWS choice experiment. The reasons for asking this question are to investigate the fans' overall liking of their favourite team's sponsor brand, to investigate the fans' overall liking of all the brands engaging in sponsorship with other teams, and to investigate their overall liking of a brand that is not sponsoring any team—namely, Puma.

Subsequently, the participants were given a list of all the official kit sponsors' brands, and they were asked if they could recognise the apparel sponsors of their favourite team. An "I cannot remember" option was included for those who are not able to recognise any sponsors' brands in order to minimise the chance of choosing the correct answers by guessing.

Next, the participants were presented with 10 images of the on-field home kit of each of the 10 teams of the A-League, indicating the apparel sponsor of each team. The

participants were asked which on-field home kits they find the most and the least appealing. This question was not included in the data analysis, as it served as an indirect way of reminding the participants of the sponsors of the team that they like.

After that, the participants were asked about their identification with their favourite team, measured using a six-items scale developed by Mael and Ashforth (1992) and used in research concerning sport sponsorship (e.g. Gwinner & Swanson, 2003; Wang et al., 2011).

Then the participants were directed to the main part of the questionnaire, including the BWS choice experiment, comprehensively discussed in the previous section. Then they were asked four demographic questions concerning their gender, age, income and level of education.

In the final part of the questionnaire, the participants were asked about their intention to purchase the brand of their favourite team's sponsor. The researcher used a slightly modified version of the purchase intention scale that was developed by Madrigal (2001) and used in later studies (Dees et al., 2008; Dees et al., 2010; Hickman & Lawrence, 2010). This question utilises a five-point Likert scale with two statements. This question was asked to compare the results with those of the BWS experiment. As the researcher claims that the use of rating scales, such as Likert scales, does not capture purchase intention accurately, the comparison between the results from this question and those from the experiment enables the researcher to support or dismiss this claim.

However, to ensure content validity, the researcher sent the questionnaire to ten students at Macquarie University, asking them to fill in the questionnaire and provide feedback where possible. All feedback received was positive.

## 4 Analysis and Findings

This chapter starts by providing a statistical description of the sample, followed by the descriptive results of the sponsorship constructs, brand liking, brand recognition, team identification, and purchase intention. After that, the BWS experiment results are provided and discussed, at both profile and attribute levels, with greater focus on attributes' levels. Finally, the obtained results from BWS, namely brand levels results, are linked to the employed sponsorship constructs to investigate if sponsorship has affected fans choices.

### 4.1 Sample description

The survey of this research was distributed online on behalf of the researcher by Qualtrics, a company operating a web-based tool for creating and distributing surveys. The data were collected in July 2015 over a two-week period. In total 210 responses were collected, divided up equally between SYD and WSW fans with 105 responses from each team's group of fans. However, to ensure the quality of the obtained data, the researcher screened cases by the duration of survey completion. As the median length of survey completion is about 10 minutes, the respondents who finished the survey in less than 4 minutes were removed and the responses of those who completed the survey between 7 and 4 minutes were reviewed carefully to investigate if they answered the questions thoughtfully. After screening and filtering the data, 82 responses from SYD fans and 70 responses from WSW fans were found to be useable, as shown in Table 4.0.

**Table 4.0: Responses**

Responses	SYD		WSW		Total	
	N	%	N	%	N	%
Obtained	105	100%	105	100%	210	100%
Useable	82	78%	70	67%	152	72%

In regards to the demographics of the sample of the study, as Table 4.1 illustrates, in general the majority of the sample are male (59%) and the mode of age group is 55 years old

and over (26%). 68% of the total sample hold either a Technical and Further Education degree (TAFE) (34.3%) or an undergraduate university degree (33.6%), and about 60% of the sample earn more than AU\$30,000 a year.

**Table 4.1: Demographics**

Responses	SYD		WSW		Total	
	N	%	N	%	N	%
<b>Gender</b>	Mode = Male		Mode = Equally divided		Mode = Male	
<b>Male</b>	55	67%	35	50%	90	59%
<b>Female</b>	27	33%	35	50%	62	41%
<b>Age group</b>	Mode = 55 and over		Mode = 55 and over		Mode = 55 and over	
<b>18–25</b>	18	22%	11	15.7%	29	19.1%
<b>26–35</b>	17	20.7%	15	21.4%	32	21.1%
<b>36–45</b>	16	19.5%	13	18.6%	29	19.1%
<b>46–55</b>	12	14.6%	11	15.7%	23	15%
<b>55 and over</b>	19	23.2%	20	28.6%	39	25.7%
<b>Educational level</b>	Mode = Undergraduate University degree		Mode = TAFE		Mode = TAFE	
<b>Secondary School</b>	12	14.6%	11	15.7%	23	15.1%
<b>TAFE</b>	24	29.3%	28	40%	52	34.2%
<b>Undergraduate University degree</b>	27	32.9%	24	34.4%	51	33.6%
<b>Postgraduate University degree</b>	19	23.2%	7	10%	26	17.1%
<b>Income range ,000</b>	Mode = \$31–\$60		Mode = More than \$60		Mode = More than \$60	
<b>Not working</b>	8	9.8%	19	27.1%	27	17.8%
<b>Less than \$20–\$30</b>	21	25.6%	12	17.1%	33	21.7%
<b>\$31–\$60</b>	28	34.1%	14	20%	42	27.6%
<b>More than \$60</b>	25	30.5%	25	35.7%	50	32.9%

The demographic characteristics of each fans group differed; whereas males dominate the sample of SYD's fans (67% males and 33% females), the sample of WSW's fans is equally divided between males and females. Also, the two groups are slightly different in terms of the income range and this is mainly because approximately 27% of WSW's fans sample are not currently working. Differences in age groups and education levels are less evident. Yet, it can be said that the sample of SYD's fans tends to be slightly younger and more educated.



## 4.2 Descriptive results

This part presents and compares the descriptive results of brand liking, brand recognition, and team identification constructs for SYD's fans group and WSW's fans group.

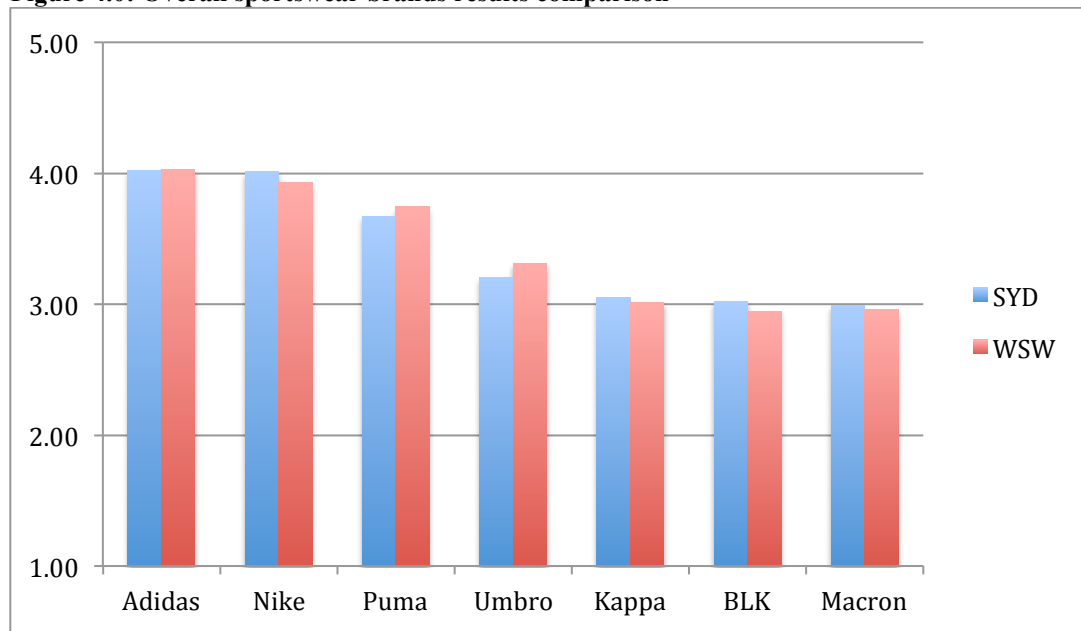
### 4.2.1 Brand liking descriptive results

The participants in this study were asked to indicate their overall liking of all the sportswear brands that engage in a sponsorship deal with any of the A-League's teams as well as the brand Puma, which is not engaged in any sponsorship deal with any of the A-League's teams. Overall, both fans' groups provided nearly identical results. For both groups, SYD and WSW fans, Adidas and Nike are the most likeable brands, followed by Puma. For both groups, also, BLK and Macron are the least likeable brands. Table 4.2 and Figure 4.0 depict the overall liking results for both teams' fans.

**Table 4.2: Overall sportswear brands results**

Brands	SYD		WSW	
	Mean	SD	Mean	SD
Adidas	4.02	0.74	4.03	0.76
Nike	4.01	0.94	3.93	0.87
Puma	3.67	0.75	3.74	0.72
Umbro	3.21	0.68	3.31	0.67
Kappa	3.05	0.56	3.01	0.81
BLK	3.02	0.47	2.94	0.63
Macron	2.99	0.48	2.96	0.58

**Figure 4.0: Overall sportswear brands results comparison**



#### **4.2.2 Brand recognition descriptive results**

In order to measure brand recognition, the participants in this research were asked if they can recognise, or identify, the sponsor of their favourite team among a given list of six sportswear brands—all of them sponsor one or more A-League teams. As well, the respondents have a “I can’t remember” option. The results show that 34 respondents of the SYD sample (41.5%) and 28 respondents of the WSW sample (40%) were able to correctly recognise their favourite team’s sponsor (Adidas for SYD and Nike for WSW). Table 4.3 below summarises the results of brand recognition across the two groups.

**Table 4.3: Brand recognition results**

Options	SYD		WSW		Total	
	N	%	N	%	N	%
Adidas (SYD's sponsor)	34	41.5%	5	7.1%		
Nike (WSW's sponsor)	14	17.1%	28	40%		
BLK	1	1.2%	1	1.4%		
Kappa	1	1.2%	4	5.7%		
Macron	0	0%	0	0%		
Umbro	0	0%	0	0%		
I can't remember	32	39%	32	45.7%		
Total correctly recognised	34	41.5%	28	40%	62	41%
Total not recognised	48	58.5%	42	60%	90	59%

#### 4.2.3 Team identification descriptive results

Respondents were presented with a six-items five-point Likert scale in order to measure their identification with their favourite team. As shown in Table 4.4, there is no significant difference between the means of SYD's fans and WSW's fans regarding their identification of their favourite team. The mean team identification score for SYD's fans is 3.2 (SD = 0.77) and the mean team identification score for WSW's fans is 3.1 (SD = 0.86).

**Table 4.4: Team identification descriptive results**

Construct	Items	Scale	Cronbach's Alpha	SYD		WSW		Total sample	
				M	SD	M	SD	M	SD
Team identification	6	5-point	0.88	3.2	0.77	3.1	0.86	3.1	0.82
1 to 5 scale: a higher score means a higher identification with favourite team.									

#### 4.2.4 Purchase intention descriptive results

Regarding their purchase intention from their favourite team's sponsor, the participants in this research were presented with a two-items five-point Likert scale, asking them about their willingness to buy from their favourite team's sponsors. The descriptive

results, as presented in Table 4.5, show that there is no significant difference between the means of the SYD's fans group and WSW's fans group with regard to their purchase intention from their favourite team's sponsors. The mean team identification score for SYD's fans is 3.3 (SD = 0.95) and the mean team identification score for WSW's fans is 3.1 (SD = 1.1).

**Table 4.5: Purchase intention descriptive results**

Construct	Items	Scale	Cronbach's Alpha	SYD		WSW		Total sample	
				M	SD	M	SD	M	SD
Purchase intention	2	5-point	0.81	3.3	0.95	3.1	1.1	3.2	1
1 to 5 scale: a higher score means a great intention to buy.									

### 4.3 Best-Worst Scaling (BWS) analysis and findings

In this part, the Best-Worst Scaling (BWS) results are presented. As mentioned in Chapter 3, the case of BWS that is employed in this research is a multi-profile case (Case 3). Therefore, the results are presented here firstly at the profiles' level and then at the attributes' levels.

#### 4.3.1 BWS (Profiles' level results)

For BWS data analysis, the researcher applied the best minus worst method, which was firstly introduced by Finn and Louviere (1992), and statistically approved later in the work of Marley and Louviere (2005). The notion of this method is basically to count how many times an object, for example a profile, was chosen as the best option by the respondents, minus how many times the same object was chosen as the worst option. The obtained score by subtracting the total number of times an object was chosen as the worst option from the total number of times an object was chosen as the best option can be called (B-W score) (Cohen, 2009). Accordingly, if the B-W score of an object is positive it means that this object has been chosen best more frequently than worst and vice versa (Cohen, 2009). The averages of B-W scores for each group are calculated by dividing the B-W score by the number of

participants in each group. To illustrate, the average of B-W scores for SYD's fans are the B-W score divided by 82 (the sample size).

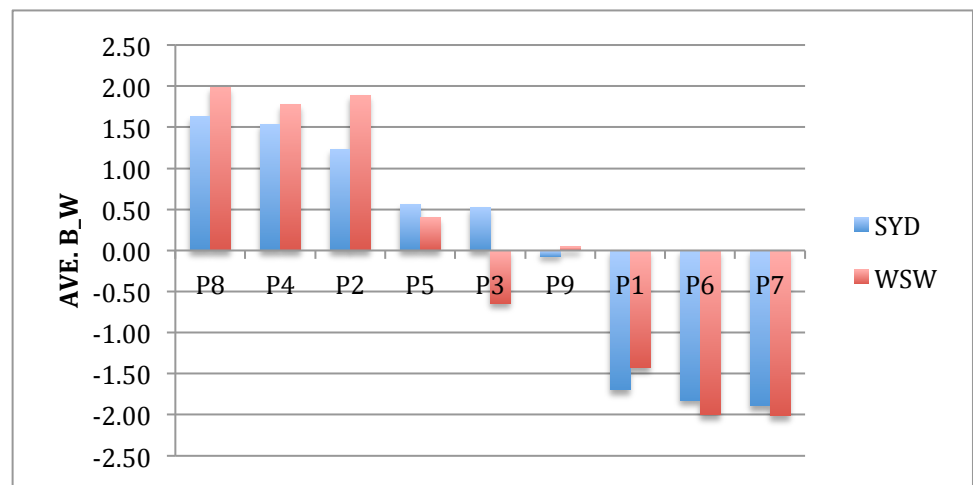
The results, as presented in Table 4.6, indicate that there is significant agreement between SYD's fans and WSW's about the most preferred profiles and least preferred profiles. For both groups, profiles 8, 4 and 2 have the highest B-W average scores and profile 7 has the lowest B-W average score. Profile 8 can be said to be the most preferred option for both groups as it has the highest average compared to the other profiles, SYD (B-W average = 1.63) and WSW (B-W average = 1.99). On the other hand, both groups also agreed on profile 7 to be the least attractive option, SYD (B-W average = -1.89) and WSW (B-W average = -2.01). Generally speaking, profiles with positive B-W scores are the profiles that were chosen as the best option more frequently than the worst option and vice versa.

To present the results more clearly, Figure 4.1 shows and compares the BWS results for both groups in a bar chart. However, to gain more insight from BWS results, researchers use other techniques, such as calculating the relative importance of profiles (e.g. Adamsen et al., 2013; Cohen, 2009) and heterogeneity of profile, or attribute, importance (e.g. Adamsen et al., 2013; Mueller & Rungie, 2009). Applying such techniques at profile level is beyond the scope of this research and they are applied in the next part at attribute level.

**Table 4.6: BWS results (Profile level)**

P	Profile attributes			SYD (n = 82)			
	Price	Brand	Fabric	B	W	B-W	AVE. B-W
8	\$35	Nike	Cotton 50% Polyester 50%	167	33	134	1.63
4	\$45	Nike	Cotton 100%	164	38	126	1.54
2	\$35	Puma	Cotton 100%	168	67	101	1.23
5	\$45	Adidas	Cotton 50% Polyester 50%	121	75	46	0.56
3	\$35	Adidas	Polyester100%	124	81	43	0.52
9	\$55	Adidas	Cotton100%	94	100	-6	-0.07
1	\$55	Puma	Cotton 50% Polyester 50%	50	189	-139	-1.70
6	\$55	Nike	Polyester100%	58	208	-150	-1.83
7	\$45	Puma	Polyester100%	38	193	-155	-1.89
P	Profile attributes			WSW (n = 70)			
	Price	Brand	Fabric	B	W	B-W	AVE. B-W
8	\$35	Nike	Cotton 50% Polyester 50%	161	22	139	1.99
2	\$35	Puma	Cotton100%	176	44	132	1.89
4	\$45	Nike	Cotton100%	151	27	124	1.77
5	\$45	Adidas	Cotton 50% Polyester 50%	95	67	28	0.40
9	\$55	Adidas	Cotton 100%	82	79	3	0.04
3	\$35	Adidas	Polyester 100%	62	107	-45	-0.64
1	\$55	Puma	Cotton 50% Polyester 50%	46	146	-100	-1.43
6	\$55	Nike	Polyester 100%	42	182	-140	-2.00
7	\$45	Puma	Polyester 100%	25	166	-141	-2.01

**Figure 4.1: BWS results (Profile level)**



#### 4.3.2 BWS (Attributes' levels results)

To calculate the B-W score for each attribute's level, the total number of times each attribute's level appeared in the worst chosen profile was subtracted from the total number of times it appeared in the best chosen profile. To illustrate, let's take the brand Nike as an example. Nike appears in 9 out of 12 sets, in profiles 4, 6 and 8. Thus to calculate the B-W score for Nike we would aggregate the total number of times profiles 4, 6 and 8 were chosen as the best options minus the number of times they were chosen as the worst options.

To the researcher's best knowledge no previous research has followed the same method in BWS Case 3 before. The general practice that previous research followed in analysing the important weight for each attribute's level was conducting Multinomial Logit (MNL) (Adamsen et al., 2013; Flynn, 2010). Therefore, to check the accuracy and reliability of method that is followed here (best minus worst method), the researcher performed a regression analysis to calculate the beta coefficients for all the attributes' levels and conducted a correlation test between the obtained beta coefficients and the calculated B-W scores for all the attributes' levels. The results, as shown in Table 4.7, show that the beta coefficients and B-W scores are perfectly correlated. That is, applying the best minus worst method at attribute level is sufficient to find the importance of each attribute's level.

However, the reason for applying the best minus worst method is twofold. Firstly, following such a method is easy to implement and no specialist software package is needed to analyse the data. Secondly, and most importantly, by applying best minus worst method, an interval scale for each attribute's level can be obtained, which is each respondent's B-W score for each attribute's level. This would allow the researcher to use the obtained scales for further analysis via dividing the respondents based on their B-W scores (see section 4.4 later in this chapter).

**Table 4.7: Beta coefficients and B-W scores correlation matrix**

Variables	\$35 B-W	\$45 B-W	\$55 B-W	Adidas B-W	Nike B-W	Puma B-W	Cotton B-W	Polyester B-W	Cotton and Polyester B-W
<b>35_beta</b>	<b>1.00</b>	-0.20	-0.94	-0.07	-0.21	0.29	-0.05	0.12	-0.11
<b>45_beta</b>	-0.20	<b>1.00</b>	-0.15	0.07	0.15	-0.22	-0.04	0.08	-0.07
<b>55_beta</b>	-0.94	-0.15	<b>1.00</b>	0.04	0.16	-0.21	0.06	-0.15	0.14
<b>Adidas_beta</b>	-0.07	0.07	0.04	<b>1.00</b>	-0.48	-0.29	-0.16	0.18	-0.03
<b>Nike_beta</b>	-0.21	0.15	0.16	-0.48	<b>1.00</b>	-0.69	-0.16	0.20	-0.07
<b>Puma_beta</b>	0.29	-0.22	-0.21	-0.29	-0.69	<b>1.00</b>	0.30	-0.37	0.10
<b>Cotton_beta</b>	-0.05	-0.04	0.06	-0.16	-0.16	0.30	<b>1.00</b>	-0.80	-0.33
<b>Polyester_beta</b>	0.12	0.08	-0.15	0.18	0.20	-0.37	-0.80	<b>1.00</b>	-0.31
<b>Cotton and Polyester_beta</b>	-0.11	-0.07	0.14	-0.03	-0.07	0.10	-0.33	-0.31	<b>1.00</b>

In terms of the BWS results obtained, as shown in Table 4.8, both groups, SYD's fans and WSW's fans, agreed on the two most important attributes' levels, which are "the price \$35" and "Cotton 100% fabric". Yet, the rank order of these two attributes' levels is different between the two groups. Whereas SYD's fans consider "the price \$35" as the most important attribute's level followed by "Cotton 100% fabric" (B-W scores averages = 3.39 and 2.70 respectively), WSW's fans consider "Cotton 100% fabric" as the most important attribute's level followed by "the price \$35" (B-W scores averages = 3.70 and 3.23 respectively). In addition, both fans' groups find "the brand Puma", "the price \$55" and "Polyester 100% fabric" as the least important, or least desirable, attributes' levels. For better data presentation and comparison see Figure 4.2 below.

However, both groups differ remarkably in terms of their preferences for the brands Adidas and Nike. On one hand, SYD's fans have nearly equal preference for Adidas (B-W score average = 1.01), which is the sponsor of their favourite team, and Nike (B-W score average = 1.34), which is the sponsor of other teams in the A-League. On the other hand,



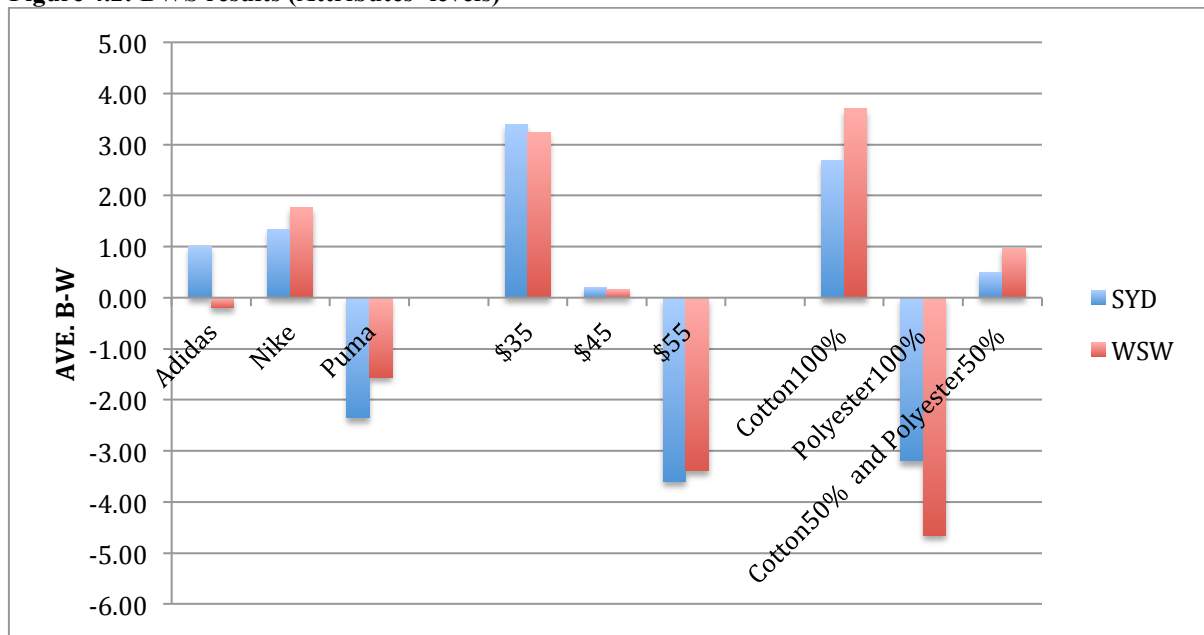
WSW's fans have a preference only for Nike (B-W score average = 1.76), which is their favourite team's sponsor. These results of WSW's fans are quite surprising as the average of their overall liking of Adidas was higher than any sportswear brands, including Nike (see Table 4.2 earlier in this chapter). A plausible explanation for this can be that their overall liking of a brand does not mean they will buy it.

However, in the next two parts more results about the importance of each attribute's level and choice consistency across all participants are presented.

**Table 4.8: BWS results (Attributes' levels)**

<b>SYD (n = 82)</b>						<b>WSW (n = 70)</b>					
	<b>Attributes' levels</b>	<b>B</b>	<b>W</b>	<b>B-W</b>	<b>AVE. B-W</b>	<b>Attributes' levels</b>	<b>B</b>	<b>W</b>	<b>B-W</b>	<b>AVE. B-W</b>	
1	\$35	459	181	278	3.39	Cotton 100%	409	150	259	3.70	
2	Cotton 100%	426	205	221	2.70	\$35	399	173	226	3.23	
3	Nike	389	279	110	1.34	Nike	354	231	123	1.76	
4	Adidas	339	256	83	1.01	Cotton 50% and Polyester 50%	302	235	67	0.96	
5	Cotton 50% and Polyester 50%	338	297	41	0.50	\$45	271	260	11	0.16	
6	\$45	323	306	17	0.21	Adidas	239	253	-14	-0.20	
7	Puma	256	449	-193	-2.35	Puma	247	356	-109	-1.56	
8	Polyester 100%	220	482	-262	-3.20	\$55	170	407	-237	-3.39	
9	\$55	202	497	-295	-3.60	Polyester 100%	129	455	-326	-4.66	

**Figure 4.2: BWS results (Attributes' levels)**



#### **4.3.2.1 Attributes' levels relative importance**

To gain further insights into attributes' level importance and to compare them to each other, 0 to 100 ratio scales were derived for all attributes' levels in each attribute's category (brand, price and fabric). The ratio scales were calculated by taking the square root of dividing the best scores (B) by the worst scores (W) for each attribute's level and the attribute's level with the highest square root of B/W becomes 100 (Adamsen et al., 2013; Cohen, 2009; Mueller & Rungie, 2009). As presented in Table 4.9 below, the comparison of relative importance (R.I) was based on attributes' categories. That is, the attributes levels in the same attribute's category were compared with each other separately from other attributes' levels belonging to other categories. By doing this, the results can be easily interpreted and a meaningful comparison can be provided. For both groups, SYD's fans and WSW's fans, the attribute's level with the highest square root of B/W "SQRT (B/W)" in each attribute's category is the same: Nike in brand category, \$35 in price category, and Cotton 100% in fabric category. However, for the sake of investigating the data more deeply, the relative importance for all attributes' levels, without categorisation, were also calculated and presented in Table 4.10.

In regards to brand, it can be said that for SYD's fans Nike, not their favourite team's sponsor, and Adidas, SYD's sponsor, have an equal chance to be chosen when considering buying a T-shirt. The R.I for Nike is 100 and for Adidas 97. Puma, which is not involved in sponsoring any teams of the A-League, has the probability of 64% to be chosen compared to Nike. For WSWs, their preferences for Nike, WSW's sponsor, is clearly evident as the relative importance is clearly higher than the other two brands, Adidas and Puma (R.I = 78 and 67 respectively). Nonetheless, similar to SYD's fans, WSW's fans consider Puma as the least attractive option.

In terms of price levels, it was expected that the lowest price, \$35, would have the highest relative importance compared to the other price levels: \$45 and \$55. However, as shown in Table 4.10 (the aggregate comparison of relative importance), the price \$35 is the most important factor for SYD's fans, whereas for WSW's fans the attribute's level Cotton 100% is the most important. This gives an indication that SYD's fans can be described as price driven and WSW's fans can be described as fabric driven.

With regards to fabric preferences, it is obvious that both groups have a strong preference for Cotton 100% and they do not find Polyester 100% an attractive option. For SYD's fans a T-shirt made from Cotton 100% (R.I = 100) is about twice more important as being made from Polyester 100% (R.I = 47), while for WSW's fans Cotton 100% (R.I = 100) is three times more important than Polyester 100% (R.I = 32). When the fabric is mixed (Cotton 50% and Polyester 50%) its relative importance is about 70 for both groups.

**Table 4.9: The relative importance for all attributes' levels**

SYD (n = 82)						WSW (n = 70)					
	Brand levels	B	W	SQRT (B\W)	R.I	Brand levels	B	W	SQRT (B\W)	R.I	
1	Nike	389	279	1.18	100	Nike	354	231	1.24	100	
2	Adidas	339	256	1.15	97	Adidas	239	253	0.97	78	
3	Puma	256	449	0.76	64	Puma	247	356	0.83	67	
	Price levels	B	W	SQRT (B\W)	R.I	Price levels	B	W	SQRT (B\W)	R.I	
1	\$35	459	181	1.59	100	\$35	399	173	1.52	100	
2	\$45	323	306	1.03	65	\$45	271	260	1.02	67	
3	\$55	202	497	0.64	40	\$55	170	407	0.65	43	
	Fabric levels	B	W	SQRT (B\W)	R.I	Fabric levels	B	W	SQRT (B\W)	R.I	
1	Cotton 100%	426	205	1.44	100	Cotton 100%	409	150	1.65	100	
2	Cotton 50% and Polyester 50%	338	297	1.07	74	Cotton 50% and Polyester 50%	302	235	1.13	68	
3	Polyester 100%	220	482	0.68	47	Polyester 100%	129	455	0.53	32	

**Table 4.10: The aggregate comparison of relative importance for all attributes' levels**

SYD (n = 82)						WSW (n = 70)					
<div></div>	Attributes' levels	B	W	SQR T (B\W)	R.I	Attributes' levels	B	W	SQRT (B\W)	R.I	
1	\$35	459	181	1.59	100	Cotton 100%	409	150	1.65	100	
2	Cotton 100%	426	205	1.44	91	\$35	399	173	1.52	92	
3	Nike	389	279	1.18	74	Nike	354	231	1.24	75	
4	Adidas	339	256	1.15	72	Cotton 50% and Polyester 50%	302	235	1.13	69	
5	Cotton 50% and Polyester 50%	338	297	1.07	67	\$45	271	260	1.02	62	
6	\$45	323	306	1.03	65	Adidas	239	253	0.97	59	
7	Puma	256	449	0.76	47	Puma	247	356	0.83	50	
8	Polyester 100%	220	482	0.68	42	\$55	170	407	0.65	39	
9	\$55	202	497	0.64	40	Polyester 100%	129	455	0.53	32	

#### **4.3.2.2 Heterogeneity of attributes' levels importance**

The results that were obtained from calculating the averages of B-W scores and the relative importance ratio scales do not provide a complete picture about the attributes' levels importance across all participants. Therefore, through calculating the standard deviations

(SDs) of all participant's B-W scores, the variation in attributes' levels importance across all participants can be examined (Mueller & Rungie, 2009). In other words, calculating SD helps to examine the consistency of choices across the sample (Adamsen et al., 2013). The smaller SD of an attribute's level is the more it tends toward homogeneity while the larger SD of an attribute's level is the more it tends toward heterogeneity (Adamsen et al., 2013; Mueller & Rungie, 2009). To illustrate, if an attribute's level has a large B-W score average and a small SD, close to zero, it can be concluded that this attribute's level is important for all participants.

Similar to the previous analysis, the attributes' levels relative importance, and the heterogeneity of attributes' levels importance results are presented and comprehensively discussed within the attributes' categories. However, as the main focus of this research is on fans' preferences for their favourite team's sponsors, the results that are presented here are only related to brand levels. Moreover, the results that were presented in the previous section were sufficient enough to reveal fans' preferences for price levels and fabric types.

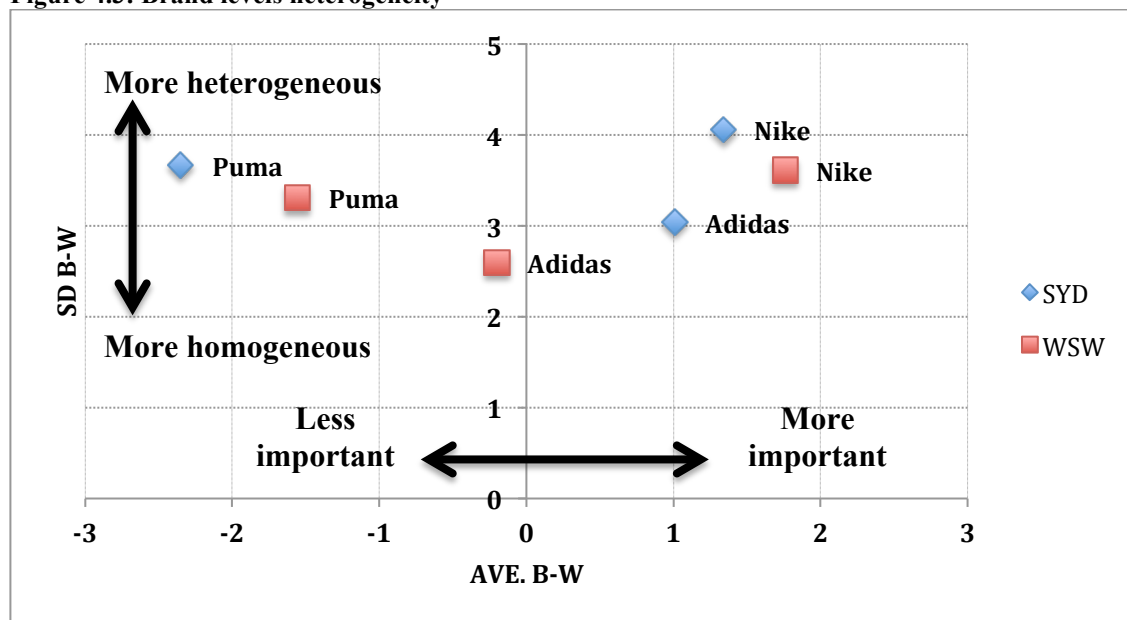
Table 4.11 shows that within the brand levels for both groups, SDs of brand levels are larger than 1, except for Adidas in WSW's fans results. This means, there are disagreements on the relative importance of brand levels. However, some interesting findings can be reported here. For SYD's fans, although Nike has the highest B-W average score (AVE. B-W = 1.34), the SD of Adidas (SD = 3.04) is smaller than the SD of Nike (SD = 4.06). This means, for SYD's fans, Adidas is a relatively less important but more homogenous option for them. Nonetheless, this conclusion can be quite tentative. This is because of the possibility of a large number of SYD's fans considering Adidas as neither important nor a not important option (B-W score = 0), affecting the average of B-W score and standard deviation. In terms of Puma, it can be said that it is relatively homogeneous compared to the other brands and this is because it has the lowest coefficient of variation (CV) (-1.56). The meaning of this is that Puma is, indeed, a least attractive, not important option, for SYD's fans.

Concerning WSW's fans, they seem to be more decisive about their brand preferences. They appear to agree on the high importance of Nike (SD = 3.61 and CV = 2.05) and the low importance of Puma (SD = -1.56 and CV = -2.13). Based on the coefficient of variation (CV = -13) it seems that WSW's fans have a huge disagreement on the importance of Adidas. However, the hugeness of the CV number might be a result of the Adidas B-W average score being close to zero. A graphical representation of brand levels importance heterogeneity is shown in Figure 4.3 below.

**Table 4.11: Averages, standard deviations and coefficient of variation of brand levels**

SYD (n = 82)						WSW (n = 70)				
	Brand levels	B-W	AVE. B-W	STDV B-W	CV	Brand levels	B-W	AVE. B-W	STDV B-W	CV
1	Nike	110	1.34	4.06	3.03	Nike	123	1.76	3.61	2.05
2	Adidas	83	1.01	3.04	3.00	Adidas	-14	-0.20	2.6	-13
3	Puma	-193	-2.35	3.67	-1.56	Puma	-109	-1.56	3.31	-2.13

**Figure 4.3: Brand levels heterogeneity**



#### 4.3.2.3 BWS results (brand levels) by grouping participants

Even though the previous parts have provided enough results to draw a conclusion about SYD's and WSW's fans' brand preferences, more results and insights can be gained by

applying new techniques. The researcher believes that grouping fans in a simple way by their B-W scores, for each brand, into three groups and conducting a simple descriptive analysis, will provide insights about the BWS data in hand. Thus, for each brand there are three different groups:

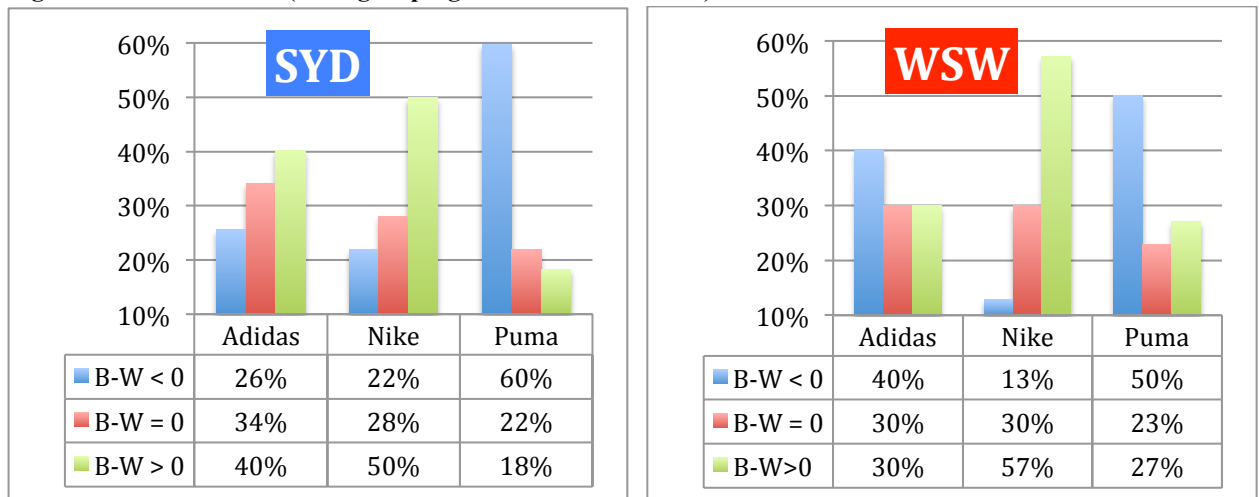
- 1- Fans whose B-W scores are negative ( $B-W < 0$ ). Those who selected the brand, Nike for example, as the least important more frequently than most important.
- 2- Fans whose B-W scores are equal to zero ( $B-W = 0$ ). Those who selected the brand as the least important and most important equally.
- 3- Fans whose B-W scores are positive ( $B-W > 0$ ). Those who selected the brand, as the most important more frequently than least important.

However, Table 4.12 below, and the graphical presentation in Figure 4.4, shows the results of grouping fans groups in such a way, confirming the findings that were reported in the previous parts providing more insights.

**Table 4.12: BWS results (Fans grouping based on B-W scores)**

SYD (n = 82)					WSW (n = 70)				
	Group	Brand	N	%	Group	Brand	N	%	
1	B-W score < 0	Adidas	21	26%	B-W score < 0	Adidas	28	40%	
2	B-W score = 0		28	34%	B-W score = 0		21	30%	
3	B-W score > 0		33	40%	B-W score > 0		21	30%	
Total			82	100%	Total			70	100%
	Group	Brand	N	%	Group	Brand	N	%	
1	B-W score < 0	Nike	18	22%	B-W score < 0	Nike	9	13%	
2	B-W score = 0		23	28%	B-W score = 0		21	30%	
3	B-W score > 0		41	50%	B-W score > 0		40	57%	
Total			82	100%	Total			70	100%
	Group	Brand	N	%	Group	Brand	N	%	
1	B-W score < 0	Puma	49	60%	B-W score < 0	Puma	35	50%	
2	B-W score = 0		18	22%	B-W score = 0		16	23%	
3	B-W score > 0		15	18%	B-W score > 0		19	27%	
Total			82	100%	Total			70	100%

**Figure 4.4: BWS results (Fans grouping based on B-W scores)**



With SYD's fans, 40% of them tend to be positive toward Adidas and 26% tend to be negative, 50% tend to be positive toward Nike and 22% tend to be negative. This explains why Adidas and Nike were both favourites for SYD's fans with slightly more positive results for Nike. In terms of Puma, it is clear that it is not an important option, as reported before, as 60% of SYD's fans B-W scores are less than zero.

Regarding WSW's fans, their preference for Nike is clearly evident as 57% of them selected Nike as the best choice more frequently than the worst choice (13%). Adidas and Puma are substantially less attractive than Nike as 40% and 50% of the sample reported negative B-W scores for Adidas and Puma respectively.

To sum up the BWS results regarding brand levels: SYD's fans are more likely to consider Nike, not their favourite teams' sponsor, or, but relatively less likely, Adidas, SYD's sponsors, when buying a T-shirt more than Puma. On the other hand, WSW's fans are more likely to consider Nike than the other two brands, Adidas and Puma.

Although it is clear that WSW's fans have a strong preference for WSW's on-field-kit sponsor and SYD's have some sort of preferences for SYD's on-field-kit sponsor, it cannot be said that the preferences were generated solely based on these being the brands that sponsor



the two teams. This is because, at this stage of analysis, the results cannot tell or distinguish if sponsorship caused preferences.

#### **4.4 BWS brand levels results and sport sponsorship constructs**

As previously stated, at the end of the previous part, that B-W scores results for brands are not sufficient enough to conclude if sport sponsorship played a role in fans' preferences. Therefore, in this part the researcher links the B-W score results for Nike and Adidas with some of the sport sponsorship constructs, namely team identification, brand, sponsor recognition, sponsor's brand liking, and purchase intention from sponsors.

For the purpose of linking the obtained results from the BWS experiment with the mentioned sport sponsorship constructs the researcher divided the whole dataset into two groups based on B-W score results for their favourite team's sponsor's brand. Consequently, there are two groups of respondents. One group representing those whose B-W scores for favourite team's sponsor's brand are positive ( $B-W > 0$  group,  $n = 73$ ), i.e. those who would be more likely to consider the sponsor when buying a T-shirt. The other group consists of those whose B-W scores for their favourite team's sponsor's brand are equal to zero or negative ( $B-W \leq 0$  group,  $n = 79$ ), representing those who would be less likely to consider the sponsor when buying a T-shirt. Table 4.13 shows the demographic characteristics of the two new groups. Both groups were found to be nearly similar in terms of their demographic characteristics.

**Table 4.13: B-W $\leq$ 0 and B-W $>$ 0 groups Demographics**

	<b>B-W<math>\leq</math>0 group (n=79)</b>		<b>B-W<math>&gt;</math>0 group (n = 73)</b>	
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>
<b>Gender</b>	Mode = Male		Mode = Male	
<b>Male</b>	49	66%	41	56%
<b>Female</b>	30	38%	32	44%
<b>Age group</b>	Mode = 55 and over		Mode = 55 and over	
<b>18–25</b>	13	16.5%	16	22%
<b>26–35</b>	17	17.5%	15	21%
<b>36–45</b>	17	19.5%	12	16%
<b>46–55</b>	13	17.5%	10	14%
<b>55 and over</b>	19	24%	20	27%
<b>Educational level</b>	Mode = TAFE		Mode = Undergraduate University degree	
<b>Secondary School</b>	13	16.5%	10	13.5%
<b>TAFE</b>	29	36.5%	23	31.5%
<b>Undergraduate University degree</b>	22	28%	29	40%
<b>Postgraduate University degree</b>	15	19%	11	15%
<b>Income range ,000</b>	Mode = More than \$60		Mode = More than \$60	
<b>Not working</b>	11	14%	16	22%
<b>Less than \$20–\$30</b>	19	24%	14	19%
<b>\$31–\$60</b>	23	29%	19	26%
<b>More than \$60</b>	26	33%	24	33%

#### 4.4.1 Team identification

An independent t-test was performed to investigate if the respondents in the two groups (B-W $>$ 0 group and B-W $\leq$ 0 group) are different in terms of the level of their team identification with their favourite team. The results show that there is no significant difference regarding team identification between B-W $>$  group (M = 3.16, SD = 0.9) and B-W $\leq$ 0 group (M = 3.13, SD = 0.7);  $t(150) = 0.236$ ,  $p = 0.81$ . That is, the level of team identification, whether high or low, did not indicate if a fan may, or may not, consider his/her favourite team's sponsor's brand when making a purchase decision. This finding is contradictory to what is stated in the literature about the positive effects of team identification on intention to purchase sponsors products (e.g. Hickman & Lawrence, 2010; Tsotsou & Alexandris, 2009).

If this finding had confirmed what is stated in the literature, then the results would show that the team identification of B-W> group was significantly higher than B-W<=0 group.

#### 4.4.2 Brand recognition

To test if there is an association between the likelihood of considering favourite team's sponsor's brand (B-W>0 group and B-W<=0 group) and sponsors' brand recognition, a crosstab chi-square test was conducted. As shown in Table 4.14, the results reveal that there is no association at all between B-W groups with regards to recognising the sponsor of their favourite team. In other words, recognising the sponsor's brand does not mean a fan would be more likely to consider the sponsor's brand when buying a product.

**Table 4.14: B-W groups\* favourite team's sponsor recognition cross-tabulation**

		Favourite team's sponsor recognition		Total	
		Did not recognise	Correctly recognised		
B-W groups	B-W<=0	Count	47	32	79
		% within B-W<=0	59.5%	40.5%	100%
	B-W>0	Count	43	30	73
		% within B-W>0	58.9%	41.1%	100.0%
Total	Count	90	62	152	
	% within Favourite team's sponsor recognition	59.2%	40.8%	100%	

$$\chi^2 (1) = 0.005, P=0.94$$

#### 4.4.3 Brand liking

Similar to the analysis in the team identification part, an independent t-test was performed to see if the respondents in the two groups (B-W>0 group and B-W<=0 group) are different regarding liking the sponsor's brand. The results show there is a significant difference regarding brand linking between the B-W> group (M = 4.15, SD = 0.8) and B-W<=0 group (M = 3.82, SD = 0.8);  $t(150) = 2.567, p = 0.011$ .

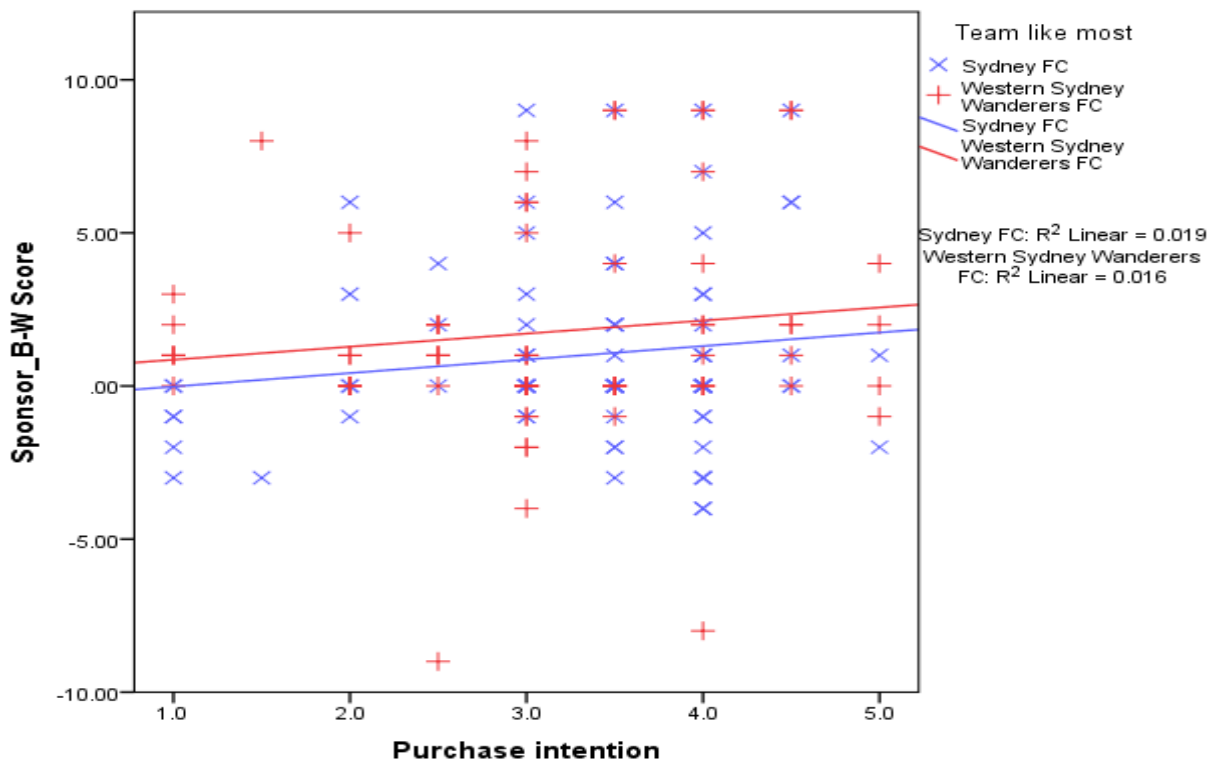
However, as the  $B-W > 0$  group and  $B-W \leq 0$  group are not different in terms of team identification and brand recognition, as was found in the previous two parts, the researcher would argue that fans are more likely to consider buying the brand they like without considering any sponsorship deal. Another reason for this argument is that the measurement of brand liking, in this research, was a single item scale, asking the participants to indicate their overall likening for the brand without mentioning the sponsorship deal.

#### **4.4.4 Purchase intention from sponsors**

An independent t-test was performed to investigate the consistency between the likelihood of considering the sponsor's brand when buying, obtained from the BWS experiment, and purchase intention from sponsors, obtained from a Likert scale. Ideally, it would be expected that the  $B-W > 0$  group would have a significantly higher purchase intention than the  $B-W \leq 0$  group. However, the results show that there is no significant difference regarding purchase intention between the  $B-W >$  group ( $M = 3.28$ ,  $SD = 1$ ) and  $B-W \leq 0$  group ( $M = 3.18$ ,  $SD = 1$ );  $t(150) = 0.594$ ,  $p = 0.55$ . This means, the obtained results from a purchase intention Likert scale do not reflect fans choices in the BWS experiment. More precisely, fans reported they would buy their favourite team's sponsor's products, but when it comes to BWS experiment they did not.

An alternative approach for comparing the Likert-scale measure for Purchase Intention and the B-W score is a simple bivariate correlation. We can see in Figure 4.5 that the correlation of 0.12 ( $p = 0.15$ ) indicates that there is no real relationship between statements about supporting the sponsors of fans' favourite team and our proxy for actual purchase behaviour. This conclusion applies to both team supporters.

Figure 4.5: B-W scores and purchase intention scatter plot



## 4.5 Findings summary

This chapter has provided some interesting findings in the descriptive section, BWS section, and BWS brand levels and sport sponsorship constructs sections.

In the descriptive section, the interesting finding is related to the brand liking part. Both subsamples, SYD's fans and WSW's fans, share nearly identical liking towards the given sportswear brands. Adidas and Nike were the most likeable brands followed by Puma. BLK and Macron were reported the least likeable.

In the BWS section, at the profile's level analysis, both subsamples agreed on the most attractive profiles, the profiles they are most likely to buy, and the least attractive profiles, the profiles they are least likely to buy. However, at the attributes' levels analysis the main difference between SYD's fans and WSW's fans lies in brand levels. Whereas WSW's fans showed strong preference for Nike, SYD's fans showed preferences for Nike and Adidas, with a slightly higher preference for Nike.

However, when the obtained results from the BWS were linked with the sport sponsorship constructs, it was concluded that sponsorship has no role in fans' choices.

## **5 Discussion and Conclusion**

In this chapter the key findings of this study are presented and discussed in more depth. Next, the methodological and practical implications are presented separately. Finally, the limitations of this study are acknowledged and discussed, and future directions are also suggested.

### **5.1 Key findings and discussion**

This small-scale study has revealed some interesting findings. The first interesting finding was related to sportswear brands liking. SYD's fans and WSW's fans have the same liking towards the given sportswear brands. Adidas and Nike were the most likeable brands. This finding stands against the findings of most of the studies in the literature of sport sponsorship and its effects on fans positive attitudes towards their favourite team's sponsor (e.g. Biscaia et al., 2013; Eagleman & Krohn, 2012). Nonetheless, this finding can be normally accepted, as both Adidas and Nike are very well established brands. Nickell et al. (2011) proposed that well established brands could not expect substantial changes in fans attitudes as a result of engaging in sponsorship activities. Therefore, in this study SYD's fans and WSW's fans did not show any strong liking for the sponsor of their favourite team brand, Adidas for example for SYD's fans, over the other brands. However, one might argue that this study used a single-item scale to capture sponsors' brand liking, questioning the validity of the finding. Notwithstanding, using a single-item scale to measure brand attitude is as valid as using a multiple-item scale (Bergkvist & Rossiter, 2009).

Moving to the findings of BWS, at the profile level, the results show that both groups of fans have the same preferences as they agreed on the most attractive profiles, the profiles they are most likely to buy, and the least attractive profiles, the profiles they are least likely to buy. Profiles 8, 4 and 2 are the most attractive profiles, whereas profiles 7, 6 and 1 are the least attractive (See Table 5.0 for illustration). From the results it can be seen that price and

fabric played the major role in shaping fans' choices. Any profile with a high price and made from Polyester 100% seem to be not so attractive for the participants in this study. Hence, as both group of fans have nearly the same preferences, it can be claimed that sponsorship has no affect on fans' choices.

**Table 5.0: Most and least attractive profiles**

P	Profile's attributes			SYD (n = 82)			
	Price	Brand	Fabric	B	W	B-W	AVE. B-W
<b>Most attractive profiles</b>							
8	\$35	Nike	Cotton 50% Polyester 50%	167	33	134	1.63
4	\$45	Nike	Cotton 100%	164	38	126	1.54
2	\$35	Puma	Cotton 100%	168	67	101	1.23
<b>Least attractive profiles</b>							
1	\$55	Puma	Cotton 50% Polyester 50%	50	189	-139	-1.70
6	\$55	Nike	Polyester 100%	58	208	-150	-1.83
7	\$45	Puma	Polyester 100%	38	193	-155	-1.89
P	Profile's attributes			WSW (n = 70)			
	Price	Brand	Fabric	B	W	B-W	AVE. B-W
<b>Most attractive profiles</b>							
8	\$35	Nike	Cotton 50% Polyester 50%	161	22	139	1.99
2	\$35	Puma	Cotton 100%	176	44	132	1.89
4	\$45	Nike	Cotton 100%	151	27	124	1.77
<b>Least attractive profiles</b>							
1	\$55	Puma	Cotton 50% Polyester 50%	46	146	-100	-1.43
6	\$55	Nike	Polyester 100%	42	182	-140	-2.00
7	\$45	Puma	Polyester 100%	25	166	-141	-2.01

Regarding BWS results at attributes' levels, both groups of fans have the same preferences in terms of fabric and price. As it would be normally expected, the higher the price level the less it is preferred among fans. Cotton 100% was strongly preferable in comparison to Cotton 50% Polyester 50% and Polyester 100%. This finding confirms the results of previous research, in other disciplines, regarding the preference of Cotton 100% fabric over Polyester 100% (Banerjee & Agarwal, 2013).



The main difference between SYD's fans and WSW's fans, at attributes' levels analysis, lies in brand levels. Whereas WSW's fans showed strong preference for Nike, SYD's fans showed preferences for Nike and Adidas, with slightly more preference for Nike. Both groups consider Puma as the least attractive option. Although Adidas is the biggest investor, compared to the other sportswear brands, in sport sponsorship, whether in Australia (IMR Sports Marketing as cited in Winton, 2013) or even worldwide, especially in soccer, (Unlucan, 2013), Nike performs better in the marketplace. In 2014, Nike was number one in terms of the market share of the Australian sportswear market whereas Adidas is third, after Billabong (Euromonitor, 2015).

However, when the results obtained from BWS were linked with the sport sponsorship constructs, it was concluded that sponsorship has no role in fans' choices. When the group of fans who are more likely to consider the sponsor's brand when buying, the  $B-W > 0$  group, compared with those who are less likely to buy, the  $B-W \leq 0$  group, in terms of team identification and purchase intention, no difference was found. Also, both groups,  $B-W > 0$  group and  $B-W \leq 0$  group, are not different in terms of recognising their favourite team's sponsor. These findings are not in line with what previous studies in the context of sport sponsorship have found (e.g. Dees et al., 2010; Hickman & Lawrence, 2010; Madrigal, 2001; Tsiotsou & Alexandris, 2009).

The difference between the finding of this study and other studies, regarding purchase intentions, resulted from the employed method in capturing fans' purchase intention from favourite team's sponsor. While the previous research had employed rating scales to measure fans' purchase intentions, this study employed a BWS method. As was argued in earlier chapters, the use of rating scales, Likert scale for example, has been criticised for its inaccuracy in predicting consumer behaviour (Adamsen et al., 2013). The finding of this study supports this argument. Fans, who reported they would buy their favourite team's sponsor's products, did not when it comes to the BWS experiment. This manifests the issue of

the difference between reported behaviour and actual behaviour, as Lusk et al. (2007, p. 41) stated that “there is considerable evidence that inconsistencies often exist between what people say they will do and what they actually do”.

From the researcher’s point of view, the difference between the findings of this study and other studies is expected. This is because the use of a simple rating scale to measure fans purchase intention from sponsors, assumes that purchase intention is based on one factor, which is sponsorship. So, respondents report their intention to buy an unknown product with unknown features and in some cases from an unknown brand. Thus, it is highly expected that the respondents, especially those who report they identify strongly with their favourite team, would indicate that they intend to purchase the sponsor’s product. Conversely, in the BWS case respondents are put in a far less hypothetical situation and have a list of products with different attributes and features that have to be considered conjointly. Hence, the respondents are expected to give more rational answers that are close to their actual behaviour. However, the conclusion of this study about fans’ purchase intentions from their favourite team’s sponsor was also concluded in the work of Dionisio et al. (2008). The interpretive study of Dionisio et al. (2008) found that although fans have sufficient information about the sponsors of their teams, their preferences for the brands of their teams’ sponsors were not confirmed.

To sum up, the results of this study did not find any evidence of the effects of sport sponsorship on fans’ purchase intentions from their favourite team’s sponsors. As there are no differences between the  $B-W > 0$  group and  $B-W \leq 0$  group in terms of team identification, brand recognition, and purchase intention, the researcher would argue that fans are more likely to consider buying the brand and the product they like without considering any sponsorship deal.

## **5.2 Implications**

This study has provided methodological and practical implications, each of which is presented respectively.

### **5.2.1 Methodological implications**

This study is the first study in the context of sport sponsorship that employed the BWS method. Results show that applying such techniques might be helpful to provide results that avoid getting biased answers from the respondents. In addition, this study is the first study, to the researcher's best knowledge, that applies the best minus worst method in BWS Case 3 at attributes' level. The general practice that previous research followed in analysing the importance weight for every attribute's level involved using Multinomial Logit (MNL). Thus, this study might serve as a practical guide to future researchers who wish to employ such a method.

### **5.2.2 Practical implications**

The main contribution of this study is that sport sponsorship may not affect fans' product choices, especially when the sponsor has a very well established brand. Even though 40% of the participants in this study were able to identify their favourite team's sponsor, their awareness did not affect their attitudinal and behavioural results. Therefore, marketers should think about how to expand awareness to achieve the desirable affective and behavioural outcomes. However, the solution might lie in the strategies that may apply to leverage and activate the sponsorship deals their firms have engaged in. Cornwell et al. (2005) stated that mere exposure to the sponsor's brand may result in creating awareness but not in positioning the brand uniquely in fans' minds.

### **5.3 Limitations and future research**

There is no study without limitations. There are four obvious limitations for this study. The first limitation concerns the BWS experiment design. Due to the time limitation the T-shirt's attributes and the attributes' levels were not identified via conducting any primary study as advisable to enhance validity (Rao, 2014; Walley et al., 1999). Therefore, any future research is advised to undertake a primary study via conducting interviews or focus groups to enhance the design validity.

Second, the results of this research are only limited to the A-League. Future studies are strongly advised to expand the use of the applied method to investigate the effects of sport sponsorship on fans' purchase intentions in other sport competition contexts, especially mainstream competitions with high spectator rates, for example, Australian Football League (AFL).

Third, this research only examines fans' purchase intentions from apparel sponsors. Future research is encouraged to use the same method to investigate fans' purchase intentions from major sponsors. Also, it would be interesting if the sponsors were not well-established brands.

Fourth, the scale that used in this measure brand liking is a single-item Likert scale. Future research is strongly suggested to adopt a well-established measurement scale from a previous study. This would give more validity and creditability to the findings.

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## **7 Appendices**

### **Appendix 1: Online questionnaire**



**Name of Project:**

**Sport Sponsorship's Effects on Fans' Purchase Intentions.**

**You are invited to participate in a study of the effects of sport sponsorship on the purchase intentions of fans.**

**Researchers:**

The study is being conducted by Associate Professor Hume Winzar (Chief Investigator. Phone: 02 9850 6468, email: [hume.winzar@mq.edu.au](mailto:hume.winzar@mq.edu.au)) and Khaled Almainan (Master of Research student. Phone: 0431432919, email: [khaled.almainan@students.mq.edu.au](mailto:khaled.almainan@students.mq.edu.au)) in the Department of Marketing & Management, Macquarie University.

**Why this research?**

Sponsorship is a growing and important part of sport at all levels, but very little is understood about the relationship between sponsorship and fans' preferences and behaviour. This study addresses a small part of that question.

This research is being conducted to meet the requirements of the Masters of Research degree for Khaled Almainan , under the supervision of Dr Hume Winzar.

**If you participate:**

You will be asked to complete a short survey questionnaire. The questions relate to sport sponsorship and the product preferences of fans.

**Time:**

Approximately 15 minutes.

**Confidential:**

Any information or personal details gathered in the course of the study are confidential, except as required by law. No individual will be identified in any publication of the results. Only *Dr Winzar* and *Mr Almainan* will have access to the data.

**Voluntary:**

Participation in this study is entirely voluntary. Completion denotes your consent to participate.

**Summary Results:**

A summary of the results of the study can be made available to you on request by e-mailing Khaled Almainan (email: [khaled.almainan@students.mq.edu.au](mailto:khaled.almainan@students.mq.edu.au))

I am older than 18 years, I have read and understand the information above, and **I agree to participate in this research.**

I do not agree to participate in this research.

>>



**Are you a fan of Hyundai A-League?**

Yes

No

>>

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Please select the team you like most.

Melbourne Victory FC

Melbourne City FC

Sydney FC

Western Sydney Wanderers FC

Adelaide United FC

Wellington Phoenix FC

Brisbane Roar FC

Newcastle Jets FC

Central Coast Mariners FC

Perth Glory FC





How would you rate your overall liking for the following sportswear brands?

	Dislike Extremely	Dislike Very Much	Neither Like nor Dislike	Like Very Much	Like Extremely
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>





Can you please identify the official team's kit sponsor of (the team that the participant like most)

Adidas

Nike

Kappa

BLK

Macron

Umbro

I can't remember

>>





Which one of the above shown Hyundai A-League soccer teams' on-field home kit you find **Most Appealing** to you and which one you find **Least Appealing** to you?

Least Appealing		Most Appealing
<input type="radio"/>	Melbourne Victory FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Melbourne City FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Sydney FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Western Sydney Wanderers FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Adelaide United FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Wellington Phoenix FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Brisbane Roar FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Newcastle Jets FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Central Coast Mariners FC on-field home kit	<input type="radio"/>
<input type="radio"/>	Perth Glory FC on-field home kit	<input type="radio"/>

>>



In this section, we ask you to answer six statements regarding your identification with (the team that the participant like most).

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
When someone criticises (the team that the participant like most), it feels like a personal insult.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very interested in what others think about (the team that the participant like most)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I talk about (the team that the participant like most), I usually say 'we', rather than 'they'.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The successes of (the team that the participant like most) are my successes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When someone praises (the team that the participant like most), it feels like a personal compliment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a story in the media criticises (the team that the participant like most), I feel embarrassed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>



## T-Shirt Preferences

Imagine that you are going to buy yourself a t-shirt.

**Brands include:**

- Adidas
- Nike
- Puma

**Prices range from \$35 to \$55**

**Fabric:**

- 100% polyester
- 100% cotton
- 50% cotton/50% polyester

On the following pages are twelve sets of three options you may choose from. For each set of three options, please indicate which one you most likely to buy and which one you least likely to buy.

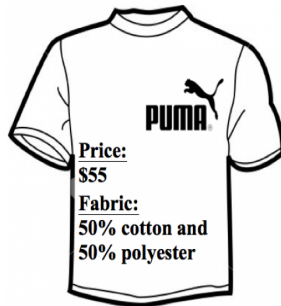
*(There are no right or wrong answers.)*

>>



**Set 1 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



Most likely to buy

Least likely to buy

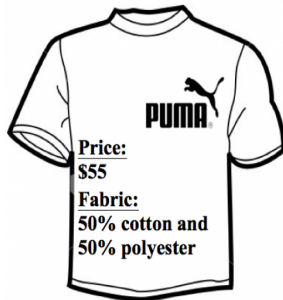


>>



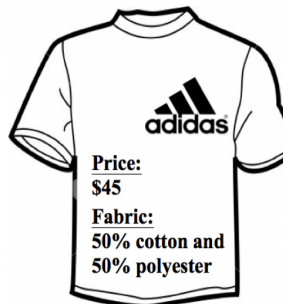
**Set 2 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



Most likely to buy

Least likely to buy

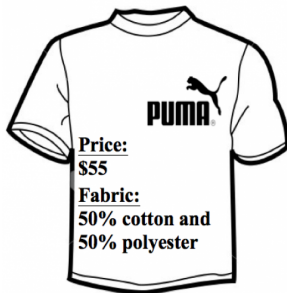


>>



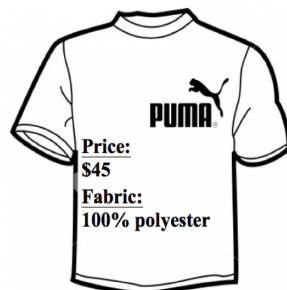
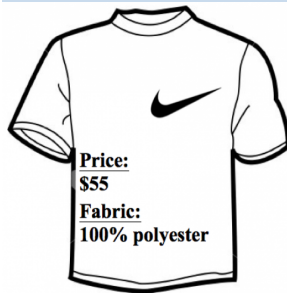
**Set 3 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



Most likely to buy

Least likely to buy



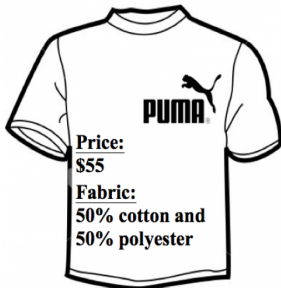
>>





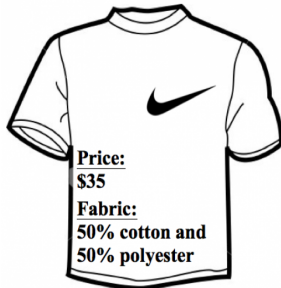
**Set 4 of 12: Please drag one option into each of the boxes, according to your preferences.**

## Items



Most likely to buy

Least likely to buy



>>



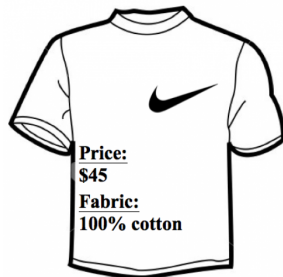
**Set 5 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



Most likely to buy

Least likely to buy



>>



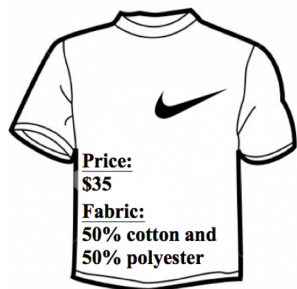
**Set 6 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



Most likely to buy

Least likely to buy



>>



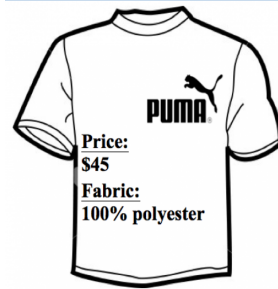
**Set 7 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



## Most likely to buy

## Least likely to buy



>>



**Set 8 of 12:** Please drag one option into each of the boxes, according to your preferences.

Items



Most likely to buy

Least likely to buy



>>



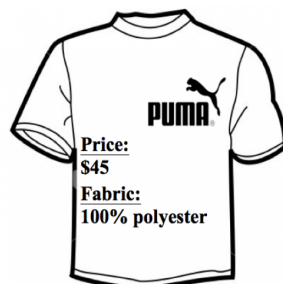
**Set 9 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



Most likely to buy

Least likely to buy



>>



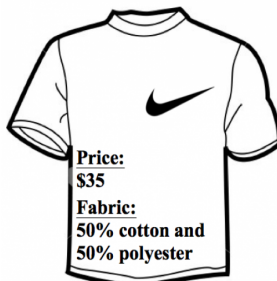
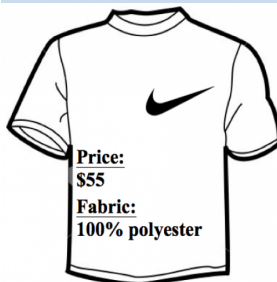
**Set 10 of 12: Please drag one option into each of the boxes, according to your preferences.**

## Items



Most likely to buy

Least likely to buy



>>



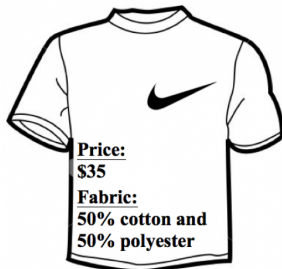
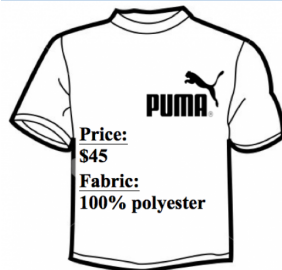
**Set 11 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



## Most likely to buy

## Least likely to buy



>>





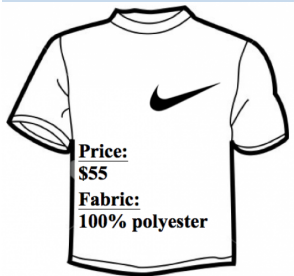
**Set 12 of 12:** Please drag one option into each of the boxes, according to your preferences.

## Items



Most likely to buy

Least likely to buy



>>



**What is your gender?**

Male

Female

>>

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**What is your age group?**

18-25 years old

26-35 years old

36-45 years old

46-55 years old

56 years or older

>>

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**What is your income range?**

Not working	\$41,000 - \$50,000
Less than \$20,000	\$51,000 - \$60,000
\$20,000 - \$30,000	\$61,000 - \$70,000
\$31,000 - \$40,000	More than \$70,000

>>

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**What is your educational level?**

Secondary School

TAFE

Undergraduate University degree

Postgraduate University Degree

>>

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In this section, we ask you to answer two statements regarding your purchase intention from **(the team that the participant like most)**'s sponsors

How likely is it that you will try to buy at least one product made by a company that sponsors **(the team that the participant like most)**

Very  
Unlikely

Unlikely

Undecided

Likely

Very  
Likely

Whenever possible, I will try to buy products made by companies that sponsor **(the team that the participant like most)**

Strongly  
Disagree

Disagree

Neither  
Agree nor  
Disagree

Agree

Strongly  
Agree

>>



**That's all!**

**Your answers have been recorded.**

**Thank you for your time**

***Hume Winzar      and      Khaled Almainan***

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[khaled.almainan@students.mq.edu.au](mailto:khaled.almainan@students.mq.edu.au)

***(A summary of the results of the study can be made available to you on request by e-mailing Khaled Almainan).***

**The ethical aspects:**

The ethical aspects of this study have been approved by the Macquarie University Human Research Ethics Committee. If you have any complaints or reservations about any ethical aspect of your participation in this research, you may contact the Committee through the Director, Research Ethics (telephone (02) 9850 7854; email [ethics@mq.edu.au](mailto:ethics@mq.edu.au)). Any complaint you make will be treated in confidence and investigated, and you will be informed of the outcome.

>>

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