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by

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**Nothing but Net: Examining the Introduction of  
Advertising Sponsors on NBA Jerseys**

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**Nothing but Net: Examining the Introduction of  
Advertising Sponsors on NBA Jerseys**

**by**

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**Thesis**

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## **Abstract**

### **Nothing but Net: Examining the Introduction of Advertising Sponsors on NBA Jerseys**

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Beginning in the 2017-18 season, the National Basketball Association will be the first of the four major American sports to monetize official, regular-season game jerseys and implement an advertising program in the form of sponsor patches. This study examined the effect of these advertisements on fan attitudes, and found no significant differences in attitudes toward the team or sponsor when the jersey ads were present versus absent. Additionally, the effect of setting on attitude toward the sponsor was examined, and whether the presence of a sponsor logo during a socially responsible team activity resulted in a more positive attitude toward the sponsor than the presence of a sponsor logo during an active gameplay setting. This hypothesis was not supported, and significantly lower attitude toward the sponsor in the CSR setting indicated a potential skepticism toward sponsors when present in these environments. Lastly, the relationship between attitude and what participants attribute the implementation of jersey ads toward were examined, including improved fan experience, team performance, profit-driven motivations, and socially responsible motivations. Results indicated that sponsors enjoyed more pronounced improvements in attitude than teams. Practical implications and directions for future research are also discussed.

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## **Chapter 1: INTRODUCTION**

Recall some of the most iconic moments in recent sports history. The Chicago Cubs snapping a 107-year World Series drought, LeBron James bringing the first pro sports championship to Cleveland since 1964, and even Tom Brady's historic comeback in Super Bowl LI. These moments are forever etched in the minds of sports fans, and endless replays of these moments celebrate these triumphs in perpetuity. Coming this fall, these replays will include one more thing that will forever be cemented as a part of these historic sports moments: corporate advertising. It may be hard to imagine a game-winning buzzer beater brought to you by General Electric, but as of the start of the 2017-18 season, this vision will soon be a reality. One central question that this paper aims to examine is whether or not this will be a die-hard fan's dream or loyal devotee's nightmare.

For the National Basketball Association (NBA), the 2017-18 season marks the first sale of commercial advertising space and corporate sponsorship on regular season jerseys in the four major American sports of football, basketball, baseball, and hockey. This paper will conduct a necessary examination of this uncharted territory in American professional sports for several key reasons. A primary goal is to examine the potential impact on attitudes that the introduction of these advertisements may have on NBA fans, sports fans, and non-fans. Jersey advertising has become ubiquitous in European soccer leagues and other American sporting events such as Major League Soccer (MLS) and the National Association of Stock Car Automotive Racing (NASCAR). However, there is no



literature that explores the potential ramifications of introducing ad space on game jerseys in the ‘big four’ of football, baseball, basketball and football.

This study aims to test the effects of the presence of these advertisements on overall attitude toward the team and the sponsoring organizations, and what impact the presence or absence of these ads will have. Understanding what fans attribute the introduction of these ads to will also be critical in measuring the potential impact. Ultimately, this may also reveal significant implications on attitudes toward individual players and the perceived impact on their personal brands, the NBA, and professional American sports as a whole. Additionally, these findings may have significant implications for valuation of the ad space itself, media contracts, and merchandise sales. Lastly, this paper will consider the impact of sponsorship of team apparel off the court and in socially responsible settings.

It is possible that positive affect toward the team could be generated by having players engage in a socially responsible activity. NBA teams are becoming increasingly community focused, and players are engaging in more socially responsible activities that incorporate service-oriented themes into their public relations endeavors. This paper will also explore the possibility that some of this positive affect can be borrowed or transferred to the sponsoring organization by virtue of sheer proximity and association if their logo is present on the team apparel worn during the socially responsible activity.

Measuring the effects of the introduction of ads on jerseys will be significant from an academic perspective in terms of the impact on consumer behavior, attribution and identification metrics, and fan perceptions of the increasing commodification of sport. Additionally, this research may uncover a strong fan opposition to the ads moderated by level of fandom, and reveal fan attitudes that contain a distinct distain for the increasing commodification of professional sports, especially to the extent that the ads are featured

on an athlete's person. From an industry perspective and possible practical implications, this study will be critically valuable for a variety of industry constituents, including marketing professionals, team executives, media buyers, league officials, and all client-side personnel. In introducing a new dimension of the integration of advertising and professional sport, it will be an entertaining inquisition into a new context. Where the medium was once the message, now the athlete is the ad. To provide a context for this study, a history of jersey sponsorship abroad and in the U.S. is provided below.

### **Jersey Sponsorship Abroad**

Shirt sponsorship of the uniforms of professional sports teams began with soccer clubs back in the 1950s when Penarol FC of Uruguay began wearing advertisements on its jerseys. Some of the early European shirt sponsorship deals for 'football clubs,' or soccer teams, included Jagermeister buying the shirt sponsorship of German club Eintracht Braunschweig, Kettering Tyres featuring their logo on the jerseys of English club Kettering, and Hitachi purchasing the shirt sponsorship for Liverpool FC. By the 1970s, shirt sponsorship had become a common marketing revenue stream for soccer teams in the United Kingdom and much of Europe.

Shirt sponsorship of soccer teams is also commonplace in other regions of the world including India, Africa, and South America. In some instances, the corporations buying shirt sponsorships are headquartered in nations far away from the teams they sponsor. For instance, Thailand's Chang Beer sponsored the shirts of English Premier League (EPL) club Everton. Internationally, jersey sponsorship is also widespread among

professional teams playing a wide range of other sports including ice hockey, rugby, basketball and cricket. The International Basketball Federation (FIBA) European basketball league allows clubs to feature advertisements from sponsors such as Airbnb and Eurobank, and Japanese baseball teams also feature conspicuous ads on game jerseys. Additionally, NFL Europe sold uniform sponsorships until the league's demise in 2007.

### **Sport Sponsorship in America**

When examining the history of sports sponsorship within the United States, NASCAR was the first American sport to prominently feature advertisements. Starting with logos on the hoods and fenders of the stock cars and going as far as covering every square inch of the racing suits worn by the drivers, the prevalence of sponsor logos in NASCAR has achieved such ubiquity that it is now seen as commonplace and accepted by fans.

In the United States, professional team sports that have adopted shirt sponsorship include Major League Soccer (MLS), the Women's National Basketball Association (WNBA), Women's Professional Soccer (WPS), the United Football League (UFL) and the National Basketball Association Development League. Historically, advertising has not had a presence in the four major American sports until recent decades. The first instance of jersey sponsorship acceptance by an entire sports league in the United States was in 2007, when Major League Soccer (MLS) became the first major professional sports league in the USA to allow individual franchises to sell advertising space on their

game jerseys. XanGo, a premium mangosteen beverage company, partnered with MLS team Real Salt Lake (Utah) to create the first official regular-season jersey sponsorship in the United States (Neuman, 2009). As of 2017, sponsorship revenues for the MLS total more than \$6 million annually.

With regard to the sport of basketball in the United States, the WNBA allowed the McDonald's golden arches logo on team jerseys for 15 games in 2008, and has since allowed individual teams to sell sponsorships on regular-season jerseys since 2011. Identity theft protection company LifeLock became the first WNBA jersey sponsor when it reached a deal with the Phoenix Mercury in 2009. Jersey sponsorship in the NBA Development League or "D-League," the NBA equivalent of Major League Baseball's minor league system for post-collegiate and international players, is also prevalent.

Additionally, golf has seen an increase in sponsorship over the years, with players wearing caps and polos that are becoming increasingly adorned with corporate sponsorships. For example, Phil Mickelson has an agreement with KPMG in which he has agreed to wear a cap with the firm's logo prominently displayed on the crown of his cap for every tour round. After developing a notable following in his first year on the PGA TOUR, European player Andrew "Beef" Johnson agreed to a seemingly natural sponsorship agreement with restaurant chain Arby's.

## **The Big Four: The Final Frontier**

Each of the above instances of sponsorship marks an incremental move toward jersey sponsorship in the four major American sports of football, baseball, basketball, and hockey. The past several decades have seen an increase in the prevalence of stadium sponsorship and other real estate naming opportunities, but arguably the most valuable and sacred real estate of the players themselves and the jerseys they wear has yet to be breached until now. Previous sponsorship partnerships have been executed on the periphery of the game in instances such as All-Star games and international exhibitions, but sponsorship of NBA jerseys in the 2017-18 season is the first instance of the official introduction of jersey advertisements on in-game, regular season jerseys.

Only recently have the ‘big four’ experimented with sponsorship of non-regular season events such as All-Star games. In 2001, Major League Baseball (MLB) began allowing TV broadcasters to superimpose computer-generated ads seen only by TV viewers on backstops during World Series broadcasts. In 2008, MLB allowed the Boston Red Sox to wear the logo of EMC (a global computing company) on batting helmets when they opened the season in Japan, and on the jerseys themselves in 2013 Japan season-opener. Later in 2013, MLB made a \$3.6 million deal with Marvel Studios and Columbia Pictures to feature advertisements for Spider Man 2 on the bases used during games for a three-day period. In 2009, the Houston Texans of the NFL sold advertising space on their practice jerseys.

With regard to the sponsorship history of the NBA specifically, league officials reached a sponsorship agreement with Kia Motors, allowing a 3.25-inch-by-1.6-

inch patch with the Kia logo on the upper left chest of player jerseys for both the 2016 and 2017 All-Star games (Germano, 2015). This marked the first time that one of the four major American professional sports displayed a non-apparel logo on jerseys during a game.

### **The NBA Deal Terms**

The NBA jersey sponsorship agreement was officially approved by team owners in April 2016 and is technically a three-year pilot program. The introduction of the ads on regular season NBA jerseys also coincides with the switch in apparel manufacturers from Adidas to Nike, who won the contract for a ten-year term, which will take effect when the league's contract with Nike begins in October 2017. The patches will appear on the front left of the jersey, opposite Nike's logo, and measure about 2 1/2 by 2 1/2 inches. The sponsor patch will be adjusted to fit the dimensions of each sponsor's logo. It will not appear in retail versions of the jerseys, but clubs can sell jerseys with sponsor patches in their team stores. While Adidas did not have the right to feature its logo on the jerseys, the iconic Nike swoosh logo will appear on one shoulder of game jerseys with the sponsoring organization logo on the other.

A major factor in the motivation to offer jersey sponsorship is revenue, according to new NBA Commissioner Adam Silver. Taking over in 2014 after a thirty-year tenure by his predecessor David Stern, Silver has been quoted as saying that jersey sponsorship was inevitable as an additional revenue generator. Silver was featured in an NBA press release stating that he believes that

“jersey sponsorships provide deeper engagement with partners looking to build a unique association with our teams and the additional investment will help grow the game in exciting new ways. We’re always thinking about innovative ways the NBA can remain competitive in a global marketplace, and we are excited to see the results of this three-year trial (National Basketball Association, 2016).”

Silver estimated the initiative will be worth \$100 million a year, and a portion of what teams get from agreements with sponsors will go into a revenue sharing pool. However, Silver also called it an experiment and says the program is limited to three years in part to gauge fan reaction. However, historical reactions of fans to the introduction of sponsorship on jerseys may give some sort of indication as to how fans may react to the advent of the NBA jersey ads.

## **Chapter 2: CONCEPTUAL DEVELOPMENT**

This section will provide a review of academic literature on key themes that this study intends to examine, introduce and define the variables outlined in the study, and introduce the hypotheses that will be tested in the study.

### **ACADEMIC RESEARCH**

#### **Sport Sponsorship**

Sponsorship is often defined as “a cash or in-kind fee paid to a property in return for access to the exploitable commercial potential associated with that property” (Ukman, 1995). Sport sponsorship specifically has become increasingly popular in recent decades, and team owners and marketers alike are looking for creative mediums that will generate positive exposure and generate revenue for all partners.

Previous research has explored the variety of motivations that corporations may have for engaging in making an investment in sport sponsorship. They engage in sport sponsorships for several purposes, mainly to achieve organizational objectives, gain competitive advantage over competitors, promote their companies and brands, enhance company’s brands, increase public awareness of the company’s brands, develop their brand image, enhance reputation, reach customers around the world and secure competitive advantage (Unlucan, 2015).



Sport sponsorship research has advanced the discussion of professional sponsorship management by suggesting that sponsoring brands and teams should view the sponsorship as a mutually sustained dyad rather than as a short-term business transaction. Under this conceptualization, each party commits more fully each time the other party demonstrates additional commitment (Chadwick and Thwaites, 2006).

### **Fandom, Reactance, and Sacredness**

A key aspect of sports sponsorship research involves understanding how fans react to the sponsor and the sponsorship activities. A fan, or fanatic, also known as an aficionado or supporter, is a person who is enthusiastically devoted to something or somebody, such as a band, a sports team, a genre, a book, a movie or an entertainer (cite). A sports fan can be an enthusiast for a particular athlete, team, sport, or all of organized sports as a whole (Earnhardt, 2013). In an attempt to understand how sports fans may react to the introduction of ads on 'their' teams' jerseys, it is valuable to consider the psychological motivations of sports fans and reasons for affiliating to such a deep extent.

Fandom offers such social benefits as feelings of camaraderie, community and solidarity, as well as enhanced social prestige and self-esteem (Zillman, Bryant, and Sapolsky, 1989). Additional fandom research has suggested that the behavior, affiliation, and rituals fans exhibit around sport mirrors that of organized religion. Sports flow outward into action from a deep natural impulse that is radically religious: an impulse of freedom, respect for ritual limits, a zest for symbolic meaning, and a longing for perfection. The athlete may of course be pagan, but sports are, as it were, natural

religions (Novak, 1995). This provides some insight into how a fan's sense of morality and violation of identity may be aroused, and this study aims to investigate if the stirring of a sense of duty to protect their dearly beloved teams will affect attitudes. It is worthwhile examining if the perception exists that the purity of their team and their game has been tainted by the introduction of these foreign images.

Fan opposition to the introduction of advertisements previously has been strong, and while it generally has become accepted over time, its initial implementation may be startling (Jensen, 2012). Psychological reactance is an aversive affective reaction in response to regulations or impositions that impinge on freedom and autonomy (Brehm, 1966). Whether or not fans experience reactance in the context of jersey sponsorship is of particular interest since many fans identify very closely with their favorite teams and associated rituals and may feel defensive or protective of their team. Team identification can be defined as 'the extent to which a fan feels a psychological connection to a team and the team's performances are viewed as self-relevant (Brown, Billings, and Ruibley, 2012; Wann, 2006).

Jersey enthusiasts and purists have been staunchly opposed to the introduction of such advertisements. Sports journalist Frank Deford has lamented how sponsorship is overtaking the game, and he has likened playing fields with a clutter of logos and letters and all sorts of colors to a Jackson Pollock painting (Deford, 2009).

However, repeated exposure to a stimuli of jersey ads may result in a desensitization to the ads over time, which may lead to greater acceptance and more positive evaluations of the presence of sponsorship in future examinations of fan

attitudes. Desensitization is defined as the diminished emotional responsiveness to a negative, aversive or positive stimulus after repeated exposure to it (Davidson, 1968). As is the case with NASCAR, advertising that was once a startling imposition on revered automobile designs is now ubiquitous, and even parodied for its widespread presence in the sport. NASCAR has a longstanding practice of placing corporate logos on a competitor's apparel, and drivers wear driving suits and helmets covered with myriad team sponsor logos, individual driver sponsor logos, and official NASCAR federation sponsor logos (Kinney, 2010).

### **CSR and Sport Sponsorship**

Historically, many industry professionals have viewed sport sponsorship as an intersection of advertising and entertainment (Cornwell, 2008.) Corporate social responsibility (CSR) activities have the ability to impact the image and reputation of professional sports franchises, and ultimately, their relationships with the respective fan bases (Lacey and Kennett-Hensel, 2016). Hosting a sponsored event for the local community and businesses has been identified as a way to give back financially to the community of those who support a local sports entity (Scheinbaum and Lacey, 2015). On the one hand, while companies strategize to communicate the positive or prosocial activities that they do, consumer skepticism of corporate communication is high (Walker and Kent, 2009). On the other hand, consumers often view sports teams in quite high regard within their local community, and with sporting event social responsibility initiatives, sponsors (and purportedly the sporting event) can further enhance their

perception by community members (Walker et al., 2009).

An increasing number of organizations have demonstrated either short-term or long-term interest in incorporating a socially responsible element with sponsorship opportunities, and corporate social responsibility (CSR) is commonly viewed as a tool for enhancing company reputations and engendering goodwill among customers. CSR refers to the obligations of the firm to society or, more specifically, the firm's stakeholders—those affected by corporate policies and practices (Smith, 2003). Previous research shows that the impact of corporate social responsibility can extend beyond public relations and customer goodwill to influence the way consumers evaluate a company's products. Specifically, acts of social goodwill—even when they are unrelated to the company's core business, as in the case of charitable giving—can alter product perceptions, such that products of companies engaged in prosocial activities are perceived as performing better (Chernev and Blair, 2015). More important, inferences drawn from a company's prosocial actions are strong enough to alter the product evaluations even when consumers can directly observe and experience the product. Research suggests that this effect is a function of the moral undertone of the company's motivation for engaging in socially responsible behavior and is attenuated when consumers believe that the company's behavior is driven by self-interest rather than by benevolence (Chernev et al., 2015). Additionally, evidence for the impact of organizational identification on behavior has revealed that perceived corporate social responsibility affects not only customer purchase behavior through customer–corporate identification but also customer donations to

corporate-supported nonprofit organizations (Lichtenstein, Drumwright, and Braig, 2004). Similarly, this study aims to extend this to the impact on attitude toward the team and sponsor with the logo patch on the jersey will be investigated and whether the sponsoring corporation will be seen as authentic and benefit from these inferences and associations.

Corporation and cause fit, or making salient how the two organizations are congruent, is also a critical consideration. Research examining the achievement of marketing objectives through social sponsorship shows that the fit between a firm's specific associations and a sponsored cause can reinforce or blur the firm's positioning, and that the unexpectedness of low fit leads to increased elaboration on the sponsorship and that this elaboration is negatively biased, leading to less favorable attitudes toward the sponsor (Simmons and Becker-Olsen, 2006). Similarly, if a fan detects that a corporation is attempting to capitalize on a socially responsible activity or partner with an organization for positive brand exposure instead of having genuine prosocial motives, it is likely to result in reactance and substantially less favorable attitudes toward the organization. Consumers may even become suspicious when there is a perceived lack of similarity, questioning the appropriateness of the partnership if organizational values and actions do not align (Pappu and Cornwell, 2014).

In examining how linking sponsorship to CSR activities affects consumer attitudes toward sponsoring brands, findings from previous research suggests that adding CSR to sponsorship or focusing on CSR within the sponsorship message successfully

leverages sponsorship for moderately low congruity brands to the sponsored events (Uhrich, 2014). However, no effect exists for CSR-linkage of moderately high congruity brands, and researchers have suggested that schema theory suggests that consumer CSR perception and brand credibility act as serial mediators and transfer the positive effects of a CSR-linked sponsorship strategy (Uhrich, 2014). Additionally, research on corporate sponsorships of philanthropic activities has found that consumer perceptions of CSR are more favorable for cause promotions, which prompt less elaboration than advocacy advertising (Menon, 2003).

Previous research examining the impact of corporate social responsibility on NBA fan relationships specifically indicates that when fans expect their team to exhibit social responsibility and it is closely matched by the team's perceived CSR practices, the combined impact improves the quality of the fan relationships with the team (Lacey et al., 2016). In comparing this socially responsible setting of NBA players reading to kids to a cause promotion and an in-game, action setting to an advocacy setting, one could expect to see the CSR setting receive more positive fan feedback than the in-game setting.

### **Jersey Sponsorship Research**

Fan reactions to jersey sponsorship have prompted academic research as jersey sponsorship has been suggested as an important tool for providing companies with an attractive media platform to reach their target customers and foster an increase in brand awareness (Zaharia, Biscaia, and Stotlar, 2016; Biscaia, Correia, Ross, and Rosado,

2014). Previous research has detailed key components of a successful integrated marketing communication strategy and indicated that properly leveraged sports events likely to receive extensive, repeated media coverage while driving strong emotional connections between viewers and attendees that offer brands multiple opportunities to reach various stakeholders (Kinney, 2010). One of the first efforts to examine the attitudes of the American public related to advertising and sponsorship on the uniforms of professional sports teams examined the implementation of jersey ads by Major League Soccer in 2007 (Jensen, 2012). This research focused primarily on fan identification and types of sports fans (soccer fan, sports fan but non-soccer fan, non-sports fan), and how the differences in this variable impacted attitude toward the jersey ads themselves, support for jersey ads, influence on fan behavior, and influence on attitude toward sponsors.

While previous analysis found no strong negative opinions about the presence of jersey advertisements, results indicated that what respondents attributed the introduction of the ads to made a difference, and that they showed support for shirt sponsorship if it helped keep games affordable and/or helped teams stay competitive. Respondents were also more likely to have a favorable opinion of jersey advertisements if they resulted in lower ticket prices and helped MLS teams attract and/or retain top players, and they thought that the ads made MLS teams look more like their international counterparts (Jensen, 2012). For all of these measures, soccer fans had stronger positive reactions when compared to sports fans or non-fans.

Additionally, there did not seem to be a perception that MLS jersey sponsorships had a negative impact on the league's public perception. Respondents in the study did not agree that soccer jersey ads made the MLS look ugly or unprofessional. With regard to impact on attitude towards sponsors, respondents expressed feelings that the presence of shirt advertisements made the league and its teams appear to be more valuable to corporations. Respondents also felt that shirt sponsors helped individuals establish goodwill with corporate sponsors, and helped them connect products to the teams and vice versa. Findings did not indicate whether or not the presence of jersey ads has a perceptible influence on actual purchasing behavior, and while respondents did not feel that jersey ads would prevent them from purchasing advertised products or services, they expressed some agreement that the ads would result in more information-seeking about sponsors (Jensen, 2012).

This line of research was followed by a study that sought to compare shirt sponsorship in professional soccer in the United States with global trends and explore why America has been slow to accept shirt sponsorship (Jensen, 2013). This study concluded that both American and European fans seemed to feel that shirt sponsorships are acceptable in soccer because of the rich history and traditions associated with soccer/football throughout the world, and both groups of fans stated they are in favor of shirt sponsorships if there is a direct benefit to the football club. American fans seem to be somewhat more receptive to jersey sponsorship with basketball and hockey, since European professional basketball and hockey teams employ shirt sponsorships. American



fans might not be quite so willing to accept sponsored shirts in the NBA and NHL because the best leagues in the world have never placed ads on jerseys to this point, but the presence of ads in the European leagues could mitigate and normalize sponsorship perceptions. Additionally, it seems as though Americans might be most reluctant to adopt shirt sponsorship in sports played only in the USA, such as football and baseball, in large part because there are no global examples of clubs that play these sports and wear sponsored shirts. However, fans familiar with European basketball leagues that already feature jersey sponsorship might be more accepting of basketball jersey sponsorship.

### **Attribution and Sponsorship**

Attribution theory is a concept from social psychology concerning the fundamental need for people to explain the underlying causes of important event outcomes and the role these causal ascriptions play in motivation, emotion, and attitude formation (Weiner, 1985). Cause related marketing research suggests that fans must sense that a sponsor's motivations are authentic and in good faith. From a sport perspective, it has been determined that fans and athletes tend to attribute wins to internal, stable, and controllable factors and losses to external, unstable, and uncontrollable factors (Dwyer, Eddy, and LeCrom, 2014). This phenomenon is known as the team-serving bias, and is similar in structure to the fundamental attribution error, or the tendency to overestimate the impact of personal disposition and underestimate the

impact of the situations in analyzing the behaviors of others (Heider, 1958). Previous studies in the context of jersey sponsorship considered fan reactions to attributing the implementation of jersey ads primarily to two primary constituent groups of fans and owners (Jensen, 2012). This study aims to add a new category of beneficiaries and attribute the implementation of jersey ads to a prosocial motive that will benefit an external stakeholder instead of the immediate interests of fans and owners.

Additionally, research in the area of motivations of charitable contributions to prosocial initiatives found that mixing egoistic and altruistic reasons reduces the likelihood of giving by increasing individuals' awareness that a persuasion attempt is occurring, which elicits psychological reactance (Feiler, Tost, and Grant, 2012). This research also resulted in higher averages for giving intentions when given altruistic reasons than the egoistic reasons for giving. In the context of this study, whether or not socially responsible or altruistic attribution for the reason jersey ads are introduced will lead to more favorable attitudes than a profit-driven or egoistic attribution will be investigated.

## **DEFINITIONS AND KEY CONSTRUCTS**

### **Presence**

Presence was defined as two conditions that altered the presence of a sponsor logo patch on the player's apparel or absence of the patch on player apparel. The logo chosen for this experiment was General Electric, and the team was the Boston Celtics. This team and corporation combination was used specifically because it was one of the few official agreements between team and sponsor that had actually been made at the time of the study, and using an official pairing versus a fabricated partnership may serve to bolster external validity.

### **Setting**

Setting was defined as two conditions that modified the context and physical location of the player featured in the photo. The first condition featured an action setting of a Boston Celtics player driving to the basket during game play and wearing the official home jersey in the photo. The second condition featured the same Celtics player in a socially responsible setting wearing a green polo shirt with the Celtics logo. The featured CSR activity was a book reading at a local elementary school, and was originally part of the NBA Cares community outreach program. The same player, Rajon Rondo, was featured in both photos in order to maintain consistency.

### **Attitude Toward the Team**

Attitude toward the team refers to the respondents' rating of their overall attitude using five items adapted from a standardized 'attitude toward the company' scale (Javalgi, Traylor, Gross, and Lampman, 1994) and one additional item asking

participants to rate their overall impression of the team. Each item was measured on a seven point Likert-type scale ranging from strongly disagree to strongly agree for the first five items, and extremely negative to extremely positive for the last item. Sample items for ‘attitude toward the company’ measure include “Overall, I think the Celtics are a good team,” “I say positive things about the Celtics to other people,” “I think the Celtics are involved in the community,” “I like the Celtics,” and “My overall impression of the Celtics is.”

### **Attitude Toward the Sponsor**

Attitude toward the sponsor refers to the respondents’ rating of their overall attitude using six items adapted from a standardized ‘attitude toward the company’ scale (Javalgi et al., 1994) and one additional item asking participants to rate their overall impression of the company. Each item was measured on a seven point Likert-type scale ranging from strongly disagree to strongly agree for the first six items, and extremely negative to extremely positive for the last item. Sample items for this measure include “Overall, I think General Electric has good products and services,” “Overall, I think General Electric is well managed,” “Overall, I think General Electric responds to consumer needs,” “Overall, I think General Electric is involved in the community,” “Overall, I think General Electric is a good company to work for,” and “My overall impression of General Electric is.”

### **Attribution**

In this context, attribution refers to the respondents' rating of their overall acceptance of the implementation of NBA jersey advertisements based on the reasons they attribute the implementation of the policy. This was measured using four standardized items. Three of these items concerning affordability, revenue, and player retention attributions were adapted from previous sports sponsorship research (Jensen, 2012). One new item was created to address attribution toward a socially responsible motivation, instead of a profit-driven, team performance, or fan experience attribution. Sample items for this measure include "Overall, I think General Electric has good products and services," "I'm okay with jersey advertisements if it helps (keep) ticket prices affordable," "I'm okay with jersey advertisements if it helps team generate additional revenue," "I'm okay with jersey advertisements if it helps teams attract and retain top players," and "I'm okay with jersey advertisements if it benefits local community initiatives." Respondents were asked to indicate the extent to which they agreed with each statement on a seven point Likert-type scale ranging from strongly disagree to strongly agree.

## **HYPOTHESES**

Given that the introduction of ads will be new to NBA fans and potentially offensive to those with high levels of team identification (Novak, 1995), it is expected that fans will not react positively to the addition of advertisements on jerseys. When considering the independent variable of presence or absence of ads on jerseys, it is

expected that the presence of these ads will elicit a negative reaction. Because this is the first of its kind in American professional sports, fans may feel as though the purity of the jerseys are compromised by the presence of ads, and therefore lead to a negative reaction.

H1: The presence of advertisements as sponsor logo patches on NBA game jerseys will negatively impact fan attitude toward the team.

H2: The presence of advertisements as sponsor logo patches on NBA game jerseys will negatively impact fan attitude toward the sponsor.

With regard to the independent variable of setting, the intention is to test the effects of sponsorship in two distinct settings and determine if the sponsoring organization will experience an indirect benefit from merely having their logo present on the apparel of the player who is engaged in a charitable activity without any direct involvement or funding of the event. This is supported by theoretical foundations such as the halo effect, in which an individual's evaluation of specific, unknown character traits or attributes may be formed by a simple extrapolation from a generalized, overall impression (Nisbett and Wilson, 1977). In this context, this principle may lead participants to perceive the sponsor more positively for its juxtaposition with the positive agent of the team. Additionally, the association fallacy holds that a hasty generalization may lead to the perception that the qualities of one thing are inherently the qualities of another, and it supports the possibility of an honor by association effect (Damer, 2009).

To test a charitable by association effect, fan perceptions of whether or not a socially responsible activity by the team will extend to an increased positive attitude toward the sponsor compared to the traditional gameplay setting will be examined.

H3: The presence of a sponsor's logo patch on team apparel in a socially responsible setting will result in a more positive attitude toward the sponsor than the presence of a sponsor's logo patch on a jersey in an in-game, action setting.

Considering the attribution of motives for implementing the sponsorship program is a critical element in anticipating fan reaction. Previous findings from the examination of the introduction of soccer jerseys in the United States showed that respondents were more likely to have a favorable opinion of the introduction of jersey advertisements if they resulted in lower ticket prices and helped Major League Soccer teams attract and/or retain top players (Jensen, 2012). It is expected that similar results can be replicated when considering the recipient of the benefits of jersey sponsorship as fans. With the addition of a socially responsible attribution, it is possible that the attribution of the presence of jersey ads to a prosocial motive will result in more favorable fan attitudes. Each of the hypotheses will consider the effect of attribution on attitude.

H4a: Attribution will be related to attitude such that attribution to profit motives will lead to less favorable attitudes toward the team.

H4b: Attribution will be related to attitude such that attribution to profit motives will lead to less favorable attitudes toward the sponsor.

H5a: Attribution will be related to attitude such that attribution to lower ticket prices will lead to more favorable attitude toward the team.

H5b: Attribution will be related to attitude such that attribution to lower ticket prices will lead to more favorable attitude toward the sponsor.

H6a: Attribution will be related to attitude such that attribution to attracting talented players will lead to more favorable attitude toward the team.

H6b: Attribution will be related to attitude such that attribution to attracting talented players will lead to more favorable attitude toward the sponsor.

H7a: Attribution will be related to attitude such that attribution to socially responsible motives will lead to more favorable attitudes toward the team.

H7b: Attribution will be related to attitude such that attribution to socially responsible motives will lead to more favorable attitudes toward the sponsor.



## **Chapter 3: METHODS**

### **Introduction**

An experiment was used to investigate the research questions and hypotheses. A 2x2 between subjects, factorial design was used to examine the difference in the dependent variable of attitude for the independent variables of presence versus absence and in-game versus socially responsible settings. Factorial designs involve the simultaneous analysis of two or more independent variables, allowing each level of independent variable to be tested in conjunction with other variables occurring at different levels.

Participants utilized Qualtrics survey software to complete the experiment. Participants were first shown one of four photographs for each of the two conditions of the two variables at random. Subsequent question blocks were randomized to mitigate question ordering effects. A timer of 30 seconds was placed on each image condition to ensure participants sufficiently viewed the image before advancing. All analyses were conducted using IBM SPSS Statistics Subscription v25. For evaluation of the main effects hypotheses of the presence and setting conditions, independent samples t-tests were performed. To examine the relationship of attribution and attitude toward the team and sponsor, bivariate correlations were conducted.

## **Independent Variables**

### *Presence*

Participants were presented with either the original image of an NBA player without a sponsor's advertising patch on the apparel (n=155), or the same image with a sponsor logo patch superimposed on the player's jersey or sleeve (n=161). Images were professionally modified using Adobe Photoshop to superimpose the General Electric logo for the conditions in which the company logo was present.

### *Setting*

Participants were presented with either the original image of a Boston Celtics player during game play wearing the official home jersey (n=154), or the same Celtics player in the socially responsible setting wearing a green polo shirt with the Celtics logo (n=162).

## **Dependent Variables**

### *Attitude Toward the Team*

Each of the six items was measured on a seven point Likert-type scale ranging from strongly disagree to strongly agree for the first five items, and extremely negative to extremely positive for the last item. Scale reliability was also measured ( $M=4.19$ ,  $SD=.84$ ,  $\alpha=.82$ ).

### *Attitude Toward the Sponsor*

Each of the seven items was measured on a seven point Likert-type scale ranging from strongly disagree to strongly agree for the first six items, and extremely negative to extremely positive for the last item. Scale reliability was also measured ( $M=4.83$ ,  $SD=.80$ ,  $\alpha=.92$ ).

### **Additional Variables**

#### *Attribution*

Respondents were asked to indicate the extent to which they agreed with four different attribution statements on a seven point Likert-type scale ranging from strongly disagree to strongly agree. Responses for the CSR motivation were the most favorable ( $M=5.84$ ,  $SD=1.05$ ), followed by affordability attribution ( $M=5.36$ ,  $SD=1.19$ ), talent retention and team performance ( $M=4.94$ ,  $SD=1.39$ ), and a profit-driven attribution ( $M=4.59$ ,  $SD=1.39$ ). (See Table 4.)

### **Sample Description**

The total sample consisted of 336 students from a large public university in the Southwest United States. Of these participants, 18 students were removed for not completing all questions in the survey or following instructions, which resulted in a net sample size of 318. Of these respondents, 35.2% identified as male participants and

64.5% identified as female participants, and .3% preferred not to identify. Ages ranged from 18 to 34 ( $M = 20.42$ ,  $SD = 1.73$ ). With regard to race, 61.6% participants identified as white, and 18.9% as Asian, 14.2% as Hispanic or Other, 4.7% as African American, and .6% as American Indian or Alaska Native. With regard to year in school, 14.5% responded as being classified as a freshman, 34.9% as a sophomore, 26.4% as a junior, 23% as a senior, and 1.3% as a graduate student.

## Chapter 4: RESULTS

Findings indicated that attitude toward the sponsor was affected more significantly than attitude toward the team, and that the CSR setting in fact resulted in a negative impact on attitude toward the sponsor when compared to the action setting.

### *Presence*

H1: The presence of advertisements as sponsor logo patches on NBA game jerseys will negatively impact fan attitude toward the team.

With regard to H1, no significant exists between ad presence and attitude toward the team ( $t=.88, p=.38$ ). Attitude toward the team when an advertising patch was present was marginally higher ( $M=4.23, SD=.85$ ) than attitude toward the team when an advertising patch was not present ( $M=4.14, SD=.83$ ). As such, H1 was not supported (see Table 1).

H2: The presence of advertisements as sponsor logo patches on NBA game jerseys will negatively impact fan attitude toward the sponsor.

With regard to H2, no significant difference exists between ad presence and attitude toward the sponsor ( $t=.46, p=.65$ ). Attitude toward the sponsor when an advertising patch was present was marginally higher ( $M=4.85, SD=.83$ ) than attitude

toward the team when an advertising patch was not present ( $M=4.80$ ,  $SD=.77$ ). As such, H2 was not supported (see Table 1).

### *Setting*

H3: The presence of a sponsor's logo patch on team apparel in a socially responsible setting will result in a more positive attitude toward the sponsor than the presence of a sponsor's logo patch on a jersey in an in-game, action setting.

With regard to H3, a significant difference between setting and attitude toward the sponsor was found to exist ( $t=3.20$ ,  $p=.002$ ). However, it was observed that the attitude toward the sponsor in the CSR setting with an ad present ( $M=4.69$ ,  $SD=.78$ ) was lower than the attitude toward the sponsor in the action setting with an ad present ( $M=4.98$ ,  $SD=.80$ ). As such, H3 was not supported (see Table 2).

Additionally, no significant difference exists between setting and attitude toward the team ( $t=-1.07$ ,  $p=.28$ ). Attitude toward the team in the CSR setting was marginally higher ( $M=4.24$ ,  $SD=.86$ ) than attitude toward the team in the action setting ( $M=4.14$ ,  $SD=.82$ ).

### *Attribution*

Attribution will be related to attitude such that:

H4a: Attribution will be related to attitude such that attribution to profit motives will lead to less favorable attitudes toward the team

H4b: Attribution will be related to attitude such that attribution to profit motives will lead to less favorable attitudes toward the sponsor

H5a: Attribution will be related to attitude such that attribution to lower ticket prices will lead to more favorable attitude toward the team

H5b: Attribution will be related to attitude such that attribution to lower ticket prices will lead to more favorable attitude toward the sponsor

H6a: Attribution will be related to attitude such that attribution to attracting talented players will lead to more favorable attitude toward the team

H6b: Attribution will be related to attitude such that attribution to attracting talented players will lead to more favorable attitude toward the sponsor

H7a: Attribution will be related to attitude such that attribution to socially responsible motives will lead to more favorable attitudes toward the team

H7b: Attribution will be related to attitude such that attribution to socially responsible motives will lead to more favorable attitudes toward the sponsor

In examining the relationship between fan attribution of the implementation of jersey ads to profit motives and attitude, it was observed that attribution to profit motives was positively related to attitude toward the team and not significant ( $r=.01$ ,  $p=.80$ ), and significantly and positively related to attitude toward the sponsor ( $r=.16$ ,  $p=.005$ ). As such, H4a and H4b were not supported (see Table 3).

In examining the relationship between attribution to lower ticket prices and attitude, it was observed that attribution to lower ticket prices was negatively related to attitude toward the team and not significant ( $r=-.01$ ,  $p=.90$ ), and significantly and positively related to attitude toward the sponsor ( $r=.20$ ,  $p=.000$ ). As such, H5a was not supported, but H5b was supported.

In examining the relationship between attribution to attracting talented players and attitude, it was observed that attribution to attracting talented players was positively related to attitude toward the team but not significant ( $r=.09$ ,  $p=.10$ ), and significantly and positively related to attitude toward the sponsor ( $r=.18$ ,  $p=.001$ ). As such, H6a was not supported, but H6b was supported.

In examining the relationship between attribution to socially responsible motives and attitude, it was observed that attribution to socially responsible motives was positively related to attitude toward the team but only marginally significant ( $r=.11$ ,  $p=.06$ ), and significantly and positively related to attitude toward the sponsor ( $r=.22$ ,  $p=.000$ ). As such, H7a was not supported, but H7b was supported.



## **Chapter 5: DISCUSSION**

The only significant result regarding presence and setting conditions was the finding that the attitude toward the sponsor in the CSR setting with an ad present was significantly lower than the attitude toward the sponsor in the action setting with an ad present. Instead of enjoying an increase in attitude by association as predicted, the sponsor instead received a significant decrease, which may support the fan skepticism and reactance effects that a partnership or event context perceived to be incongruous may generate. With regard to attribution, no significant positive impact on attitude toward the team was observed for any of the four attributions, while attitude toward the sponsor was positively and significantly related to all four attributions. This indicates that the jersey sponsorship program in the NBA may have a greater impact on fan attitudes for sponsors that teams, which brand managers should take into consideration when negotiating sponsorship terms. Additionally, the observation of a significant and positive correlation in attitude toward the sponsor for both the profit attribution and socially responsible attribution appears to conflict.

The lack of significant results for many of the hypotheses may indicate that attempting to assess attitudes prior to the implementation of the sponsorship program poses distinct challenges and might have altered participant reactions. Because this initiative has not yet been implemented, participants may have been confused as there is no existing point of reference, and assessing reactions to the ad program after

implementation might result in findings more consistent with the hypotheses. The choice to use an official partnership between team and sponsors versus a fabricated partnership may have bolstered perceived credibility for those who were aware of the deal, but the majority of participants would likely not recognize or recall such a partnership until seeing the official implementation next year.

With regard to attitude toward the sponsor in the action versus CSR settings, results indicating less favorable attitudes toward the sponsor in the CSR setting versus the action setting may suggest a potential skepticism toward the sponsor instead of the anticipated halo effect benefit from associating with a charitable activity (Elving, 2010). Participants may have perceived the sponsor as opportunistic and inauthentic in their motivation and trying to capitalize on the event instead of instead of facilitating goodwill. This would have significant practical implications for practitioners when negotiating sponsorship terms and agreements, and sponsor representatives would want to ensure that their brand is being seen in a positive light and strategically positioned in appropriate contexts. While a significant relationship between setting and attitude toward the sponsor was found, further analysis indicates that it is possible the significant effect observed between the two conditions may be attributable to a large sample size.

With regard to attribution, the strongest correlation between attribution and attitude was observed with the socially responsible attribution, yet the attitude toward the sponsor in the CSR setting was lower than the attitude toward the sponsor in the action setting. This indicates that attitude toward the implementation of sponsor ads as a whole is assisted by a socially responsible element, but the attitude toward the sponsoring

corporation itself is not. This is valuable to consider for implementation efforts, and a practical recommendation might be to set aside a certain percentage of the revenue sharing model to incorporate a charitable organization or foundation. Under the current model, an individual team receives 50% of jersey ad revenue, the league office receives 25%, and the final 25% is pooled, averaged, and redistributed to teams to offset the loss of potential revenue by teams in smaller markets with less demand. Instead of the current 50/25/25 distribution, setting aside five percent of the NBA's share to charitable effort is both a respectable socially responsible action and likely to result in a significantly greater ROI and positive attitude toward the NBA. League officials should incorporate this into press releases and communication efforts at the league level when the program is introduced in order to improve attitudes toward the league and sponsorship in the sport as a whole.

### **Limitations**

Several limitations for this study have been identified. The sample population consisted of a participant pool of undergraduate students, and the majority of which were incentivized by fulfilling course credit requirements at a hectic time of the semester, which could have compromised the quality of results and overall attentiveness. Future studies should utilize more reliable participants from sources such as Amazon's Mechanical Turk, who may be less likely to be compromised by ulterior motives or distracted. Additionally, the fact that patches on NBA jerseys do not yet exist may have

confused participants, and the free response section of the survey revealed multiple comments to this effect.

Additionally, the geographic disparity between the hometown of the featured team in Boston, MA and the location of the participant pool subjects in Austin, TX might have altered the level of interest or awareness of the participants. Participant comments indicated a higher level of fandom or identification with a team from nearby markets such as San Antonio and Houston, and featuring a team with a higher degree of relevance to the participants may have resulted in findings more consistent with the hypotheses.

Although same player, Rajon Rondo, was featured in both the action and CSR setting photos in order to maintain consistency, Rondo was traded to a different team by the time the study was conducted. Participants who are avid basketball fans may have been aware of the trade and potentially impacted by the change to a greater extent than non-fans who did not recognize the player or have any knowledge of his current team.

### **Future Research**

The actual launch of the sponsorship program and implementation of jersey ads this fall will provide many more opportunities for research and measurement. Future research may investigate the impact that perceived fit and congruity between team and sponsor has on fan attitudes with respect to jersey sponsorship. Previous event sponsorship research suggests that the underlying notion is that how well two organizations or events fit together influences sponsor recall (Wakefield, 2007), and that accuracy of sponsor identification increases when there is a strong association between

the event and the sponsor (Johar and Pham, 1999). The underlying notion is that consumers invoke a relatedness heuristic, and that this heuristic guides recall via memory networks (Tversky, Amos, and Kahneman, 1973). However, future research may investigate if a sponsorship partnership should have a slightly noticeable degree of positive incongruence so as not to be too obvious, related, or predictable, so long as the values or mission of the event and sponsor are aligned and do not conflict.

Future research in the context of team and sponsor fit should explore the effect that fit has on fan perceptions, and future experiments could feature high and low fit conditions as an independent variable. Both teams and sponsors should consider these results and their impact on the total ROI of a partnership in terms of a cumulative value of advertising revenue and public perception when assessing offers from multiple sponsors and choosing the most favorable partnership. With regard to total potential value and future ROI to sponsors beyond the scope of the original deal terms, practitioners should consider the presence and permanence of corporate logos on jerseys for historic sports moments and the lifetime metrics for exposure in future highlights, replays, YouTube videos, social media posts, and other channels that will continue to provide additional logo exposure for years to come.

It would also be interesting to shift the CSR element from the setting condition and instead introduce a third condition to the presence variable where the patch itself is of a prosocial entity. This line of research could examine environments with no patch, a corporate entity patch, and nonprofit entity patch, and compare resulting attitudes. Additionally, the impact of jersey sponsorship on the inferences fans make about the

level of a team's prestige could also be a significant direction for future research. Fan opinions may differ based on the perception that having a sponsor signals. Some may believe that it is an indication of desirability in the marketplace and perceive high demand by corporations as positive. However, others may believe that storied franchises do not need additional revenue streams and should be unwilling to cheapen the brand equity that has been cultivated over time by associating with corporate entities and selling real estate on a cherished canvas of player jerseys.

With regard to potential fan reactance toward the implementation of ads and the idea that the sacredness of the jersey has been compromised, a desensitization effect may lessen this perception over time as fans become used to the presence of ads, as has been the case with the increased prevalence and acceptance in NASCAR and soccer (Kinney, 2010). It may also be important to consider that if ads on jerseys become overly ubiquitous as in soccer and NASCAR, a "banner ad blindness" effect might begin to occur in sport sponsorship in addition to online spaces (Benway, 1998). It could lead to a reduced attending to, orientation of, and processing of the physical locations on sports jerseys where logos are placed if fans become used to logo saturation in these areas.

Additionally, the introduction of ads may register as an expectancy violation to those in which a sense of morality is triggered and who have a high level of protectiveness over the perceived sacredness of their team's or their sport's jerseys. The level of fandom or team identification may moderate the perception that the purity of the canvas of their favorite team has been compromised. A combination of factors including revolt against advertising by sports purists, potential increase the perceived sacredness of

jersey spaces, and strong identification with team and a sense of protectiveness may result in an overwhelming rejection of the three-year pilot program and force league officials to identify alternative revenue streams, especially in an era of user-generated content and swift grassroots movements on social media. Participants who do not identify as basketball fans may be more agnostic to the presence of ads since they do not identify as closely with the teams or the sport. It is possible that fandom may play a significant role in moderating attitudes, and future research should examine the extent to which fandom and team identification moderates the relationship between the presence of ads on jerseys and attitude.

Ultimately, the success or failure of the NBA's implementation in the fall of 2017 will dictate the future direction of jersey sponsorship research in the United States, it and may reveal a movement toward a precedent that leads to a domino effect where each of the four major American sports adopt jersey sponsorship. Avid fans may be staunchly opposed to the degradation of such sacred canvases of their beloved franchises' uniforms, whereas others might be largely supportive based on who stands to gain from ad revenues. It will be interesting to see how this will spread to other sports, and if franchises with rich and storied histories that historically have had a policy of not even including player names on their jerseys, such as the New York Yankees and Boston Red Sox, will respond to the advent of such precedents. Immediate future research should be directed at re-examining these questions after the introduction of the NBA's jersey sponsorship program after participants have additional familiarity with the program and

consider how elements such as fit, fandom, and attribution moderate the relationships between ad presence and fan attitudes.



**Table 1: Presence T-Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2- tailed)
Attitude_ Team	Equal variances assumed	.044	.834	.884	314	.377
	Equal variances not assumed			.885	313.91 0	.377
Attitude_ Sponsor	Equal variances assumed	.109	.741	.459	313	.647
	Equal variances not assumed			.460	312.46 2	.646

**Table 2: Setting T-Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Attitude_Team	Equal variances assumed	.013	.910	-1.073	314	.284
	Equal variances not assumed			-1.074	314.000	.283
Attitude_Sponsor	Equal variances assumed	.931	.335	3.200	313	.002
	Equal variances not assumed			3.198	311.208	.002

**Table 3: Attribution Correlations**

		Attitude_Team	Attitude_Sponsor
Attribution_Affordability	Pearson Correlation	-.007	.196**
	Sig. (2-tailed)	.899	.000
	N	315	314
Attribution_Revenue	Pearson Correlation	.014	.159**
	Sig. (2-tailed)	.802	.005
	N	313	312
Attribution_Talent	Pearson Correlation	.094	.181**
	Sig. (2-tailed)	.095	.001
	N	315	314
Attribution_CSR	Pearson Correlation	.105	.215**
	Sig. (2-tailed)	.063	.000
	N	315	314
Attitude_Team	Pearson Correlation	1	.232**
	Sig. (2-tailed)		.000
	N	316	313
Attitude_Sponsor	Pearson Correlation	.232**	1
	Sig. (2-tailed)	.000	
	N	313	315

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 4: Descriptive Statistics**

**Group Statistics - Presence**

	Presence	N	Mean	Std. Deviation	Std. Error Mean
Attitude_Team	Ad present	161	4.2311	.85251	.06719
	No ad present	155	4.1471	.83466	.06704
Attitude_Sponsor	Ad present	161	4.8499	.83463	.06578
	No ad present	154	4.8084	.76573	.06170

**Group Statistics - Setting**

	Setting	N	Mean	Std. Deviation	Std. Error Mean
Attitude_Team	Action	154	4.1377	.82145	.06619
	CSR	162	4.2395	.86357	.06785
Attitude_Sponsor	Action	153	4.9760	.79665	.06441
	CSR	162	4.6914	.78201	.06144

**Descriptive Statistics – Attribution**

	Mean	Std. Deviation	N
Attribution_Affordability	5.3596	1.18669	317
Attribution_Revenue	4.5905	1.39399	315
Attribution_Talent	4.9369	1.38794	317
Attribution_CSR	5.8423	1.05259	317
Attitude_Team	4.1899	.84351	316
Attitude_Sponsor	4.8296	.80068	315

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## Appendix A: Survey Questions

Q1 Purpose of this study: You have been asked to participate in a research study about NBA teams, sponsors, and players. The purpose of this study is to understand attitudes towards the teams, sponsors, and players and the varying perceptions of fans and non-fans.

Q2 On the next page, you'll see a photo of an NBA player. Please consider the photo carefully. After about 30 seconds, the 'next' arrows will appear, and then you'll be able to advance. Then you'll have the chance to consider the following questions and share your thoughts and opinions.

Q3 Please rate your agreement with the following terms.

I do not consider myself a sports fan.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4 I consider myself a sports fan but not a basketball fan.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 I consider myself a basketball fan.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 I consider myself a fan of a specific basketball team.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 I am a Boston Celtics fan.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Select the option that most accurately describes your opinion: Sports are:

	Very boring (1)	Boring (2)	Somewhat boring (3)	Neither boring nor exciting (4)	Somewhat exciting (5)	Exciting (6)	Very exciting (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Select the option that most accurately describes your opinion:

Basketball is:

	Very boring (1)	Boring (2)	Somewhat boring (3)	Neither boring nor exciting (4)	Somewhat exciting (5)	Exciting (6)	Very exciting (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Select the option that most accurately describes your opinion:

The NBA is:

	Very boring (1)	Boring (2)	Somewhat boring (3)	Neither boring nor exciting (4)	Somewhat exciting (5)	Exciting (6)	Very exciting (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Please indicate your level of interest of each of the following basketball leagues.

High school basketball

	Not at all interested (1)	Uninterested (2)	Neither interested nor uninterested (3)	Interested (4)	Very interested (5)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 College basketball (NCAA)

	Not at all interested (1)	Uninterested (2)	Neither interested nor uninterested (3)	Interested (4)	Very interested (5)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q13 Developmental league basketball

	Not at all interested (1)	Uninterested (2)	Neither interested nor uninterested (3)	Interested (4)	Very interested (5)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 International basketball leagues (FIBA, etc.)

	Not at all interested (1)	Uninterested (2)	Neither interested nor uninterested (3)	Interested (4)	Very interested (5)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 Women's basketball (WNBA)

	Not at all interested (1)	Uninterested (2)	Neither interested nor uninterested (3)	Interested (4)	Very interested (5)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 The National Basketball Association (NBA)

	Not at all interested (1)	Uninterested (2)	Neither interested nor uninterested (3)	Interested (4)	Very interested (5)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 Please rate your agreement with the following statements.

Overall, I think the Celtics are a good team.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 I say positive things about the Celtics to other people.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 I think the Celtics are involved in the community.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 I like the Celtics.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 My overall impression of the Boston Celtics is:

	Extremely negative (1)	Moderately negative (2)	Slightly negative (3)	Neither positive nor negative (4)	Slightly positive (5)	Moderately positive (6)	Extremely positive (7)
(1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 Please rate your agreement with the following statements.

Overall, I think General Electric has good products and services.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 Overall, I think General Electric is well managed.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 Overall, I think General Electric is involved in the community.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 Overall, I think General Electric responds to consumer needs.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26 Overall, I think General Electric is a good company to work for.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27 My overall impression of General Electric is:

	Extremely negative (1)	Moderately negative (2)	Slightly negative (3)	Neither positive nor negative (4)	Slightly positive (5)	Moderately positive (6)	Extremely positive (7)
(1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28 Please rate your agreement with the following statements.

The Celtics are involved with local communities.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 Local companies benefit from the Celtics.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30 The Celtics put charity into its event activities.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q31 The Celtics are committed to using a portion of its profits to help nonprofits.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q32 The Celtics give back to the communities in which they do business.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q33 Local nonprofits benefit from The Celtics' contributions.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q34 The Celtics are involved with local communities.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q35 The Celtics are involved in corporate giving.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q36 Please rate your agreement with the following statements.

General Electric is involved with local communities.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q37 Local companies benefit from General Electric.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q38 General Electric puts charity into its event activities.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q39 General Electric is committed to using a portion of its profits to help nonprofits.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q40 General Electric gives back to the communities in which it does business.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q41 General Electric is involved with local communities.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q42 General Electric integrates charitable contributions into its business activities.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q43 General Electric is involved in corporate giving.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q44 Please rate your agreement with the following statements.

Sponsor logos on jerseys are ugly.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q45 Sponsor logos on jerseys make the teams look unprofessional.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q46 Sponsor logos on jerseys look more like the jerseys worn by international soccer clubs.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q47 Sponsors on jerseys show me that corporations think teams are valuable.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q48 Sponsors on jerseys are a waste of money.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q49 Sponsors on NBA jerseys set a trend other professional sports in the USA will follow.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q50 Please rate your agreement with the following statements.

I'm okay with NBA jersey advertisements if it helps ticket prices affordable.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q51 I'm okay with NBA jersey advertisements if it helps teams generate additional revenue.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q52 I'm okay with NBA jersey advertisements if it helps attract and retain top players.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q53 I'm okay with NBA jersey advertisements if it benefits local community initiatives.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q54 Please rate your agreement with the following statements.

NBA jersey advertisements make me avoid purchasing or using the sponsor's products or services.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q55 NBA jersey advertisements make me want to avoid attending basketball games.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q56 Please rate your agreement with the following statement.

NBA jersey advertisements allow me to identify a team with a product/product with a team.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q57 Please rate your agreement with the following statements.

I'd be more likely to purchase a product or service from a company that sponsors an NBA team.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q58 I'd be more likely to attend a game of an NBA team that has a jersey sponsor.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q59 Please rate your agreement with the following statement.

NBA jersey advertisements make me want to learn more about the sponsor.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q60 Please rate your agreement with the following statements.

A jersey sponsor tells me a team is prestigious.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q61 A jersey sponsor tells me a team is struggling.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q62 Please select the logo of the basketball team featured in the photo at the beginning of the survey.

- Image: Boston Celtics (1)
- Image: Los Angeles Lakers (2)
- Image: Detroit Pistons (3)
- Image: Houston Rockets (4)

Q63 Please add any additional thoughts or opinions that you'd like to share.

Q64 Please select your age

1-90 (90)

Q65 Please select your gender

- Male (1)
- Female (2)
- Prefer not to identify (3)

Q66 Please select your year in school

- Freshman (1)
- Sophomore (2)
- Junior (3)
- Senior (4)
- Graduate (5)

Q67 Please select your ethnicity

- White (1)
- Black or African American (2)
- American Indian or Alaska Native (3)
- Asian (4)
- Native Hawaiian or Pacific Islander (5)
- Other (6)

Q68 Please enter your UT EID

Q69 Thank you for taking the time to complete this survey. You are a valuable contributor to the research process. Please click next to be forwarded to the ADV Participant Pool page and select the class for which you would like to receive participation credit.

## Appendix B: Survey Stimuli

Image 1: Ad Present, Action Setting





Image 2: Ad Absent, Action Setting



Image 3: Ad Present, CSR Setting

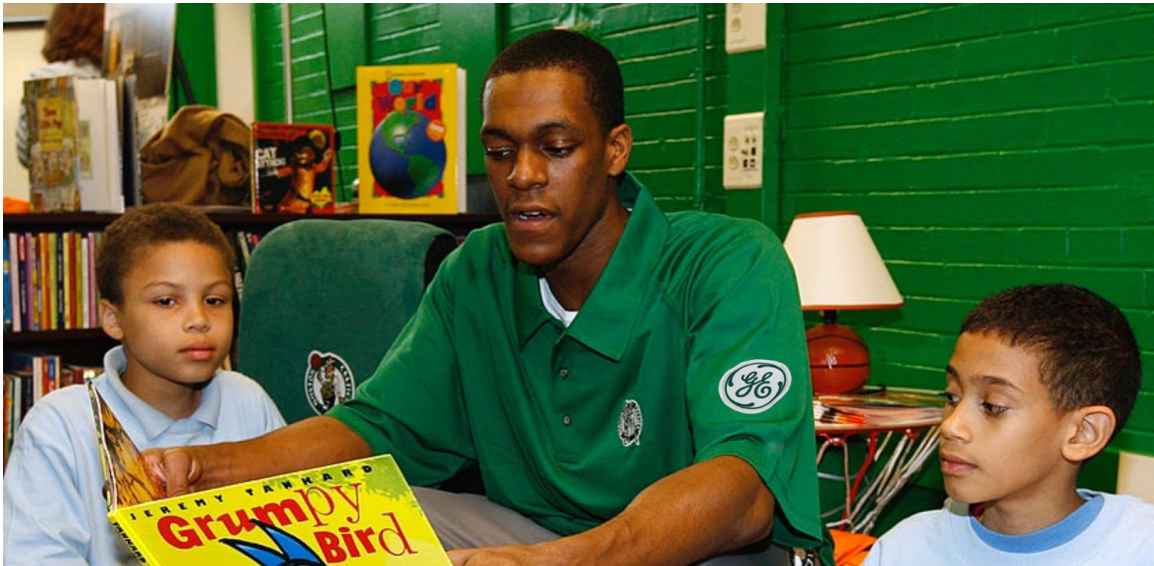
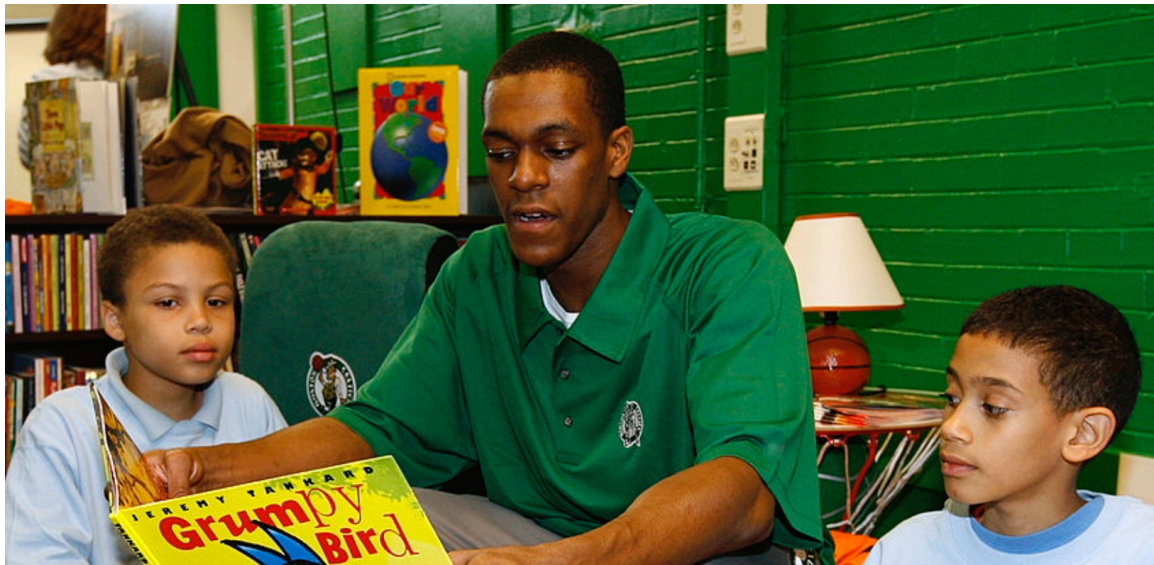


Image 4: Ad Absent, CSR Setting



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