

**SPORTS SPONSORSHIP AND THE IMPACT ON A BRAND'S
PURCHASING INTENTION AND RECOMMENDATION:
RED BULL, MORE THAN WINGS**

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- Spine -

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Abstract:

Sponsorship has proven to be a fast-flourishing marketing tool. Its main essence is, in the companies' perspective, to effectively promote their products and services. Therefore, over the years, companies have begun to behold and consider this tool as a massive gateway for a successful strategical long-term plan.

Previous sponsorship studies, have instigated to examine its concept on multiple situations and the implications they entail, but often lack new effective measures and approaches. Hence, the purpose of this investigation is to better understand and scrutinize the effects of Sports Sponsorship – its Awareness, Perceived Quality and Image - on Brand Equity variables, in particular, on Brand Image, Brand Awareness, Brand Loyalty and Perceived Brand Quality. Consequently, with that in mind, there is an examination of the effect/influence on the consumer's Brand Purchasing Intention and Brand Recommendation. Moreover, Red Bull, is used as a main reference.

The energy drinks' company was placed on a Sports Sponsorship context, with 3 main sports highlighted (Football/Soccer, Air Racing and Formula 1). The respondents (from a diverse age range), were asked several questions considering Sponsorship and Brand Equity's variables and, their a-posteriori Brand Purchasing Intention and Recommendation – always heeding the Brand's Sports Sponsorship they consider to be the most important.

The results gathered by the following research propose that the presence of a Sports Sponsorship initiative brings no direct influence on a Brand's Purchasing Intention and Recommendation. In addition, Perceived Brand Quality affects both final variables, whereas Brand Awareness impacts none.

Keywords: Sports Sponsorship; Brand Equity; Brand Purchasing Intention; Brand Recommendation

JEL Classification:

M37: Marketing and Advertising - Advertising

M16: Business Administration - International Business Administration

Resumo:

O Patrocínio tem-se revelado uma ferramenta de rápido crescimento, tendo como principal objetivo, do ponto de vista das empresas, a promoção eficaz dos seus produtos e serviços. Com o passar dos anos, as empresas começaram a reconhecer esta ferramenta como um portal sólido para o sucesso estratégico, no longo prazo.

Estudos prévios sobre o Patrocínio têm exibido detalhadas análises, sob diversas situações, todavia, sem um fio condutor eficaz. Portanto, o objetivo desta investigação consiste num melhor escrutínio dos efeitos do Patrocínio no Desporto – a sua Consciência, Qualidade Percetível e Imagem – nas variáveis referentes ao Valor da Marca, mais exatamente, a Imagem da Marca, a Consciência da Marca, a Lealdade à Marca e a Qualidade Percetível da Marca. Consequentemente, é examinado o efeito na Intenção de Compra e Recomendação da Marca. Para além disso, Red Bull, é usada como referência principal de estudo.

A empresa de bebidas energéticas foi colocada no contexto dos seus patrocínios desportivos, com realce a três (Futebol, *Air Racing* e Formula 1). Os inquiridos foram questionados relativamente às variáveis de Patrocínio e Valor da Marca, como também, à Intenção de Compra e Recomendação da Marca – considerando o Patrocínio de Desporto por eles considerado como o mais importante para a Marca.

Os resultados recolhidos da investigação apontam para que as iniciativas de Patrocínio no Desporto não tenham uma influência direta na Intenção de Compra e Recomendação da Marca. Ademais, a Qualidade Percetível da Marca produz um efeito direto nas duas variáveis dependentes, ao invés da Consciência à Marca.

Palavras-chave: Patrocínio no Desporto; Valor da Marca; Intenção de Compra da Marca; Recomendação da Marca

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M16: Administração de Empresas – Administração de Empresas Internacional

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Table of Contents

1. Introduction	1
2. Market Data	2
3. Literature Review	3
3.1. Sponsorship	4
3.1.1. Definition and Importance.....	4
3.1.2. Sponsorship vs Endorsement.....	5
3.1.3. Celebrity Endorsement	6
3.1.4. Sponsorship vs Advertising.....	8
3.1.5. Categories of Sponsorship.....	9
3.1.6. Types of Sponsorship	10
3.1.7. Corporate Sports Sponsorship.....	12
3.1.7.1. Influence and Advantages	12
3.1.7.2. Football/Soccer Sponsorship.....	16
3.1.7.3. Air Racing Sponsorship	17
3.1.7.4. Formula 1 Sponsorship.....	19
3.1.8. Sponsorship Awareness.....	20
3.1.9. Perceived Sponsorship Quality	21
3.1.10. Sponsorship Image	21
3.2. Branding – Concept and Derivations	22
3.2.1. Brand Equity – Idea and Model	24
3.2.1.1. Brand Image and Meaning	26
3.2.1.2. Brand Awareness.....	27
3.2.1.3. Brand Loyalty.....	28
3.2.1.4. Perceived Brand Quality	32
3.2.1.5. Relation between Sponsorship and Brand Equity	33
3.2.2. Brand Purchasing Intention and Brand Recommendation	33
3.2.2.1. Brand Image Impact on Purchasing Intention and Future Recommendation.....	34
3.2.2.2. Brand Awareness Impact on Purchasing Intention and Future Recommendation	35
3.2.2.3. Brand Loyalty Impact on Purchasing Intention and Future Recommendation ..	36
3.2.2.3. Perceived Brand Quality Impact on Purchasing Intention and Future Recommendation.....	37
3.3. Communication – Concept.....	38
4. Methodology	39
4.1. Conceptual Model and Investigation’s Hypotheses	39

4.2. Methodological Approaches to the Quantitative Study	42
4.2.1. Sampling Process	42
4.2.2. Pre-Test	43
4.2.3. Statistical Techniques for the Quantitative Data Analysis	44
4.2.3.1. Descriptive Analysis	44
4.2.3.2. Hypotheses' Test	44
4.2.3.3. Principal Component Analysis	45
4.2.3.4. Multiple Linear Regression Models	46
5. Data Analysis	47
5.1. Descriptive Analysis	47
5.2. Hypotheses' Tests	49
5.3. Principal Component Analysis	53
5.4. Multiple Linear Regression Models	54
6. Final Considerations	59
6.1. Conclusions	59
6.2. Limitations	63
References	65
Appendices	77
Appendix 1	77
Appendix 2	83
Appendix 3	86
Appendix 4	89
Appendix 5	92
Appendix 6	101

List of Figures:

Figure 1 - Red Bull active Football/Soccer Sponsorships.....	17
Figure 2 - Red Bull Air Racing Event.....	18
Figure 3 - Red Bull Formula 1 driving car.....	20
Figure 4 - Sports Sponsorship's impact on Brand Purchasing Intention and Recommendation Conceptual Model	40
Figure 5 - Mean of Sponsorship Awareness' q7.3 among the different Sports Sponsorships	50
Figure 6 - Mean of Perceived Sponsorship Quality's q9.4 among the different Sports Sponsorships	51
Figure 7 - Mean of Sponsorship Image's q11.1 among the different Sports Sponsorships	51
Figure 8 - Mean of Brand Image's q10.1 among the different Sports Sponsorships	52
Figure 9 - Mean of Perceived Brand Quality's q8.1 among the different Sports Sponsorships .	53
Figure 10 - Rotated Component Matrix Extraction for the 9 Dimensions	54
Figure 11 - Hypotheses' Validation	62
Figure 12 - Brand Awareness Kruskal Wallis test	96
Figure 13 - Mean of Sponsorship Image's q11.3 among the different Sports Sponsorships	101
Figure 14 - Mean of Sponsorship Image's q11.5 among the different Sports Sponsorships	102
Figure 15 - Mean of Brand Image's q10.3 among the different Sports Sponsorships	102
Figure 16 - Mean of Brand Image's q10.6 among the different Sports Sponsorships	103
Figure 17 - Mean of Brand Image's q10.8 among the different Sports Sponsorships	103
Figure 18 - Mean of Brand Image's q10.9 among the different Sports Sponsorships	104

List of Tables:

Table 1 - Social-demographic characteristics	48
Table 2 - Sports Sponsorship Respondent Hierarchy Choice	49
Table 3 - Brand Image's Regression Model and R Squared Values	55
Table 4 - Brand Awareness' Regression Model and R Squared Values	56
Table 5 - Brand Loyalty's Regression Model and R Squared Values.....	56
Table 6 - Perceived Brand Quality's Regression Model and R Squared Values	57
Table 7 - Brand Purchasing Intention's Regression Model and R Squared Values	58
Table 8 - Brand Recommendation's Regression Model and R Squared Values	59
Table 9 - Sponsorship Awareness' Total Variance Explained.....	83
Table 10 - Perceived Sponsorship Quality's Total Variance Explained	83
Table 11 - Sponsorship Image's Total Variance Explained.....	83
Table 12 - Brand Image's Total Variance Explained.....	84
Table 13 - Brand Awareness' Total Variance Explained.....	84

Table 14 - Brand Loyalty's Total Variance Explained	85
Table 15 - Perceived Brand Quality's Total Variance Explained	85
Table 16 - Brand Purchasing Intention's Total Variance Explained.....	86
Table 17 - Brand Recommendation's Total Variance Explained.....	86
Table 18 - Sponsorship Awareness' Extracted Components	86
Table 19 - Perceived Sponsorship Quality's Extracted Components.....	87
Table 20 - Sponsorship Image's Extracted Components	87
Table 21 - Brand Image's Extracted Components	87
Table 22 - Brand Awareness' Extracted Components	87
Table 23 - Brand Loyalty's Extracted Components.....	88
Table 24 - Perceived Brand Quality's Components.....	88
Table 25 - Brand Purchasing Intention's Extracted Components	88
Table 26 - Brand Recommendation's Extracted Components	89
Table 27 - Sponsorship Awareness' KMO and Bartlett's Test.....	89
Table 28 - Perceived Sponsorship Quality's KMO and Bartlett's Test.....	89
Table 29 - Sponsorship Image's KMO and Bartlett's Test.....	90
Table 30 - Brand Image's KMO and Bartlett's Test.....	90
Table 31 - Brand Awareness' KMO and Bartlett's Test.....	90
Table 32 - Brand Loyalty's KMO and Bartlett's Test	91
Table 33 - Perceived Brand Quality's KMO and Bartlett's Test.....	91
Table 34 - Brand Purchasing Intention's KMO and Bartlett's Test	91
Table 35 - Brand Recommendation's KMO and Bartlett's Test	91
Table 36 - Sponsorship Variables' Levene's Test	92
Table 37 - Brand Variables' Levene's Test	93
Table 38 - Sponsorship Variables' ANOVA Test.....	94
Table 39 - Brand Variables' ANOVA Test.....	96
Table 40 - Sponsorship Variables' Tukey and Scheffe's Test	98
Table 41 - Brand Variables' Tukey and Scheffe's Test	100
Table 42 - Brand Awareness' Games-Howell and Dunnett's Test	101

List of Abbreviations:

CBBE – Customer Based Brand Equity

KMO - Kaiser-Meyer-Olkin Measure of Sampling Adequacy Test

IEG - Global consultancy firm specialized in partnership strategy and evaluation, for leading sponsors and rightsholders

1. Introduction

The 21st century has brought several lines of changes in the society and, in the way people perceive it. This has provided a huge breakthrough in the whole trading of goods and services and in the importance given to a customer's opinion. Companies used to be the centre of the economic universe – however, this situation has changed. Nowadays, consumers occupy this position, as they have managed to become the main and key organization's success factor. Bearing this in mind, companies and brands have had to quickly adapt and re-arrange their strategies and processes.

Business-wise, where rivalry and competition are salient amongst organizations, companies have begun to find new ways of differentiating themselves. The integration of a sports-based strategy has emerged as a powerful tool for a broader consumer mass diffusion. Companies have, recurrently, turned to sponsorship, endorsement or even advertisement strategies in the search for an exclusive customer approach. In the sponsorship panorama, the hosting of an event (apart from its dimension) can have major inputs and a long-lasting impact on the local environment, society and economy (Masterman, 2014). Considering that sporting events involve large levels of zeal and emotions, companies can relish from that upside and become an important communication tool, through an effective and direct marketing method. In fact, sports sponsorship is characterized by its ability to attract a larger segment of the community, to serve diverse niches and rupture all the visible cultural barriers (Sleight, 1989). Thereby, sports can be used as a channel that consents the organization to reach a wider audience and also promote the interaction between different stakeholders.

In light of the sponsorship topic, there have been several thoroughgoing studies over the past few years. Per contra, by focusing on sports sponsorship and the possible encompassing effect when analysing brand image, awareness, loyalty and perceived quality, overturns the concept into a unique approach. The main goal is to understand and analyse the customers' mindsets, when applying a brand specifically to the sports sponsorship paradigm. In this particular case, the scrutinised brand will be Red Bull, since it focuses on several sectors and branches of the sports industry, as they manage to connect to this lifestyle. The main end in view will be to understand if, effectively, Red Bull's association to the sports industry and, to some famous practitioners, is positively correlated to the augmentation in brand equity, leading to its product consumption

intention and recommendation. Meanwhile, sponsorship is a practice that is progressively increasing (also in the sports industry) and becoming a part of a company's marketing mix. Additionally, this investigation is believed to help notarize the enrichment of its expansion and know-how within the mass population.

2. Market Data

According to the premier global consultancy in partnership strategy, evaluation and measurement for leading sponsors and rightsholders – IEG - Sponsorship has emerged as a very important 21st century marketing tool. With the mindset directed towards a sales level improvement, Sponsorship has been remodelled into an indispensable tool of a company's communication mix (Chebli, & Gharbi, 2014).

In 2018 alone, the global sponsorship expenses were projected at \$65.8 billion, as opposed to the \$62.7 billion and \$60.1 billion, spent on 2017 and 2016, respectively. The 2018 global sponsorship spending amount was projected to represent a 4.9% increase compared to the previous year. Regionally-wise, North America was expected to be the area with the largest expenditure projection, with a grand total of \$24.2 billion alone. It was followed by the European and Asian Pacific areas with spending projections totalling \$17.6 billion and \$16.6 billion, respectively. It is unambiguous that these regions “eat-up” a substantial portion of the worldwide sponsorship expenses. Although, the companies are also keen on exploring Sponsorship as a viable communication tool for their management and production process (will be explained throughout the paper).

Withal, Sponsorship levels can be contemplated and evaluated through segments. In consonance with Hookit's report in 2018, the segments of Apparel&Accessories and Beverages lead the overall market in brand score (by segment). Brand score embodies an aggregation of brand prevalence, diversity and connectivity levels (Colladon, 2018). Nike and Pepsi, two worldwide famous brands, lead those respective segments by also mirroring a global community connection through their expansion, variety and assembly – the principles for an international brand to gather their followers.

Furthermore, as a complementary investigation, IEG managed to gather several brand marketers and understand which sponsorship objectives they value the most, or they wish to benefit from. In 2017 alone, the inquired marketers gave a big importance to the “Creation of Awareness/Visibility” (50%), “Increase of Brand Loyalty” (46%) and

“Change/Reinforcement Image” (46%). In the long run, it is patent that brand marketers are inclined to give their brand more exposure in the market for a better client commitment. Notwithstanding the idea of being “externally visible”, brand marketers ambition a more concrete and relevant relationship with their clients, leading to an upsurge in brand engagement and recognition. Ultimately, it is significant to understand that brands might be, at first, associated to some initiatives, segments, or even beliefs. In several cases, Sponsorship might serve as a way for the brand to re-segment their company, their product/service or the way they want to be viewed and remembered as. Now and then, companies analyse and decide if they want to be associated to something that may change the consumers’ perception of their identity and role.

3. Literature Review

The Literature Review’s main intent is to investigate the concepts that may guide to a thorough presentation and analysis of the research hypotheses. With that in contemplation, several authors’ opinions and feedbacks were gathered as an explanatory guidance for the considered concepts.

This section is divided into some significant clusters. Just like in the model and hypotheses’ development, this literature shall follow a simple and systematized outline. Firstly, the sponsorship concept will be detailed and scrutinised. This notion and its most relevant characteristics will be analysed through a “magnifying glass”, as they highlight the main thesis plot. Following that, the reference to sports and the topic of sports sponsorship will be better elucidated. This latter theme will also go towards the main thesis’ focal point. Last but not least, there will be a concise explanation on some branding concepts, with a generic reference to a brand’s equity. This former topic will be more competently dissected into four others, which will directly impact this investigation’s wave. This sector will be ending with a small part on communication and its back up importance on this study. Just like any other literature review, the broader concepts are introduced and explained, before being constantly reduced to the specific and detailed chunks of information.

3.1. Sponsorship

3.1.1. Definition and Importance

Sponsorship has been characterized as a “*provision of assistance either financial or in kind to an activity by a commercial organization for the purpose of achieving commercial objectives*” (Meenaghan, 1983). Basically, Sponsorship consists on a bi-mutual beneficial partnership between an organization being sponsored and the sponsor (Amoako et al., 2012). Both sides try to agree on the best possible way to engage their mutual interests into a partnership, where they can take positive outcomes from it: image, identity and functionality. In other words, Sponsorship tends to analyse several drivers of brand-image transfer but focuses even more on the existing fit between a brand and an event or on individual characteristics, like event involvement (Grohs, 2016). Barros et al. (2007) also affirmed that, in today’s world, managers need to understand the consumers’ preference drivers towards a specific product/service, and then, understand if the sponsorship intentions has means to effectively progress. As anteriorly revealed, both ends of the partnership should end up taking a profit from this engagement. This adoption, by several organizations, is directly related to a brand’s notoriety, exposition, sponsor and activity sponsored. Upon an upright and detailed approach to a sponsorship strategy, the brand may have a better result over consumer perception and his/her purchase intent. Overall, according to Chadwick and Thwaites (2004), since management practices have constantly been evolving over time, several sponsorship corporation objectives have been successfully achieved through the act of sponsorship.

Function-wise, Sponsorship normally involves two common activities. At first, concerning an exchange between the sponsor and the event property, the sponsor rewards/gives a certain compensation to the property, allowing the brand to be associated with the event (Mazodier et al., 2016). Secondly, the sponsor manages to communicate this new sponsorship to the consumers, for a first impression build-up (Carrillat et al., 2015, in Mazodier et al., 2016). This second step ends up being positively correlated to the IEG’s study, reinforcing that the creation of awareness and visibility, are vital and the main outcomes of using Sponsorship. This two-step process explanation ends up being the whole essence and purpose of this concept.

On a different perspective, Sponsorship may be often seen as a promotional communication strategy, working as a complement to the other organization’s

communication strategies. In fact, sponsorship can positively influence a bright consumer's attitude towards the sponsor, as there is often a connection to the respective event or organization. According to Fan and Pfitzenmaier in 2002, the Chinese companies are keen on exploring event promotional marketing. They believe that it represents a viable solution in mass media intensification and also in corporate branding and integrated marketing communications. Alienating this marketing strategy to a brand's integration, can improve and boost the event's and brand's market outcomes and expectations. Though, it should be considered that the world is constantly changing and being globalized. Other forms of sponsorship, for instance, foreign sponsorship, can be hard and uncertain situations. According to Lee and Mazodier in 2015, foreign sponsors are often fully worried if the brand and the local event are a viable fit, instead of considering and evaluating individual-level nationalistic behaviours and feelings. Nonetheless, bearing all this information in mind, as far as affecting and re-directing the image people have on the sponsor, sponsorship becomes a significant and valuable tool (McDonald, 1991).

3.1.2. Sponsorship vs Endorsement

The influence of celebrity endorsement has been a major uplift for the companies' intentions to succeed in the market. However, there is a misconception when companies and marketers tend to analyse if they should sponsor or endorse a celebrity.

As in the beginning of the current decade, celebrities have represented a total of 14% of the advertisements in the USA and an astonishing 45% in Taiwan (Ilicic, 2012). It is clear that several celebrities should be worth investing and using as a valuable weapon to penetrate hard and rough market segments. However, should they be sponsored or endorsed?

According to Anthony Carrillat and d'Astous in 2014, both Sponsorship and Endorsement are two persuasive strategies. However, according to them, it is noticeable that, at a Sponsorship level, there is a lack of information and analysis on the athlete/celebrity standpoint. There is a major, if not total focus, on the event side of sponsorship and so, it becomes harder to make an equal comparison. Nevertheless, there is a clear differentiation between the two concepts.

When a celebrity/athlete's endorsement contract is being agreed, the company is, in fact, earning the rights to use his/her image in exchange for a monetary reward/compensation (Anthony Carrillat, & d'Astous, 2014). Celebrities/athletes' influence and effect is highly determined by their behaviour, effort and capability of transmitting the brand's identity and values to the consumers. Basically, they end up moderating the brand's consequences and outcomes, giving them the major power imbalance (Fiske, & Berdahl, 2007). Nonetheless, only a few are able to contribute positively to this matter, which may result in a downfall of the brand's recognition and equity. Though, several studies have shown that celebrity/athlete endorsement for a brand is the most effective strategy – with the celebrity/athlete's expertise, trustworthiness, attractiveness or similarity increasing with the audience (Erdogan, 1999).

On the opposing hand, celebrity/athlete sponsorship should be, likewise, looked at and evaluated. In this particular case, the individual needs assistance with his/her expenses, more specifically with material and financial backup, to better elevate their performance (Anthony Carrillat, & d'Astous, 2014). In this case, the athlete is controlled by the brand and its predisposition to help and supply the needed support. If the event has a negative outcome, it not only impacts the more controlling partner (sponsored brand/endorsed celebrity or athlete), but the other one should also suffer a downfall (Collins, & Loftus, 1975).

Both strategies/situations prevail in today's society and marketplace, with the brands and celebrities trying to make the most of each other. Despite the celebrity endorsement being more visible and impactful market-wise, the sponsorship side is also noticeable and adopted - specially for the athletes - since several of them need some sort of support and assistance to better perform in their respective sport.

3.1.3. Celebrity Endorsement

McCracken, in 1989, stated that, most of the times, companies rely on celebrities to endorse their products/services as a way of transmitting the meaning associated with them to the respective brand. Given today's marketplace, where the products are difficult to differentiate (specially on technological means), celebrities play a large and significant advertising role as agents for building and boosting brand equity (Choi, & Rifon, 2012). This might be, in several cases, overviewed as a parallel approach from a company to be

connected with their consumers. Often, and constantly visible nowadays, celebrities have progressively become a brand of their own right with own values existent in the consumers' minds (Seno, & Lukas, 2007). Hence, it is of the companies' broad interest to explore and analyse a possible association to its values and connotations. For instance, the German model Claudia Schiffer and the association/endorsement with the Opel brand. The car company largely invested in this endorsement, as a way of displaying the model's beauty and nationality to the car brand's own identity. This was considered by several, as an intense market penetration, to promote a new Opel car model line, but also, a step towards an engagement of young adult drivers with the brand. One other example, in the tennis world, is the association of the sports brand Uniqlo with the world's famous athlete Roger Federer. For several analysts, this was seen as a risky move, since the investment was large and the tennis player is with an elder age. However, the brand believes that his image and the whole meaning and symbolism he brings to the sports world - perseverance, hard-work and winning – are a major advantage in the company's market placement. Not only will they be able to acquire more recognition and consciousness, but also enjoy some economical outburst with the sold merchandising. McCracken (1989) assumes that, at all times, an equal comparison should be made between celebrity endorsers and events.

As a whole, the celebrity endorsement concept has been considered a very effective promotional tool, both on the image and meaning transferred perspectives. Marketers have concluded that advertising effectiveness, brand recognition, brand recall, purchase intentions and even purchase behaviour are highly influenced by celebrity endorsements (Spry et al., 2011). Besides, as in of 2006, MarketWatch analysed and concluded that one-in-four advertisements use celebrity endorsement. This trend has been progressively growing in the companies' strategies but, at a moderate stroke. Companies recognize the importance of deeply understanding the consumers' responses to celebrity endorsements, in order to better develop an effective approach for its selection (Choi, & Rifon, 2012). A wise choice of a celebrity endorser might help a company excel in any market segment – by the alienation of a dominant image and meaning (and even influence). Brand awareness improvement can be determinant in the brand equity build-up, for the consumers to be able to create any sort of association, perception or quality (Pappu et al., 2006).

The transfer of an image and meaning from a brand/celebrity are two preponderant aspects when the term sponsorship is brought up. As seen before, companies may transfer

their image and meaning to a certain event by themselves or by the engagement of a celebrity endorser (McCracken, 1989). Nonetheless, it is important for a brand to understand the endorser's credibility, or basically, to judge if the given source is perceived as a relevant expertise to use as a communication tool and can be trusted on the giving of the subject's opinion (Goldsmith et al., 2000).

To better understand the concept of Sponsorship and how it applies in different situations, it is important to take in note some comparisons with the concepts of Endorsement and Advertising.

3.1.4. Sponsorship vs Advertising

Nowadays, one of the biggest debates in society and in active companies, is whether they should invest in sponsorship or advertising procedures. Although, some companies have different technics and philosophies set-out to reach different goals. It should be clear, in an internal perspective, which path should lead them to a better and more intuitive market approach. They might have the urge to develop a sponsorship or an advertising oriented-role, or neither. Thus, what can be settled as the main difference(s) between these two marketing tools?

As in of 2000, Speed and Thompson described the involvement of a second party (the sponsored one) in the process, as the element that distinguishes sponsorship from advertising. Therefore, in the Sponsorship case, a relationship is built with 3 parties: a Sponsor, a Property and the Consumer. Whereas in the case of Advertising, only the Advertiser and the Customer are active in the process. The Advertiser displays a message to the Consumer to promote a certain/service (Cameron, 2009).

In the Sponsorship case, the 3 parties compose 3 relationships. The first one, the Property and the Consumer, is characterized by the "emotional engagement" a certain person has with the brand. This has a tremendous impact in the effectiveness of the sponsorship appearance. If a customer is more attached to a certain brand, he will more likely accept the sponsorship initiative. The second one, the Property and the Sponsor, serves as a breakthrough point in this triangular relationship. It is here, where the Sponsorship's magnetism assumes bigger proportions, regarding image and campaign purposes. The third and final one, the Sponsor and the Consumer, is all about a deep analysis on the consumer behaviour and his/her ability to engage on new perceptions. The Sponsor's

main intent is to help adjusting the consumers' behaviours and creating new needs for their specific lifestyles – developing a different but effective vision on their subconscious (Amoako et al., 2012).

These 3 tight relationship ties are crucial in the unrolling of the Sponsorship concept, where in the Advertising's occurrence, the Advertiser and the Consumer exhibit the only real tie necessary to effectively promote a brand message.

3.1.5. Categories of Sponsorship

Considering the transmission of the organization's identity, it is possible to sort three categories of sponsorship: **Institutional** and **Promotional**; and **Hybrid** (Lindon et al., 2010). For each one of these cases, some examples will be contemplated to better sense their importance.

The first one – **Institutional Sponsorship** - considers the enrichment of the organization's image and notoriety through the sponsored cause, event or person (Lindon et al., 2010). On the whole, this sponsorship category might be influenced by governmental agencies. A suited illustration of this, is the sponsoring of the Millennium BCP bank in the famous Portuguese tennis tournament – Estoril Open – which belongs to the ATP circuit (main world tennis circuit). Normally, governmental-affiliated institutions expose their assistance to the event's organization, being responsible for providing the infrastructures' space, and also the security barriers and linkage to the police authorities. In this circumstance, it is possible to focus the involvement of the Estoril's Tennis Club, the Portuguese Tennis Federation and even the Cascais' County Council. All these institutions are, year after year, responsible for all those reasons anteriorly stated, which ensures the tournament's well-functioning. Essentially, the bank's main objective is to associate their brand values to one of the greatest sporting events in the Portuguese soil, bringing more attention and visibility to a sector in constant development (Scott, & Suchard, 1992).

Nevertheless, and still within this category, there are situations where the organizations present in the event are entirely governmental-related. One great example is the World's Youth Days event. In 2022, Lisbon will host this global event that brings all sorts of pilgrims to the Portuguese capital (Young, 2019). The Portuguese Government, the Lisbon City Council and the Portuguese Tourism Organization are the main responsible

for the perimeter security and pilgrims' safety. The main objective is to promote the overall tourism in Lisbon (and Portugal) and represent its safety and religiousness within borders.

The second one - **Promotional Sponsorship** – considers a certain brand/organization's propaganda, with reference to its products or services, through a financial and material support, where the final goal is noticeable on the sales standpoint (Lindon et al., 2010). Unlike in the previous category, this one is given by organizations that have a profit-related purpose and a commercial/sales effort behind the association. As an example, the Portuguese brand OLÁ is usually available in several Portuguese Music Festivals, with the mission of promoting and displaying their new products. Two years ago, in the Music Festival *MEO Sudoeste*, the brand gave out several new samples of their new Strawberry *Solero* product, to urge its future consumption.

The third and final one - **Hybrid Sponsorship** – is considered to be a mix of the previous two categories. In addition to giving visibility to the brand's positioning, it tends to generate commercial results through marketing efforts (Azevedo, 2011). The Sports supplements and fitness company, Prozis, has a policy of affiliates' engagement, where the members may benefit from several promotions. Considerable celebrities with a high social network influence and engaged to the brand, may have the opportunity to acquire several promotions and help their followers on getting also some advantages themselves. On one hand, this serves as a great example of the brand's visibility, since there will be more recognition among the celebrities' profiles with all sorts of promotions and health advantages explicit. On the other, the constant product promotion can definitely catapult the customers' buying intentions and sales volume.

3.1.6. Types of Sponsorship

Not every organization uses the same type of sponsorship. Typically, it depends on the organizations' objectives, product or service type they want to sell and the brand personality. These factors work towards the brand's definition and how it can shape itself and use sports as an effective brand extension initiative. Below, some sponsorship types will be clarified, as well as, their main functionalities and characterizations.

The first one - can be referred as **Naming Rights**. This sponsorship type has been one of the fastest growing and most valuable existent forms (Chen, & Zhang 2011). In this case,

one organization buys/guarantees the rights to have its name as the one of the sponsored activity. It is characterized by long-term contracts, making it easier for all parties to create stronger business networks with each other, becoming a more effective marketing initiative than the short-term ones (Chen, & Zhang 2012). In the sports industry, this type of sponsorship has been increasing and there are companies that hold the naming of leagues, stadiums, stands, and even teams. Some airlines' companies hold the naming rights of club stadiums, like for example Etihad for Manchester City and Emirates for Arsenal. Overall, nowadays, there has been a predisposition for an engagement in facility naming rights' deals with stadiums, occasionally agreeing to pay millions of dollars annually for those rights (Popp et al., 2016).

The second one – **the Regular Sponsorship** – occurs when a brand/organization has invested to be the main/exclusive sponsor of a certain activity, event or person (Azevedo, 2011). This type of sponsorship – by establishing a dominant/exclusive position – may increase the probability of the meaning transferred from the event to the sponsoring brand, creating a tighter bond between the two (Gwinner, 1997). Some years later, more precisely in 2013, Faganel and Bratina even clarified that this type, occurring on a regular basis, likely maximizes the image transfer potential of the sponsorship purchases. A good example of this is the official UEFA Champions League sponsoring from the Santander bank. The official agreement was applied from the 2018/19 season onwards and has, so far, boosted the bank's awareness and image worldwide.

The third one – **Co-Sponsorship** – concerns the division of the referred sponsorship into two or more parties. In other words, it considers a multiple sponsor character of a sponsorship engagement (Wiedmann, & Gross, 2013). The main goal is to subdivide the sponsorship into smaller participations, allowing for the possibility to have lowered-cost investments (Azevedo, 2011). A good example to provide for this type is the Manchester United Football team, which has three main sponsors from diverse areas: Chevrolet (cars), Adidas (sports) and Kohler (manufacturing).

The fourth one – **Media Sponsorship** – is when the organizations' communication means, such as: TV, radio, and blogs, help in the exposure process of a certain event/activity (Azevedo, 2011). They are also responsible for the event media coverage to the general public. The social media development has emerged as a vital sponsorship investment push, allowing it to become a determinant activation channel (Meenaghan et al., 2013). Here and now, in the sports industry, the clubs intend to internalize this

communication segment, as a way of reducing expenses. In the Portuguese sports sector, there is the example of the 3 major football clubs: S.L. Benfica, F.C. Porto and Sporting C.P. They have their own media platforms (BTV, Porto Canal and Sporting TV, respectively) that are extended to both TV and online platforms. Basically, they manage to broadcast a wide range of the club's games and its breaking news. Yet, with other sports going on, the mass population continues to identify with some other generalist sporting TV channels, like SportTV (able to cover a wide range of sport games and teams) and other media channels as the main sponsors or partners for a specific event (as they help broadcasting the event across many platforms).

The last one - **Realization Sponsorship** – consists on the fact that the organization's brand logo, that worked to develop the project, is associated with the activity (Azevedo, 2011). In the sports context, it is very common to see this in the cycling industry: the brands in question put all the efforts to create one team and organize its tour, having its logo as the official team's logo. Deceuninck and Quick-Step are two of many brands that develop Realization Sponsorship in the World cycling tour competition. Being two main players, working at different segments of the same industry (PVC systems and floor pavements), they benefit from their working spirit and methods to produce the best outcomes possible. Moreover, these brands have the responsibility of presenting the necessary infrastructures, equipment and team support during the competition, providing their brands' names as the official team's name across both national and international competitions.

3.1.7. Corporate Sports Sponsorship

3.1.7.1. Influence and Advantages

Corporate sponsorship and sports are becoming a joint reality that is beginning to take a pronounced place in society.

As it was mentioned before, Sponsorship has become a very important instrument of a company's communication mix. It has been observed and examined that, in the past few years, the number of companies using sponsorship as a marketing communication tool has significantly increased. They have made efforts in trying to reach their audience (and even enlarge it) in a more efficient way and be able to enhance their image and market presence. On a similar path, the total corporate expenditures destined for sponsoring

events, have also registered a large intensification (Javalgi et al., 1994). This tendency has been growing in the past few decades, with the companies considering sponsorship to be a vital successful tool.

An industry sector where the following characterization is correspondent to, is the sports one. Sponsorship has emerged as one of the most go-to strategies in the sports industry (Maxwell, & Lough, 2009). According to IEG's 2018 report, in the North American region, Sports Sponsorship has been accounted for the largest proportion of global sponsorship expenditures, with a 70% proportion of the total. This accounts for \$17.05 billion, numerically wise. It is obvious that the impact of the sports industry is tremendous in the consumers and their consuming choices, but also in the way companies attempt to stand out in the market.

In 2008, Fullerton and Merz pointed out that a sports marketing definition should be in line with its unique feature: the marketing of sporting products and marketing through sports, representing a dual role. Hence, sports marketing has been defined as the application of marketing concepts and processes to sporting products and services and the marketing of non-sporting ones through an association with sports (Fullerton & Merz, 2008)

In 2018 alone, sports sponsorship expenditures grew an outstanding 4.9% globally, equivalent to a total of \$65.8 billion (Weston, 2018). According to Kolah in 2006, the four key factors that have contributed to this trending growth in worldwide sports sponsorship are: **globalization**, **consumer behaviour**, **permission** and **technology**.

As formerly expressed, **globalization** has played a crucial role in the society's evolvment and on people's mindsets. New desires and needs have been created, and so have the market requirements to succeed. According to Santomier in 2008, there are 4 key bullet points that have contributed to the globalization of sports, and also, sports sponsorship:

- Increased adoption of new media technologies, like telephones and computers, allowing the consumers to always be "online" on every single recent news feeds and sporting highlights, even without taking time to watch a full game on TV (Weston, 2018). It has also facilitated the transmission of local and regional sports to the global community.
- Arrival of new opportunities for marketing and sports consumption.

- New integration strategies, including partnerships, mergers and alliances with global corporations, allowing for a better brand recognition and acknowledgement.
- Development of more technologically sophisticated and consumer-friendly sports venues increasing the power of storytelling and customer experience in the sporting world (Milne & McDonald, 1999, in Santomier, 2008).

In addition, **consumer behaviour**'s modification has been positively flowing in the past few years. Since it is highly correlated to globalization and its power, it has definitely become an asset in the way companies manage their sponsorship intentions. Generally speaking, this change is highly affected by the introduction of new media, due to its general exposure and image creation in the consumers' heads. Globally, consumers tend to be highly influenced by all sorts of marketing attempts, leading to several billion dollars spent each year on this issue (Hawkins, & Mothersbaugh, 2010).

Bearing this in mind, several companies have started to adopt leading strategies capable of controlling the customers' consuming intentions. The most enduring brands, capable of overcoming all sorts of road bumps and developing winning/decisive strategies, can be called "storytelling" brands (Papadatos, 2006). This concept not only applies to a 21st century short-cut to embrace a new range of decisions to be made, but also, a new way of creating a relationship with a customer. Along the way, customers have expressed a high desire of consuming goods/services and they seem to be highly affected by a creation of a plot/storyline that motivates them to stick with that specified offer. As a whole, the power of storytelling and sponsorship are very analogous, since they both achieve different effects and are longer lasting than advertising (Baker, & Boyle, 2009).

Furthermore, a least visible indicative, but very important in the growth of this industry is the **permission** to communicate a product/service. It may not be a very evident and concrete case, but brands may face some laws and regulations that may limit their working methods (Kolah, 2006). It may not be the only restriction in this case, since the marketers should also be cautious of the customers' willingness and receptivity to receive any marketing information. Therefore, this so-called Permission Marketing is based on a relationship between a brand and its customers, in a cultivated way, where the last gives permission to the marketer to receive all sorts of information about the product, service or sales offer (Marinova, Murphy, & Massey, 2002). However, in 1999, Godin mentioned that permission is all about dating a customer. At a first impression, a marketer

should not ask for the sale of its product/service, but instead, earn progressively the right to do so. It is all about trusting and gaining the confidence of the potential customers with, of course, the general marketing competition limitations. Humility and persistence should be two key drivers for a successful permission approach in this market world.

Finally, there is the **technology** advancement. It is fair to say, that the technological influence has been some sort of changing enabler provided by globalisation, permission-based marketing and the fragmentation of media (Kolah, 2006). Companies have begun to set their strategies leaned towards a more client-focused style, guided by a larger technological influence. In some cases, marketers have begun to use a new 21st century mechanism able to, more comprehensively, meet their clients' needs and, at the same time, use and acquire the necessary assets to do so.

Technology roadmapping, is a process and a communication tool that helps and guides in the whole strategic decision-making process (Wells et al., 2004). It consists of a technological planning technique, able to fit a more general set of planning activities. Overall, it identifies critical products' needs that may be driven by certain technological features and development decisions and, afterwards, identifies those specific technology alternatives. The basis of this mechanism is to help develop a plan, able to arrange and organise those specific technologies. The technology roadmapping mechanism is always determined by a need and not a solution (Bray, & Garcia, 1997). Apart from other planning approaches, this specific one has helped several companies to organize and set a more well-thought business plan – with major goals of reducing costs and asset management. In the Sponsorship perspective, such factors like trust and confidence can be increased in the segmented and targeted audience, when dealing with this new collaborative marketing platform (Kolah, 2006).

Globalization, consumer behaviour, permission and technology have massively impacted this sports sponsorship industry not only profit-wise, but also in the customers' awareness and engagement process.

To better segment this thesis' investigation it is important to take a brief glimpse at the observed sports and their respective events. As Marshall and Cook concluded in 1992, popular sports tend to influence the way companies sponsor their respective events. Moreover, they added that football and motor sporting events lead the global expenditures in company sponsorship, at the time. Therefore, the analysed sports will be Football, Air

Racing and Formula 1. All of these sports belong to the long list of sports sponsorships, on which Red Bull takes pride in representing.

3.1.7.2. Football/Soccer Sponsorship

Football (soccer for the Americans) has been on top of world sports for several decades. It is characterized by an immense enthusiasm which gathers millions of people that play and watch the game worldwide (Bühler, 2006).

Red Bull as a brand, just like a normal sports sponsor, is present in the sports action, more specifically in the players' equipment. They hold a majority stake in the German football team RB Leipzig and has, for a long time, been the main sponsor of Red Bull Salzburg (Smith, 2017). Both teams, have been largely invested by the Red Bull brand in recent years, helping set a name for themselves in the football world. However, just like Smith (2017) rectified, RB Leipzig refers to an ownership situation, whilst Red Bull Salzburg consists on a sponsorship involvement one. Therefore, in this particular case, the main focus leans towards the brand's presence in the Red Bull Salzburg team, where they are the team's main investor. This situation is known, in the marketing world, as a rebranding process from the initial SV Austria Salzburg. All in all, rebranding emphasises the firm's input differentiating process, concerning the naming and visual identity devices (de Chernatony and Dall'Olmo Riley, 1998). Moreover, in this process, some factors should be analysed like: the extent (how) to which a corporate brand should be changed, the revision of the cost/benefit analysis, the stability of a well-structured change management program and the approval of the remaining brand stakeholders (Merrilees, & Miller, 2008). This precise sponsorship type can be identified as a Realization one. Just as explained before, in this case, the brand was one of the main supporter in the rebranding process of this football/soccer team. Thus, the organization's brand logo is centred in the brand, given its valuable help.

From a global perspective, a company in the football sponsorship business may have a high visibility range, as the sport attracts millions of viewers worldwide, from a fan all the way to a simple light sports watcher. Not only the sport's popularity should be kept in mind, but also the fans' involvement. As Tsiotsou and Alexandris (2009) explained, it has been evident that the involvement and loyalty (both sophisticated among fans) may positively impact the purchasing intention for the sponsored product. In the

football/soccer case, loyal and involved fans, shall continue to watch and purchase tickets to watch their team play, but, their allegiance to a brand entering that segment, might increase their likeliness to watch the event further. Nevertheless, is this always evident in the on-going game?

According to in football/soccer game sponsorship, viewers/spectators tend to merely pay attention to sponsor's billboards, with just 3% of the time dedicated (d'Ydewalle et al., 1988). This ends up creating some doubt, on whether a brand can effectively be visually significant in the eyes of their consumers. Yet, the sport's action and, consequently, the players are subjected to a larger visibility (Lardinoit, & Derbaix, 2001). In the long run, football/soccer is driven by its vast international popularity and sponsors' media exposure (Reiser, 2012).



Figure 1 - Red Bull active Football/Soccer Sponsorships

3.1.7.3. Air Racing Sponsorship

On the course of its expansion, Red Bull identified a very attractive market niche to invest in. This sponsorship approach, as long ambioned by the co-founder Mateschitz, consisted in the inclusion of elements like speed and racing from F1 with flying (Gorse et al., 2010). The previous authors well-explain the importance of these events in the brand sponsorship ambitions. The consequent effectiveness of these sponsored events is related to the sensory stimuli, to which the race spectators were/are constantly exposed to (Gerritsen, & van Olderen, 2014). Usually, brand loyalists may be attracted to these brand sponsored events, but also individuals with the curiosity of watching the event or even taking their time for a socialization. Yet, given the Air Racing Sponsorship case, it is

important to mention that there are few literature evidences that may help explain and analyse its concept. Although, its basis and purpose for the Red Bull brand may turn out to be a powerful asset to analyse in a very conscious and decisive society.

Foremost, the concept was introduced by the brand in 2001 and was planned to challenge the finest world pilots by challenging their skills through several innovative inflatable obstacles, also identified as 'Air Gates' (Gorse et al., 2010). This sponsorship initiative was initially considered a top-notch strategy, as Red Bull prepared to catapult its brand product sales, by differentiating themselves from the other segment's competitors (Gerritsen, & van Olderen, 2014). This mainly consisted in an image-transfer strategy from a simple modern and young spirited-life, to a wild and adventurous one. This situation may refer to, the category of Hybrid Sponsorship, as this event enriches the brand's image through the sponsorship initiative and, at the same time, may create some promotional campaigns for the product's consumption. Consequently, Red Bull began to see this investment paying-off and, kept on investing in racing and extreme sports' sponsorships. However, it is wrong to fully assume that, by providing a name for these sports, it will be an easy and disregarding task.

In 2011, Nelles added that, for instance, the Red Bull Air Racing in the Detroit River, required a well-managed procedure by local authorities, to ensure the maximum safety for the participants and spectators. By committing to a full-on organization of these events, Red Bull had to make sure everything ran according to the plan, from a legal to a safety standpoint.



Figure 2 - Red Bull Air Racing Event

3.1.7.4. Formula 1 Sponsorship

As formerly acknowledged, sponsorship initiatives have been progressively increasing, and the Red Bull brand has managed to keep itself on track. Woisetschlager (2007) concluded that the Formula 1 world circuit is largely financed by sponsorship money. In the racing competition's initial years, commercial advertising and sponsorship were fully restricted, and cars ended up racing in the sport's national colours (Grant-Braham, & Britton, 2012). Still, nowadays, the paradigm has drastically altered. With the permission to advertise and sponsor in racing sports, there has also been a large increase in visibility and awareness. For example, when comparing Formula 1 with Football, the first may enjoy more visibility with team sponsorship throughout the race rather than the latter in field sponsorship (Lardinoit, & Derbaix, 2001). These authors explain that, since cars are submitted to a more focused individual attention throughout the race (rather than in-field sponsorship), they are also more willing to transmit stimuli and visibility.

In terms of financial investments, the Formula 1 business world represents a golden well. In 2001, teams like Scuderia Ferrari Marlboro, McLaren Mercedes, and British American Racing (BAR) Honda represented the largest season budgets with expenditures of \$284.4 million, \$274.6 million, and \$194.5 million, respectively (Dewhirst, & Hunter, 2002). Red Bull saw this as a window of opportunity to sponsor a Formula 1 sports team, attract more brand know-how and awareness and, of course, more profitability. In other words, Red Bull overviewed this segment insertion as a platform for building and solidifying their brand equity (Woisetschlager, 2007).

Just like in the case of the sponsorship ideal behind Red Bull Salzburg, the brand penetrated this segment equally. Red Bull Racing was introduced in 2005, with the main aim of continuing to achieve greatness in the sports segment.



Figure 3 - Red Bull Formula 1 driving car

3.1.8. Sponsorship Awareness

After deeply investigating the concept, its diverse sub-topics and the exerted influence in the sporting world, Sponsorship should also be analysed through other paradigms. Researchers often examine the impact that a brand equity has on a sponsored event, but lack to focus on the other way around. The view-point from a sponsorship's impact on a brand's equity, should also be focalized. To better check and evaluate this influence, a better segmentation of the inherent topics should be done.

Communication-wise, companies tend to measure a sponsorship's effectiveness by measuring consumer awareness and image variables (Tripodi et al., 2003). Hence, the awareness, through which, a sponsorship may subject an individual, is one vital factor to consider. As far as the opinion of Amis et al. (1999) stood, sponsorship initiatives consist on long-term investments with a main purpose of attaining consumer awareness of that same initiative. This opinion may be overviewed as a controversy (due to the absence of other purposes), but, at the same time, emphasizes the possible impact that a higher sponsorship awareness level has on the whole initiative. Furthermore, Sponsorship Awareness dimensions, habitually, end up being solo measurement tools in the companies' day-to-day business, which may create some undoubtedness on the consumer-knowledge of the sponsorship itself (Tripodi et al., 2003).

This topic highly influences a consumer's attitude towards the respective sponsors (Biscaia et al., 2013). If a consumer is considered to be highly aware of a certain

sponsorship, he/she will more likely be attached to it, moving forward. To vastly assess a consumer's sponsorship awareness level, the recalling and recognizing capabilities should be checked (Bennett, 1999). These two variables are, indeed, crucial for a more composed understanding of a consumer's awareness level, since they highlight remit to an individual's subconscious power (will be scrutinized in the "Brand Awareness" section). Nevertheless, the main aspect to retain with these two significant topics is: recognition directs to the consumer's ability to remember a past exposure (in this case of the sponsorship event), while recalling refers to the consumer's correctly memory retrieval, without any sort of association to a product class, event or other name (Aaker, 1992).

3.1.9. Perceived Sponsorship Quality

Apart from the relevance of the preceding variable, some others have to be accounted for. In this context, Perceived Quality is a category, through which a product or brand can highlight its benefits and attributes (Teas, & Agarwal, 2000). Besides, in most of the cases, consumers have a perception of a product/event's quality, even before experimenting it (Olsen, 2002). Nonetheless, this component can also be conceived as a value for a sponsorship's appraisal (despite the absence of supportive literature).

Apart from the awareness that an individual may be entailed when viewing a specific sponsorship event, its perceived quality is usually depicted in the initial phase. In other words, and in line with Poon and Prendergast (2006), perceived quality can be acknowledged as a main sponsorship's cognitive phase. A segment worthy of recognition, since it characterizes the sensorial and experimental part of the sponsorship activity. Perceived quality can, therefore, represent a considerable section of a sponsorship's activity towards a consumer engagement. In consonance with Smith (2004), whenever a larger perceived quality level is in correspondence with a sponsorship property, brand associations are usually transferred even from a poor fit.

3.1.10. Sponsorship Image

As previously mentioned by Tripodi et al. (2003), aside from the awareness ones, image variables aid in the company's measurement of a sponsorship's effectiveness, concerning

its communication levels. To better understand the purpose of the variable image in the sponsorship - brand inter-connection, a specific model should be accounted. The Image-Transfer Model's main purpose is, to understand the depth from which, an image might be transferred from the brand to its designated Sponsor, or vice-versa. In this situation, the last case will be considered.

In fact, in 1997, Gwinner stated that the term "event image" is used to represent the cumulative interpretation of meanings or associations given by the consumers to the witnessed events. Thereupon, this statement visibly articulates that, the image drawn and created by a brand or an event, is ultimately influenced by the consumers' perception of it. It is evident that the impact of an image is decisive in what a brand or event may accomplish in the future. For example, if an individual starts watching some ATP tennis tournaments, which BNP Paribas sponsors (always with the logo on various spots within the event's sight), he/she might have consequent different opinions on the brand and its role. In this situation, the individual might even want to start investing with this particular bank or, recommend it to acquaintances.

If the sponsorship has a visible appearance for the mass population, its image is effectively transmitted (positively or negatively) to the brand/sponsor, with the point of enhancing its visibility and distinguishability (McDonald, 1991). Hence, it is crucial, on a sponsorship's standpoint, to enhance its perceptibility, so that the overall image can be effectively transmitted to a brand/sponsor.

3.2. Branding – Concept and Derivations

A brand is, by any means, an efficient and objective characterization method that should and is obliged to help in the market recognition process. In other words, a brand should display an experience of memory build-up, loyalty enhancement, word-of-mouth dissemination and communication (Allen, 2007).

In 2004, Lynch and de Chernatony brought up the idea, that brands involve all sorts of functional and emotional values, able to promise a unique and welcoming experience between a buyer and a seller. Even though, the brand's role has taken a whole new magnitude. It has, not only reinforced the communication with the end consumers, but also with the company, its employees and stakeholders (Brodie, 2009). This brand

expansion is highly allied to globalization matters and, to a society that foresees a future with new experiences and relationships.

It does not always follow the same outline, but usually bigger brands are positively correlated to their antiqueness (Lindon et al., 2010). Frequently, notoriety and awareness take its time to be assembled into the brand and, consequently, to its direct environment. All the other brands, increasingly, take this motto has an incentive to penetrate their market segments and be more affiliated with their customers.

In the long run, the brand concept can be summarized into two important evidences. First, a brand, acknowledged as an intangible asset, is contemplated as one of the most valuable company's assets (Zehir et al., 2011). The image, meaning and transparency it brings to the table, help the brand providing the product/service with an identity and profile, which may engage a consumer (or not) to it. Nowadays, a product/service cannot live or survive in the marketplace without an identity and, there is no better asset than a brand to help in the dissemination and propagation process. Secondly, the brand creates value for its consumers and own enterprise (Belén del Río et al., 2001). As a whole, the brand diffusion and propaganda helps not only, by attracting a new customer range selection and their demands, but also by giving new credibility and visibility to the company itself in the marketplace.

In the consumer standpoint, some functional aspects are worth remarking. Firstly, the brand lowers the consumer-risk to acquire the desired product, particularly with soaring customer-involvement and lack of a-priori product know-how (Lindon et al., 2010). When a certain individual has a higher involvement on a product's purchase, it is more than certain that he/she will value the brand and its qualities. The same case applies to the lack of product knowledge, where the customer can fully base its consuming choice on the brand and its inherent knowledge. Altogether, it is an on-going situation, for the customers, to place the brand image in an above cylinder opposed to the actual quality and characteristics. Furthermore, products that are linked to a cause – brand identity - are likelier to obtain a positive consumer appraisal (Hamiln, & Wilson, 2004). Pursuant to these authors interpretation, the degree of interconnection between a product and its branding uniqueness, ends up determining the a-posteriori consumer evaluation.

On the enterprise's perspective, the brand has a commercial and corporate value, which can lead to market advantage and differentiation (Lindon et al., 2010). In terms of the

commercial value, the brand's price can always be measured and influenced. For instance, a stronger one like Adidas or Pepsi has the opportunity to play with the products' pricing, since their brand equity level is immense, and consumers are easily engageable to it. Stronger brands have higher likelihoods of communicating their opportunities to the consumers, have stable financial situations and even create internal collaborator affiliation transparency (Lindon et al., 2010). The internal transparency may help a brand create more steadiness and a firm business approach, which can directly impact the way the shareholders (employees, investors and even clients) perceive and engage with the company.

After this initial introduction on branding and its main concept/purpose, it is vital to comprehend the several important strands that will be later analysed in this investigation's study. First of all, the brand equity's general concept and its vast importance in the consumer perception and know-how, will be explained.

3.2.1. Brand Equity – Idea and Model

In 1991, Aaker defined brand equity as *“a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers”*. This definition is explicit in the objectiveness the concept pretends to add, which concerns the incremental value/input added to the brand's value. Besides, according to Washburn and Plank in 2002, this concept groups several others that, altogether, contribute to the variation of a brand's equity. Brand loyalty, brand awareness, perceived brand quality, brand image are the highlighted categories, which will be more deeply examined in this general concept's spectrum.

According to Pappu et al. in 2005, the concept of brand equity is intended to convey some corporate advantages. For instance, having higher consumer preferences and purchase intentions can be found with greater brand equity levels (Cobb-Walgren et al., 1995, in Pappu et al., 2005). Moreover, these levels can produce an uplifted level of stock returns (Aaker, & Jacobson, 1994, in Pappu et al., 2005). These higher brand equity level-consequences can produce certain features that may help in the overall company's growth, from the awareness to the profit. To better understand the concept of brand equity, it is important to analyse the testimony and studies from Keller.

Kevin Lane Keller, considered one of the fathers of branding, had several developed models and assumptions concerning branding equity. In 1993, he affirmed that brand equity arises when a brand is acknowledged and has some solid, favourable and unique associations in a consumer's memory. Additionally, in 1998, he mentioned that brand equity creation is considered a significant part of brand building. His studies were very relevant in the concept's development. Consequently, Keller developed a customer-based equity model composed of six brand creation blocks – salience, performance, imagery, judgments, feelings and resonance. Its main purpose was to explain how a strong brand can be created, both physically and mentally, in the consumers' minds. In general, the model commenced by explaining that a brand needs to have an identity (salience), through which it should base a mission and tactics, plus, be seen in the consumer public. It ends with the model's last step and main aim – resonance – which entails the characterization of a pleasant relationship between the brand and the consumer (Kuhn et al., 2008). Overall, this model explains that, in order for a brand to be solid (have a higher level of brand equity), it needs to establish its own identity – have an extensive range of awareness, create meaning by all sorts of imagery and associations, produce positive responses and create relationships with the consumers – make them loyal (Keller, 2001).

Therefore, it is vital for one brand to understand the value it creates in the marketplace and to its consumers, before even thinking of sponsorship activities. As previously peaked, a brand has more customer-based brand equity, when its customers react more positively towards an element of the marketing mix of the same brand, rather than one with an undifferentiated label of the same product/service. Keller (1993) also rectified that customer-based brand equity usually occurs when the brand is acquainted to the consumer and holds several associations in his/her memory, mostly solid and unique. Although, according to Esch et al., in 2006, the paradigm has been quite transformed. Sophisticated and innovative marketers have started to analyse and, place certain brand relationship domains like trust and satisfaction, as two cornerstones for the customer-based brand equity concept. These two general concepts are highly associated to the positive relationship a company has with its customers, mainly determined as a key success factor. Nevertheless, they will not be focused in the constructs' analysis.

After an introductory analysis and review of what brand equity consists of, it is central to consider its constituting parts.

3.2.1.1. Brand Image and Meaning

Brand Image can be defined as “*the set of beliefs held about a particular brand*” (Kotler, 1988) or as “*a set of associations, usually organized in some meaningful way*” (Aaker, 1992). This concept’s notion may be often influenced by a company’s efforts to disseminate its mission and intentions. Although, if a sponsor has an initial favourable image within the community, it is likelier to create a positive response to any sponsorship initiatives (Stipp, & Schiavone, 1996).

It is, still, critical to enhance the purpose and objectiveness of the Image-Transfer and Meaning-Transfer Models.

These models’ main core is to understand, the depth from which a brand’s image and meaning might be transferred to the designated Sponsor. In other words, how can a brand’s image and meaning, end up being crucial in this mutual favorable process. In 1993, Keller concluded that a brand’s image consists on the “*perceptions about a brand as reflected by the brand associations held in memory*”. The presence of an initial positive image, may induce on a good sight for customer attraction and engagement. If, for instance, the brand Harley-Davidson is associated with a supportive amateur racing competition, there should be no doubt that, the fans of speed, antiqueness and also brand-lovers will have a more positive attitude and engagement towards the event. If an image, shaped by a brand, is very solid and is, consequently linked to an event (like in the example above), the sponsor ends up taking a cumulative benefit and acknowledgement from this action, which can catapult its visibility and profitability (also applied to the opposite situation). In agreement with Barros et al. (2007) and their study concerning the Euro 2004, an upsurge in brand leverage leads to a bigger image transfer.

The meaning is the brand image’s consequence and, can be as abundantly determinant. According to McCracken in 1989, the consumers acquire the meaning in the product through consumption. In addition, Keller, in 1993, stated that all sorts of brand equity management involve controlling the meanings associated with a brand in memory. Hence, the transmission of meaning from a brand to the customers’ memories should be, in all sorts, a well-drawn and elaborated plan. The companies and brands wish to transmit the best and most meaningful brand image and meaning to the client, engaging them in a long-term relationship.

3.2.1.2. Brand Awareness

According to Rossiter and Percy in 1987, brand awareness is the very first step in the communications' process. They believed that without this pillar, the whole process would disintegrate. For the consumers to even desire consuming a certain product/service, they have to, first, be aware of it. Aaker added, in 1992, that brand awareness creation and its strengthening process in the consumers' minds, may be the most important aspect in brand development activities. Per contra, brand awareness should not simply indicate the possibility of having seen a certain brand name or logo several times, but also, the indefinite connections to other memory associations (Keller, 2001).

As a whole, a brand's awareness should be known as a main accessibility measurement in one's memory (Chandon, 2003). It may vary from consumer to consumer, but the awareness of a brand is controlled by the perceptions they create/want to generate in the consumers' minds. Basically, it should be identified as the brands' interaction initiation step and, as a mould of what the customers' intentions and perceptions might turn out to be (Osman, & Subhani, 2010).

Furthermore, this brand concept is composed of two others that are also important, in its explanation process. By analysing brand recall and recognition, a brand's awareness can become a more easily structured and detailed concept (Pitts, & Slattery, 2004; Walsh et al., 2008). In other words, Keller (2001) described brand awareness as the customers' ability to recall and recognize a brand. These two concepts are linked together to explicit memory as opposed to implicit it (Davtyan et al., 2016).

In 1994, Hutchinson and Raman provided a parallel view to these two thoughts. On one hand, they explained that, whenever a brand is given as a reminder, recognition entails the consumer's ability to verify former exposures. On the other, recalling happens when a brand name is brainstormed just by simply observing a hint like a product category name. Additionally, a number of variables have been demonstrated to have a direct impact on the recognition and recalling of a brand. Age, consumption levels, level of identification and prior attitude towards an associated event may be important variables to, keep in notice (Gwinner, & Swanson, 2003). Both concepts have proven to be very complete in a full brand awareness' analysis, but, do they exert the same influence on an individual?

In line with Keller's opinion in 1993, if a consumer has the ability to recall a brand, given its product category as a reminder, then he/she can almost certainly recognize the brand when exposed to it. In other words, recalling a brand may require a larger rate of memory performance, as opposed to recognizing it (Washburn, & Plank, 2002). Speed and Thompson (2000), even explained that individuals' attitudes towards a sporting event and their perception of the equivalency between the sponsor and the event, may largely influence their recalling capability. Nonetheless, Dew and Kwon in 2010, expressed their doubts concerning this bi-concept relationship (after a detailed analysis), originally explained by Keller. They demonstrated no certainty, in the fact that, if the brands get recalled by several consumers, then they are also recognized by them – it remains an unknown answer.

In general, a brand's awareness prospect should be contemplated as a far-reaching segment, since it is able to shape the customers subconscious of their perceptions and intentions (Osman, & Subhani, 2010). This concept, was and is, a source for a brand to, effectively, captivate and engage their customers to its mission and intentions.

3.2.1.3. Brand Loyalty

Brand loyalty in its basis can be presumed as *"the biased behavioural response (purchase) expressed over time"*, with several brands in consideration (Jacoby, 1971). In its generality, it is a psychological processes' function, which gives the power of being the main decision-maker to the consumer. Despite having the "final decision", the consumer can, and should always be influenced by the brands and their persuasive power.

Progressively, new and more constructive opinions have been given. For example, Oliver in 1999, cited a definition for brand loyalty, that was able to explain its multidimensional construct. He classified it as a *"commitment to rebuy or repatronize a preferred product/service consistently in the future"* contributing to a *"repetitive same-brand or same brand-set purchasing"*, bearing in mind some *"situational influences and marketing efforts"* that may cause a process disruption. This explanation is different, in the way that it explains how the consumers may be swayed by several marketing indicators and distractions that, may lead or not, to a certain brand's engagement.

In the other perspective, a company/brand should understand their customers and their beliefs and, consequently, make the most gain out of it. A wide range of loyal customers

is a valuable asset for a company, since it is able to lift the employees' morale and productivity (Lee, & Cunningham, 2001) and helps reducing the businesses' global marketing costs (Rundle-Thiele, & Bennett, 2001). Similarly, a company may be able to better respond to competitive pressures and create additional barriers for them, assisting in the growth of their total revenues and in the reduction of customer awareness towards other marketing influences (Delgado-Ballester and Munuera-Alemán, 1999). As a whole, the development and stabilization of customer loyalty levels, or long-term relationships with them, may be just the key for service companies to succeed and grow (Duffy, 1998).

As emphasized and updated in 2008 by Kim et al., the concept of brand loyalty is mainly composed of **behavioural** and **attitudinal** elements. The **behavioural dimension** consists on the frequency of the customers' repeating purchasing actions (Kandampully, & Suhartanto, 2000). Although, a past critic from Dick and Basu in 1994, rectified this element as being a far from decisive and explanatory one, in the loyalty build-up. They explained that this process disregards any sort of customer decision-making process, tightening the bond between the brand loyalty concept and repeat purchasing behaviour.

On the other hand, Kandampully and Subartanto (2000) clarified that the **attitudinal dimension** incorporates psychological commitment towards the brand or, in other words, the consumer's brand decision making process. To better explain this dimension, it is crucial to overview its three sequential phases: cognitive, affective, conative and active phases (Oliver, 1997). The first phase, cognitive, consists on the a-priori information, brand beliefs or knowledge that one consumer possesses. Dick and Basu (1994) in a more detailed approach, explained that this phase was built through four pillars that lead to the reaching of brand loyalty: accessibility, confidence, centrality and clarity. Concerning accessibility, it describes the easiness through which an attitude can be retrieved – the easier, the more likely loyalty can exist (McMullan, & Gilmore, 2003). Confidence may be acknowledged as, an attitude's assurance and its assessment or the general knowledge attained through accrued consumption experiences (Herr et al., 1991). As reinforced by Yi and La in 2004, consumers with higher confidence on their expectation levels, may likelier be affected from cognitive dissonance, as they may be involved with contradictory and opposing information. Generally, clashing and updating information may create an undesired state, through which a person is not sure, anymore, of his/her beliefs. Centrality consists on the level through which an individual's value system is based on the attitude he/she has towards a brand (McMullan, & Gilmore, 2003). An individual's psychological

commitment should be solid if the brand's beliefs are central (James, 2001). At last, as concluded by Dick and Basu's critique in 1994, clarity refers to the well-definition of an individual's behaviour when finding alternative attitudes directed towards the same category's products or services, and ill-definition with the acceptance of the different alternatives.

The second phase, affective, is designated by the adverse or approving customer development attitude for a certain product or service (McMullan, & Gilmore, 2003). More explicitly, this loyalty level comprises the consumers' feelings, dispositions, and sensitive responses for a product/brand (Oliver, 1997). As opposed to the cognitive phase, this one is characterized by the post-consumer usage/consumption of a product/brand, where he/she will be able to react and respond to the varied stimuli. Although, some antecedents should be held in account, when a customer reaches this phase. The emotions, temperaments, primary affect and satisfaction are some of them (Dick and Basu, 1994). Firstly, as Supphellen (2000) rectified, emotions are neural, nonverbal judgements of brand correlated experiences. The initial contact with the product/brand may provoke consumer reactions, which may also be involved with the associations they make at the time. Moods can also be a strong indicator of the customer affection, but not in the same intensity as emotions (McMullan, & Gilmore, 2003). In addition, as clarified by Bower and Forgas (2001), an individual's mood and social memory directly impact a brand loyalty's formation, since emotion and motivation levels may strongly affect an individual's subconscious, in such a way that, the events are better assimilated. Primary affect, may refer simply to the key individuals' responses, independent from the cognitive phase, such as the scent or taste (McMullan, & Gilmore, 2003). To conclude, the satisfaction aspect is also a very crucial aspect in the affective phase development. Spreng et al., (1996) advised that customer satisfaction is, as key of a marketing notion, as the satisfying of consumers' needs and desires. One year later, in 1997, Heskett et al. conducted a study where they proved that, only by reaching 100% of satisfied customers, could a brand become truly loyal and have, consequently, increased repurchasing rates. These four antecedents have been single-handedly proven that they can guide a brand to higher loyalty levels.

The third phase, conative, refers to the consistency of the consumers' beliefs on a product/service and their post commitment to it (McMullan, & Gilmore, 2003). According to Dick and Basu (1994), this phase can be contemplated through 3

antecedents: switching costs, sunk costs and expectations. Switching costs can be explained by the expenses of changing providers, which they would not sustain if they were to remain with the current one(s) (Lee et al., 2001). Even in 1995, Jones and Sasser stated that switching costs are an important factor in determining the market competitiveness, highlighting the fact that high switching costs prevent consumers from changing provider. Next off, sunk costs being known as the “*costs that have already been irrevocably committed and cannot be recovered*” (Wang, & Yang, 2001), often remit to investments that might be worthy in the future – present expenses for future gains (Erdem, & Swait, 1998). Several investigations conclude that, despite their economic unimportance, sunk costs intensify the chance of repeating purchases (McMullan, & Gilmore, 2003). Expectations, as explained by Devlin et al. (2002), are acknowledged as the prospects for which a customer believes he/she should be offered. This antecedent is critical, in the way that, strongly influences and displays the willingness of an individual to consume a certain brand/product.

At last, the fourth phase, action, is measured by the proportion of the value of purchases within a certain brand/company (Helgesen, 2006). It incorporates the key element of inertia, which explains the consumer’s gladness towards a brand/company and, directly diminishes the search for substitute products’ information.

After analysing the breakdown of the loyalty construction phases, it is significant to recognise some other key aspects or limitations. According to Rundle-Thiele and Bennett in 2001, brand loyalty’s measurement is different for all sorts of market segments, for instance, the consumable, durable and services ones. This highlighted difference should be clear, since there are distinctions in several features like market characteristics, purchase frequency, commitment or even satisfaction. Yet, as a whole, loyalty can be fully attained, despite the insertion of a certain brand in a different market segment.

In a parallel path, companies can identify loyal customers by engaging new or retaining current ones. Though, there are some specificities to consider, while considering the costs of these strategies. In consonance with Lindgreen et al. in 2000, attracting a new customer and making him/her loyal to the brand, may not be the best profitable scenario. They believe that by attracting a new customer, the company/brand may be entitled to spend 10 times more than of retaining a current one. This explanation is mainly due to the costs of enhancing and attracting customers and making them engaged and loyal to the brand.

Above all, brand loyalty is considered a central element of marketing strategies and tactics in competitive markets with high volatility and less product differentiation (Fournier, & Yao, 1997).

3.2.1.4. Perceived Brand Quality

Last but not least, considering the measured brand-equity constructs, perceived brand quality is worth mentioning. According to Aaker (1996), to effectively measure a brand's equity, it is vital to, beforehand, analyse the perceived quality which an individual or group have on a certain brand.

Some years earlier, in 1991, Aaker asserted that, the concept of perceived quality was an overall individual(s) perception of the value and uniqueness of products/services, when comparing to the adversary offerings. However, it is important to acknowledge that quality and perceived quality are two very distinct concepts – several authors confirm and try to enlighten that particular issue. For example, Garvin (1983) clarified that, while objective quality is uttered on the product and manufacturing orientation side, perceived quality is mainly defined on the users' recognition one. Besides, Zeithaml (1988) explained that these two notions are very different, since perceived quality is mainly based on "*the buyer's subjective appraisal of the product*". He also interpreted a brand's perceived quality to play a central influencing role in the determination of the consumers' choices. According to these authors, a brand's perceived quality should be interpreted and analysed, not only because of the prior indication/suggestion it provides on an individual's perception, but also because it resembles a brand's total value and equity. It is vital to understand that a brand's perceived quality is highly influenced by some individual features/aspects. Previous experience, perceived risk and education level may represent some of those aspects, but also, some situational ones like purchase purpose and situation, time pressure, and the consumers' social background (Holbrook & Corfman, 1985).

As a sum, a brand's perceived quality is positively correlated to that same brand's equity (Motameni, & Shahrokhi, 1998). Hence, it is an important construct/notion to analyse and to potentialize.

3.2.1.5. Relation between Sponsorship and Brand Equity

There has been a lack of focus on some aspects, regarding the variables sponsorship and brand. One of them is the impact that a sponsorship initiative may exert on a brand and its future practices (Cornwell et al., 2001). Although, they have concluded by their investigation, that sponsorship initiatives have, in fact, a determinant influence on the brand and end up adding financial value to it. In 2003, Walliser added that sponsorship events have a high capability of affecting the product and brand itself.

As a sum of past opinions and constant analyses, Zarantonello and Schmitt (2013) had a breakthrough delivery in this paradigm. They believe that sponsorship events help customers with their brand memory enrichment, more specifically with the recalling and recognition processes, plus, creating a mighty and lasting relationship with it. Sponsorships may indeed convey positive outcomes towards the event itself, but also to a brand in the search for a customer retention plan.

These opinions have been unanimous in explaining this key opportunity that brands need to hold on to, as main market strategies. It has been mentioned some key aspects of sponsorship initiatives on a brand's equity, specially on the Image, Awareness, Loyalty and Perceived Quality.

At this point, the first 4 hypothesis can be defined:

H1: Sponsorship Awareness positively influences Brand Equity.

H2: Perceived Sponsorship Quality positively influences Brand Equity.

H3: Sponsorship Image positively influences Brand Equity.

H4: Brand equity is measured by Brand Image, Brand Awareness, Brand Loyalty and Perceived Brand Quality.

3.2.2. Brand Purchasing Intention and Brand Recommendation

As stated by Engel et al. (1995), a purchase intent refers to the projected or deliberate buying behaviour, or even the likelihood of the individuals' beliefs and attitudes being transformed into purchasing actions. Consumers' purchasing behaviour or intent is highly influenced by their preceding emotional attitude (Sweeney, & Soutar, 2001; Knight, & Young Kim, 2007).

A couple of years earlier, Whitlark et al., (1993) explained that this specific concept's measures have been recurrently used to identify products' purchasing behaviours, within specific time phases. Moreover, Tsiotsou (2006) enlightened that, nowadays, marketing managers are keen on exploring the consumer purchasing intentions, as way to help sales projecting for existing or new products/services. Their main goal is to correctly predict product demand flows, market segmentation and efficient promotional tactics.

On the opposite hand, the brand's recommendation typically involves greater ambiguity levels for the consumer, even when considering the brand's purchasing act for one's self (Hutton, 1997). Overall, Jang et al. (2008) clarified that, in the online consumption community, a higher level of communication personalization can impact not only the individuals' satisfaction, but also their brand recommendation and future purchasing intent attitudes for brand-related products.

In line with Turhan and Özbek's (2013) investigation, they have clearly exposed and revealed that both variables are significantly correlated. Always mediated by the variable Satisfaction, the two variables constantly assume equal means and correlation data.

After briefly assimilating the concepts of brand purchasing intention and recommendation, it is central to make a direct connection to the brand equity variables. This network analysis will allow for a better interpretation of the studied variables and if, effectively, they are positively correlated between each other (or not).

3.2.2.1. Brand Image Impact on Purchasing Intention and Future Recommendation

In this first situation, the brand image concept will be briefly interpreted as a vital precedent of a consumer's brand purchasing intention or recommendation. According to Graeff in 1997, a reason for an increase in the consumption levels might have a direct relation to the preservation and enhancement of the self-image – a person's perception of their own abilities, appearance and personality (Rosenberg, 1979). Even in the case of unfamiliar brands, the brand image, which the consumers create in their subconscious, may have a significant impact in their purchasing intention (Hoyer, & Brown, 1990). Both in the concrete (visible image) and in the intangible (conceptual and subjective image) standpoint, a brand's image has a clear-cut repercussion on a customer's willingness to purchase its products/services and, perchance, recommend it afterwards. Besides, a

prevailing market brand image sets a higher likeability for future consumer recommendation (Alwi, & Kitchen, 2014).

Along with the subsequent authorial evidence, it has been acknowledged by some other ones, that a brand's meaning portrays a decisive role in the ultimate purchasing decision, as well. As previously voiced, a brand's image is often associated to the possible meaning it features (mostly on the subconscious level), with both of them strengthening the customers' disposition for a future purchase intention and recommendation. On a side note, Solomon and Douglas in 1987, summarized that consumer purchasing decisions are based on a product's symbolic image and meaning, also contributing to an improvement in their self-image. As a clinching mark, Ataman and Ülengin (as concluded by their investigation in 2003) proved that consumers tend to select a brand with numerous perceived image attributes, since they are consistent with the consumers' different image reflections. In general, these conclusions help highlighting the importance of a brand and its image in the consumers' minds and overall purchasing decision and recommendation. Hence, the 5th hypothesis can be presented:

H5: Brand Image has a positive impact on Brand Purchasing Intention and Brand Recommendation.

3.2.2.2. Brand Awareness Impact on Purchasing Intention and Future Recommendation

In the second situation, the concept to be more profoundly analysed is brand awareness. As in the previous case, the impact of this variable on a brand's purchasing intention and recommendation will be succinctly interpreted. To better expose this brand equity variable and the interconnection with the posterior purchase intention and recommendation, a segmented example can be a pragmatic reaching. Bennett, in 1999, made use of a football game's atmosphere to draw some conclusions on the brand equity's paper in this panorama, specially a brand's awareness. The author in reference, examined and inferred that football spectators, upon watching a game, are more aware of potential visible sponsorships. As a matter of fact, he explained that any sort of brand message exposure would create a significant rise in the consumers' awareness, which by itself, would increase their intention to consume the brand and to recommend it (including through word-of-mouth). Based on this preceding literature, Barros et al (2007) added

that the perception of a certain event's importance is a significant factor in the recalling aid of a certain brand, which conducts to a future consumption intention. At last, Lu et al. (2014), highlighted the importance that brand awareness brings on a product's purchasing intention, but specially on its recommendation. They believe that it is a natural state of action to effectively recommend a brand, after being able to recall/recognize it. On that account, the 6th hypothesis can be displayed:

H6: Brand Awareness has a positive impact on Brand Purchasing Intention and Brand Recommendation.

3.2.2.3. Brand Loyalty Impact on Purchasing Intention and Future Recommendation

As was precedingly made known, brand loyalty is a key component of marketing strategies in competitive markets with high volatility and less product differentiation (Fournier, & Yao, 1997). Although, can brand loyalty effectively increase brand consumption levels, more specifically on the intention and recommendation to purchase? This third situation, will think through the impact of brand loyalty on the ensuing purchasing intention and recommendation.

First of all, it is important to take an ephemeral glimpse at the emotions resultant from consumption and its correlation to brand loyalty. Positive consumer emotions in the purchasing act are correlated to their intention to do it. Barsky and Nash, in 2002, provided empirical evidence, in the hotel industry, that customer emotions on the consumption levels have a positive relationship with the building of loyalty. In this case, the example is based in the services' sector, but should serve as an indicator for the other segments, since it assembles a huge consumer mass. In other words, a positive consumption emotion can increase brand loyalty measures, which fundamentally, increases post purchase behaviours (Mano & Oliver, 1993). Han and Back, in 2007, also concluded that, in the lodging industry, customer emotions concerning their consumption levels, play a substantial role in the creation of loyalty.

Concerning the weight of brand loyalty and consequent influence on purchase behaviours, there are few authors' opinions that can be underlined.

In a physical store environment, due to the quality of store brands, it has been proven that there is a positive correlation between store brand loyalty and store brand consumption

(Ailawadi et al., 2001; Kumar, & Steenkamp 2007). In 2005, Algesheimer et al., clarified that the online consumption community, might have a direct stimulus on the consumers' brand loyalty and consequent recommendation behaviour (and vice-versa). Customarily, these behaviours might uphold a positive effect on the clients purchasing intentions. In the football/soccer business (as enlightened earlier), the involvement and loyalty (both sophisticated among fans) might have a powerful and positive impact on the sponsored product's purchasing intention (Tsiotsou, & Alexandris 2009).

With these opinions and conclusions, it is possible to reach the 7th hypothesis:

H7: Brand Loyalty has a positive impact on Brand Purchasing Intention and Brand Recommendation.

3.2.2.3. Perceived Brand Quality Impact on Purchasing Intention and Future Recommendation

To wrap up the impact of brand equity variables on purchasing intention and recommendation, there is yet one concept to be reckoned. Perceived brand quality is often associated to a brand's image and meaning, but it has also a distinctiveness of its own (as formerly clarified). In this actual study, there are some controversial ideas on and if it has a direct effect on the two final considered variables. All in all, it is a common belief to positively associate a brand's perceived quality to its purchasing intention and behaviour (Morwitz, & Schmittlein, 1992; Morwitz et al., 1996; Parasuraman et al., 1996). However, some others believe that the construct of satisfaction plays a role of intermediary in this relationship (Cronin, & Taylor, 1992; Sweeny et al., 1999). This is a dubious standpoint, as some authors agree and others disagree, thus, for this analysis this specific construct was not taken into account. Above all, several authors highlight the importance of a someone (customer) perceiving a certain brand as a quality-wised one, for a follow-on positive behaviour, when it comes to purchasing and recommending the brand's products/services.

Drawing to a close, after surveying some hundreds of students, with a special focus on a brand's perceived quality impact on an individual's purchasing behaviour, Tsiotsou (2006) concluded that when there is a rise in the first, automatically translates in an increase of the second. On the other hand, service brand quality has a positive influence

on the brand's value, which by itself increases the likeability for consumers to recommend it (Vigripat, & Chan, 2007).

With these aforementioned feedbacks, the 8th hypothesis was outlined:

H8: Perceived Brand Quality has a positive impact on Brand Purchasing Intention and Brand Recommendation.

With reference to the final 2 variables, the 9th hypothesis can also be presented:

H9: Brand Purchasing Intention positively impacts Brand Recommendation.

In the rear, the final 3 hypothesis are also brought up, as a conclusion of this investigation's purpose.

H10: Football/Soccer Sponsorship positively influences the Brand's Equity, Purchasing Intention and future Recommendation.

H11: Air Racing Sponsorship positively influences the Brand's Equity, Purchasing Intention and future Recommendation.

H12: Formula 1 Sponsorship positively influences the Brand's Equity, Purchasing Intention and future Recommendation.

3.3. Communication – Concept

Communication is an influential subject that may be related to some issues like privacy, security, and even distortion. Its understanding is vital, since it directly affects all sorts of features, involving both human and technological interactions (Al-Fedaghi, 2012).

Nowadays, a brand to be effectively disseminated, needs to have a proper communication strategy. The creation of a certain relationship bond and an engagement with its customers, is perceived as a requirement for brands that pretend to succeed in the marketplace. Bearing this in mind, brand communication can be acknowledged as the main integrative component in, the management of brand associations with its direct environment: such as customers, employees, suppliers, channel members, the media, government regulators, and community (Zehir et al., 2011). What used to be the traditional one-way communication method is now a multi-dimensional, two-way and peer-to-peer communication (Berthon et al., 2008).

Nevertheless, the communication process is not an easy procedure. Several indicators like the nature of the message, its interpretation, and the environment in which it is received, highly affect the company's success rates. Furthermore, two other aspects that may also disturb the ability to communicate a message, are the perception of the source by the receiver and the medium used to transmit the message (Grimaldi, 2014). Semantic-wise, there needs to be a competent usage of words and phrases, so that the receiver is not induced in error or misunderstanding. Besides, the influence of the sociocultural background of, both the sender and receiver, may also be a decisive indicator for the diffused message. Aspects like sympathy, patience or perseverance may be crucial in the effectiveness of the entire communication process. At last, it is important to be aware of physical barriers. Some physical distractions like telephone calling, drop-in visitors and distances between people, can be decisive factors that might affect the communication and its effectiveness (Lunenborg, 2010).

Brands and companies need to survive and, in order to do that, they need to incorporate a well-defined market strategy. According to several authors, they should be able to create a sustainable differential advantage which, in most cases, is centred in the communication planning (Lynch, & de Chernatony, 2004).

4. Methodology

This chapter's main objective is to expose the research methodology, with a slight focus on the strategy and related procedures. Likewise, the adopted conceptual model will be identified and examined. The method for data collection and the entire sample process will also be presented, as guiding tools to reach concise and helpful conclusions. In addition, the statistical evidence will be introduced, as a way of aiding and providing a more efficient data examination approach.

4.1. Conceptual Model and Investigation's Hypotheses

This particular thesis investigation was set in motion by a Literature Review section, whose primary intent consisted on a collection of prior developed studies. Topics that are constantly reviewed throughout this research (sports sponsorship, sponsorship and brand equity variables and brand purchasing intention/recommendation) are the main focus in

that designated section. The figure below introduces the conceptual model used in this investigation's unwind.

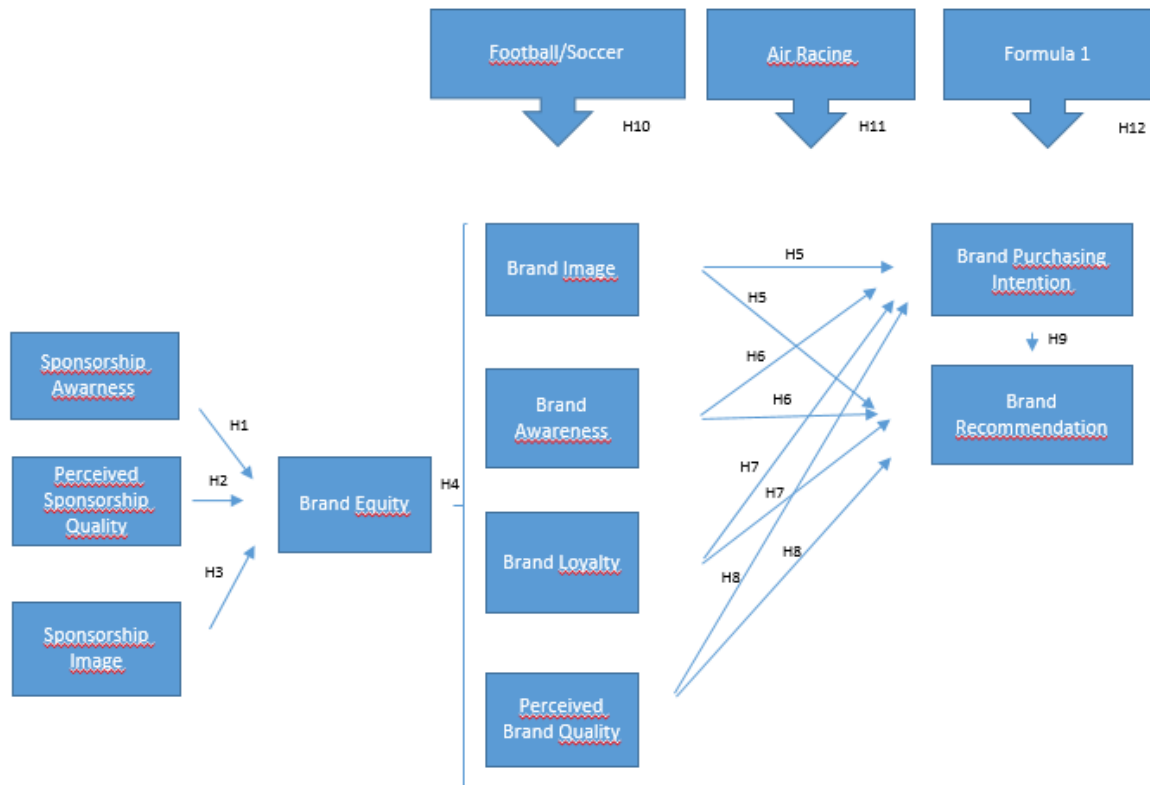


Figure 4 - Sports Sponsorship's impact on Brand Purchasing Intention and Recommendation Conceptual Model

The following model's elaboration was drawn from scratch, with the composition of three noteworthy pillars: Sponsorship Variables (Sponsorship Awareness, Perceived Sponsorship Quality and Sponsorship Image), Brand Equity Variables (Brand Image, Brand Awareness, Brand Loyalty and Perceived Brand Quality) and Brand Post-Purchasing Behaviour Variables (Brand Purchasing Intention and Brand Purchasing Recommendation). These three designated segments are constantly applied on a Sports' sponsorship context with Football, Air Racing and Formula 1 in evidence. The model aims to analyse the impact of sports sponsorship initiatives on brand equity variables (in this case with the help of the Red Bull brand). This influence is used as a tool to understand, if there is a final impact on the brand's purchasing intention and recommendation. Hence, the main drawn hypotheses for this study are:

H1: Sponsorship Awareness positively influences Brand Equity.

H2: Perceived Sponsorship Quality positively influences Brand Equity.

H3: Sponsorship Image positively influences Brand Equity.

H4: Brand Equity is measured by Brand Image, Brand Awareness, Brand Loyalty and Perceived Brand Quality.

H5: Brand Image has a positive impact on

- a) Brand Purchasing Intention.
- b) Brand Recommendation.

H6: Brand Awareness has a positive impact on

- a) Brand Purchasing Intention.
- b) Brand Recommendation.

H7: Brand Loyalty has a positive impact on

- a) Brand Purchasing Intention.
- b) Brand Recommendation.

H8: Perceived Brand Quality has a positive impact on

- a) Brand Purchasing Intention.
- b) Brand Recommendation.

H9: Brand Purchasing Intention positively impacts Brand Recommendation.

H10: Football/Soccer Sponsorship positively influences

- a) Brand Equity.
- b) Brand Purchasing Intention.
- c) Brand Recommendation.

H11: Air Racing Sponsorship positively influences

- a) Brand Equity.
- b) Brand Purchasing Intention.
- c) Brand Recommendation.

H12: Formula 1 Sponsorship positively influences

- a) Brand Equity.
- b) Brand Purchasing Intention.
- c) Brand Recommendation.

4.2. Methodological Approaches to the Quantitative Study

The quantitative study is consisted of a survey directed to people from all age ranges. However, the selection process had a little focus on the ones that dedicate their lives (or some part of it) to watching or practicing sports, regardless of their gender and age. The main reason goes towards the likelihood that, those individuals may be more aware of the brand and the respective sponsorship initiatives, or maybe by their products' consumption. With a new approach to consumer-based brand equity, the study of Schivinski and Dabrowski (2014) served as the key survey measurement tool for the current study. As a whole, it helped constructing and redefining the variables of Brand Loyalty, Brand Awareness and Perceived Brand Quality – leading up to a well-scaled and analysed Brand Equity construct. Besides, it has a high measurement rate of the Cronbach's alpha, registered between 0.87 to 0.95 (above 0.7: internal consistency acceptable – study variables are reliable/well measured). Considering the Brand Equity variables, measurements were also based on Buil et al. (2008), for Brand Awareness, Tingchi et al., (2014), for Perceived Brand Quality, and Hogg et al. (2000), for Brand Image. Finally, to measure the two final concepts, Brand Purchasing Intention and Brand Recommendation, Chiang and Jang (2007) and Roins et al. (1998) were used, respectively.

4.2.1. Sampling Process

As communicated beforehand, the survey is composed of six scales and measurements. The main focus was relied on the study of Schivinski and Dabrowski (2014), which was based on the need to refine the four factor CBBE scale (yet, in this particular investigation, the brand association was swapped by brand image, due to the study's context and the brand in cause).

Taking into consideration the questionnaire's layout, three main sections can be depicted. In the three sections, a Likert scale was used. This scale type is a very accessible tool for both the surveyor and respondent. On one hand, the surveyor can easily elaborate the questionnaire, which was placed online (to gather a wider range of answers). On the other, respondents can also respond to the questions, on a straightforward way. The most recurrent Likert scale used was the 5-point one, but there were some exceptions – which will be identified in the next paragraphs.

The first section includes three general questions, concerning the people's way of living – within the topics of sports and energy drinking. In that same one, there is a final question, which basically introduces the survey topic. The question inquires the respondent on the sport, which he/she believes that exerts the most influential impact on the Red Bull brand (choice between Football, Air Racing and Formula 1). In this first section, the two used scales were the 5-point and an ordinal one, which measured the importance level. The 5-point one, pinpointed “Never” as 1 and “Always” as 5.

The second section encounters the largest and most content-wise part of the questionnaire. As previously stated, the brand equity variables were divided into brand loyalty, brand awareness, perceived brand quality and brand image. In this section, there are two types of variables being analysed: Sponsorship and Brand Equity Variables. The Sponsorship variables are split into three question-groups: Sponsorship Awareness, Perceived Sponsorship Quality and Sponsorship Image. While, on the other hand, the Brand Equity variables are in four: Brand Image, Brand Awareness, Brand Loyalty and Perceived Brand Quality. Loyalty is the only component not present in the Sponsorship variables, since it is instrumentally hard to measure a conceivable individual's Sponsorship Loyalty. As a closure, in this section, the only used scale was the 5-point Likert scale. This scale determined “Strongly Disagree” as 1 and “Strongly Agree” as 5.

The third/final section is related to the respondents' social-demographic information. Questions concerning the gender, age and academic qualifications were asked.

4.2.2. Pre-Test

To better understand the viability of the measurements, it was crucial to undergo a pre-test. Its main objective was, not only to understand if the questions were written properly and accredited by every respondent, but also to understand if the measurements in each

variable were reliable enough to proceed with the survey. Hence, by using statistical approaches, there was a need to identify the Cronbach's alphas and to recognise if they were above 0.7 (which some were, and some were not – thus the need for a progressive upgrade).

The pre-test went on from the 13th until the 30th of June 2019, registering a total of 37 responses. It included a section where the respondents could state if they found any misspelling or confusion and, overall, there were some misunderstandings pointed out from it. Some of these mix-ups were eventually improved for the final survey version. In terms of semantical misconceptions or misspellings, the sentences' language was improved by a quick revision of the English language.

4.2.3. Statistical Techniques for the Quantitative Data Analysis

In the data analysis section, several statistical methods are used. As far as the structure is concerned, this practical research has four main sections: Descriptive Analysis, Hypotheses' Tests, Principal Component Analysis, and Multiple Linear Regression Models. Here, these four analyses are briefly described, before heading to the detailed data ones.

4.2.3.1. Descriptive Analysis

The statistical analysis begins with the introduction of the so-called Descriptive Analysis. In this circumstance, the variables are exposed in absolute and relative terms. Furthermore, each variable is accounted for the number of times it is chosen as “Most Important”/“2nd Most Important”/“3rd Most Important” and the respective % of the total respondents number (376 respondents).

This initial study is set to provide an overview of the three Red Bull's sports sponsorships, and the importance level they generate in the respondents' perspectives.

4.2.3.2. Hypotheses' Test

This study, the Hypotheses' Tests, is a central one to undertake. Here, the ANOVA and Kruskal-Wallis' tests will be used, for the parametric and non-parametric ones

respectively. To effectively use the One-Way ANOVA, these three rules have to be verified:

- Sub-groups are independent and random.
- Each sub-group needs to have a normal distribution ($N > 30$).
- The variances need to be equal for the diverse sub-groups (in this case, the three sports sponsorship groups): the Levene's Test. If they are not, then the non-parametric tests (through Kruskal-Wallis) should be the next step.

This latter rule is verified with the significance level/p-value: $\text{Sig} > 0,05$ – then the null hypothesis is not rejected (variances are equal) – ANOVA study to be followed; $\text{Sig} < 0,05$ – then the null hypothesis is rejected (variances are not equal) – Kruskal-Wallis study to be done.

Henceforth, the ANOVA (parametrical) and Kruskal-Wallis (non-parametrical) Tests should be the following paths (Hoskin, 2012). On one hand, the ANOVA test's main drive is based on the comparison of means between the three distinct/independent groups. Whereas, if the variances were not equal and, the Kruskal-Wallis test was done, then the purpose would be to identify the distribution of the item (in cause) across the different independent groups. As a follow-up for both studies: the Tukey and Scheffe tests (after the ANOVA study) and the Dunnett and Games-Howell tests (after the Kruskal-Wallis test) are chosen. In general, these four tests intend to explain the specific means (Tukey and Scheffe tests) or distributions (Dunnett and Games-Howell tests) that were rejected and, are identified through the three main sport sponsorships' groups. The data tables for this particular section/analyses may be found in Appendix 5 – for further examination.

4.2.3.3. Principal Component Analysis

According to Abdi and Williams in 2010, a Principal Component Analysis is a predominant examination technique, progressively adopted. Its main intent is to examine indicated observations (on a data table), depicted by some dependent variables, and to extract the necessary information as a set of new ones – called principal components.

As far as this investigation is addressed, the Components Rotation Matrix is analysed to better verify if the items of a specific variable have a relatively high correlation between

each other - the loadings should be higher than 0,5. In addition, it is described the number of components that were extracted from the given analysis. The selected solution was evaluated through the varimax rotation.

Furthermore, the Percentage of Explained Variances are also an important data set to use. It describes the total variance explained by a set of factors – each factor explains a proportion of the total variance.

Moreover, it is crucial to take a decisive approach, into this correlation basis. Hence, the studies of “Bartlett’s Test of Sphericity” and “Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)” are suggested to complete this section. Concerning Bartlett’s test, if the p-values are lower than 0.05, then the variables are assumed to be positively correlated. On the opposing hand, the KMO test explains the likelihood of significant correlation levels. Therefore, a higher KMO level (> 0.5), indicates that a factor analysis may be effectively used with the respective data.

4.2.3.4. Multiple Linear Regression Models

A Multiple Linear Regression Model Analysis accounts for the final part of the data analysis and also, for a very crucial and conclusive chunk of the drawn results.

The present investigation entails six models of multiple linear regressions, subdivided as follows:

$$\text{Brand Image} = B0I + B1I * \text{Sponsorship Awareness} + B2I * \text{Perceived Sponsorship Quality} + B3I * \text{Sponsorship Image} + B4I * \text{Football} + B5I * \text{Air Racing} + \epsilon I$$

$$\text{Brand Awareness} = B0A + B1A * \text{Sponsorship Awareness} + B2A * \text{Perceived Sponsorship Quality} + B3A * \text{Sponsorship Image} + B4A * \text{Football} + B5A * \text{Air Racing} + \epsilon A$$

$$\text{Brand Loyalty} = B0L + B1L * \text{Sponsorship Awareness} + B2L * \text{Perceived Sponsorship Quality} + B3L * \text{Sponsorship Image} + B4L * \text{Football} + B5L * \text{Air Racing} + \epsilon L$$

$$\text{Perceived Brand Quality} = B0PQ + B1PQ * \text{Sponsorship Awareness} + B2PQ * \text{Perceived Sponsorship Quality} + B3PQ * \text{Sponsorship Image} + B4PQ * \text{Football} + B5PQ * \text{Air Racing} + \epsilon PQ$$

Brand Purchase Intention = $B0P + B1P \cdot \text{Brand Image} + B2P \cdot \text{Brand Awareness} + B3P \cdot \text{Brand Loyalty} + B4P \cdot \text{Perceived Brand Quality} + B5P \cdot \text{Football} + B6P \cdot \text{Air Racing} + \epsilon P$

Brand Recommendation = $B0R + B1R \cdot \text{Brand Image} + B2R \cdot \text{Brand Awareness} + B3R \cdot \text{Brand Loyalty} + B4R \cdot \text{Perceived Brand Quality} + B5R \cdot \text{Football} + B6R \cdot \text{Air Racing} + B7R \cdot \text{Brand Purchase Intention} + \epsilon R$

As a partial note, in this equation, Football and Air Racing are considered dummy variables (can be 0 or 1). Besides, in Formula 1's context, a dummy variable was not created, since it would be absolutely redundant for the model and its unrolling.

For the well usage of these Regression Models, 6 assumptions have to be verified:

- The Regression is linear in its coefficients and has a residual component.
- The residual expected value is zero.
- The independent variable is not correlated with the residual values.
- There is no correlation between the residual values.
- The variance of the residual values is constant.
- The residual values have a normal distribution.

Additionally, the R squared tests should be completed. These detailed tests help comprehend, how much the respective input/independent variables on a certain linear regression model, effectively explain the output/dependent variable.

5. Data Analysis

5.1. Descriptive Analysis

As previously mentioned, a Descriptive Analysis is a proper beginning for a detailed statistical procedure. At first, to provide a structured analysis, the social-demographic data should be interpreted. In this study, the social-demographic statistics were subdivided into three groups: **Gender**, **Age** and **Qualifications**.

On one hand, the **Gender** sub-group was subdivided into two sections: “Female” and “Male”. With regard to Table 1, it is possible to observe that 101 respondents are “Female”, while 272 “Male” (72.3% of the total). It is possible to witness a difference between genders, which can be explained by the closeness men have to these sports sponsorships.

On the other hand, the **Age** sub-group was subdivided into several sections, with the aim to better acknowledge the age gap that mostly influenced this investigation. Considering the information on Table 1, the age groups of “35-44” and “45-54” registered the largest participance levels in the questionnaire. Whereas, in the opposite side, “<18” and “>64” represented the age groups with less participance weight. The same reason can be presented, as the matured adults are more aware of these sports sponsorships.

Finally, the **Qualifications** sub-group was subdivided into 5 sections. As analysed through Table 1, “High School” and “Master’s Degree” actioned the largest two segments. While, in the other way, “Primary” and “PhD” resemble the lowest frequency units.

	Frequency (N)	Valid Percent (%)
Sex		
Female	101	27,1
Male	272	72,9
Total	373	100,0
Age		
<18	19	5,1
18-24	30	8,1
25-34	42	11,3
35-44	103	27,7
45-54	129	34,7
55-64	41	11,0
>64	8	2,2
Qualifications		
Primary	7	1,9
High school	132	35,3
Bachelor’s Degree	77	20,6
Master’s Degree	152	40,6
PhD	6	1,6

Table 1 - Social-demographic characteristics

Apart from the social-demographic analysis, it is vital to look at the respondents' initial hierarchical choice and perception of the most important sports sponsorship, in the Red Bull paradigm. As formerly affirmed, the respondents choice was limited to three sponsorship options: Football, Air Racing and Formula 1.

Hence, in Table 2, it is possible to notice the absolute (N) and relative (%) frequencies of the respondents, that chose each sport as the "Most Important". In this study (as formerly seen), there is a total of 376 survey respondents. In this table, it is definite that a larger number of people perceived Air Racing, as the most important Red Bull sports sponsorship of the three. On the other hand, fewer people had the same perception concerning Football.

Furthermore, it is also possible to spot the absolute (N) and relative (%) frequencies of the respondents that chose each sport as the 2nd and 3rd options. In the case of Football sponsorship, 65.7% people elected it as the "3rd Most Important", while 56.6% elected Formula 1 as the "2nd Most Important".

	Frequency (N)	Percent (%)
Most Important Sponsorship		
Football	86	23
Air Racing	188	50
Formula 1	102	27
Total	376	100
2nd Most Important Sponsorship		
Football	43	11
Air Racing	120	32
Formula 1	213	57
Total	376	100
3rd Most Important Sponsorship		
Football	247	66
Air Racing	68	18
Formula 1	61	16
Total	376	100

Table 2 - Sports Sponsorship Respondent Hierarchy Choice

5.2. Hypotheses' Tests

As previously elucidated, three different assumptions have to be verified to run the One-Way ANOVA: subgroups are independent and random, each of them needs to have a

normal distribution ($N > 30$) and, their variances need to be equal. In this context, the two first assumptions have already been validated beforehand, so the focus will be on the Levene's Test.

In the perspective of **Sponsorship Awareness**, through the Levene's Test, the variables' variances are proved to be equal ($\text{Sig} > 0,05$) for each variable. In the next step, with the usage of the ANOVA, the null hypothesis (equality of means between all groups) is rejected for the item q7.3 - "I can differentiate this Red Bull sponsorship amongst other ones" ($p = 0,034 < 0,05$). With the Tukey and Scheffé tests, it is possible to conclude, that the two groups with different means are Football and Formula 1 (Table 40 – Appendix 5). Summing up, Formula 1 respondents further valued a Sponsorship's Awareness (as seen below).

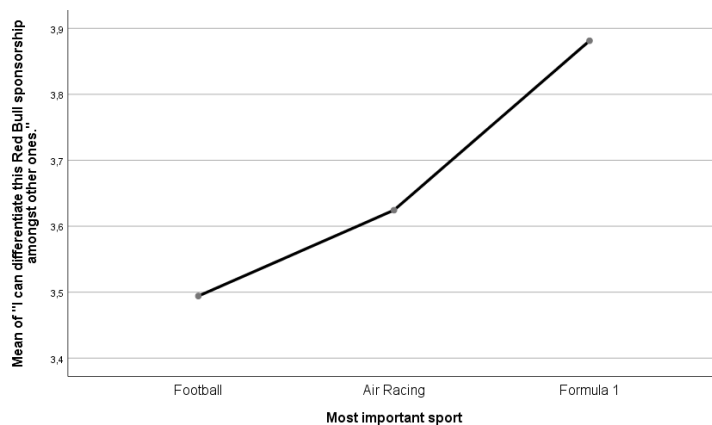


Figure 5 - Mean of Sponsorship Awareness' q7.3 among the different Sports Sponsorships

For the **Perceived Sponsorship Quality** construct, the same path can be outlined as in the prior group, through the Tukey and Scheffé tests and the means' table. In this case the rejected variable was q9.4 – "This sports sponsorship's performance is first class". Besides, as in Figure 6, Formula 1 respondents also cherish a Sponsorship's Perceived Quality, when comparing to the Football ones.

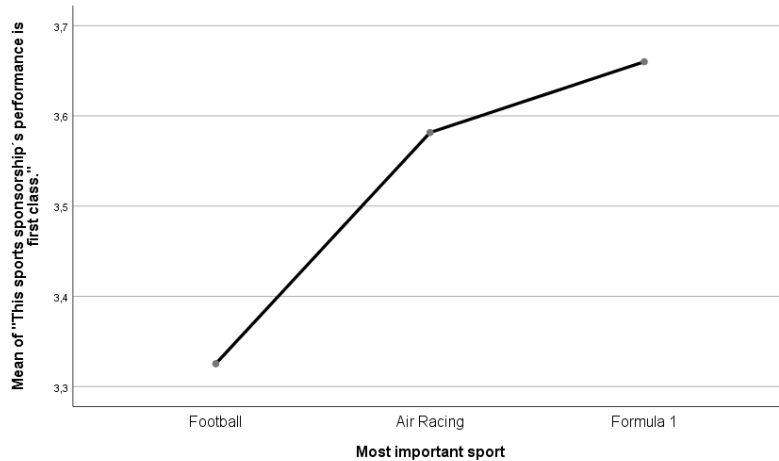


Figure 6 - Mean of Perceived Sponsorship Quality's q9.4 among the different Sports Sponsorships

Sponsorship Image also follows the same direction. In this situation, three variables were rejected in their significance level (q11.1 – “The values of the Red Bull brand appear to be similar to the values of the sport I chose”; q11.3 – “The slogan ‘Red Bull – gives you wings’ is well applied in the sports context”; q11.5 – “My perception of the Red Bull brand image has changed by watching the sport I chose”). The Air Racing respondents’ mean is placed on a higher level than of Football’s. Henceforth, it is possible to conclude that the Air Racing respondents value more of a Sponsorship Image, rather the Football ones (Figure 7).

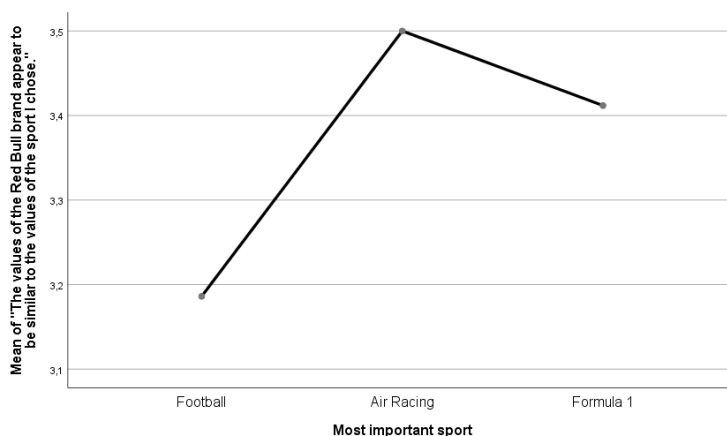


Figure 7 - Mean of Sponsorship Image's q11.1 among the different Sports Sponsorships

Brand Image consists also, on the same development as “Sponsorship Awareness”. The main difference verifies in q10.1 (“Fun”), q10.3 (“Excitable”), q10.6 (“Extreme”), q10.8 (“Entertaining”) and q10.9 (“Living in the Edge”). By looking at Figure 8, Air Racing

respondents value a Brand's Image more than the other two sponsorship respondent-groups.

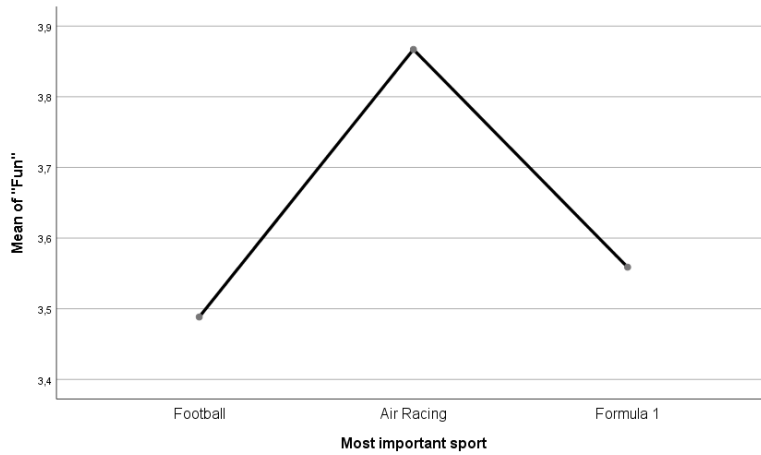


Figure 8 - Mean of Brand Image's q10.1 among the different Sports Sponsorships

Referring to **Brand Awareness**, four of the five variables have equal variances across groups. Nevertheless, the variable q6.1 - "I Know the Red Bull brand", has revealed a Significance level of 0,009, meaning that the variances are different. The next step to follow, under this condition, is the Kruskal-Wallis' Non-Parametrical Test. As observable through Figure 12 (Appendix 5), the null variable (in this case - "The distribution of 'I know the Red Bull brand' is the same across categories of 'The Most Important Sports Sponsorship'") is rejected. By using the Dunnett and Games-Howell's tests, on Table 42 (Appendix 5), it is possible to sustain that the Air Racing and Formula 1 account for the only equal comparable distributions. **Brand Awareness** ends up concluding what some of the past ones have induced, which is the fact that Football respondents value less of a Sponsorship/Brand's components - in this case a Brand's Awareness.

As far as **Brand Loyalty** is concerned (through information in Appendix 5), it is conclusive that the variances among the different items are equal (Sig > 0,05). By also analysing the ANOVA's Parametric test, it is also possible to settle that the means of the three independent groups are not significantly different between each other (Sig > 0,05). Thus, respondents with different 1st choices (of the Most Important Sports Sponsorship), tend to have similar points-of-view when considering this component.

With **Perceived Brand Quality** in mind, almost the same exact process occurs as in the case of "Sponsorship Awareness". However, as available in Figure 9, Football

respondents have a lower mean value when comparing with the other 2 sports. Restating, the variable Perceived Brand Quality less affects Football respondents' approval.

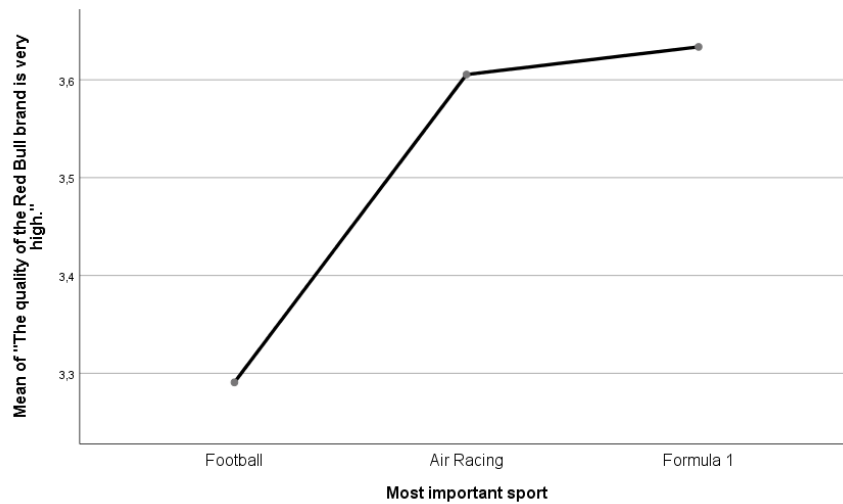


Figure 9 - Mean of Perceived Brand Quality's q8.1 among the different Sports Sponsorships

At last, the final variables, **Brand Purchasing Intention** and **Brand Recommendation** also register the same procedure as in Brand Loyalty, (as seen in Appendix 5). In general, for the **Brand Purchasing Intention** and **Brand Recommendation**, the 3 sports sponsorship category-respondents have statistically similar responses, which clearly suggests that these two variables transmit the same importance and value for them.

5.3. Principal Component Analysis

Principal Component Analysis (PCA) is the subsequent adopted analysis, to reduce the number of construct measures. In this particular investigation, a set of 45 measures was used as the root to better segment the studied sponsorship and branding variables (the sum of every added item per construct). Two items, q10.7 and q11.5 ("Dangerous" and "My perception of the Red Bull brand image has changed by watching the sport I chose") were excluded from the PCA. The main reason for those exclusions was, due to the fact that, they had the lowest significance correlation levels with the other variables resulting in a one-variable PC. Furthermore, the remaining ones (through each construct set) revealed a high correlation level – ending up in the extraction of just 1 principal component per group, both in the brand and sponsorship variables (Figure 10 and Appendix 3).

Rotated Component Matrix^a
a. Only one component was extracted. The solution cannot be rotated.

Figure 10 - Rotated Component Matrix Extraction for the 9 Dimensions

It is also necessary to detect if, the requirements to run a PCA are fulfilled. First of all, by glimpsing at the Bartlett's test of sphericity, the variables should have a satisfactory correlation level between each other. Since in this case all solutions have $Sig = 0 < 0,05$ (Appendix 4), then the variables are effectively correlated with each other. Up next the KMO Sampling Adequacy also plays a key role in the PCA process. In this situation, through the analysis of the same tables, since all solutions show a $KMO > 0,800$, then the factor analysis may be proceeded (Appendix 4).

With the Principal Components Analyses, it was possible to witness a trend. Every single variable (the nine of them), exposed a steep level of measurement efficiency, since its corresponding items revealed high correlation levels to the respective variables. With the aid of the KMO and Bartlett's tests, this preceding assumption was verified – the items within each variable are effectively correlated to each other, then the subsequent analyses can proceed.

5.4. Multiple Linear Regression Models

The last analysis consists in the Multiple Linear Regression Models' analyses. Each linear regression model will be broken down to better understand which variables directly impact them.

With visibility in Table 3, every Sponsorship variable (Sponsorship Awareness, Perceived Sponsorship Quality and Sponsorship Image), plus Air Racing, account for a significant impact on the **Brand Image's** calculation. In this occasion, Sponsorship Image with a B coefficient account of 0,507 is registered as the most influential variable, with the others also having a positive one. Considering the R Squared value, 57,5% of the

Brand Image's variability is explained by the variables related to Sponsorship. Hence, the regression model can be updated to the below:

$$\text{- Brand Image} = 0,179 * \text{Sponsorship Awareness} + 0,149 * \text{Perceived Sponsorship Quality} + 0,507 * \text{Sponsorship Image} + 0,239 * \text{Air Racing}$$

<u>Coefficients^a</u>							
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Dependent Variable: Brand Image							
1	(Constant)	-0,080	0,066		-1,211	0,227	
	SA	0,179	0,050	0,178	3,610	0,000	0,496
	PSQ	0,149	0,058	0,143	2,559	0,011	0,385
	SI	0,507	0,052	0,504	9,799	0,000	0,455
	Football	-0,165	0,098	-0,069	-1,681	0,094	0,706
	Air Racing	0,239	0,083	0,120	2,894	0,004	0,706
<u>R Square</u> <u>Adjusted R Square</u> Predictors: (Constant), Air Racing, PSQ, Football, SA, SI Dependent Variable: Brand Image 0,581 0,575							

Table 3 - Brand Image's Regression Model and R Squared Values

By observing Table 4, the variables Sponsorship Awareness, Sponsorship Image and Football influence the creation of Brand Awareness. In this situation, Football is the most significant variable, followed by Sponsorship Awareness. As for the R squared, the dependent variable's total variance is explained by the others in 49,6%. The final model is:

$$\text{- Brand Awareness} = 0,234 + 0,449 * \text{Sponsorship Awareness} + 0,217 * \text{Sponsorship Image} - 0,632 * \text{Football}$$

<u>Coefficients^a</u>							
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Dependent Variable: Brand Awareness							
1	(Constant)	0,234	0,072		3,262	0,001	
	SA	0,449	0,054	0,447	8,316	0,000	0,501
	PSQ	0,087	0,063	0,084	1,373	0,171	0,389
	SI	0,217	0,056	0,217	3,855	0,000	0,459
	Football	-0,632	0,107	-0,266	-5,898	0,000	0,712
	Air Racing	-0,157	0,090	-0,079	-1,750	0,081	0,712
<u>R Square</u> <u>Adjusted R Square</u> Predictors: (Constant), Air Racing, SA, Football, SI, PSQ Dependent Variable: Brand Awareness 0,503 0,496							

Table 4 - Brand Awareness' Regression Model and R Squared Values

Through Table 5, it is visible that the **Brand Loyalty** variable only requires the measurements of Sponsorship Image and Perceived Sponsorship Quality. Both variables account for approximate regression coefficients, but Perceived Sponsorship Quality's is higher, with B = 0,212. Since in this investigation Loyalty was not analysed in the Sponsorship context (difficulty in measuring someone's loyalty to a sponsorship event), it would be reasonable if the Sponsorship variables had a less connection to the Brand's Loyalty. In this case, the R squared = 0,136, which accounts for a truly low variance explanatory level. Hereafter, the model can be updated:

- Brand Loyalty = 0,212* Perceived Sponsorship Quality + 0,188*Sponsorship Image

<u>Coefficients^a</u>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Dependent Variable: Brand Loyalty							
1	(Constant)	0,113	0,098		1,144	0,254	
	SA	0,021	0,072	0,021	0,286	0,775	2,043
	PSQ	0,212	0,085	0,204	2,498	0,013	2,631
	SI	0,188	0,075	0,188	2,516	0,012	2,200
	Football	-0,117	0,144	-0,049	-0,808	0,420	1,442
	Air Racing	-0,183	0,121	-0,091	-1,506	0,133	1,441
<u>R Square</u>		<u>Adjusted R Square</u>					
0,149		0,136					
Predictors: (Constant), Air Racing, SI, Football, SA, PSQ							
Dependent Variable: Brand Loyalty							

Table 5 - Brand Loyalty's Regression Model and R Squared Values

With a direct impact in the **Perceived Brand Quality** variable, as detected in Table 6, there is Perceived Sponsorship Quality (B = 0,413), Sponsorship Image (B = 0,334) and Football (B = -0,222). Perceived Sponsorship Quality accounts for the most considerable coefficient, with B = 0,413, whereas Football once again (as in Brand Awareness), negatively impacts this component. The R squared value is at 56,4% of the dependent variable. Therefore, the new model is:

- Perceived Brand Quality = 0,413*Perceived Sponsorship Quality + 0,334*Sponsorship Image - 0,222*Football

Coefficients^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
Dependent Variable: Perceived Brand Quality								
1	(Constant)	0,060	0,066		0,901	0,368		
	SA	0,093	0,050	0,093	1,849	0,065	0,493	2,030
	PSQ	0,413	0,059	0,400	6,982	0,000	0,381	2,625
	SI	0,334	0,052	0,335	6,427	0,000	0,459	2,179
	Football	-0,222	0,099	-0,094	-2,236	0,026	0,711	1,406
	Air Racing	-0,033	0,083	-0,017	-0,401	0,689	0,712	1,405
R Square Adjusted R Square								
Predictors: (Constant), Air Racing, PSQ, Football, SA, SI								
Dependent Variable: Perceived Brand Quality								
0,570 0,564								

Table 6 - Perceived Brand Quality's Regression Model and R Squared Values

It is important to note that for the, Brand Awareness, Perceived Brand Quality, and Brand Image's models, the most meaningful variables were: Sponsorship Image, Sponsorship Awareness and Perceived Sponsorship Quality, respectively. This ends up being a clear supposition, since they are effectively interconnected within each other.

By inspecting Table 7, referring to one of the final variables, **Brand Purchasing Intention**, only two variables are important to its measurement: Brand Loyalty and Perceived Brand Quality. In this setting, Perceived Brand Quality revealed to be the most influential variable with a B = 0,453. The total variance explained by the independent variables on the dependent one rounded the 42,5%. The model can be renewed to:

- Brand Purchasing Intention = 0,319*Brand Loyalty + 0,453*Perceived Brand Quality

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Dependent Variable: Brand Purchasing Intention							
1	(Constant)	0,065	0,082		0,795	0,427	
	Brand Loyalty	0,319	0,047	0,316	6,815	0,000	0,788
	Brand Awareness	-0,081	0,056	-0,082	-1,446	0,149	0,531
	Perceived Brand Quality	0,453	0,059	0,447	7,664	0,000	0,499
	Brand Image	0,066	0,062	0,066	1,071	0,285	0,447
	Football	0,006	0,122	0,003	0,053	0,958	0,648
	Air Racing	-0,130	0,102	-0,065	-1,275	0,203	0,654
<u>R Square</u>		<u>Adjusted R Square</u>					
a. Predictors: (Constant), Air Racing, Perceived Brand Quality, Brand Loyalty, Brand Awareness, Football, Brand Image							
b. Dependent Variable: Brand Purchasing Intention							
		0,435	0,425				

Table 7 - Brand Purchasing Intention's Regression Model and R Squared Values

For the other final variable, **Brand Recommendation**, Perceived Brand Quality, Brand Image and Brand Purchasing Intention are its determinants (Table 22). The last variable impacts the Brand Recommendation at a higher level than the other two, with a B coefficient of 0,506. In addition, 57,8% of the Brand Recommendation's variance is explained by the independent variables. The last model is presented as:

$$\text{- Brand Recommendation} = 0,263 * \text{Perceived Brand Quality} + 0,145 * \text{Brand Image} + 0,506 * \text{Brand Purchasing Intention}$$

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Dependent Variable: Brand Recommendation							
1	(Constant)	-0,116	0,069		-1,668	0,096	
	Brand Loyalty	-0,009	0,042	-0,009	-0,214	0,831	0,693
	Brand Awareness	-0,045	0,048	-0,046	-0,949	0,343	0,531
	Perceived Brand Quality	0,263	0,054	0,265	4,837	0,000	0,421
	Brand Image	0,145	0,053	0,146	2,728	0,007	0,443
	Football	0,153	0,104	0,065	1,479	0,140	0,654
	Air Racing	0,138	0,086	0,070	1,605	0,109	0,658
	Brand Purchasing Intention	0,506	0,046	0,517	10,914	0,000	0,563
<u>R Square</u>		<u>Adjusted R Square</u>					
a. Predictors: (Constant), Brand Purchasing Intention, Football, Brand Awareness, Brand Loyalty, Air Racing, Brand Image, Perceived Brand Quality							
b. Dependent Variable: Brand Recommendation							
		0,587	0,578				

6. Final Considerations

6.1. Conclusions

After revising the supportive data material, the necessary conclusions need to be highlighted from it. Each one of the prior analyses had a single purpose, aiming to a better and more efficient study culmination.

To better acknowledge these past interpretations, it is key to briefly analyse the a-priori established hypotheses and, if they are or not to be validated through this model. The aid of authors and their literature papers will be decisive for the unrolling of the deductions.

With regard to the conclusions obtained in the investigation of Tripodi et al. (2003), Sponsorship Awareness, subdivided in recalling and recognition stages, is crucial in the building of a Brand's Awareness. This goes in line with the conclusion provided with this study, where a Brand's Image and Awareness are influenced by a consumer's Sponsorship Awareness.

Poon and Prendergast (2006) explained that Perceived Sponsorship Quality is the primary/cognitive stage of the consumer effect model leading to his/her purchase intention. Their opinion goes partially against this investigation's outcome (the variable positively influences Brand Equity), only differing in the disassociated relationship between this variable and Brand Awareness (analysed that both are not correlated).

In the Sponsorship Image's case, McDonald (1991) had a clear perception of the main purpose and notability that this variable entailed. In agreement with the following study, McDonald stated that a Sponsorship's Image when applied to several 'movements'/initiatives, played a tremendous role on the creation of a Brand's Goodwill. Besides, Red Bull has a powerful Sponsorship Image value when alienated with the sports sponsorship initiatives, pointed out by positively affecting every Brand Equity variable.

As brought up by Graeff (1997), a brand's strong self-image (transmissive of its value) is an influential factor in a consumer's willingness to buy a product. Additionally, with the likes of Chiang and Jang (2007), a sturdy Brand Image is associated to a greater quality level, which by itself directly leads to a rise in the consumers' Purchasing Intentions.

Although, the past assumptions are drawn against the investigation's inference. Red Bull, with a powerful and meaningful brand in the sports industry has no effect on the consumer's Purchasing Intention. On the opposing hand, as rectified by Alwi and Kitchen (2014), a powerful market corporate brand image has an advanced aptitude to induce consumers to recommend it, on future occasions. In fact, this is in agreement with this examination, since it was proven that a Brand's Image affects its future Recommendation.

A product through which a consumer is able to recall/recognize it on some occasions, should have a positive future Purchase Intention and Recommendation likeability (Lu et al., 2014). In line with the current analysis, the past assumption is rejected, since it was proven that a Brand's Awareness does not contribute to its Purchasing Intention and Recommendation.

With the study of Tsiotsou and Alexandris (2009), they ended up concluding that attached/loyal fans are more likely to purchase the sponsor's products and merchandising in the future. Algesheimer et al. (2005) used the example of an online consumption community and analysed its environment. They came to the conclusion that, if a certain consumer is loyal to a certain brand community, then he/she is inclined to recommend it to other followers. According to the present investigation, the first assumption is valid, whereas the second not, since a Brand's Loyalty only affects its Purchasing Intention.

Tsiotsou (2006) explained that a Perceived Brand's Quality has a direct contribution to a consumer's Purchasing Intention, through his/her satisfaction. Yet, Vigripat and Chan (2007), also rectified that the Quality impacts a Brand's overall value, leading to an increase of recommendation levels. As observed through this analysis, both arguments are correlated to its conduction since, Perceived Brand Quality is a variable that seems to affect both Purchasing Intention and Recommendation.

As studied by Turhan and Özbek (2013), Purchasing Intention and Recommendation are two highly correlated variables, mediated by the variable satisfaction (with similar statistical outcome throughout the analysis). This study verifies that same argument, where both variables are in fact correlated to each other, with Purchasing Intention being a key precedent in the gathering of a Brand's Recommendation.

Hypotheses	Verification	Remarks
H1: Sponsorship Awareness positively influences Brand Equity.	Partially verified	Sponsorship Awareness POSITIVELY influences Brand Image and Awareness.
H2: Perceived Sponsorship Quality positively influences Brand Equity.	Partially verified	Perceived Sponsorship Quality POSITIVELY influences the Brand Equity variables, despite its Awareness.
H3: Sponsorship Image positively influences Brand Equity.	Verified	-
H4: Brand Equity is measured by Brand Image, Brand Awareness, Brand Loyalty and Perceived Brand Quality.	Verified	As verified through the Literature Review.
H5: Brand Image has a positive impact on a) Brand Purchasing Intention. b) Brand Recommendation.	a) Not Verified b) Verified	-
H6: Brand Awareness has a positive impact on a) Brand Purchasing Intention. b) Brand Recommendation.	a) Not Verified b) Not Verified	-
H7: Brand Loyalty has a positive impact on a) Brand Purchasing Intention. b) Brand Recommendation.	a) Verified b) Not Verified	-
H8: Perceived Brand Quality has a positive impact on a) Brand Purchasing Intention. b) Brand Recommendation.	a) Verified b) Verified	-
H9: Brand Purchasing Intention positively impacts Brand Recommendation.	Verified	-

<p>H10: Football/Soccer Sponsorship positively influences</p> <p>a) Brand Equity.</p> <p>b) Brand Purchasing Intention.</p> <p>c) Brand Recommendation.</p>	<p>a) Not Verified</p> <p>b) Not Verified</p> <p>c) Not Verified</p>	<p>Football has an impact on both Perceived Brand Quality and Brand Awareness – but NEGATIVELY</p>
<p>H11: Air Racing Sponsorship positively influences</p> <p>a) Brand Equity.</p> <p>b) Brand Purchasing Intention.</p> <p>c) Brand Recommendation.</p>	<p>a) Partially Verified</p> <p>b) Not Verified</p> <p>c) Not Verified</p>	<p>Air Racing has a POSITIVE impact on Brand Image</p>
<p>H12: Formula 1 Sponsorship positively influences</p> <p>a) Brand Equity.</p> <p>b) Brand Purchasing Intention.</p> <p>c) Brand Recommendation.</p>	<p>a) Not Verified</p> <p>b) Not Verified</p> <p>c) Not Verified</p>	<p>Formula 1 has NO impact on the following Brand Variables</p>

Figure 11 - Hypotheses' Validation

With these past deductions and conclusions, the main takeaways can be outlined:

- A Brand's Awareness has no impact on its Purchasing Intention and Recommendation.
- A Perceived Brand's Quality has an impact on both its Purchasing Intention and Recommendation.
- Air Racing is the only Sports Sponsorship to have a positive influence towards a Brand's Equity (more specifically its Image).
- Football is the only Sports Sponsorship to have a negative influence towards a Brand's Equity (more specifically its Perceived Quality and Awareness).
- There is no Sports Sponsorship influence towards a Brand's Purchasing Intention and Recommendation.

6.2. Limitations

For this section, it is worth mentioning some detectable restrictions, that may have limited this investigation's depth.

First of all, some concepts are still lacking critical and essential information sources, specially the sponsorship-type variables. Image, Awareness, Loyalty and Perceived Quality have several sources of reference to a brand or a product, but lack on other paradigms (specially sponsorship-wise). Additionally, there is still a scarcity in the comparisons between the 2 final dependent variables (Brand Purchasing Intention and Recommendation), which made that specific analysis somehow challenging.

On a different standpoint, this particular study was conducted with the aid of the Red Bull brand and its market context. It may have shaped the results, since it concerns a specific company's case, with a unique strategy.

6.3. Future Research

This investigation may entail far-reaching future perspectives and viewpoints, which can be better studied. This study did not adhere to the normal path of brand and sponsorship analysis-type researches. First, it focused on the sponsorship's consumer perception and, consequently, on his/her brand's insight (rather than the opposite way). Hence, future studies can have a starting point based on this core and, for instance:

- Explore a different segment, besides sports sponsorship.
- Comprehend if other variables can be inserted into this model, to reach a more conclusive solution.
- Understand why Brand Awareness, did not influence both the Brand's Purchasing Intention and Recommendation, while the other 3 did.
- Explore if, for instance, there is another variable that may influence both Brand's Purchasing Intention and Recommendation, like the Perceived Brand Quality did (for example Satisfaction or Trust).
- Explore more deeply the concept of Word-of-mouth – directly linked to a Brand's Recommendation.

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Appendices

Appendix 1

24/09/2019 Sports Sponsorship

Sports Sponsorship

First of all, thank you for answering this survey. It integrates my Masters' dissertation, whose main aim is to understand how sports sponsorship influences consumer behaviour. It is a very quick and straightforward questionnaire. Please bear in mind that all answers are private. So, once again, thank you for your time.

*** Required**

1. With what frequency do you watch sports (in media or live)? *
Mark only one oval.

Never
 Rarely
 Occasionally
 Very Frequently
 Always

2. How often do you consume energy drinks? *
Mark only one oval.

Never
 Rarely
 Occasionally
 Very Frequently
 Always

3. How often do you consume Red Bull products? *
Mark only one oval.

Never
 Rarely
 Occasionally
 Very Frequently
 Always

Red Bull Sponsorship

Red Bull is a very active brand in the sports world, with several lines of sponsorship and endorsement.

https://docs.google.com/forms/d/1vXPYV8gwtf6zPtbEjIwos0NcB4qjeN_j_zoTKQMF7LU/edit 1/7

4. Please order the following sports by the importance you think they have on the Red Bull brand. *

Check all that apply.

	Most important	2nd Most important	3rd Most important
Football	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air Racing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formula 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Brand Loyalty in the Sponsorship Context

Consider the following sentences and, based on the sport you chose (as the MOST IMPORTANT), give your opinion on the Red Bull brand

5. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am attached to the Red Bull brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am committed to the Red Bull brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am faithful to the Red Bull brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself a fan of the Red Bull brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am loyal to the Red Bull brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand and Sponsorship Awareness

Consider the following sentences and give your opinion on the Red Bull brand

6. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
I know the Red Bull brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily recognize the Red Bull brand among other brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I recognise the logo of the Red Bull brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know that there is a Red Bull brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know that the Red Bull brand performs in the energy drinks sector.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consider the following sentences and give your opinion on the sport you chose (as the MOST IMPORTANT)

7. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am aware of the impact of sports sponsorship on a brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am aware of this Red Bull sports sponsorship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can differentiate this Red Bull sponsorship amongst other ones.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know this sports sponsorship well enough to evaluate it against others in the same industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perceived Brand and Sponsorship Quality

Consider the following sentences and, based on the sport you chose (as the MOST IMPORTANT), give your opinion on the Red Bull brand

8. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The quality of the Red Bull brand is very high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the Red Bull brand is reliable/can be trusted.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the Red Bull brand can also be transmissive through their products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In terms of overall quality, I would rate the Red Bull brand as an exceptional good one within the energy drinks industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consider the following sentences and give your opinion on the sport you chose (as the MOST IMPORTANT)

9. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
In terms of overall quality, I would rate this sports sponsorship as an exceptional good one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In terms of overall quality, I would rate this sports sponsorship as an exceptional good one for the sports industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think this sports sponsorship has far better quality than in other sports.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This sports sponsorship's performance is first class.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Image in the Sponsorship Context

Consider the following sentences and, based on the sport you chose (as the MOST IMPORTANT), give your opinion on the Red Bull brand

10. Classify the following adjectives based on Red Bull's insertion in the sport you chose. *
Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excitable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extreme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dangerous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Living in the edge"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consider the following sentences and give your opinion on the Red Bull brand and the sport you chose (as the MOST IMPORTANT)

11. *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The values of the Red Bull brand appear to be similar to the values of the sport I chose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull's logo is well applied in the sports context.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The slogan "Red Bull – Gives you wings" is well applied in the sports context.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My perception of the Red Bull brand image is positive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My perception of the Red Bull brand image has changed by watching the sport I chose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Purchasing Intention and Recommendation

Please give your opinion on the following sentences.

12. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The likelihood of buying this brand is very high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I am going to buy this brand, I would consider buying it at the regular market price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I am going to buy this brand, I would consider buying it over other competitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The probability that I would consider buying this brand is very high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My willingness to buy this brand is very high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please give your opinion on the following sentences.

13. Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I may recommend the Red Bull brand because of its product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I may recommend the Red Bull brand because I have faith in it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I may recommend the Red Bull brand, since it is a market leader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I may recommend the Red Bull brand because of its well customer advertising process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I may recommend the Red Bull brand because of its well present sponsorship initiatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I may recommend the Red Bull brand because of its insertion in sports sponsorship initiatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Gender

Mark only one oval.

- Female
 Male

15. Age

Mark only one oval.

- <18
 18-24
 25-34
 35-44
 45-54
 55-64
 >64

16. Qualifications (last obtained degree)

Mark only one oval.

- Primary
 High School
 Bachelor's Degree
 Master's Degree
 PhD

Appendix 2

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,900	72,510	72,510	2,900	72,510	72,510
2	0,511	12,774	85,285			
3	0,321	8,032	93,317			
4	0,267	6,683	100,000			

Extraction Method: Principal Component Analysis.

Table 9 - Sponsorship Awareness' Total Variance Explained

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,277	81,920	81,920	3,277	81,920	81,920
2	0,381	9,528	91,448			
3	0,189	4,734	96,182			
4	0,153	3,818	100,000			

Extraction Method: Principal Component Analysis.

Table 10 - Perceived Sponsorship Quality's Total Variance Explained

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,853	71,317	71,317	2,853	71,317	71,317
2	0,454	11,348	82,665			
3	0,367	9,176	91,841			
4	0,326	8,159	100,000			

Extraction Method: Principal Component Analysis.

Table 11 - Sponsorship Image's Total Variance Explained

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,251	65,639	65,639	5,251	65,639	65,639
2	0,630	7,876	73,515			
3	0,542	6,776	80,291			
4	0,438	5,475	85,766			
5	0,363	4,544	90,310			
6	0,318	3,979	94,289			
7	0,261	3,257	97,546			
8	0,196	2,454	100,000			

Extraction Method: Principal Component Analysis.

Table 12 - Brand Image's Total Variance Explained

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,226	84,523	84,523	4,226	84,523	84,523
2	0,320	6,404	90,927			
3	0,191	3,815	94,742			
4	0,170	3,390	98,133			
5	0,093	1,867	100,000			

Extraction Method: Principal Component Analysis.

Table 13 - Brand Awareness's Total Variance Explained

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,097	81,946	81,946	4,097	81,946	81,946
2	0,400	7,990	89,936			
3	0,225	4,492	94,428			
4	0,161	3,223	97,651			
5	0,117	2,349	100,000			

Extraction Method: Principal Component Analysis.

Table 14 - Brand Loyalty's Total Variance Explained

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,280	81,997	81,997	3,280	81,997	81,997
2	0,320	8,009	90,006			
3	0,233	5,819	95,825			
4	0,167	4,175	100,000			

Extraction Method: Principal Component Analysis.

Table 15 - Perceived Brand Quality's Total Variance Explained

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,599	71,982	71,982	3,599	71,982	71,982
2	0,737	14,733	86,715			
3	0,350	7,005	93,719			
4	0,206	4,128	97,847			
5	0,108	2,153	100,000			

Extraction Method: Principal Component Analysis.

Table 16 - Brand Purchasing Intention's Total Variance Explained

N°Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,852	80,867	80,867	4,852	80,867	80,867
2	0,484	8,072	88,939			
3	0,220	3,663	92,602			
4	0,205	3,423	96,025			
5	0,166	2,772	98,796			
6	0,072	1,204	100,000			

Extraction Method: Principal Component Analysis.

Table 17 - Brand Recommendation's Total Variance Explained

Appendix 3

Component Matrix^a

	Component 1
q7.1	0,874
q7.2	0,870
q7.3	0,856
q7.4	0,805

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 18 - Sponsorship Awareness' Extracted Components

Component Matrix^a

	Component 1
q9.1	0,931
q9.2	0,929
q9.3	0,899
q9.4	0,859

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 19 - Perceived Sponsorship Quality's Extracted Components

Component Matrix^a

	Component 1
q11.1	0,809
q11.2	0,840
q11.3	0,867
q11.4	0,860

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Table 20 - Sponsorship Image's Extracted Components

Component Matrix^a

	Component 1
q10.1	0,786
q10.2	0,837
q10.3	0,823
q10.4	0,761
q10.5	0,838
q10.6	0,823
q10.8	0,813
q10.9	0,797

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Table 21 - Brand Image's Extracted Components

Component Matrix^a

	Component 1
q6.1	0,891
q6.2	0,948
q6.3	0,936
q6.4	0,900
q6.5	0,920

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Table 22 - Brand Awareness' Extracted Components

Component Matrix^a

	Component 1
q5.1	0,914
q5.2	0,923
q5.3	0,924
q5.4	0,857
q5.5	0,905

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 23 - Brand Loyalty's Extracted Components

Component Matrix^a

	Component 1
q8.1	0,920
q8.2	0,910
q8.3	0,900
q8.4	0,891

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 24 - Perceived Brand Quality's Components

Component Matrix^a

	Component 1
q12.1	0,894
q12.2	0,747
q12.3	0,773
q12.4	0,919
q12.5	0,894

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 25 - Brand Purchasing Intention's Extracted Components

Component Matrix^a

	Component 1
q13.1	0,872
q13.2	0,879
q13.3	0,912
q13.4	0,915
q13.5	0,904
q13.6	0,913

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 26 - Brand Recommendation's Extracted Components

Appendix 4

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,804
Bartlett's Test of Sphericity	Approx. Chi-Square	735,538
	df	6,000
	Sig.	0,000

Table 27 - Sponsorship Awareness' KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,829
Bartlett's Test of Sphericity	Approx. Chi-Square	1201,651
	df	6
	Sig.	0,000

Table 28 - Perceived Sponsorship Quality's KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,829
Bartlett's Test of Sphericity	Approx. Chi-Square	694,823
	df	6
	Sig.	0,000

Table 29 - Sponsorship Image's KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,908
Bartlett's Test of Sphericity	Approx. Chi-Square	1995,270
	Df	28
	Sig.	0,000

Table 30 - Brand Image's KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,882
Bartlett's Test of Sphericity	Approx. Chi-Square	1977,300
	df	10
	Sig.	0,000

Table 31 - Brand Awareness' KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,867
Bartlett's Test of Sphericity	Approx. Chi-Square	1741,219
	df	10
	Sig.	0,000

Table 32 - Brand Loyalty's KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,839
Bartlett's Test of Sphericity	Approx. Chi-Square	1160,333
	df	6
	Sig.	0,000

Table 33 - Perceived Brand Quality's KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,825
Bartlett's Test of Sphericity	Approx. Chi-Square	1414,637
	df	10
	Sig.	0,000

Table 34 - Brand Purchasing Intention's KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,886
Bartlett's Test of Sphericity	Approx. Chi-Square	2414,107
	df	15
	Sig.	0,000

Table 35 - Brand Recommendation's KMO and Bartlett's Test

Appendix 5

		Levene Statistic	df1	df2	Sig.
Sponsorship Awareness					
q7.1	Based on Mean	1,003	2	370	0,368
q7.2	Based on Mean	0,560	2	362	0,572
q7.3	Based on Mean	0,482	2	364	0,618
q7.4	Based on Mean	0,834	2	366	0,435
Perceived Sponsorship Quality					
q9.1	Based on Mean	0,513	2	367	0,599
q9.2	Based on Mean	0,316	2	370	0,729
q9.3	Based on Mean	0,210	2	368	0,810
q9.4	Based on Mean	0,025	2	364	0,975
Sponsorship Image					
q11.1	Based on Mean	1,259	2	373	0,285
q11.2	Based on Mean	0,646	2	373	0,525
q11.3	Based on Mean	1,914	2	373	0,149
q11.4	Based on Mean	0,424	2	373	0,655
q11.5	Based on Mean	1,097	2	373	0,335

Table 36 - Sponsorship Variables' Levene's Test

		Levene Statistic	df1	df2	Sig.
Brand Awareness					
q6.1	Based on Mean	4,813	2	367	0,009
q6.2	Based on Mean	1,067	2	369	0,345
q6.3	Based on Mean	1,979	2	369	0,140
q6.4	Based on Mean	1,758	2	364	0,174
q6.5	Based on Mean	2,479	2	367	0,085
Perceived Brand Quality					
q8.1	Based on Mean	0,017	2	369	0,983
q8.2	Based on Mean	0,166	2	366	0,847
q8.3	Based on Mean	0,321	2	368	0,725
q8.4	Based on Mean	0,710	2	365	0,493
Brand Image					
q10.1	Based on Mean	1,934	2	373	0,146
q10.2	Based on Mean	1,741	2	373	0,177
q10.3	Based on Mean	3,371	2	373	0,035
q10.4	Based on Mean	0,805	2	373	0,448
q10.5	Based on Mean	2,810	2	373	0,061
q10.6	Based on Mean	1,835	2	373	0,161
q10.7	Based on Mean	1,541	2	373	0,215
q10.8	Based on Mean	1,202	2	373	0,302

q10.9	Based on Mean	2,041	2	373	0,131
Brand Loyalty					
q5.1	Based on Mean	1,028	2	366	0,359
q5.2	Based on Mean	0,674	2	358	0,510
q5.3	Based on Mean	1,468	2	360	0,232
q5.4	Based on Mean	0,890	2	363	0,411
q5.5	Based on Mean	0,546	2	361	0,580
Brand Purchasing Intention					
q12.1	Based on Mean	0,028	2	369	0,972
q12.2	Based on Mean	0,016	2	369	0,984
q12.3	Based on Mean	2,126	2	367	0,121
q12.4	Based on Mean	0,497	2	368	0,609
q12.5	Based on Mean	0,857	2	368	0,425
Brand Recommendation					
q13.1	Based on Mean	0,288	2	369	0,750
q13.2	Based on Mean	1,427	2	366	0,241
q13.3	Based on Mean	1,473	2	368	0,231
q13.4	Based on Mean	0,491	2	368	0,613
q13.5	Based on Mean	2,152	2	369	0,118
q13.6	Based on Mean	2,155	2	367	0,117

Table 37 - Brand Variables' Levene's Test

		Sum of Squares	df	Mean Square	F	Sig.
Sponsorship Awareness						
q7.1	Between Groups	2,445	2	1,222	1,210	0,299
	Within Groups	373,866	370	1,010		
	Total	376,311	372			
q7.2	Between Groups	5,821	2	2,910	2,903	0,056
	Within Groups	362,974	362	1,003		
	Total	368,795	364			
q7.3	Between Groups	7,502	2	3,751	3,411	0,034
	Within Groups	400,274	364	1,100		
	Total	407,777	366			
q7.4	Between Groups	1,655	2	0,827	0,779	0,460
	Within Groups	388,741	366	1,062		
	Total	390,396	368			
Perceived Sponsorship Quality						
q9.1	Between Groups	4,816	2	2,408	3,035	0,049
	Within Groups	291,195	367	0,793		
	Total	296,011	369			
q9.2	Between Groups	4,686	2	2,343	2,979	0,052
	Within Groups	291,014	370	0,787		
	Total	295,700	372			

q9.3	Between Groups	2,277	2	1,139	1,515	0,221
	Within Groups	276,645	368	0,752		
	Total	278,922	370			
q9.4	Between Groups	5,574	2	2,787	3,710	0,025
	Within Groups	273,434	364	0,751		
	Total	279,008	366			
Sponsorship Image						
q11.1	Between Groups	5,824	2	2,912	3,564	0,029
	Within Groups	304,729	373	0,817		
	Total	310,553	375			
q11.2	Between Groups	2,010	2	1,005	1,208	0,300
	Within Groups	310,405	373	0,832		
	Total	312,415	375			
q11.3	Between Groups	15,777	2	7,889	8,269	0,000
	Within Groups	355,837	373	0,954		
	Total	371,614	375			
q11.4	Between Groups	3,322	2	1,661	1,692	0,185
	Within Groups	366,080	373	0,981		
	Total	369,402	375			
q11.5	Between Groups	8,557	2	4,279	4,164	0,016
	Within Groups	383,270	373	1,028		
	Total	391,827	375			

Table 38 - Sponsorship Variables' ANOVA Test

		Sum of Squares	df	Mean Square	F	Sig.
Brand Loyalty						
q5.1	Between Groups	2,945	2	1,472	1,181	0,308
	Within Groups	456,275	366	1,247		
	Total	459,220	368			
q5.2	Between Groups	4,930	2	2,465	2,145	0,119
	Within Groups	411,391	358	1,149		
	Total	416,321	360			
q5.3	Between Groups	2,477	2	1,239	1,123	0,326
	Within Groups	396,966	360	1,103		
	Total	399,444	362			
q5.4	Between Groups	1,751	2	0,875	0,657	0,519
	Within Groups	483,356	363	1,332		
	Total	485,107	365			
q5.5	Between Groups	1,185	2	0,593	0,477	0,621
	Within Groups	448,540	361	1,242		
	Total	449,725	363			
Perceived Brand Quality						
q8.1	Between Groups	7,022	2	3,511	4,161	0,016

	Within Groups	311,373	369	0,844		
	Total	318,395	371			
	Between Groups	3,707	2	1,854	2,351	0,097
q8.2	Within Groups	288,510	366	0,788		
	Total	292,217	368			
	Between Groups	0,323	2	0,162	0,259	0,772
q8.3	Within Groups	229,860	368	0,625		
	Total	230,183	370			
	Between Groups	0,020	2	0,010	0,012	0,988
q8.4	Within Groups	309,588	365	0,848		
	Total	309,609	367			
Brand Image						
	Between Groups	11,125	2	5,563	7,350	0,001
q10.1	Within Groups	282,311	373	0,757		
	Total	293,436	375			
	Between Groups	3,841	2	1,920	2,413	0,091
q10.2	Within Groups	296,837	373	0,796		
	Total	300,678	375			
	Between Groups	5,670	2	2,835	3,439	0,033
q10.3	Within Groups	307,437	373	0,824		
	Total	313,106	375			
	Between Groups	3,847	2	1,924	1,985	0,139
q10.4	Within Groups	361,472	373	0,969		
	Total	365,319	375			
	Between Groups	1,933	2	0,966	1,109	0,331
q10.5	Within Groups	325,065	373	0,871		
	Total	326,997	375			
	Between Groups	14,261	2	7,131	6,310	0,002
q10.6	Within Groups	421,523	373	1,130		
	Total	435,785	375			
	Between Groups	6,424	2	3,212	2,747	0,065
q10.7	Within Groups	436,214	373	1,169		
	Total	442,638	375			
	Between Groups	7,605	2	3,802	4,538	0,011
q10.8	Within Groups	312,520	373	0,838		
	Total	320,125	375			
	Between Groups	8,126	2	4,063	4,375	0,013
q10.9	Within Groups	346,424	373	0,929		
	Total	354,551	375			
Brand Purchasing Intention						
	Between Groups	1,314	2	0,657	0,547	0,579
q12.1	Within Groups	442,759	369	1,200		
	Total	444,073	371			
	Between Groups	1,919	2	0,959	0,951	0,387
q12.2	Within Groups	372,264	369	1,009		
	Total	374,183	371			

q12.3	Between Groups	1,002	2	0,501	0,498	0,608
	Within Groups	369,269	367	1,006		
	Total	370,270	369			
q12.4	Between Groups	2,339	2	1,170	0,917	0,400
	Within Groups	469,090	368	1,275		
	Total	471,429	370			
q12.5	Between Groups	5,076	2	2,538	2,004	0,136
	Within Groups	466,083	368	1,267		
	Total	471,159	370			
Brand Recommendation						
q13.1	Between Groups	0,214	2	0,107	0,096	0,909
	Within Groups	413,485	369	1,121		
	Total	413,699	371			
q13.2	Between Groups	0,644	2	0,322	0,297	0,743
	Within Groups	396,922	366	1,084		
	Total	397,566	368			
q13.3	Between Groups	0,964	2	0,482	0,420	0,657
	Within Groups	422,346	368	1,148		
	Total	423,310	370			
q13.4	Between Groups	1,477	2	0,739	0,740	0,478
	Within Groups	367,423	368	0,998		
	Total	368,900	370			
q13.5	Between Groups	0,351	2	0,175	0,145	0,865
	Within Groups	445,940	369	1,209		
	Total	446,290	371			
q13.6	Between Groups	0,416	2	0,208	0,176	0,839
	Within Groups	433,717	367	1,182		
	Total	434,132	369			

Table 39 - Brand Variables' ANOVA Test

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of I know the Red Bull brand. is the same across categories of Most important sport.	Independent-Samples Kruskal-Wallis Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Figure 12 - Brand Awareness Kruskal Wallis test

(I) Most important sport			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Sponsorship Awareness							
Dependent Variable: q7.3							
Tukey HSD	Football	Air Racing	-0,130	0,138	0,613	-0,45	0,19
		Formula 1	-,387*	0,154	0,034	-0,75	-0,02
	Air Racing	Football	0,130	0,138	0,613	-0,19	0,45
		Formula 1	-0,257	0,130	0,121	-0,56	0,05
	Formula 1	Football	,387*	0,154	0,034	0,02	0,75
		Air Racing	0,257	0,130	0,121	-0,05	0,56
Scheffe	Football	Air Racing	-0,130	0,138	0,641	-0,47	0,21
		Formula 1	-,387*	0,154	0,044	-0,77	-0,01
	Air Racing	Football	0,130	0,138	0,641	-0,21	0,47
		Formula 1	-0,257	0,130	0,144	-0,58	0,06
	Formula 1	Football	,387*	0,154	0,044	0,01	0,77
		Air Racing	0,257	0,130	0,144	-0,06	0,58
Perceived Sponsorship Quality							
Dependent Variable: 9.4							
Tukey HSD	Football	Air Racing	-0,256	0,115	0,067	-0,53	0,01
		Formula 1	-,335*	0,129	0,026	-0,64	-0,03
	Air Racing	Football	0,256	0,115	0,067	-0,01	0,53
		Formula 1	-0,078	0,108	0,747	-0,33	0,17
	Formula 1	Football	,335*	0,129	0,026	0,03	0,64
		Air Racing	0,078	0,108	0,747	-0,17	0,33
Scheffe	Football	Air Racing	-0,256	0,115	0,084	-0,54	0,03
		Formula 1	-,335*	0,129	0,035	-0,65	-0,02
	Air Racing	Football	0,256	0,115	0,084	-0,03	0,54
		Formula 1	-0,078	0,108	0,767	-0,34	0,19
	Formula 1	Football	,335*	0,129	0,035	0,02	0,65
		Air Racing	0,078	0,108	0,767	-0,19	0,34
Sponsorship Image							
Dependent Variable: 11.1							
Tukey HSD	Football	Air Racing	-,314*	0,118	0,022	-0,59	-0,04
		Formula 1	-0,226	0,132	0,204	-0,54	0,09
	Air Racing	Football	,314*	0,118	0,022	0,04	0,59
		Formula 1	0,088	0,111	0,707	-0,17	0,35
	Formula 1	Football	0,226	0,132	0,204	-0,09	0,54
		Air Racing	-0,088	0,111	0,707	-0,35	0,17
Scheffe	Football	Air Racing	-,314*	0,118	0,029	-0,60	-0,02
		Formula 1	-0,226	0,132	0,235	-0,55	0,10
	Air Racing	Football	,314*	0,118	0,029	0,02	0,60
		Formula 1	0,088	0,111	0,730	-0,18	0,36
	Formula 1	Football	0,226	0,132	0,235	-0,10	0,55
		Air Racing	-0,088	0,111	0,730	-0,18	0,36

Dependent Variable: 11.3		Air Racing	-0,088	0,111	0,730	-0,36	0,18
Tukey HSD	Football	Air Racing	-,512*	0,127	0,000	-0,81	-0,21
		Formula 1	-0,287	0,143	0,112	-0,62	0,05
	Air Racing	Football	,512*	0,127	0,000	0,21	0,81
		Formula 1	0,225	0,120	0,147	-0,06	0,51
	Formula 1	Football	0,287	0,143	0,112	-0,05	0,62
		Air Racing	-0,225	0,120	0,147	-0,51	0,06
Scheffe	Football	Air Racing	-,512*	0,127	0,000	-0,82	-0,20
		Formula 1	-0,287	0,143	0,135	-0,64	0,06
	Air Racing	Football	,512*	0,127	0,000	0,20	0,82
		Formula 1	0,225	0,120	0,174	-0,07	0,52
	Formula 1	Football	0,287	0,143	0,135	-0,06	0,64
		Air Racing	-0,225	0,120	0,174	-0,52	0,07
Dependent Variable: 11.5							
Tukey HSD	Football	Air Racing	-0,077	0,132	0,828	-0,39	0,23
		Formula 1	0,279	0,148	0,145	-0,07	0,63
	Air Racing	Football	0,077	0,132	0,828	-0,23	0,39
		Formula 1	,356*	0,125	0,012	0,06	0,65
	Formula 1	Football	-0,279	0,148	0,145	-0,63	0,07
		Air Racing	-,356*	0,125	0,012	-0,65	-0,06
Scheffe	Football	Air Racing	-0,077	0,132	0,843	-0,40	0,25
		Formula 1	0,279	0,148	0,172	-0,09	0,64
	Air Racing	Football	0,077	0,132	0,843	-0,25	0,40
		Formula 1	,356*	0,125	0,018	0,05	0,66
	Formula 1	Football	-0,279	0,148	0,172	-0,64	0,09
		Air Racing	-,356*	0,125	0,018	-0,66	-0,05

*. The mean difference is significant at the 0.05 level.

Table 40 - Sponsorship Variables' Tukey and Scheffe's Test

(I) Most important sport		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Perceived Brand Quality							
Dependent Variable: 8.1							
Tukey HSD	Football	Air Racing	-,315*	0,120	0,024	-0,60	-0,03
		Formula 1	-,343*	0,135	0,030	-0,66	-0,03
	Air Racing	Football	,315*	0,120	0,024	0,03	0,60
		Formula 1	-0,028	0,114	0,966	-0,30	0,24
	Formula 1	Football	,343*	0,135	0,030	0,03	0,66
		Air Racing	0,028	0,114	0,966	-0,24	0,30
Scheffe	Football	Air Racing	-,315*	0,120	0,033	-0,61	-0,02
		Formula 1	-,343*	0,135	0,040	-0,67	-0,01

	Air Racing	Football	,315*	0,120	0,033	0,02	0,61
		Formula 1	-0,028	0,114	0,970	-0,31	0,25
	Formula 1	Football	,343*	0,135	0,040	0,01	0,67
		Air Racing	0,028	0,114	0,970	-0,25	0,31
Brand Image							
Dependent Variable: 10.1							
	Football	Air Racing	-,379*	0,113	0,003	-0,65	-0,11
		Formula 1	-0,070	0,127	0,845	-0,37	0,23
Tukey HSD	Air Racing	Football	,379*	0,113	0,003	0,11	0,65
		Formula 1	,308*	0,107	0,012	0,06	0,56
	Formula 1	Football	0,070	0,127	0,845	-0,23	0,37
		Air Racing	-,308*	0,107	0,012	-0,56	-0,06
	Football	Air Racing	-,379*	0,113	0,004	-0,66	-0,10
		Formula 1	-0,070	0,127	0,858	-0,38	0,24
Scheffe	Air Racing	Football	,379*	0,113	0,004	0,10	0,66
		Formula 1	,308*	0,107	0,017	0,05	0,57
	Formula 1	Football	0,070	0,127	0,858	-0,24	0,38
		Air Racing	-,308*	0,107	0,017	-0,57	-0,05
Dependent Variable: 10.3							
	Football	Air Racing	-,302*	0,118	0,030	-0,58	-0,02
		Formula 1	-0,145	0,133	0,521	-0,46	0,17
Tukey HSD	Air Racing	Football	,302*	0,118	0,030	0,02	0,58
		Formula 1	0,157	0,112	0,338	-0,11	0,42
	Formula 1	Football	0,145	0,133	0,521	-0,17	0,46
		Air Racing	-0,157	0,112	0,338	-0,42	0,11
	Football	Air Racing	-,302*	0,118	0,039	-0,59	-0,01
		Formula 1	-0,145	0,133	0,553	-0,47	0,18
Scheffe	Air Racing	Football	,302*	0,118	0,039	0,01	0,59
		Formula 1	0,157	0,112	0,372	-0,12	0,43
	Formula 1	Football	0,145	0,133	0,553	-0,18	0,47
		Air Racing	-0,157	0,112	0,372	-0,43	0,12
Dependent Variable: 10.6							
	Football	Air Racing	-,488*	0,138	0,001	-0,81	-0,16
		Formula 1	-0,282	0,156	0,167	-0,65	0,08
Tukey HSD	Air Racing	Football	,488*	0,138	0,001	0,16	0,81
		Formula 1	0,206	0,131	0,257	-0,10	0,51
	Formula 1	Football	0,282	0,156	0,167	-0,08	0,65
		Air Racing	-0,206	0,131	0,257	-0,51	0,10
	Football	Air Racing	-,488*	0,138	0,002	-0,83	-0,15
		Formula 1	-0,282	0,156	0,195	-0,66	0,10
Scheffe	Air Racing	Football	,488*	0,138	0,002	0,15	0,83
		Formula 1	0,206	0,131	0,289	-0,12	0,53
	Formula 1	Football	0,282	0,156	0,195	-0,10	0,66
		Air Racing	-0,206	0,131	0,289	-0,53	0,12
Dependent Variable: 10.8							
Tukey HSD	Football	Air Racing	-,348*	0,119	0,010	-0,63	-0,07

		Formula 1	-0,162	0,134	0,450	-0,48	0,15
	Air Racing	Football	,348*	0,119	0,010	0,07	0,63
		Formula 1	0,187	0,113	0,223	-0,08	0,45
	Formula 1	Football	0,162	0,134	0,450	-0,15	0,48
		Air Racing	-0,187	0,113	0,223	-0,45	0,08
	Football	Air Racing	-,348*	0,119	0,015	-0,64	-0,06
		Formula 1	-0,162	0,134	0,484	-0,49	0,17
Scheffe	Air Racing	Football	,348*	0,119	0,015	0,06	0,64
		Formula 1	0,187	0,113	0,254	-0,09	0,46
	Formula 1	Football	0,162	0,134	0,484	-0,17	0,49
		Air Racing	-0,187	0,113	0,254	-0,46	0,09
Dependent Variable: 10.9							
		Air Racing	-,315*	0,125	0,033	-0,61	-0,02
	Football	Formula 1	-0,042	0,141	0,953	-0,37	0,29
Tukey HSD	Air Racing	Football	,315*	0,125	0,033	0,02	0,61
		Formula 1	0,273	0,119	0,056	-0,01	0,55
	Formula 1	Football	0,042	0,141	0,953	-0,29	0,37
		Air Racing	-0,273	0,119	0,056	-0,55	0,01
	Football	Air Racing	-,315*	0,125	0,044	-0,62	-0,01
		Formula 1	-0,042	0,141	0,957	-0,39	0,31
Scheffe	Air Racing	Football	,315*	0,125	0,044	0,01	0,62
		Formula 1	0,273	0,119	0,071	-0,02	0,56
	Formula 1	Football	0,042	0,141	0,957	-0,31	0,39
		Air Racing	-0,273	0,119	0,071	-0,56	0,02

*. The mean difference is significant at the 0.05 level.

Table 41 - Brand Variables' Tukey and Scheffe's Test

(I) Most important sport		Mean Difference (I-J)	Std. Error	Sig.	
Brand Awareness					
Dependent Variable: q6.1					
Games-Howell	Football	Air Racing	-,467*	0,144	0,004
		Formula 1	-,681*	0,150	0,000
	Air Racing	Football	,467*	0,144	0,004
		Formula 1	-0,214	0,111	0,135
	Formula 1	Football	,681*	0,150	0,000
		Air Racing	0,214	0,111	0,135
Dunnett C	Football	Air Racing	-,467*	0,144	
		Formula 1	-,681*	0,150	
	Air Racing	Football	,467*	0,144	
		Formula 1	-0,214	0,111	
	Formula 1	Football	,681*	0,150	
		Air Racing	0,214	0,111	

*. The mean difference is significant at the 0.05 level.

Table 42 - Brand Awareness' Games-Howell and Dunnett's Test

Appendix 6

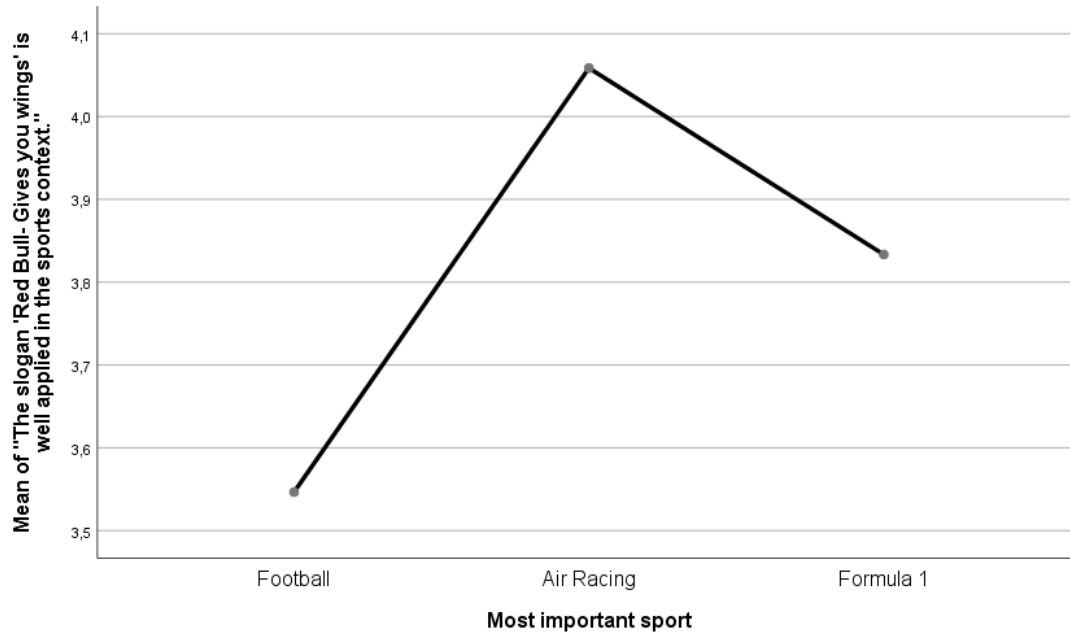


Figure 13 - Mean of Sponsorship Image's q11.3 among the different Sports Sponsorships

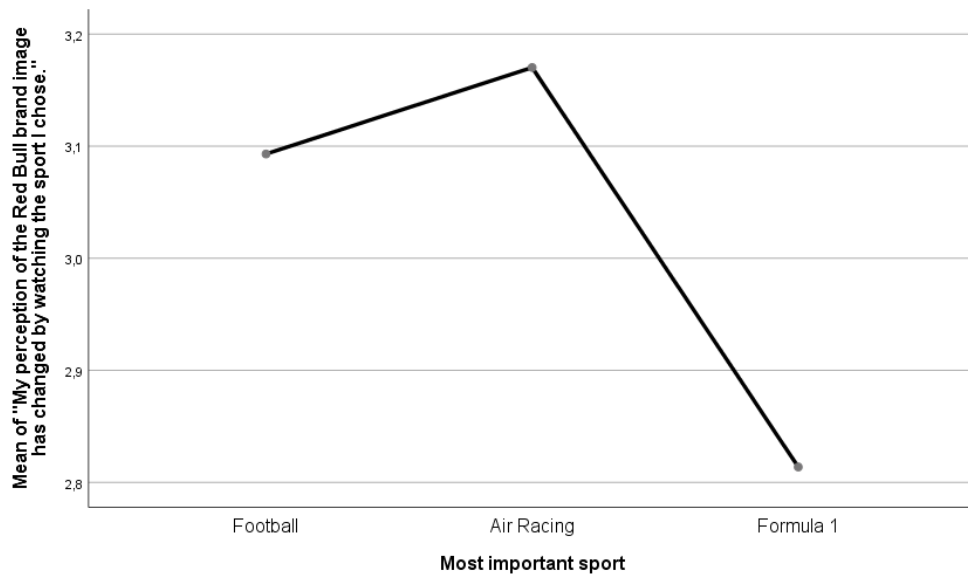


Figure 14 - Mean of Sponsorship Image's q11.5 among the different Sports Sponsorships

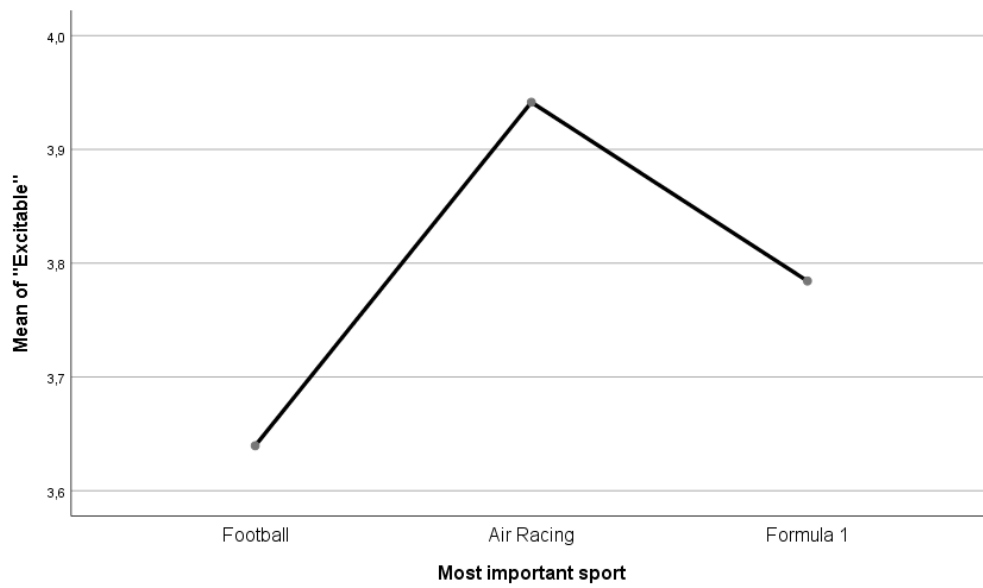


Figure 15 - Mean of Brand Image's q10.3 among the different Sports Sponsorships

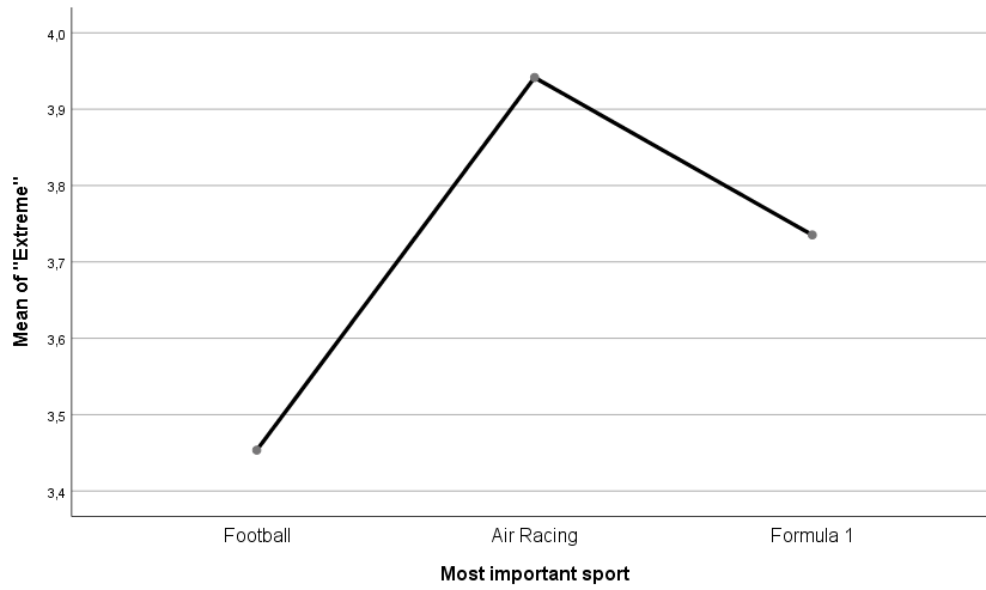


Figure 16 - Mean of Brand Image's q10.6 among the different Sports Sponsorships

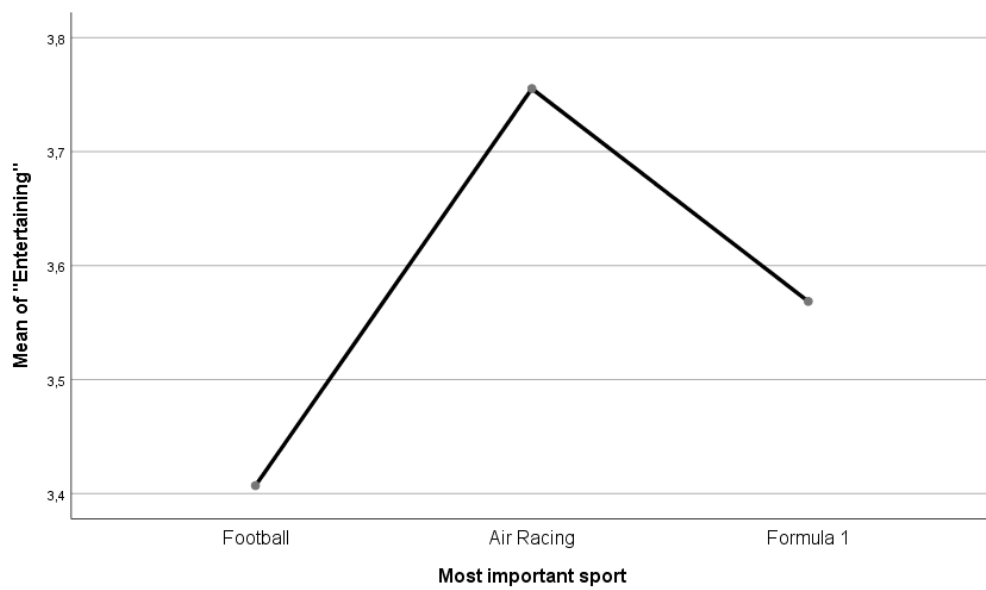


Figure 17 - Mean of Brand Image's q10.8 among the different Sports Sponsorships

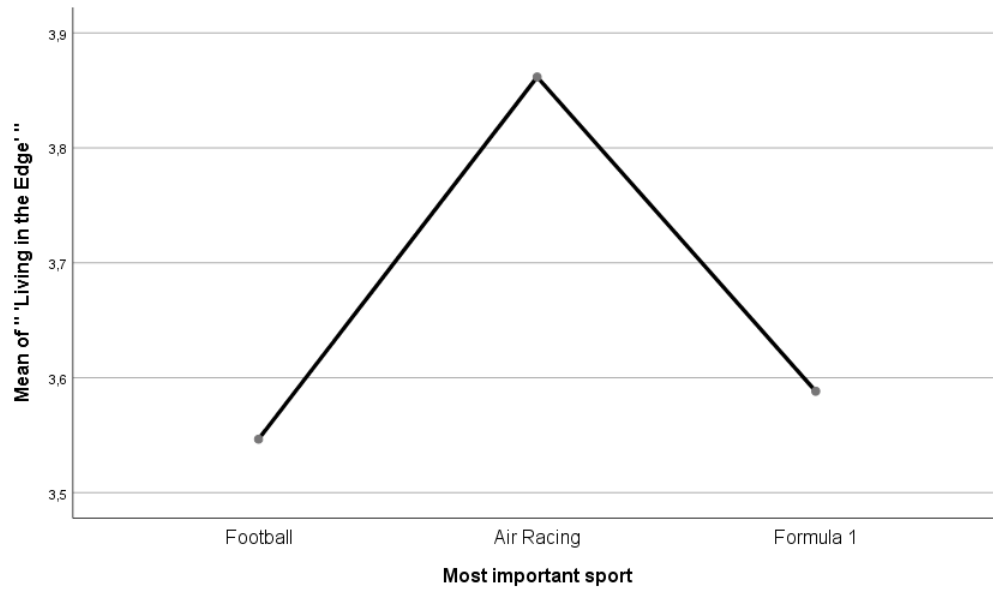


Figure 18 - Mean of Brand Image's q10.9 among the different Sports Sponsorships