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The Effect of Football Sponsorship in Fans Purchase Intention - An Application to Beer Products.

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Resumo

O Futebol está presente na cultura Portuguesa há muitos anos, é um desporto de emoções que tem a capacidade de influenciar milhares. Nos últimos anos o dinheiro investido em patrocínios a clubes de futebol atingiu uma elevada importância derivado aos elevados valores investidos. As empresas olham para os clubes de futebol como uma importante parte da sua estratégia de marketing uma vez que este é um canal que garante altos níveis de exposição.

Este estudo tem como objetivo estudar como é que a intenção de compra sobre uma marca é influenciada pelo facto dessa marca patrocinar o clube ou os clubes rivais de um individuo, adicionalmente é também analisado a variação desta influência com o crescimento de níveis de fanatismo. Esta análise académica foca-se nas marcas Sagres e Super Bock ao nível das marcas patrocinadoras, sendo estas rivais. Ao nível dos clubes patrocinados foca-se no Benfica, Sporting e FC Porto, sendo estes três também eles rivais.

A pesquisa mostra que a intenção de compra de um fã é afetada pelas marcas que patrocinam o seu clube assim como as patrocinadoras de rivais. Adicionalmente, este estudo mostra que este efeito é crescente com o aumento de níveis de fanatismo.

Esta investigação académica fornece algum suporte às empresas que querem entender qual o alcance dos efeitos na intensão de compra dos fãs resultantes do patrocino de equipas de grandes dimensões do futebol português.

Palavras-Chave: Futebol, Patrocínios, Clubes Portugueses de Futebol, Marcas portuguesas de cerveja, Intenção de compra

Classificação JEL: M310, M370

Abstract

Football have been present in the Portuguese culture for a long time, it is a sport of emotions that influence thousands of individuals. Football clubs sponsorship in the last years have gained a huge importance for the amount of money brands have been investing. Companies look at football clubs as very important part of their marketing strategy since it is a channel that guarantees huge levels of exposition.

This research has the objective of studying how by fact that a brand sponsors an individual football club or its rivals it will influence its purchase intention, additionally it was tested how this effect is amplified with the increase on levels of fandom. This academic study analysis the Portuguese Football sponsorship culture with focus on the beer brands Sagres and Super Bock and the three main football clubs in Portugal. Sagres sponsors Benfica and Super Bock sponsors Sporting and FC Porto. These beer brands as well as the clubs are rivals, this rivalry is used in the study.

The study shows that the purchase intention of a football supporter is affected by the brands that sponsor his/her club and also the ones sponsoring the rivals teams. Additionally, this research shows that this effect increases as the level of fandom of the individuals increases.

This investigation provides some support for companies that want to understand the extent of the effects of sponsoring a big football team in Portugal by providing clues on how the purchase intention is affected.

Keywords: Football, Sponsorship, Portuguese Clubs, Portuguese beer brands, consumer behavior, Purchase intention.

JEL Classification System: M310, M370

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1. Introduction

The history of football in Portugal has more than one hundred years, actually some historians affirm that the first game played in Portugal was in 1875 in Madeira Island. Since then football became part of the Portuguese sports landscape that started to conquer the hearts and minds of the Portuguese people (zerozero, 2017). Several are the signs that we can find confirming that football have been in the last century one of the pillars of the Portuguese culture. We cannot forget that football is one of the three famous F's that Salazar used to define the Portuguese culture. This is the sport that is called the king of sports, the most played and watched sport in Portugal that make people fall in love for it but especially for his/her specific football team. Sport Lisboa e Benfica, Sporting Clube de Portugal and Futebol Clube do Porto are the main football teams in Portugal each with a large number of supporters. Currently the 3 main figures of the national league have the following number of fans (paying fans) respectively: 205.060, 170.386 and 138.000, which totalizes 485.446 which is 4.71% of the Portuguese population. If we look not only to the number of paying fans but to the total number of supporters we get a much bigger number and representativeness on the Portuguese population, the three totalize 4.6 million football supporters in Portugal (Sport Lisboa e Benfica: 2.2 millions, Futebol Clube de Portugal 1.3 millions, Sporting Clube de Portugal 1.1 millions (expresso, 2009)), another study (Nielsensports, 2018) came with the conclusion that 75% of the Portuguese population is "interested" or "very interested" in football. Adding to this INE (National institute of statistics, 2016) states that 28.5% of the federated athletes is registered in the Portuguese football federation. It is possible to realize with this data the relevance of Football in Portugal and also how big are the three main football teams in Portugal.

Sponsorship in football have assumed a huge importance in the last years. Nowadays being the sponsor of a football team represents a big opportunity for the brands to come close to people and create a relationship with them. Being a sponsor of a football team may mean being present in their merchandise, in the stadium stand and in the football team other channels of communication (which means high exposure for football fans). Football sponsorship is a business that involves millions of euros. If we look to the national league of football which is called Liga NOS it is easy to understand that it is sponsored by the brand "NOS". This relationship consists in a three-year deal, from 2017 to 2020, and it is worth 20 million euros (MaisFutebol, 2017). The National league is not the only example of big numbers when we talk about football sponsorship, these sponsors

are also a big stream of revenues for the football teams. If we look to the deal of Sagres with Benfica and Super Bock with Sporting and FC Porto, we can understand the importance these brands give to be one of the main sponsors of the "Três grandes" ("Três grandes" is the expression used to talk about SLB, SCP and FCP, which are the three most important teams in Portugal). In 2009, Sagres signed a 4 million euros per year deal with Benfica that ends in 2021 which includes having the name of the brand in the official jerseys and also one of the stands of the stadium is called Sagres Stand (Record, 2018). Super Bock has a deal with Sporting until 2019 and with FC Porto until 2024 these deals provide a relevant exposure of the Super Bock to these football fans and followers. Super Bock also have one stand in Estádio do Dragão with the name of the brand. Super bock has been connected to the Portuguese league in the last 25 years building a close relationship with the clubs and specially with the football fans. The size and importance of these deals shows us the importance these brands give to be the sponsor of a Portuguese football team.

Beer is one of the most consumed and popular beverages in Portugal, in 2017, 525 million liters of beer were consumed in national territory (ECO, 2018). This means 51 litters of beer per person during 2017, that means 204 "minis" per person during a year (half a "mini" per person every day during the past year). The size of the beer market in Portugal is huge and the consumption of it have been increasing in the last years. A study from Nielseen (NIelseen, "BCG e Retalho", 2018) shows that 77% of the Portuguese have beer at home. Beer was in 2017 the second most drank beverage in Portugal. The Beer market in the last year contemplated 1.094 million euros in sales which represents a growth of 4%, Sagres and Super Bock are the market leaders.

With all the facts I mention before it is easy to understand the dimension of Football and Beer in Portugal and the relationship they have. Sagres and Super Bock spend millions in sponsoring football, especially with the deals with, Benfica, FC Porto and Sporting. These three teams have millions of fans so millions of people will see the name of the Sagres and Super Bock brand associated with their clubs. This is why these brands invest so much and give so much importance to be the sponsor of one of these teams. Football is a game of emotions, is a game that make people love their team. This dissertation wants to explore **how this connection to a football team can influence the buying behavior of the fans when they are buying Beer, given that a beer brand sponsors their club or the rival team.**

This is a topic that, on one hand, touches on the people's feelings and emotions and, on the other hand, revolves around a lot of money invested by brands. It becomes very important to understand how this type of sponsorship can influences the buying behavior of the fans. Note that, the consumption of beer in Portugal is increasing and also the number of fans that are becoming paying fans. Football is nowadays the most played and watched sport in Portugal, the amount of money that sponsors spend in sponsoring football teams is increasing. Therefore doing a dissertation which involves the effect of beer brands sponsoring football teams gains not only a high relevance for the football sponsors but also for the teams, which can use the data obtained in this dissertation to have a better understanding of the possible outcomes of this relationship.

Rivalries can be found inside and outside the field. Looking to the Portuguese football landscape is easy to perceive that Benfica is the biggest rival of both FC Porto and Sporting. In the beer market, Sagres and Super Bock are Portuguese beer brands that are competitors one of another. And it can be a huge coincidence, but these rivals connect to the rivals of each other, Benfica is sponsored by Sagres and both FC Porto and Sporting are sponsored by Super Bock. Sagres and Super Bock are the two biggest players in the Portuguese beer market, it will be very interesting to understand if this rivalry inside the field will be translated into an effect on the fans purchase intention regarding beer.

1.6. Research questions

This study has on a first stage, the objective of better understanding how much the purchase intention of a football club supporter is affected taking into consideration that the product they intent to buy is a sponsor of his/her football team. On a second stage it tries to understand how much this effect on purchase intention changes with the increase of team engagement/fandom. Considering these two main objectives the research question formulated are the following:

1- Can the Purchase Intention of beer be affected by the sponsorship of beer brands to football teams?
2- How does the Purchase Intention changes with the engagement level of the fan with the football team?

2.   Literature Review

This section starts with a general overview on the concept of sponsorship followed by a discussion on the topic extended self. It is proceeded by an approach on Brand associations and image transfer. The last topic analysis different types of fans as well the level of engagement with the club.

2.1. Sponsorship

" *Sponsoring joins brands with sports, the arts, and events in mutually beneficial partnerships.* " (Alonso-Dos-Santos, Vveinhardt, Calabuig-Moreno & Montoro-Ríos, 2016)

Sponsorship have nowadays become a very important tool for the communication of brands. The concept of sponsorship can be defined as "an investment, in cash, in an activity, in return for access to the exploitable commercial potential associated with that activity" (Meeenaghan, p. 36). This tool of marketing communications is used by marketers with two main goals. (Gwinner 1997). The first one is **to increase the brand awareness** of the brand. This is done by showing the brand to the biggest number of potential customers by using on-site signage, identification on printed promotional materials and media coverage. The second one is to **establish, enhance or change the brand image.** This is done by linking the sponsor image with the sponsee image this can be linked with a sponsee cause, event or sports team where the sponsor brand is present. In a process similar to celebrity endorsement (McCracken 1989; see McDaniel 1999). Sponsorship can be seen as a marketing tool which can assume many forms. It is based on an agreement between sponsor and sponsee in which the sponsee provides access to its commercial potential in exchange of cash. "With sponsorship, companies aim to transfer consumers positive association with the sponsored property to the sponsor" (Reinhard Grohs, Heribert REisnger, David M. Woisetschläger, 2015).

Being a sponsor for a sport club can have positive and negative effects to the brand. Once the public associates a brand to a football team it may result on positive and bad associations regarding the connection you have with the team sponsored. These associations were explored by Schlesinger (2010), he found with his academic study that when Vodafone started to sponsor Manchester United the sales of Vodafone increased in

Manchester but on the other hand in the city of Liverpool they decreased once this is the city of Liverpool FC the eternal rival of Manchester United (Reinhard Grohs, Heribert REisnger, David M. Woisetschläger, 2015). "Sponsorship has the capacity to achieve a range of goals, such as corporate image, corporate social responsibility, brand exposure, marketing sales, and effects" (Chanavat, Martinent and Ferrand, 2010).

Madrigal with his studies was able to find the following "An important benefit derived from sponsorship is the opportunity for a company to link itself to an object that constitutes part of a consumer's extended self" (Madrigal, R. (2000), p. 11)

Nowadays brands can achieve high communication and marketing goals efficiently by putting they logo on stadiums, on the door of a race car on in a jersey of a basketball team. The strategy of these brands is to target the fanatic/high passionate fans of sports which have a high sponsor recall which means these will be more supportive of the sponsor brands as well as having supporting behavior regarding them.

The main results of sponsorship were identified as "**profitability of the sponsor's image, the transmission of the image, consumer response, generation of awareness and perception of widespread use**" (Alonso-Dos-Santos, Vveinhardt, Calabuig-Moreno & Montoro-Ríos, 2016, p.1) By being the sponsor of a big football club we are insuring that thousand and maybe millions of people are exposed to the brand. Nowadays a competition like champions league is watched by millions of people around the world, the sponsors of big Europe clubs guarantee with this strategy that the brand has exposer around the world.

2.2. Extended Self

"Football can nurture a range of emotional feelings and behavioral patterns, which are, consciously or unconsciously, perceived by the supporters as needs." (Duarte et al., 2017)

According to Belk's (1998) concept of extended self, individuals form emotional relations to physical belongings, places, people and groups. Belk argued that the self consists of a hierarchical ordering of multiple selves that range from the idiosyncratic and individual self to the collective self (Belk 1998). As belongings can be use to distinguish an individual from another's at the de individual level, subsequently belongings can also be used to signal group identity and express belonging to a group.

Belongings don't need to be individual owned products, they can be shared consumption objects, examples: Sports teams, public monuments, media stars and political leaders.

The concept of Extended Self can also be defined in terms of social identity. People that share the same social identity represent a "psychological group" (Turner 1984, p. 530). A member of these psychological groups do not need to have any interaction or even like the others members. It is rather, the person perception of himself/herself as being, for example, a sports fan that serves as basis for introducing this status into his or her social identity.

Acts of patriotism, volunteerism can be explained by a part of one's self extended being included in a psychological group. Acting in order to benefit a group interests is based on one's social identity and not on personal identity. Research found that charitable giving to a group is correlated to the identification with a group positively. "Ultimately loyalty occurs when the consumable becomes embedded in a consumer's extended self (Belk 1998)" such that it becomes "part and parcel of the consumer's self-identity and his or her social identity" (Madrigal, R. (2000) p. 9)

Belk (1988) with his concept of *extended self is* able to explain the way individuals create connections with their belonging, places, groups and other individuals. People are single identities that can express differentiation between themselves, but they can also express belonging to a community, in this case possessions can be possessed by the group. Individuals are constantly in a process of self-definition, establishing their role in society. Individuals behavior and attitudes are therefore affected by this constant role definition process inside society. (Tajfel, 1974). **The social theory explains that individuals search for maintaining their social identities positives suggesting that when and individual joins a groups, he/she look to the group as being better than others projecting this way his self-image on the group.** Individuals try to promote and protect their own group since they see that the value and prestige of the group is reflected on the value and prestige of themselves. Signals of affection to the team and insults to rival teams can be understood in this perspective. This behavior can be understood as a gap analysis performed by the supporters of a team to find the differences between groups so they can feel that their community/football team as unique. People identify football teams as part of their own identity and self-concept using the belonginess to a group to raise they self-esteem .

Social identity is connected with the informal rules of the group that determine which are the accept and rejected behaviors of each element of the group. For example being a paying fan of a club, going to a stadium watching a game, chanting chants of the team and supporting the team are well seen behaviors inside a group that supports a football team on the other hand not protesting with the referee or using merchandise of a different football will not be accepted by the group.

Products hold qualities beyond their utilitarian or commercial attributes, these have the ability of promoting and changing the self. Products are used as tools in the definition of the individual and collective self (Wattanusawan, K. 2005). We project our self or the project of our self on the products we consume and subsequentially we absorb the symbolism of the items. These items contribute for the definitions of the self in terms that every day in the consumption process we look for symbolism in the products that provides us "comfort, excitement, emotional nourishment and ultimately pleasure." (Wattanusawan, K. 2005).

2.3.Brand Associations and Image transfer

Brand image was defined in 1993 by Keller as "**perceptions about brand as reflected by the brand associations held in memor**y" (Keller 1993, p.3). By using the definition above for brand image it is possible to understand that this definition takes into account that consumer possesses in his/her memory network associations regarding the brand itself. **These associations have multiple sources, from previous experiences with the brand to how the brand positions and communicates**. From a theoretical point of view, these associations can be affected by the fact that a brand connects with a sports club or a celebrity (E.g: Sagres sponsoring Benfica or Cristiano Ronal being "the face" of Nike). Costumers hold in their memory the link between the brand and the celebrity/sports club which can culminated in the transfer of the sports club image/celebrity to the sponsoring brand. **When choosing a team to sponsor is very important to analyze which can be the effects to the positioning of the company as well as the brand image** since once the sponsorship relation starts the process of building links in the customer memory between sponsor brand and sports club start to be built (Gwinner & Eaton, 1999, p.4)

In order to get the most out of sponsorship four stages were identified: "Categorizing sponsorship activities, measuring effects of sponsorship, understanding consumer response in terms of demographic and psychographic variables such as age, gender or athletic participation and studying the cognitive and affective processes that occur in the mid of consumers" (Alonso-Dos-Santos, Vveinhardt, Calabuig-Moreno & Montoro-Ríos, 2016, p.2) In order to deal with this last point authors used the concept of image transfer as base for their opinions and conclusions.

In the world of sports sponsorship image transfer is understood as the transmission of associations between brand and sport club. When individuals transfer the attributes, benefits and attitudes towards club that he/she has in his/her memory to the brand the image transmission occurs. (Alonso-Dos-Santos, Vveinhardt, Calabuig-Moreno & Montoro-Ríos, 2016, p.4)

By sponsoring a football team a company is trying to improve its brand image, they know that football teams have a big number of fans that love the club and consequently nurture a set of positive attitude towards the club . The positive associations and attributes that a fan as towards a club is what the brand is seeking in terms of transmission of brand image when it decides so enter the "football sponsorship world" (Boronczyk & Breuer, 2019, p.1)

Once the attributes and subsequently the associations of the sponsored can be transferred to the sponsor it's important to understand the impact of sponsorship on brand loyalty and the changes on consumer behavior regarding the sponsor." Brand associations are defined as 'anything linked in memory to the brand" (Aaker 1991, p. 109) .The constructs that influence consumer reactions to sponsorships are mainly the band-event fit, the affect toward the event and attitude toward the sponsorship (Mazodier and Merunka,2011).

Cornweel in 2008 **was able to establish with his studies that sponsorship affects brand affect and purchase intent.** In the sports world by being sponsor of a rival team can result on being seen as rival as well. (Grohs and Reisinger, 2005). Nowadays companies take very seriously the decision of which companies to sponsor. Once a brand is associated with a football team the fans of that team and the rival fans will react accordingly (Chanavat, Martinent and Ferrand, 2010). This commercial relationship rests on emotions, by sponsoring a football team a sponsor is enhancing the brand image by

leveraging the emotional power of the sponsored. These **associations transfer assume a very important role on buying behavior and brand loyalty.** These brand associations as being the basis for brand loyalty and purchase decision assume a very important role on providing value to the firm and to the clients by helping process and retrieving information with this brand are able to differentiate from the competitors creating positive and negative attitude towards it. (Aaker, 1991; Tybout et al. 1981; Young 1989; Van Osselaer & Janiszewski 2001)**.**

Brand equity and brand associations have a tight relationship since associations are seen as the found action for building a strong brand equity (Zdravkovic and Till, 2012), by transferring the associations from the sponsored to the sponsor, both brand equities are increasing. Which means that by transferring these associations, brands are influencing the buying behavior of the public.

Supporters of a football team in exchange for the support given to their team may reward the sponsor. This reward is translated in more favorable attitudes toward the brand (sponsor) like an increase in the purchase intention regarding the sponsored items/goods (Angell, Gorton, Bottomley & White, 2016 p.3).

The supporters as well they transfer image transfer from their club to the club sponsors they can also transfer hostility to sponsors of rival teams, this reasoning supports the "us" vs "them" group mentality developed by Smith, Powell, Combs, and Schurtz in 2019. In 2012 Bergkvist conducted and experience that supported the previous theory he was able to prove that the purchase intentions of a group of Swedish football fans were more negative towards the beer brand that sponsored their rival than the purchase intentions of a group of non-fans.

Identification with the team or associations transfer are not he only variable for the positive and negative attitude towards sponsor brands. It is proposed that individuals have enjoyment on the misfortune of others particularly of rival groups (Angell, Gorton, Bottomley & White, 2016 p.3). This enjoyment of rival groups misfortune is usually associate with the concepts of group inferiority and hostility.

2.4. Social Identification and Group Norms

Social Identification can happen in three different stages (Hogg and Abrams 1988). In the first one social categorization occurs when the individuals are perceived or reorganized as members of a group. The second stage consists on learning the common or representative attributes, behaviors and norms that belong to a group. The third stage, it is where the self- stereotyping happens, individuals assigns the perceived norms and behaviors of a group to the self. An example of this is football fans learn that some type of behaviors like wearing clothes from the team they support show others that they support that team. It is understood by the fans that the more they practice certain type of supporting behaviors, like the one described before, or the more they are involved in actives related to the football team **the more they are perceived as being committed with the team.**

Group membership involves not only positive behaviors like an individual showing that supports his/her team, but also "negative" behaviors against other teams like booing the opposite team. The set of behaviors an individual practice when he belongs to a group are judged by the other members of the group, group create a set of informal rules/norms that use to regulate and judge members behavior. **These informal norms formed by the group are a set of rules that specify what is expected the members of the group** to do (Homans 1950), this differentiates one group from another, this norms act as the values of the group (Feldman 1984).

Even though complying to all the rules are not expected to occur, "there is a clear normative tendency toward actions that exemplify and reinforce group norms" (Madriga, R. 200, p. 3). **These norms most of the times in sports groups are translated in buying products that favor the supporting team**, this can happen by buying merchandise of the team's but also buying products of sponsors, buy doing this the members of that group are financially supporting the team this type of support will be seen as the others as affection towards the team **"Support for the home team is more than an act it is part of the identification with that team and/or what it represents."** (Hogg and Ambrams (1998), p. 128)).

"Team identification has been shown to predict a number of behaviors including game attendance, the amount of money spent on team licensed merchandise and spectator aggression following a game" (Madrigral, R. 2000, p. 3) A study by Cialdini (1986)

showed us that the higher the level of identification of a supporter with a team higher is the respect for this groups norms. This higher level of attachment with a team are more likely not only to support directly the source of the identification, but also they will more willing to sport indirectly that same source (Example: Buying products of sponsors).

In a Study from IEG – "IEG Sponsorship Report 1994" 1000 Nascar fans were inquired, from these 1000 fans 710 said they most of the times chose brands that sponsor Nascar over the others, simply because they sponsor Nascar. They also found that 42% changed switched brand as soon a brand started to be a sponsor of Nascar. The study concluded **that there is a positive correlation between team identification and intentions to buy products of brands that sponsor the Team.** The level of an individual identification with a group will determine how influenced he or she is by the group norms, **this means that the more identified the individual is the more influenced he is by the group norms.**

There are several reasons why people comply with groups norms, some people just comply with rules in order to receive social approval or to avoid to be chastised by the other members of the group. These people act by the norms of the group publicly but privately they don't (Kiesler and Kiesler 1969), they do not internalize the group values and beliefs when they are not in a public space (Kelman 1961). In a study performed by Teery and Hoog 1996 it was found that highly identifiers "that perceive higher levels of normative pressure from other group members were most likely to form favorable intentions toward behaviors". (Madrigral, R. 2000 p. 4). According to the study it was possible to conclude that there is a **positive relation between the level of engagement with a team and how much an individual follows the norms and rules of a group that supports that team** (Madrigral, R. 2000). Not only they want to be part of the group, the group becomes part of their self as they want to be perceived by the other members of the group as a member that supports that team. " Members voluntarily chose to act in ways that exemplify the perceived will of the group in order to enjoy the psychological benefits of membership. Oliver concluded by noting that consumers want to be loyal, the groups to which they belong want them to be loyal, and as a result the two contribute to a symbiotic relationship" (Madrigal, R. (2000) p. 9). "Highly identified fans, relative to those who are less identified, feel a sense of bonding with other fans of that team. Such bonding may intensify as a result of sharing the victories and defeats of the team, as well as by the feeling of belongingness gained through interactions with other supporters"

(Banscombe, N.R., & Wann, D. L. (1991)) High levels of identification seem to increase the levels of satisfaction and self-esteem, these high levels of identification seem to work also as buffer against negative emotions.

Pride feelings are correlated with the level of identification with a football team, quotes as "make us proud" or "I am very proud of being an Real Madrid fans" are a constant in stadiums. This level of pride of each fan have consequences on the consumption of related products of the football team. "**Pride thus helps marketer to increase customers commitment and loyalty, and to make brands become icons**" (Decrop and Derbaix, 2010) Pride assumes the role of pillar for self and social identity processes, this emotion can be comprehended as a "self-conscious, ego-focused, competitive emotion that involves a process through which individuals deal with inner conflicts by a compulsive search for glory and inner identification" (Decrop and Derbaix, 2010). Self-esteem maintenance is closely linked with the emotion pride.

Individuals use the goods they buy to develop and create their own identity. Goods assume additional value besides its functional value (Salomon, 1983). These goods in the days of today assume social and personal values which leads to consume not only being done considering the functional value of the product but instead a group of values (personal, social and functional values associated with the product are taken into account). **According to the studies of Salomon (1983) the possessions of an individual are used to transmit social roles to others which leads to the fact that consumption behavior is part of the social behavior.** By acquiring a product the individual is acquiring the symbolism of the product to himself in terms that he uses to the product to assume a social role supported by the possession of that good.

Consumption is described as a way of integration (Holt, 1995), fans develop strong connections with the football teams in order to stimulate their auto-identity. For this they develop rituals involving the team, like going to the stadium to watch the games, with the objective of defining its relationship with the team they support. The consumption of products that are associated with the team they support are highly related with the self-construction of the individual identity. The acquisition of this products provides the fan the "ability" of being part of the community. **The emotional and symbolic value these objects associated with the supported team gives not only the consumer the feeling of being part of a community but also others see him as part of their community.**

Fans with higher levels of identification with the teams demonstrate stronger positive behavior towards the club. This type of behavior can be translated into watching most of the games in the stadium, being a paying fan and buying more merchandise or associated products with the supported team. (Madrigal (2000))

2.5. Classification of fans and type of engagement with the supported team

There are several variables that influence the level of engagement of a fan with the team and the type of fan that a individual can be. Following the model built by Hun, K. A., Bristol, T., & Bashaw, R.E. (1999), they define five different types of fans: "the temporary fan", " the local fan", "the devoted fan", the fanatical fan" and "the dysfunctional fan. This classification is based on two variables, motivation and the behavior exhibited by the fans.

Hun, K. A., Bristol, T., & Bashaw, R.E. propose that an important aspect to understand a fan is how important is to himself/herself to feel that being a fan is part of their self.

"Ball an Tasaki (1992) suggest that attachment in conceptually distinct because the object attachment acquires meaning and significance beyond the involvement and importance. Fans reveal their level of attachment through their sports-related behavior." (Hun, K. A., Bristol, T., & Bashaw, R.E. (1999)). The five different classifications are:

2.5.1. Temporary Fan

The temporary fan do not use the fact of being a fan for self-determination, this type of fan is interested in a temporary phenomenon. After the end of the phenomenon the fan don't exhibit no more motivation for changing his behavior. "The temporary fan is a fan for a specific, time-bound event." (Hun, K. A., Bristol, T., & Bashaw, R.E. (1999)).

This time boundary is what differentiates this type of fans from the others. This time boundary can have different durations, it can be just some hours or it can be some years, what happens is that after that period the fan returns to its normal behavior becoming a non-fan. As an example of temporary, the fans of

Mr. Jordan when he stopped to play basketball returned to a state of less attachment since he no longer plays.

2.5.2. The Local Fan

The local fan is restrained in terms of geographical location, this type of fan displays fan-like behaviors due to identification with a location. Like the temporary fan this type of fan operates under a constraint that is the geographic area, for example if a city team changes to another city or the fan changes to another city the level of devotion of this fan will decrease. "Given the emphasis on the relationship between locality and self-concept, we posit that the local fan uses being a "fan" as only peripheral object for self-identification" (Hun, K. A., Bristol, T., & Bashaw, R.E. (1999)).

2.5.3. The devoted fan

In comparison with the two former types of fans the devoted fan has no location or time constraint. The devoted fan is a fan that possibly started as a local fan or a temporary fan that with time the level of "attachment with the consumptive object (personality, team, league, or sport) increased" (Hun, K. A., Bristol, T., & Bashaw, R.E. (1999)) this phenomenon is then responsible for the destruction of time and place boundaries. In these terms the devoted fan does not lower change his behavior even if the team, personality, league or sport changes places or if an even if a temporary event ends.

2.5.4. The fanatical fan

This type of fan has some similarities with the devoted fans, it has no time or location boundaries, it defines its self though attachment with the sports consumptive object. For this fan the fact that he is a fan is very important part of the his or her self-identification, but it is not the number one aspect of their lives usually one aspects remains, like family, work, religion as the number one aspect for the definition of his her self-identification. In comparison with the devoted fan the fanatical fan engages in behaviors beyond the normal devoted fan. An example of this is the devoted fan will go to the games of his/her team and the fanatical fan will go also to these games but will paint all of his body

with paint, wear a costume or in some way show a more fanatic behavior towards the team.

2.5.5. The dysfunctional fan

This last type of fan is characterized by using the fact he is a fan as the primary definition of his or her self-definition. If we compare this type of fan with the fanatical fan is easy to understand that the fanatical sees being a fan as an important fact for the definition of his/her self and that the dysfunctional fan sees the fact of being a fan as a primary form for the definition of his/her self. For this final type of fan the fact of being a fan "is vital for self-identification and maybe existence." (Hun, K. A., Bristol, T., & Bashaw, R.E. (1999)). It is in this type of fan that we find the Hooligans inserted.

BIRGing, CORFing, BIRFing and Corsing are different notions that relate the fans behavior with the team success. These are concepts also used by Hun, K. A., Bristol, T., & Bashaw, R.E. to understand and classify sports fans.

The BIRG effect can be described by the following behavior: The fan when a team wins have an inclination for sharing that victory. When a team have success the fans association with that success is positive. Behaviors like, after a team winning using the team merchandise are associated with BIRGing. These types of fans just by the team winning feel a sense of achievement and accomplishment (Kimble and Cooper (1992))

In the case of CORFing, we have the opposite, when the team is not successful the fan associations are Negative. Fans feel that being associated with a team that loses will affect their images so they dissociate themselves from the loosing team. After a loss, behaviors like wearing merchandise of that team will have a much lower probability of occurring.

These two types of notions of behavior can be synthesized by the following: BIRGing – When a team wins the fans say we won CORFing - When the team loses we say they (the team) lost.

In the case of BIRFing the team success can be negative but the association of fans to this lack of success is positive. These are very loyal fans that despite the team is losing they continue to show behaviors of support to the team. BIRFing may be an attempt

to show others that they are loyal, as loyalty is seen as a positive attribute people may seek BIRFing.

Finally, in the case of CORSing the team success is positive but the fan association is negative. This type of behavior "relates to a very small group of fans that do not require social approval and are not as susceptible to interpersonal influence or reference group influence" (Campbell, R., Aiken, D., & Kent, A. (2004)).

Usually behaviors described as BIRGing are more usually present in highly identified supporters than CORFing behaviors. For highly identified fans the fact of being a supporter of the team they love is much more important than a single loss which means that they have a strong psychological connection with the team. For these types of supports it is very important to be a fan and to feel they are a true fan since this is part of their self-identity, thus a temporary situation like a single loss will not make them to demonstrate CORFing behaviors. (Brown-Devlin, Devlin & Vaughan, 2017)

3. Hypothesis and conceptual framework.

3.1. Hypothesis formulation

Given the concepts discussed in the previous subsection about preference of beer consumption, it is possible to hypothesize that the consumption behavior of beer is affected by the sponsorship of beer brands to football team. More specifically, it is hypothesized that:

$H_{1.1.}$: Benfica's fans have a stronger preference for Sagres in comparison with FC Porto and Sporting.

$H_{1.2.}$: Benfica's fans intend to consume more beer from Sagres than FC Porto and Sporting.

$H_{2.1.}$: FC Porto and Sporting's fans have a stronger preference for Super Bock in comparison with Benfica.

$H_{2.2.}$: FC Porto and Sporting's fans intend to consume more beer from Super Bock than Benfica.

Also, given the concepts discussed about the effect of different engagement levels of the fan with the team, it is possible to hypothesize that there is an interaction effect

between level of fandom with consumption behaviour. More specifically, it is hypothesized that:

$H_{3.1.}$: Higher level of fandom increases consumption intention for the matching sponsored beer compared to a lower level of fandom. (E.g. Benfica supporters with high levels of fandom have higher consumption intention towards Sagres when compared with Benfica fans with lower levels of fandom)

$H_{3.2.}$: Higher level of fandom decreases consumption intention for the opposite sponsored beer compared to a lower level of fandom. (E.g. Benfica supporters with high levels of fandom have lower consumption intention towards Super Bock when compared with Benfica fans with lower levels of fandom)

3.2. Conceptual framework

Following the preceding discussion, the figure below *(Figure 1)* portrays the conceptual model of this study. The conceptual framework consists of the independent variable "football club supporter" that has four levels (Benfica, Sporting, FC Porto and others), the moderator "Fandom" with three levels (high, medium and low) and the dependent variable "Beer Purchase intention". Considering this model and the hypothesis, it is expected that Benfica's fans intend to consume more beer from Sagres than FC Porto and Sporting (H1.2.); on the other hand it is expected that Sporting and FC Porto's fans intend to consume more beer from Super bock than Benfica's fans (H2.2.). The model also suggests that Benfica's fans have a stronger preference for Sagres than FC Porto and Sporting; and that FC Porto and Sporting's fans have a stronger preference for Super Bock than Benfica. Also, fandom is expected to moderate the relationship between "football club supported" and "beer purchase intention" (H3.1. and H3.2.).

Figure 1 – Conceptual model

Football Club Supported		Beer Preference
- Sport Lisboa Benfica - Sporting Clube de Portugal - Futebol clube do Porto	$H_{1.1.} + H_{2.1}$ → $H_{1.2.} + H_{2.2.}$ → $H_{3.1.} + H_{3.2.}$	Beer Purchase intention

Fandom
- High
- Low
- Medium
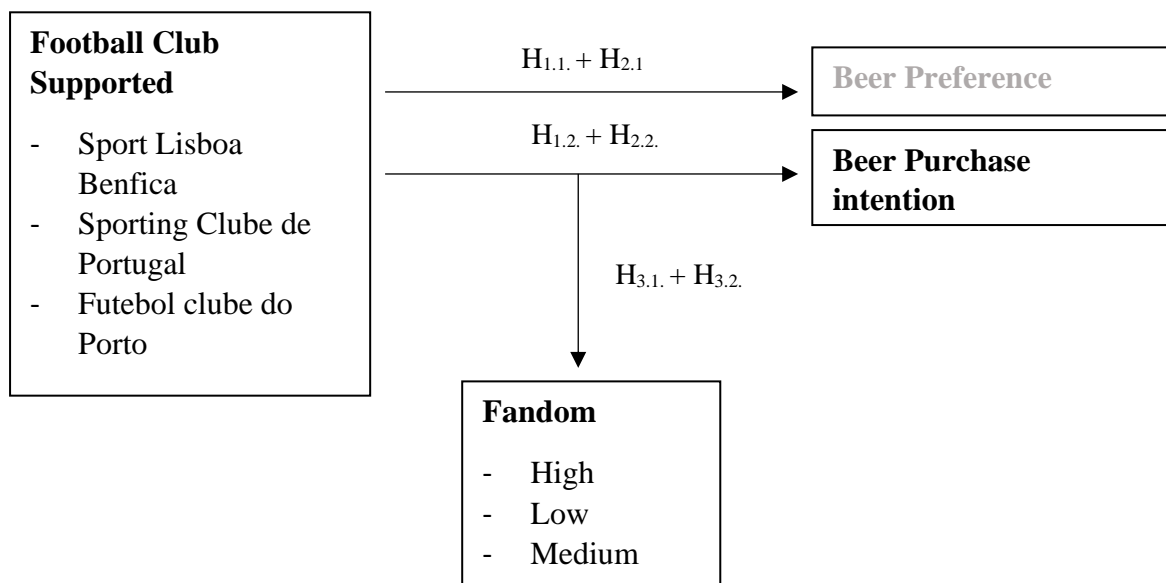
4. Methodology

4.1. Research design

In order to collect the primary data needed for this study it was used an online survey using the platform "Qualtrics". By using this online instrument, it was possible to collect the number of answers needed at a quick pace it also provided a wide geographical range along the country since this study focused on Portuguese habitants. Qualtrics provides a set of outputs like statistics and graphics in which it is possible to build an analysis on. Additionally, this method also suits the monetary and time constraints.

With the objective of gathering the most accurate information it is very important to define the right research design for this study so the ricks of error can be mitigated and minimized (Malhotra & Birks, 2007). This is a quantitative descriptive academic study that attempts to collect quantitative data to statistically prove the influence on football clubs supporters purchase intention regarding brands that sponsor their clubs and their rivals. This influence on purchase intention is also compared taking into account the different level of fandom of each supported, with this it tries to prove that higher levels of fandom lead to higher purchase intention towards the brand that support the fan club and the opposite towards brands that support the rivals.

This questionnaire was built to gather information regarding the participant beer preference, football club, knowledge about which brands sponsor the main football clubs in Portugal and how they fell about it, additionally it measures the level of fanatism of each participant.

This study compares differences in purchase intention between groups, therefore, this study is a between-subject design, in which "Football club" and "Fandom" as independent variables and "Beer Purchase intention" as dependent variable. In the between-subject design each respondent is randomly exposed to only one condition. This method allows to collect quantitative data using inferential and descriptive statistics. How this study was built provides it with the capability of preventing potential carry-over effects, this means, it has the capacity of preventing participants to change their behavior because of what they have learned from prior conditions/happenings (Filed & Hole, 2002). When working with an experience with multiple groups, it is vital to randomly assign the participants since it allows the investigator to assume that extraneous variables do not systematically vary across conditions. In this case, it is important to notice that people were not artificially assigned to one condition, instead respondents were put in conditions depending on their own football club preference. Therefore, there may be variables that are intrinsic to such football club preference, so those variables may not be randomly assigned. It is thus important to understand and explain those variables. These extraneous variable (E.g. demographic variables) could endanger the external and internal validity of this experience, since these variables could bias the results of the study. (Malhotra & Birks, 2007).

The study is a full factorial 3 (Football club preference) x 3 (Fandom) design. Therefore, it has 9 conditions: Benfica & high Fandom, Benfica & medium fandom, Benfica & Low Fandom , FC Porto & high Fandom, FC Porto & medium fandom, FC Porto & Low Fandom, Sporting & high Fandom, Sporting & medium fandom, Sporting & Low Fandom. The experimental conditions are illustrated in *figure 2*. In conclusion, given the objectives of the study, it is chosen an experimental approach and a between-subject design. The design is composed of 9 groups.

Figure 2 - Experimental groups

Football club supported	X	**Fandom**	=	**Conditions**
Benfica Porto Sporting		High Medium Low		Benfica & high Fandom Benfica & medium fandom Benfica & Low Fandom Porto & High Fandom Porto & Medium fandom Porto & Low Fandom Sporting & High Fandom Sporting & Medium fandom Sporting & Low Fandom
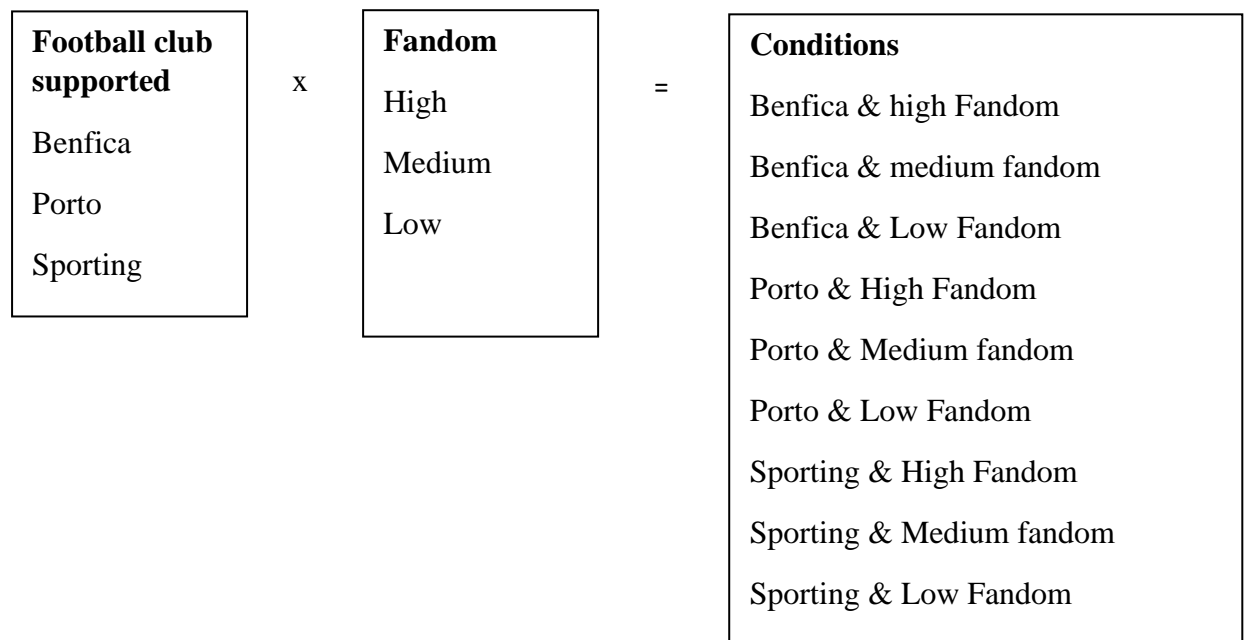
4.2. Participants

Data was collected by using a survey software called Qualtrics, with this software it is possible to build a survey which in the end can be given access to by providing a link. It was set a minimum of 300 respondents in order to develop the analysis.

The sample is composed by people above 18 which is the minimum legal age for drinking alcohol in Portugal. This sample contains answers of people along Portugal having Lisbon and FC Porto as its main sources of responses.

It is important to classify the samples used in this research, since it was used a convenience sample. This sample is composed mostly by young adults. Note that by using a convenience sample we can classify it as bias and it is most likely not representative of the entire population. In conclusion, by what was explained above this sample reduces the external validity and generalizability of this study results.

4.3. Measurements

In this section it is discussed about the measurements of the variables at study, a detailed description of each variable is presented below:

4.3.1. Football Club Support

To identify the football club support it was asked directly which club the respondent supported (Question 4 of the surveys which had as possible responses "Benfica", "Sporting", "FC Porto" and "other" on this last options a open box is provided so the respondent can pick his specific club). This question was used to bundle the respondents into four different groups.

4.3.2. Fandom

With the objective of measuring the level of team identification I used the scale of Daniel L. Wann and Nyla R. Bransombe. In this scale one of the questions measures the frequency that an individual "follows" his football club through different channels. To incorporate these four questions into one it was performed an arithmetic average. The scale identified above uses a group of questions to which the answers consist in a Likert scale from 1 to 8 so to better analyzed the sample, three different segments were built. For the construction of these three segments an arithmetic average was calculated which allowed to have a "result" per respondent. This value was used to characterize the individual considering the three segments. These segments were divided using the following rules: segment 1 from 0 to 3 is the segment of fans with low team identification, segment 2 from 3 to 6 is the segment of fans which have a average level of team identification and finally segment 3 from 6 to 8 in which the fans with higher team identification are included.

The scale described above uses the following questions:

- How important to you is that your football club wins?
- How Strongly do you see yourself as a fan of your club?
- How strongly do your friends see you as a fan of your club?
- During the season how closely do you follow your club via person or on television?
- During the season how closely do you follow your club via radio?
- During the season how closely do you follow your club via television or newspaper
- During the season how closely do you follow your club via the internet or social media?
- How important is being a fan of you football club to you?

- How much do you dislike you club greatest rivals?
- How often do you display your football club's name or insignia at your work, where you live, or on your clothing?

4.3.3. Preference and Beer Purchase intention

Even though the independent variable is beer purchase intention, the variable beer preference is also considered.

To obtain the data to study the variable beer purchase intention it was used two different questions a first one related with the Super Bock purchase intention: "Select the level of agreement with the following sentence "When I want to consume beer, Super Bock is my first option", the second one is related with the Sagres purchase intention: "When I want to consume beer, Sagres is my first option"

Instead of measuring just attitude it is also important to measure preferences. Thus, preferences were also collected using a direct question, nonetheless the results of the preferences should align with the results of purchase intentions.

4.4. Procedures

The survey was release in the month of July, as distribution channels it was used social media (Facebook and Instagram). The target number of answers were obtained in a week. Anonymity is guaranteed for all respondents to prevent socially desired answers.

The questionnaire starts with an appreciation of participation. A general purpose of the experiment is provided ("With the objective of studying beer preferences in Portugal"), this general purpose does not reveal the precise objective of the survey which minimizes the risk of the respondents knowing the purpose of the experiment.

The questionnaire is divided into 4 different sections. On the first section questions were built with the objective of collecting descriptive information. Gender, age and living geographical location were collected. The section number two is composed by a first question asking for the football club supported. Following, there is a set of questions that consist on the scale of L. Wann and Nyla R. Bransombe that measures the level of team identification. The section number three is composed by two questions, the first one asks

the average number of beers consumed per week and the second askes which beer brand is the favorite of the respondent. The forth section is composed by the attitude model (Wilt & Revelle, 2015), the first sub-section assesses cognition the second one assesses affectivity and a third one assesses purchase intention.

5. Results

In this section, the data that supports and answers the hypothesis of this study are presented. In a first stage a descriptive analysis of the data is presented. Following this, it is analysed the data that studies the relationship between the variable fandom and the variable purchase intention. Results are considered significant if the p-value is higher than 0.05.

5.1. Data analysis

In total, 312 responses are kept, out of 325 responses from the participants that completed the questionnaire. There were 6 surveys that were discarded to avoid demand effects since people correctly answered the last question about what the study was about. There were 7 incomplete surveys of which 4 surveys were stopped after the introduction, and these responses were dismissed. All questionnaires kept took more than one minute and a half to fill, which is reasonable for its length.

There are three outliers in the dataset for the dependent variable repurchase intention *(figure 3)*. The outliers are a genuine extreme value (Ghosh & Vogt, 2012), since we are dealing with preferences individuals may simply prefer one beer brand over the other. Individuals may have very strong preference for a specific beer due to its taste, for example. Therefor the outliers were not remove from the analysed sample.

Figure 3 - Outliers
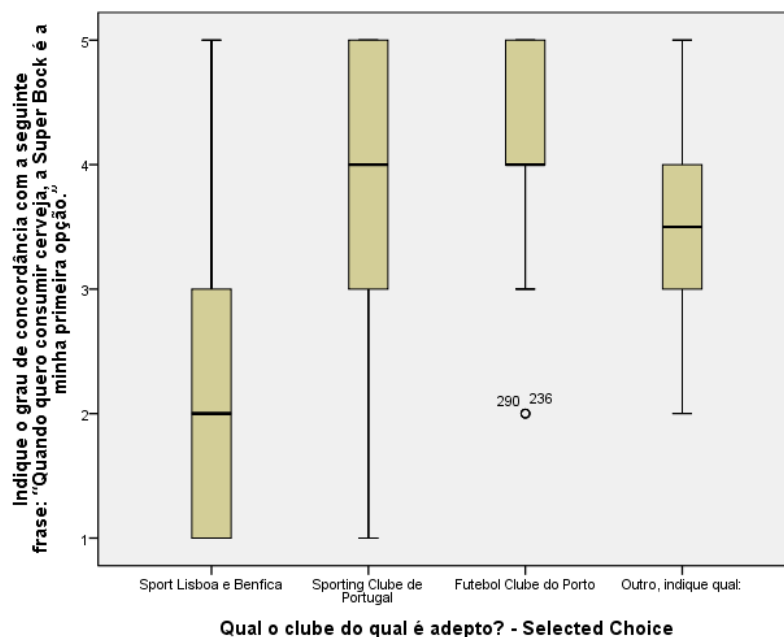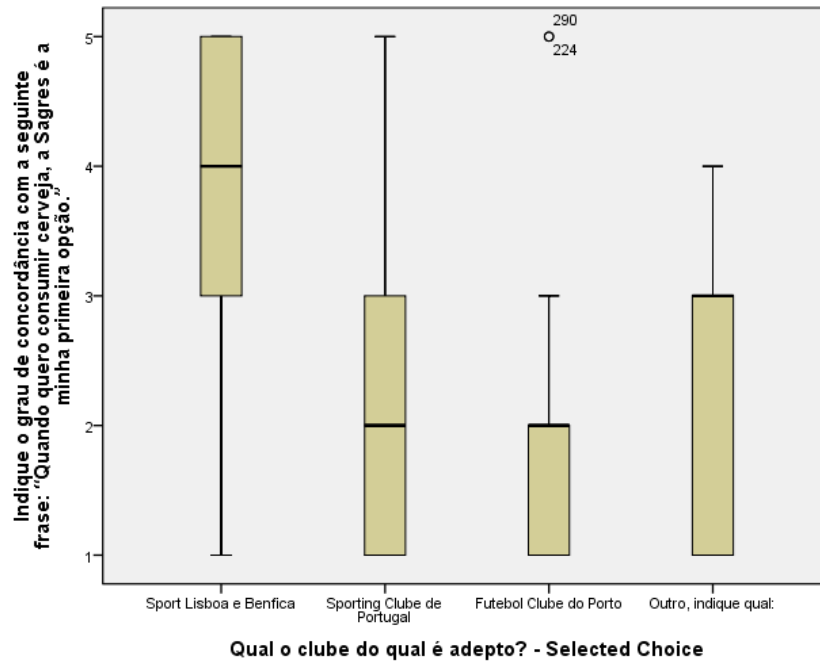
There are 64% males and 36% of females. Since a convenience sample was used, the average age of the respondents is 29 years. In terms of living place (region). 56.1% of the respondents are from Lisbon, 19.9% from FC Porto and 9,9% from Faro (more detail can be found in *table 1* below).

Table one identifies the frequencies of the demographic data considering the four different groups defined ("Sport Lisboa e Benfica", "Sporting Clube de Portugal", "Futebol Clube do Porto" and "Other Team").

Table 1: Descriptive data of the participants assigned accordingly to each football team group.

		Conditions				
		S.L. Benfica	Sporting C.P	F.C.Porto	"Other team"	Total
Group Size		128	95	79	10	312
Average Age		29,8	30,1	27,8	29,5	29
Region	Lisboa	98	72	3	2	175
	Porto	2	2	58	0	62
	Faro	15	12	2	2	31
	Viana do Castelo	0	0	3	0	3
	Braga	1	1	2	5	9
	Vila Real	0	0	7	0	7

	Bragança	0	0	0	1	1
	Aveiro	0	1	0	0	1
	Viseu	0	0	1	0	1
	Guarda	0	1	0	0	1
	Coimbra	2	2	0	0	4
	Leiria	1	1	0	0	2
	Santarém	3	0	0	0	3
	Portalegre	0	0	1	0	1
	Setúbal	2	2	0	0	4
	Évora	2	1	0	0	3
	Beja	2	0	1	0	3
	Madeira	0	0	1	0	1
Gender	Male	84	57	50	8	199
	Female	44	38	29	2	113

5.2.Randomization

To be possible to confirm randomization, the different football groups should present the same distribution of the control variables (Region, Age, gender and number of beers consumed). Randomization is used to mitigate the level of baffle between variables.

Firstly, it was tested the variable "age"; it was conducted an one way Anova. With this analysis it is possible to conclude that the proportions of age is homogeneously distributed among the different groups (Football clubs) $F(3,312) = 0.754$, p= 0.521 (Attachment B.1). The variable "gender" is also equally distributed, this was possible to conclude by conducting a chi-square test. $\chi^2(3,312)=2.041$, p=0.564 (Attachment B.1).

When it comes to the variable Region we see a different behaviour regarding the two above studied variables. By conducting a chi-square test it was possible to find that the respondents' regions is not equally distributed along the Football groups. $\chi^2(3,312)=380.807$, p< 0.001. However, this result is expected, since there is a correlation between where an individual lives in Portugal and his/hers supported club. Note that in this study the respondents were not assigned to hypothetical conditions; on the contrary, each respondent supports a specific football club and the environment (region) naturally influences those preferences.

It was also measured the randomization of the variable " number of beers consumed". The results indicate that the variable is equally distributed, this is tested by conducting an ANOVA, $F(3,312) = 2,106$, $p = 0.100$.

In conclusion, we can assume that the sample is well randomized considering the variables at study.

5.3.Beer brand preference and club supported

In order to answer the hypothesis that Benfica's fans have a stronger preference for Sagres in comparison with FC Porto and Sporting ($H_{1.1}$) and that FC Porto and Sporting's fans have a stronger preference for Super Bock in comparison with Benfica ($H_{2.1}$) ,it was assessed if respondent's beer preference (DV) (question 7) is different among the different groups of football club supporters (IV) (question 4) – Benfica, Sporting, FC Porto and others – a Chi-Square analysis was conducted. The results indicate that the preference for a beer brand varies between the different football club supporters groups. $\chi2(9,312)=188.313$, $p<0.00$. *(Table 2)* (Attachment 2.1.)

Table 2 - Beer preference and Club supported Chi Square tests

Qual é a sua marca de cerveja favorita - Selected Choice * Qual o clube do qual é adepto? - Selected Choice Crosstabulation

Count

		Qual o clube do qual é adepto? - Selected Choice				
		Sport Lisboa e Benfica	Sporting Clube de Portugal	Futebol Clube do Porto	Outro, indique qual:	Total
Qual é a sua marca de cerveja favorita - Selected Choice	Super Bock	21	81	70	6	178
	Sagres	93	7	2	0	102
	Heineken	9	4	5	1	19
	Outra, indique qual:	5	3	2	3	13
Total		128	95	79	10	312

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	188,313[a]	9	,000
Likelihood Ratio	200,991	9	,000
Linear-by-Linear Association	31,848	1	,000
N of Valid Cases	312		

a. 6 cells (37,5%) have expected count less than 5. The minimum expected count is ,42.

To further inspect this results the file/sample was split taking into account the club supported by the enquired individual. The results of non-parametric Chi-Square tests (Attachment B.2) indicate that for Benfica there is a significant difference of preferred beer $\chi^2(9,136)=157.118$, p<0.001, having the majority, 70.5% of Benfica supporters responded that they prefer Sagres. For Sporting we came to the same conclusion that there is a significant difference of preferred beer $\chi^2(3,95)=184.368$, p<0.001, having 85,26% responded that preferred Super Bock which is the majority . Finally, for FC Porto supporters the same conclusion is observable after analysing the data, there is a significant difference of preferred beer $\chi^2(3,79)=170.772$, p<0.001, as happened in the three previous analysed groups the majority answered that preferred the correspondent beer sponsor brand, having for FC Porto a percentage of 88.6% answered that they preferred Super Bock. The percentages described in this section can be observed in the graphs below *(figure 4)*.

In conclusion the hypothesis formulated were verified:

$H_{1.1.}$: Benfica's fans have a stronger preference for Sagres in comparison with FC Porto and Sporting.

$H_{1.2.}$: Benfica's fans intend to consume more beer from Sagres than FC Porto and Sporting.

$H_{2.1.}$: FC Porto and Sporting's fans have a stronger preference for Super Bock in comparison with Benfica.

$H_{2.2.}$: FC Porto and Sporting's fans intend to consume more beer from Super Bock than Benfica.

$H_{3.1.}$: Higher level of fandom increases consumption intention for the matching sponsored beer compared to a lower level of fandom. (E.g. Benfica supporters with high levels of fandom have higher consumption intention towards Sagres when compared with Benfica fans with lower levels of fandom)

$H_{3.2.}$: Higher level of fandom decreases consumption intention for the opposite sponsored beer compared to a lower level of fandom. (E.g. Benfica supporters with high levels of fandom have lower consumption intention towards Super Bock when compared with Benfica fans with lower levels of fandom)

Figure 4 – Beer Preference per club supported
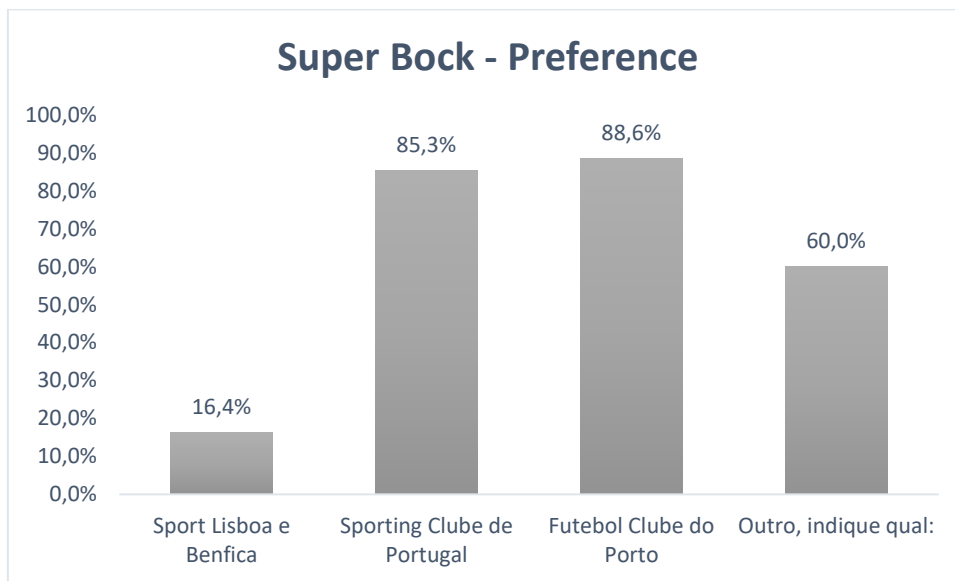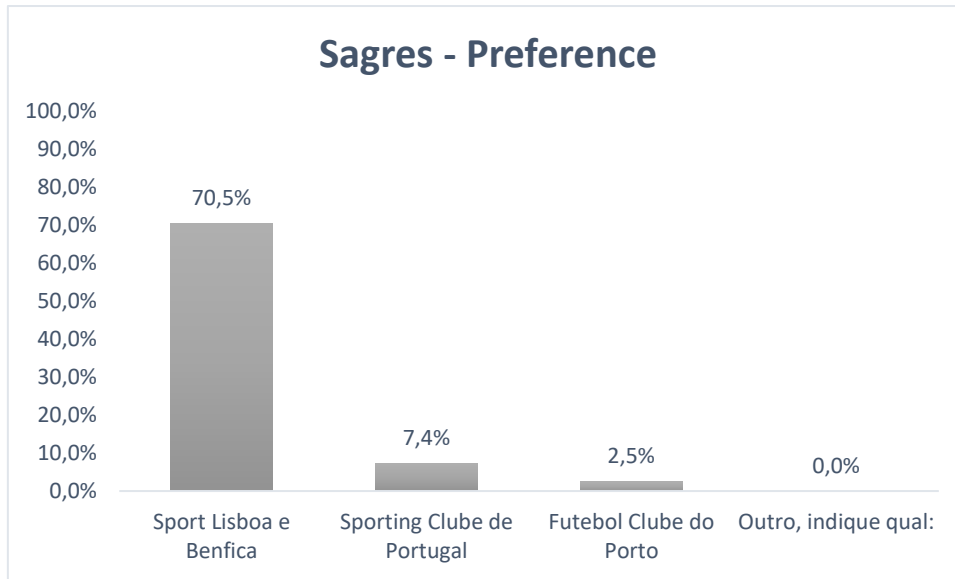
5.4. Beer purchase intention and Club supported

To evaluate if the respondent's purchase intention differs between the different groups (Benfica, Sporting and FC Porto) ($H_{1.2}$ and $H_{2.2}$) a one way ANOVA with post hoc tests is conducted between the club supported (independent variable) and the first option of beer considering the brands Sagres and Super Bock (dependent variable). The data was collected for Sagres and Super Bock separately.

Regarding Super Bock the one-way ANOVA indicated a significant difference between groups, $F(3,312)=78.096$, $p<.001$, *(table 3)*. To check which specific groups differ the Tukey-Krame post hoc test is used (Attachment B.3.). This test is recommended since the independent variable (club supported) does not have an equal number of participants (Kirk, 2013)**The results indicate that there is a significant difference for Super Bock purchase intention between Sport Lisboa e Benfica and Futebol Clube Porto,** $p<0.001$ ($M_{difference}=-1.885$, SE$=0.141$) **as well as between Sport Lisboa e Benfica e Sporting Clube de Portugal**, $p<0.001$ ($M_{difference}=-1.602$, SE$=0.133$). On the other hand there is not a significant mean differences for Super Bock purchase intention between Sporting and FC Porto $p=0.233$.

The mean purchase intention of Super Bock for Benfica is 2.34 (SD = 1.096), for Sporting is 3.88 (SD=0.960) and for FC Porto 4.17 (SD=0.828), *(figure 5).*

Figure 5 – Purchase intention for Super Bock
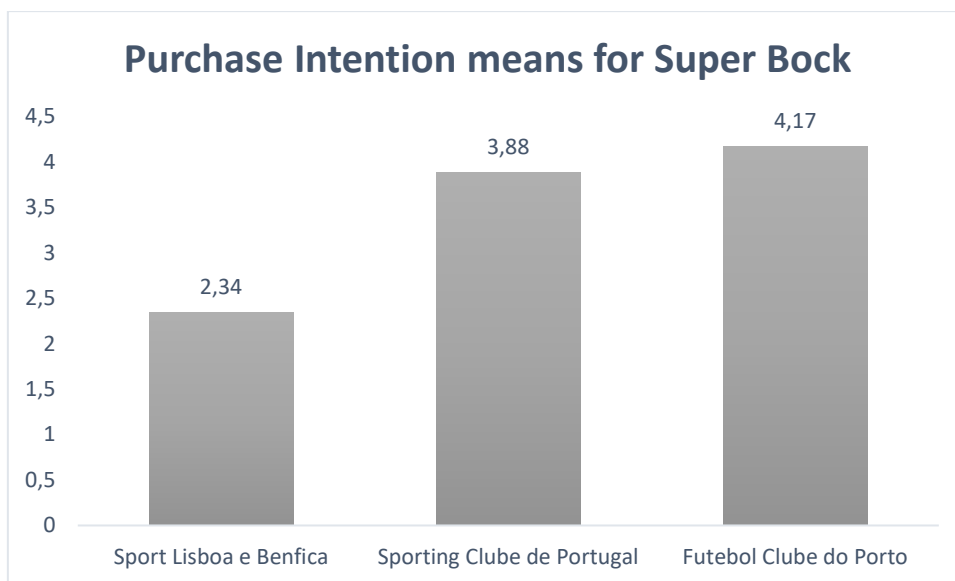
Regarding Sagres the one-way ANOVA indicated a significant difference between groups, $F_{(3,312)}=69.868$, $p<.001$ *(table 3)*. To check which specific groups differ the Tukey-Krame post hoc test is used (Attachment B.3.). This test is recommended since the independent variable (club supported) does not have an equal number of participants (Kirk, 2013). **The results indicate that there is a significant difference for Sagres purchase intention between Sport Lisboa e Benfica and Futebol Clube Porto,** $p<0.001$ ($M_{difference}=1.793$, SE=0.144) **as well as between Sport Lisboa e Benfica e Sporting Clube de Portugal,** $p<0.001$ ($M_{difference}=1.597$, SE=0.136). On the other hand there is not a significant mean differences for Sagres purchase intention between Sporting and FC Porto $p=0.579$

The mean purchase intention of Sagres for Benfica is 3.7 (SD = 1.139), for Sporting is 2.11 (SD=0.898) and for FC Porto 1.91 (SD=0.871), *(figure 6).*

Figure 6 - *Purchase Intention for Sagres*
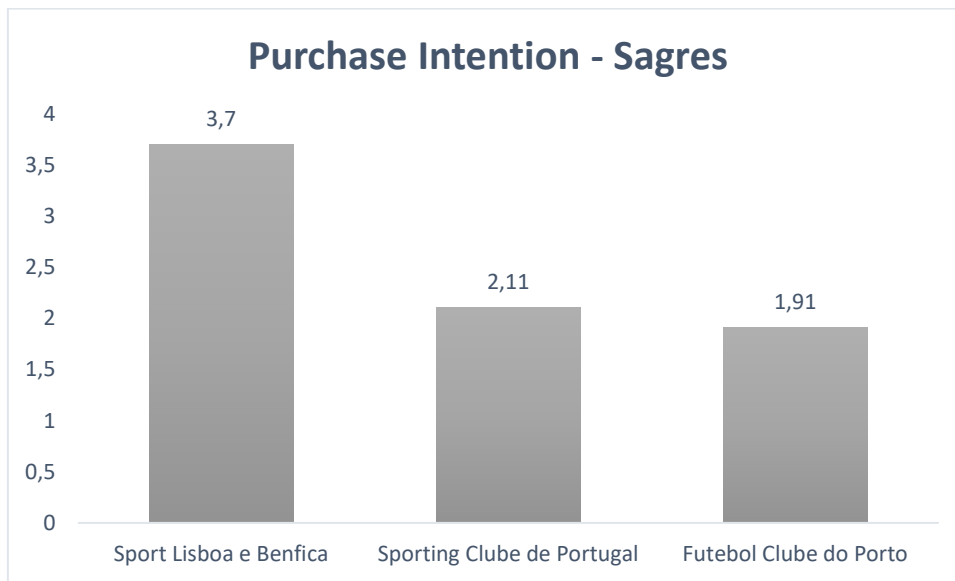
Table 3 - Beer purchase intention and Club supported - ANOVA

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Super Bock é a minha primeira opção."	Sport Lisboa e Benfica	128	2,28	1,072	,095	2,09	2,47	1	5
	Sporting Clube de Portugal	94	3,88	,960	,099	3,69	4,08	1	5
	Futebol Clube do Porto	78	4,17	,828	,094	3,98	4,35	2	5
	Outro, indique qual:	10	3,60	,966	,306	2,91	4,29	2	5
	Total	310	3,28	1,294	,073	3,14	3,43	1	5

Descriptives

Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Sagres é a minha primeira opção."	Sport Lisboa e Benfica	128	3,70	1,139	,101	3,50	3,90	1	5
	Sporting Clube de Portugal	94	2,11	,898	,093	1,92	2,29	1	5
	Futebol Clube do Porto	78	1,91	,871	,099	1,71	2,11	1	5
	Outro, indique qual:	10	2,40	1,075	,340	1,63	3,17	1	4
	Total	310	2,73	1,297	,074	2,58	2,87	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Super Bock é a minha primeira opção."	Between Groups	224,198	3	74,733	78,096	,000
	Within Groups	292,821	306	,957		
	Total	517,019	309			
Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Sagres é a minha primeira opção."	Between Groups	211,267	3	70,422	69,868	,000
	Within Groups	308,427	306	1,008		
	Total	519,694	309			

5.5. The interaction effect of club supported and fandom on beer purchase intention

The conceptual framework indicates that there is a main effect of club supported and beer purchase intention (H$_{1.2}$ and H$_{2.2}$), which was analysed in the previous section, and an interaction effect between club supported and fandom on beer purchase intention (H$_{3.2}$ and H$_{3.2}$). If the effect of one variable (Supported Club) depends on the level of another variable (Fandom) we can say that there is interaction effect (Malhotra & Birks, 2007). To analyse this interaction effect it was conducted a two-way ANOVA.

5.5.1. Interaction effect Sagres

The interaction effect was firstly tested for Sagres. The test shows that the interaction term is statically significant $F_{(6,312)}=20.092$, $p<0.001$, *(table 4)*. The interaction effect is represented on figure 7.

Figure 7 – Interaction effect
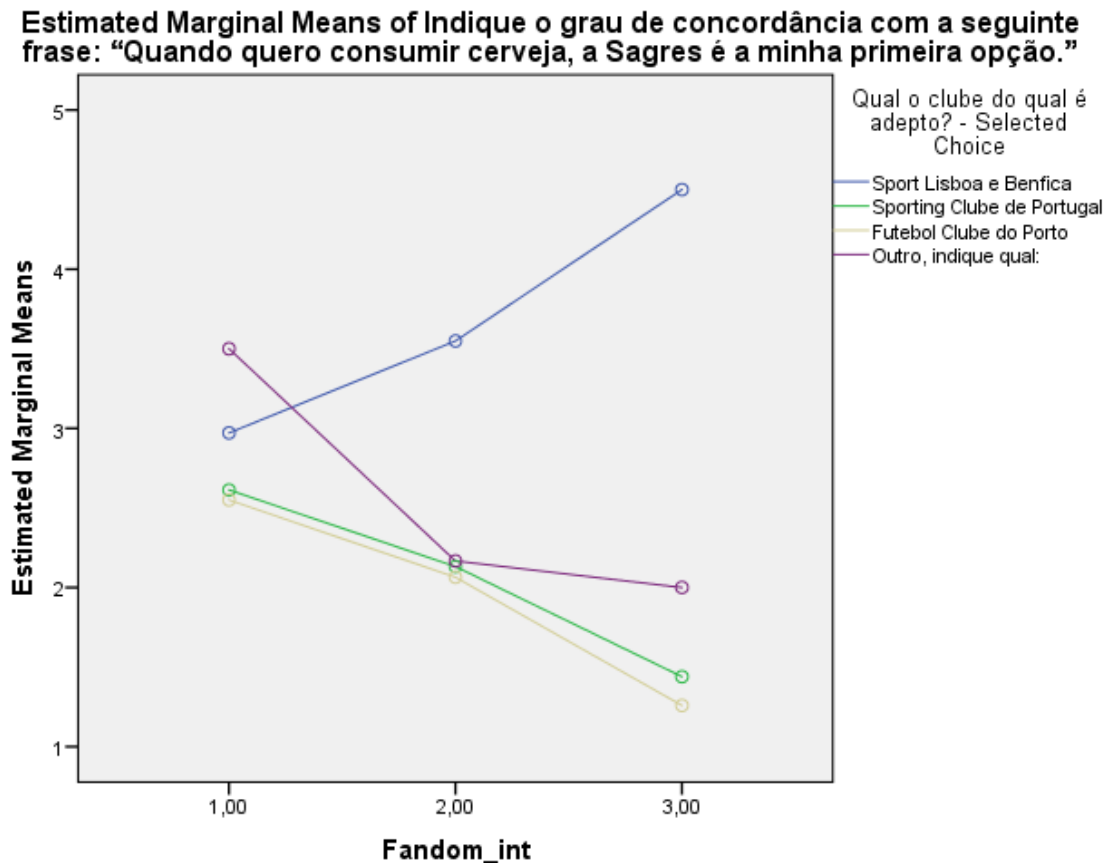
As can be seen in the figure, supporting Benfica and having a high fandom score yields the highest Sagres purchase intention (M=4.5; SD=1.065) while supporting Futebol Clube do Porto and having a high Fandom score yields the lowest Sagres Purchase intetion (M=1.26; SD=0.813).

The graph shows that fandom has opposite effects on how the different football clubs influence Sagres purchase intention. Note that, Sagres purchase intention for Benfica's supporters that demonstrate a high levels of fandom (M=4.5; SD=1.065) is **higher** than for Benfica's supporters that demonstrate a low level of fandom(M=2.97; SD=0.707). On the other hand, Sagres purchase intention for Sporting's supporters that demonstrate high levels of fandom (M=1.44; SD=1.003) is **lower** than Sporting's supporters that

demonstrate a lower level of fandom (M=2.61; SD=0.803). Similarly, Sagres purchase intention for FC Porto's supporters that demonstrate high levels of fandom (M=1.26; SD=0.813) is **lower** than FC Porto's supporters that demonstrate a lower level of fandom(M=2.55;SD=0.605). (Attachment B.4.)

In conclusion, **the findings support the hypothesis that indicate that fandom moderates the relationship between club supported and beer purchase intention.**

Table 4 - Interaction effect Sagres – two-way ANOVA

Descriptive Statistics

Dependent Variable: Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Sagres é a minha primeira opção."

Fandom_int	Qual o clube do qual é adepto? - Selected Choice	Mean	Std. Deviation	N
Low	Sport Lisboa e Benfica	2,97	,707	35
	Sporting Clube de Portugal	2,61	,803	31
	Futebol Clube do Porto	2,55	,605	20
	Outro, indique qual:	3,50	,707	2
	Total	2,76	,743	88
Medium	Sport Lisboa e Benfica	3,55	1,045	51
	Sporting Clube de Portugal	2,13	,578	38
	Futebol Clube do Porto	2,06	,680	31
	Outro, indique qual:	2,17	,983	6
	Total	2,69	1,092	126
High	Sport Lisboa e Benfica	4,50	1,065	42
	Sporting Clube de Portugal	1,44	1,003	25
	Futebol Clube do Porto	1,26	,813	27
	Outro, indique qual:	2,00	1,414	2
	Total	2,74	1,842	96
Total	Sport Lisboa e Benfica	3,70	1,139	128
	Sporting Clube de Portugal	2,11	,898	94
	Futebol Clube do Porto	1,91	,871	78
	Outro, indique qual:	2,40	1,075	10
	Total	2,73	1,297	310

Tests of Between-Subjects Effects

Dependent Variable: Indique o grau de concordância com a seguinte
frase: "Quando quero consumir cerveja, a Sagres é a minha primeira opção."

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	300,398[a]	11	27,309	37,110	,000
Intercept	648,996	1	648,996	881,919	,000
Fandom_int	5,341	2	2,671	3,629	,028
Q9	197,273	3	65,758	89,358	,000
Fandom_int * Q9	88,711	6	14,785	20,092	,000
Error	219,295	300	,736		
Total	2823,000	312			
Corrected Total	519,694	309			

a. R Squared = ,578 (Adjusted R Squared = ,562)

5.5.2. Interaction effect Super bock

The interaction effect was firstly tested for Super Bock. The test shows that the interaction term is statically significant $F_{(6,312)}=23.521$, $p<0.001$, *(table 5)*. The interaction effect is represented on figure 8.

Figure 8 – Interaction effect

Estimated Marginal Means of Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Super Bock é a minha primeira opção."

As can be seen in the figure, supporting FC Porto and having a high fandom score yields the highest Super Bock purchase intention (M=4.89; SD=0.32) while supporting Benfica and having a high Fandom score yields the lowest Super Bock Purchase intention (M=3.09; SD=0.742).

The graph shows that fandom has opposite effects on how the different football clubs influence Super Bock's purchase intention. Note that, Super Bock's purchase intention for FC Porto's supporters that demonstrate a high levels of fandom (M=4.89; SD=0.320) is **higher** than for FC Porto's supporters that demonstrate a low level of fandom (M=3.30; SD=0.733). Similarly, Super Bock's purchase intention for Sporting's supporters that demonstrate a high levels of fandom (M=4.60; SD=1.118) is **higher** than for Sporting's supporters that demonstrate a low level of fandom (M=3.39; SD=0.844). On the other hand, Super Bock purchase intention for Benfica's supporters that demonstrate high levels of fandom (M=1.57; SD=0.991) is **lower** than Benfica's supporters that demonstrate a lower level of fandom (M=3.09; SD=0.742). (Attachment B.4.)

In conclusion, **the findings support the hypothesis that indicate that fandom moderates the relationship between club supported and beer purchase intention.**

Table 5 - Interaction effect Super Bock – two-way ANOVA

Descriptive Statistics

Dependent Variable: Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Super Bock é a minha primeira opção."
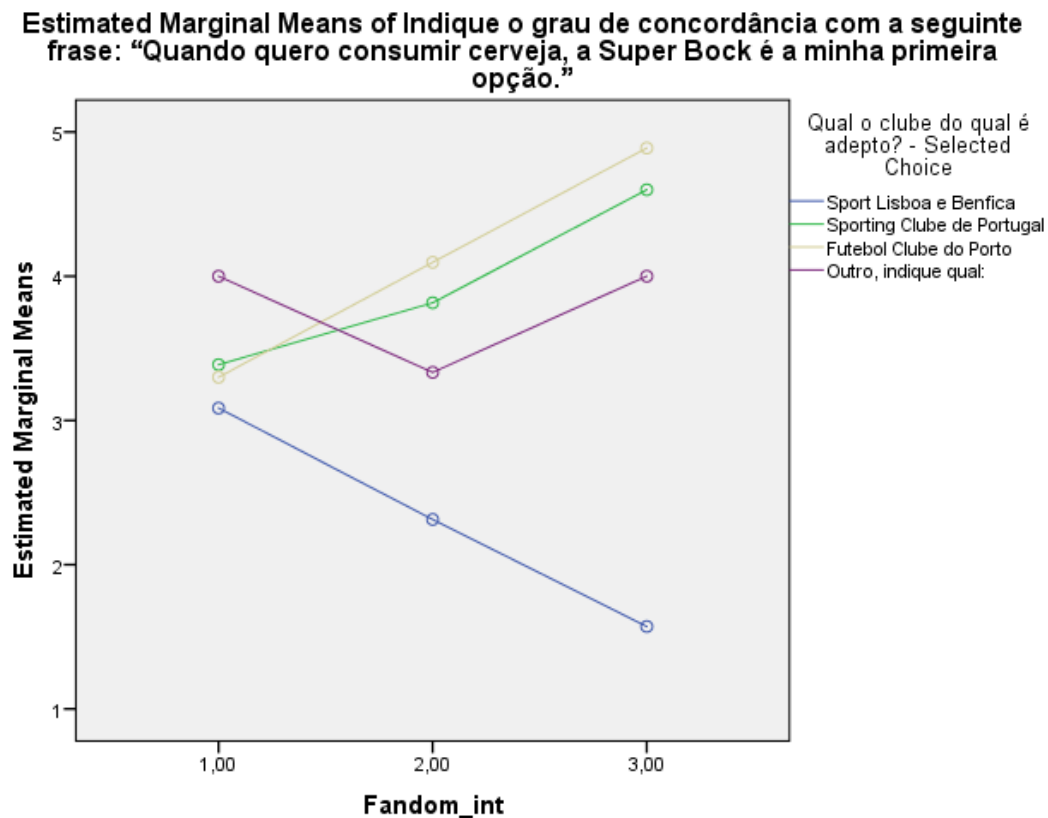
Fandom	Qual o clube do qual é adepto? - Selected Choice	Mean	Std. Deviation	N
Low	Sport Lisboa e Benfica	3,09	,742	35
	Sporting Clube de Portugal	3,39	,844	31
	Futebol Clube do Porto	3,30	,733	20
	Outro, indique qual:	4,00	1,414	2
	Total	3,26	,795	88
Medium	Sport Lisboa e Benfica	2,31	,927	51
	Sporting Clube de Portugal	3,82	,609	38
	Futebol Clube do Porto	4,10	,597	31
	Outro, indique qual:	3,33	1,033	6
	Total	3,25	1,102	126
High	Sport Lisboa e Benfica	1,57	,991	42
	Sporting Clube de Portugal	4,60	1,118	25
	Futebol Clube do Porto	4,89	,320	27
	Outro, indique qual:	4,00	,000	2
	Total	3,34	1,805	96
Total	Sport Lisboa e Benfica	2,28	1,072	128
	Sporting Clube de Portugal	3,88	,960	94
	Futebol Clube do Porto	4,17	,828	78
	Outro, indique qual:	3,60	,966	10
	Total	3,28	1,294	310

Tests of Between-Subjects Effects

Dependent Variable: Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Super Bock é a minha primeira opção."

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	319,035[a]	11	29,003	43,655	,000

Intercept	1233,859	1	1233,859	1857,170	,000
Fandom_int	2,725	2	1,363	2,051	,130
Q9	205,385	3	68,462	103,047	,000
Fandom_int * Q9	93,760	6	15,627	23,521	,000
Error	197,984	300	,664		
Total	3860,000	312			
Corrected Total	517,019	309			
a. R Squared = ,617 (Adjusted R Squared = ,603)					

6. Discussion

The objective of this academic study is to analyse if the beer purchase intention of football supporters is affected by the respective sponsorship and by the level of team identification (Fandom).The obtained results answer the research question that mentions that purchase intention of football supporters can be influenced by the sponsor of its club. The analysis of the results showed that there are two main finding evolving from this research.

The first finding is the confirmation that purchase intentions is affected by the sponsor of the supporter club. This is supported by previous research (Angell, Gorton, Bottomley & White, 2016) which supports the idea of football fans rewarding the sponsor brand, additionally there is also image transfer between club and sponsor which can lead to positive attitude towards the sponsor brand, this can be translated in higher purchase intention regarding the sponsor (Aaker, 1991; Tybout et al. 1981; Young 1989; Van Osselaer & Janiszewski 2001). Once a brand associates with a team both the supporters of that club and the rivals will react accordingly (Chanavat, Martinent and Ferrand, 2010), This study looks specifically into the examples of Super Bock and Sagres which are rivals in the Portuguese beer market but additionally sponsor the three main big football teams in Portugal. The rivalry between them is significative and these association of rivalry pass from the club to the sponsor brands (Grohs and Reisinger, 2005). The studies show on a first stage that there if a preference for Sagres from the Benfica fans and a preference for Super Bock from FC Porto and Sporting fans, in a second stage the purchase intention was measure and the same combination of results was obtained, higher values of Sagres purchase intention were linked with Benfica supporters and Super Bock purchase intention were linked with Sporting and FC Porto fans, these results are aligned with the ones obtain by Bergkvist in 2012 where in a study he proved that the purchase intention of a Swedish football fans group was more negative towards the beer brand that sponsored the rival when compared to a group of non-fans. These findings are aligned with the hypothesis $H_{1.1}$, $H_{1.2}$, $H_{2,1}$, $H_{2,2}$. These findings allow us to conclude that there is a linkage between purchase intention and the brands that supports the fans club.

The second finding is related with the first one since what is studied has on its base the effect proven before. It was tested if the effect present on the first finding is correlated positively with the level of team identification, the results obtained support the

hypothesis $H_{3,1}$, $H_{3,2}$. Supporting a football team can be seen as more than an act , it is part of the identification with that team. (Hogg and Ambrams (1998). Other studies have proved that the level of team identification is a good predictor of a number of behaviors towards the supported football team, like game attendance or amount of money spent on items associated with the club (Madrigral, R. 2000). Previous studies have linked the level of engagement with a team with how much a football fans wants to follow the norms and rules of a group that support his/her team, they not only want to feel that they are part of the group but they also want to be seen by other members of the group as a member. These highly identified fans fell a sense of bonding between them that can lead to feeling of belonginess. (Banscombe, N.R., & Wann, D. L. (1991). Part of this group norms can be translated on and increase of the purchase intention regarding brands that sponsor their club. In conclusion, fans with higher levels of identification with the teams demonstrate stronger positive behavior towards the club. This type of behavior can be translated into watching most of the games in the stadium, being a paying fan and buying more merchandise or associated products with the supported team. (Madrigal (2000)).

6.1. Academic and Management Implications

The research developed in this dissertation has the objective of leaving both a practical and a scientific contribution to the consumer behavior area but also to beer industry, football industry and about the relevance of sponsorship. This dissertation contributes for the existing gap in consumer behavior devoted to the study of the influence of beer brands sponsoring football teams and the influence it has on the fan consumption behavior. This dissertation provides beer brands data and knowledge about the effects on football fans buying behavior and also about the relevance of their investments on sponsoring football. With this data managers can better manage the decision of associating their brans with a football team. Thus, the findings of this thesis provide a valuable perspective to help brands understand the value of sponsorship. Also, it builds up on previous research about the topic of sponsorship.

On one hand, the results of this study show that investing might be valuable to increase preference from a group of people. On the other hand, this study also serves as an alert to managers because the rivalry between football clubs is transferred to the beer consumption. For example, while Benfica's fans might prefer Sagres because it sponsors

Benfica, they might decrease their liking for Super Bock because they sponsor FC Porto and Sporting. This indicates that liking will increase for the group of people that prefer the sponsored brand, but it might decrease liking of the group of people that supports the rival of the brand sponsored.

This study, illustrates the results of people building associations about brands and between brands (Avery, Kozinets, Mittal, Raghubir, & Woodside, 2007). One could argue that sponsorship works as a misattribution of the liking of a brand to another brand, because those brands are associated (Avery, Kozinets, Mittal, Raghubir, & Woodside, 2007). These types of associations are a basis for consumer behavior and how people recall brands (Avery, Kozinets, Mittal, Raghubir, & Woodside, 2007).

In conclusion, this study is relevant for academics as it shows how linking two brands affect preferences and behavior. It is of extreme importance for managers to understand sponsorship in a deeper lever; it shows there is positive effects of associating to a brand, but it also shows that they should be alert to the effects on other groups of people (i.e. the rivalries supporters).

6.2. Limitations

The study at hand has several shortcomings, mostly due to trade-off decisions. Firstly, as mentioned before, in this study it was used a convenience sample, which means that it was not possible to capture a representative part of the different segments of the whole population. For example, the range of age is limited: there is few extreme age values, while roughly 27% of people's age are between 20-29 years old.

Secondly, it is important to consider that asking people about attitudes is not the same as measuring actual attitudes. When people think about what they would do, it becomes a rational choice, when people face a real-life situation in which they actually have to choose, the action is irrational and natural, therefore the results might not be the same.

Thirdly, in this questionnaire it was asked about the degree of football team support, measured with the variable "fandom". This variable was captured asking people directly about engagement with the football club supported. Nonetheless, it can be argued that people overestimate how much they like their football club (Levitt & List, 2007). On

one hand, people tend to respond based on what is socially desirable (Avery, Kozinets, Mittal, Raghubir, & Woodside, 2007). There was an effort to mitigate this by mentioning that the study was anonymous. On the other hand, people might also answer based on how they project themselves; they might wish they were a better club supporter then they actually are (Alicke, Dunning & Krueger, n.d.). This is hard to mitigate in a questionnaire and it damages internal validity of the study.

Fourth, this study focused on fandom as a moderator of the relationship between club supported and beer purchase intention, however there might be other moderators of the relationship. For example, the degree of fit of the brand to the individual.

Lastly, it is relevant to notice that Sagres also sponsors the national football team which might affect how fans of Sporting and FC Porto view Sagres. This sponsorship might dilute the effect of Sagres sponsoring Benfica and make the preference for Super Bock not as strong.

6.3. Future Research

The limitations of this study represent opportunities for future research.

Firstly, the online questionnaire fits monetary constraints and it allows to have a better control over the experiment increasing external validity, however, a field experiment would add value to increase external validity of the study. Therefore, for future research I would recommend designing a similar study on the field and measure people's actual choices. This aligns with the third above mentioned limitation of the study, in which it is discussed that asking for attitudes might yield different results that measuring natural attitudes.

Secondly, it would be relevant to measure preferences and purchase intention of a sponsorship if there is a switch in the sponsor. If, for example, Carlsberg substituted Benfica as a sponsor of Benfica. On one hand it is would relevant to understand if the preference for Sagres endured with time (in comparison with Super Bock, for example). On the other hand, it would be relevant to measure how the preference for Carlsberg would evolve over time.

Thirdly, it would be relevant to compare what type of sponsors would have a greater impact on preferences. Note that, sports clubs are sponsored for beer but they are

also sponsored by car brands, telecommunications, banks, insurance, flying companies…
All these industries vary significantly in many ways. For example, it may vary in terms
of frequency of consumption (buying a car versus buying a car), fit to the sports (beer is
consumed in the context of watching a game, while buying an insurance has no straight
forward relationship with football), . Therefore, the results for sponsors of different
industries might be different, which makes it relevant to analyse, compare the industries
and possibly group the most relevant industries to sponsor a football club.

Forth, it is relevant to notice that Super Bock sponsors both Sporting and FC Porto, which
might dilute the effectiveness of the sponsorship (Avery, Kozinets, Mittal, Raghubir, &
Woodside, 2007).Thus, it would be interesting to analyse further if there is any dilution
of the brand and to inspect with exploratory analysis how people feel about the Super
Bock sponsoring the two rivals. The conclusions from such study might it may change
how sponsors select their sponsors.

Lastly, it was mentioned that Sagres also sponsors the national team. In this
context, it would be relevant to analyse if beer preferences change during the periods in
which the national team is playing (for example, Europe cup and world cup)

In conclusion, sponsorship is a topic that can be further explored within different
perspectives recurring to further explanatory and exploratory analysis.

7. Conclusion

Nowadays the industry of sports sponsorship is a very competitive and fast paced industry that involve the huge amounts of money from the most important brands in the world. Brands like Fly Emirates and Chevrolet spend millions per year to see their brand associate with football clubs. In Portugal is not different the main Portuguese brands and also some international chose football as one of their main marketing channels. Bands know that in Portugal football have a tremendous impact on several variables of the Portuguese social and economical environment.

Identifying this opportunity is something that has been done by brands like Sagres and Super Bock that invest millions in sponsoring footballs teams in the last years. By sponsoring clubs like Sporting Clube de Portugal, Futebol Clube do Porto and Sport Lisboa e Benfica brands know that their brand name will be seen by a big amount of people. But more than that brands see being transfer some attitude and perception from the club to the brand and this is true return on investment that brands are looking to achieve.

With this study is was proven that there is a relation between the brands that sponsor a football club and the purchase intention towards that brand of supporters. Fans tend to prefer brands associated with their club in comparison with brands that sponsoring rivals. The study then studies the amplification of this effect with the increase of fandom of the supporters. It was possible to confirm what some studies have done previously that supports the idea that as the fandom increases the more stronger is the effect on the purchase intention of fans.

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9. Attachment

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Attachment A – Questionnaire

Caro(a) Participante,

O presente questionário é lançado no âmbito da tese de Mestrado em Gestão do ISCTE-IUL, com o objectivo de estudar as preferências de cerveja a nível nacional. A participação neste estudo é voluntária pelo que poderá recusar-se a participar neste questionário assim como suspender a sua participação a qualquer momento. Não existem respostas certas ou erradas, pelo que é pedido que seja o mais honesto(a) e espontâneo(a) quanto possível.

O questionário é anónimo e todos os dados serão tratados em agregado e unicamente no âmbito desta tese.
Em caso de dúvidas ou questões poderá contactar o seguinte endereço: gmrsp@iscte-iul.pt.

Obrigado pelo seu contributo

→

Qual o género com o qual se identifica?

○ Masculino

○ Feminino

Indique qual é a sua idade em anos

[   ]

Qual é a região na qual habita?

[▼]

[→]

Qual o clube do qual é adepto?

○ Sport Lisboa e Benfica

○ Sporting Clube de Portugal

○ Futebol Clube do Porto

○ Outro, indique qual:

[   ]

Avalie de 1 a 8 as seguintes questões:

Quão importante é para si que o seu clube ganhe?

1 – Não é importante	2	3	4	5	6	7	8- É muito importante
○	○	○	○	○	○	○	○

Quão fã do seu clube se considera?

1- Muito pouco fã	2	3	4	5	6	7	8- Imensamente fã
○	○	○	○	○	○	○	○

Se os seus amigos tivessem de lhe atribuir um nível de fã do seu clube, qual seria?

1- Muito pouco fã	2	3	4	5	6	7	8- Imensamente fã
○	○	○	○	○	○	○	○

Durante a época, quão perto acompanha o seu clube pelos seguintes meios:

	1- Nunca	2	3	4	5	6	7	8- Quase todos os dias
Em pessoa ou pela televisão	○	○	○	○	○	○	○	○
Pela Rádio	○	○	○	○	○	○	○	○
Pelos jornais ou pelos programas de notícias	○	○	○	○	○	○	○	○
Pela internet e redes sociais	○	○	○	○	○	○	○	○

Quão importante é para si ser fã do seu clube?

1- Não é importante	2	3	4	5	6	7	8- É muito importante
○	○	○	○	○	○	○	○

Qual o grau de antipatia em relação aos clubes rivais ao seu?

1- Não desgosto	2	3	4	5	6	7	8- Desgosto bastante
○	○	○	○	○	○	○	○

Qual a frequência com que exibe o símbolo do seu clube no seu local de trabalho, no local onde habita ou na sua roupa?

1- Nunca	2	3	4	5	6	7	8- Sempre
○	○	○	○	○	○	○	○

→

Qual o número médio de cervejas que bebe por semana? (Responda tendo em consideração que uma cerveja corresponde ao tamanho "mini")

[   ]

Qual é a sua marca de cerveja favorita

○ Super Bock

○ Sagres

○ Heineken

○ Outra, indique qual:

[   ]

→

Quais são os patrocinadores do Sport Lisboa e Benfica dos quais se recorda?

Quais são os patrocinadores do Sporting Clube de Portugal dos quais se recorda?

Quais são os patrocinadores do Futebol Clube do Porto dos quais se recorda?

→

Sabe que a Super Bock é patrocinadora do Sporting Clube de Portugal?

○ Sim

○ Não

Sabe que a Sagres é patrocinadora do Sport Lisboa e Benfica?

○ Sim

○ Não

Sabe que a Super Bock é Patrocinadora do Futebol Clube do Porto?

○ Sim

○ Não

→

Qual o seu nível de aprovação em relação à Super Bock patrocinar o Sporting Clude de Portugal?

- ○ Não aprovo ou desaprovo fortemente
- ○ Aprovo pouco ou desaprovo
- ○ Indiferente
- ○ Aprovo
- ○ Aprovo fortemente

Qual o seu nível de aprovação em relação à Sagres patrocinar o Sport Lisboa e Benfica?

- ○ Não aprovo ou desaprovo fortemente
- ○ Aprovo pouco ou desaprovo
- ○ Indiferente
- ○ Aprovo
- ○ Aprovo fortemente

Qual o seu nível de aprovação em relação à Super Bock patrocinar o Futebol Clube do Porto?

- ○ Não aprovo ou desaprovo fortemente
- ○ Aprovo pouco ou desaprovo
- ○ Indiferente
- ○ Aprovo
- ○ Aprovo fortemente

→

Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Sagres é a minha primeira opção."

○ Discordo fortemente

○ Discordo

○ Indiferente

○ Concordo

○ Concordo fortemente

Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Super Bock é a minha primeira opção."

○ Discordo fortemente

○ Discordo

○ Indiferente

○ Concordo

○ Concordo fortemente

→

Na sua opinião, qual é o propósito do presente estudo?

→

Attachment B

1. Randomization

   a) Age

Descriptives

Indique qual é a sua idade em anos

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Sport Lisboa e Benfica	128	29,7969	11,31813	1,00039	27,8173	31,7765	18,00	61,00
Sporting Clube de Portugal	95	30,0737	11,13863	1,14280	27,8046	32,3427	18,00	66,00
Futebol Clube do Porto	79	27,8354	8,75951	,98552	25,8734	29,7975	18,00	56,00
Outro, indique qual:	10	29,5000	10,71085	3,38707	21,8379	37,1621	20,00	50,00
Total	312	29,3750	10,63954	,60235	28,1898	30,5602	18,00	66,00

ANOVA

Indique qual é a sua idade em anos

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	256,561	3	85,520	,754	,521
Within Groups	34948,564	309	113,469		
Total	35205,125	312			

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b) Gender

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Qual o género com o qual se identifica? * Qual o clube do qual é adepto? - Selected Choice	312	100,0%	0	0,0%	312	100,0%

Qual o género com o qual se identifica? * Qual o clube do qual é adepto? - Selected Choice Crosstabulation

Count

		Qual o clube do qual é adepto? - Selected Choice				Total
		Sport Lisboa e Benfica	Sporting Clube de Portugal	Futebol Clube do Porto	Outro, indique qual:	
Qual o género com o qual se identifica?	Masculino	84	57	50	8	199
	Feminino	43	38	29	3	113
Total		127	95	79	10	312

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,041[a]	3	,564
Likelihood Ratio	2,141	3	,544
Linear-by-Linear Association	,000	1	,991
N of Valid Cases	312		
a. 1 cells (12,5%) have expected count less than 5. The minimum expected count is 3,60.			

c) Region

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Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Qual é a região na qual habita? * Qual o clube do qual é adepto? - Selected Choice	312	100,0%	0	0,0%	312	100,0%

Qual é a região na qual habita? * Qual o clube do qual é adepto? - Selected Choice Crosstabulation

Count

		Qual o clube do qual é adepto? - Selected Choice				
		Sport Lisboa e Benfica	Sporting Clube de Portugal	Futebol Clube do Porto	Outro, indique qual:	Total
Qual é a região na qual habita?	Lisboa	98	72	3	2	175
	Porto	2	2	58	0	62
	Viana do Castelo	0	0	3	0	3
	Braga	1	1	2	5	9
	Vila Real	0	0	7	0	7
	Bragança	0	0	0	1	1
	Aveiro	0	1	0	0	1
	Viseu	0	0	1	0	1
	Guarda	0	1	0	0	1
	Coimbra	2	2	0	0	4
	Leiria	1	1	0	0	2
	Santarém	3	0	0	0	3
	Portalegre	0	0	1	0	1
	Setúbal	2	2	0	0	4
	Évora	2	1	0	0	3
	Beja	2	0	1	0	3
	Faro	15	12	2	2	31
	Madeira	0	0	1	0	1
Total		128	95	79	10	312

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Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	380,807[a]	51	,000
Likelihood Ratio	312,161	51	,000
Linear-by-Linear Association	,127	1	,722
N of Valid Cases	312		

a. 62 cells (86,1%) have expected count less than 5. The minimum expected count is ,03.

d) Medium beer consumption

Descriptives

Qual o número médio de cervejas que bebe por

semana? (Responda tendo em consideração que uma cerveja corresponde ao tamanho

"mini")

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Sport Lisboa e Benfica	128	5,38	4,664	,412	4,57	6,20	0	20
Sporting Clube de Portugal	94	5,76	5,079	,524	4,71	6,80	0	20
Futebol Clube do Porto	79	7,13	5,849	,658	5,82	8,44	0	40
Outro, indique qual:	10	7,10	5,507	1,741	3,16	11,04	0	15
Total	311	5,99	5,165	,293	5,42	6,57	0	40

ANOVA

Qual o número médio de cervejas que bebe por

semana? (Responda tendo em consideração que uma cerveja corresponde ao tamanho

"mini")

	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	166,738	3	55,579	2,106	,100
Within Groups	8103,249	309	26,395		
Total	8269,987	312			

2. Beer purchase intention and Club supported – Split file

Qual o clube do qual é adepto? - Selected Choice = Sport Lisboa e Benfica

Descriptive Statistics[a]

	N	Mean	Std. Deviation	Minimum	Maximum
Qual é a sua marca de cerveja favorita - Selected Choice	128	1,98	,627	1	4

a. Qual o clube do qual é adepto? - Selected Choice = Sport Lisboa e Benfica

Chi-Square Test

Frequencies

Qual é a sua marca de cerveja favorita - Selected Choice[a]

	Observed N	Expected N	Residual
Super Bock	21	32,0	-11,0
Sagres	93	32,0	61,0
Heineken	9	32,0	-23,0
Outra, indique qual:	5	32,0	-27,0
Total	128		

a. Qual o clube do qual é adepto? - Selected Choice = Sport Lisboa e Benfica

Test Statistics[a]

Qual é a sua marca de cerveja favorita - Selected Choice

Chi-Square	159,375[b]
df	3
Asymp. Sig.	,000

a. Qual o clube do qual é adepto? - Selected Choice = Sport Lisboa e Benfica

b. 0 cells (0,0%) have expected frequencies less than 5. The minimum expected cell frequency is 32,0.

Qual o clube do qual é adepto? - Selected Choice = Sporting Clube de Portugal

Descriptive Statistics[a]

	N	Mean	Std. Deviation	Minimum	Maximum
Qual é a sua marca de cerveja favorita - Selected Choice	95	1,25	,684	1	4

a. Qual o clube do qual é adepto? - Selected Choice = Sporting Clube de Portugal

Chi-Square Test

Frequencies

Qual é a sua marca de cerveja favorita - Selected Choice[a]

	Observed N	Expected N	Residual
Super Bock	81	23,8	57,3
Sagres	7	23,8	-16,8
Heineken	4	23,8	-19,8
Outra, indique qual:	3	23,8	-20,8
Total	95		

a. Qual o clube do qual é adepto? - Selected Choice = Sporting Clube de Portugal

Test Statistics[a]

Qual é a sua marca de cerveja favorita - Selected Choice

Chi-Square	184,368[b]
df	3
Asymp. Sig.	,000

a. Qual o clube do qual é adepto? - Selected Choice = Sporting Clube de Portugal

b. 0 cells (0,0%) have expected frequencies less than 5. The minimum expected cell frequency is 23,8.

Qual o clube do qual é adepto? - Selected Choice = Futebol Clube do Porto

Descriptive Statistics[a]

	N	Mean	Std. Deviation	Minimum	Maximum
Qual é a sua marca de cerveja favorita - Selected Choice	79	1,23	,678	1	4

a. Qual o clube do qual é adepto? - Selected Choice = Futebol Clube do Porto

Chi-Square Test

Frequencies

Qual é a sua marca de cerveja favorita - Selected Choice[a]

	Observed N	Expected N	Residual
Super Bock	70	19,8	50,3
Sagres	2	19,8	-17,8
Heineken	5	19,8	-14,8
Outra, indique qual:	2	19,8	-17,8
Total	79		

a. Qual o clube do qual é adepto? - Selected Choice = Futebol Clube do Porto

Test Statistics[a]

	Qual é a sua marca de cerveja favorita - Selected Choice
Chi-Square	170,772[b]
df	3
Asymp. Sig.	,000

a. Qual o clube do qual é adepto? - Selected Choice = Futebol Clube do Porto

b. 0 cells (0,0%) have expected frequencies less than 5. The minimum expected cell frequency is 19,8.

Qual o clube do qual é adepto? - Selected Choice = Outro, indique qual:

Descriptive Statistics[a]

	N	Mean	Std. Deviation	Minimum	Maximum
Qual é a sua marca de cerveja favorita - Selected Choice	10	2,10	1,449	1	4

a. Qual o clube do qual é adepto? - Selected Choice = Outro, indique qual:

Chi-Square Test

Frequencies

Qual é a sua marca de cerveja favorita - Selected Choice[a]

	Observed N	Expected N	Residual
Super Bock	6	3,3	2,7
Heineken	1	3,3	-2,3
Outra, indique qual:	3	3,3	-,3

Total	10	

a. Qual o clube do qual é adepto? - Selected Choice = Outro, indique qual:

Test Statistics[a]

	Qual é a sua marca de cerveja favorita - Selected Choice
Chi-Square	3,800[b]
df	2
Asymp. Sig.	,150

a. Qual o clube do qual é adepto? - Selected Choice = Outro, indique qual:

b. 3 cells (100,0%) have expected frequencies less than 5. The minimum expected cell frequency is 3,3.

3. Beer purchase intention and Club supported - Poc Hoc tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Qual o clube do qual é adepto? - Selected Choice	(J) Qual o clube do qual é adepto? - Selected Choice	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Super Bock é a minha primeira opção."	Sport Lisboa e Benfica	Sporting Clube de Portugal	-1,602[*]	,133	,000	-1,94	-1,26
		Futebol Clube do Porto	-1,885[*]	,141	,000	-2,25	-1,52
		Outro, indique qual:	-1,319[*]	,321	,000	-2,15	-,49
	Sporting Clube de Portugal	Sport Lisboa e Benfica	1,602[*]	,133	,000	1,26	1,94
		Futebol Clube do Porto	-,284	,150	,233	-,67	,10

		Outro, indique qual:	,283	,325	,821	-,56	1,12
	Futebol Clube do Porto	Sport Lisboa e Benfica	1,885*	,141	,000	1,52	2,25
		Sporting Clube de Portugal	,284	,150	,233	-,10	,67
		Outro, indique qual:	,567	,329	,313	-,28	1,42
	Outro, indique qual:	Sport Lisboa e Benfica	1,319*	,321	,000	,49	2,15
		Sporting Clube de Portugal	-,283	,325	,821	-1,12	,56
		Futebol Clube do Porto	-,567	,329	,313	-1,42	,28
	Sport Lisboa e Benfica	Sporting Clube de Portugal	1,597*	,136	,000	1,24	1,95
		Futebol Clube do Porto	1,793*	,144	,000	1,42	2,17
		Outro, indique qual:	1,303*	,330	,001	,45	2,15
Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Sagres é a minha primeira opção."	Sporting Clube de Portugal	Sport Lisboa e Benfica	-1,597*	,136	,000	-1,95	-1,24
		Futebol Clube do Porto	,196	,154	,579	-,20	,59
		Outro, indique qual:	-,294	,334	,816	-1,16	,57
	Futebol Clube do Porto	Sport Lisboa e Benfica	-1,793*	,144	,000	-2,17	-1,42
		Sporting Clube de Portugal	-,196	,154	,579	-,59	,20
		Outro, indique qual:	-,490	,337	,468	-1,36	,38

	Sport Lisboa e Benfica	-1,303*	,330	,001	-2,15	-,45
Outro, indique qual:	Sporting Clube de Portugal	,294	,334	,816	-,57	1,16
	Futebol Clube do Porto	,490	,337	,468	-,38	1,36

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

4. The interaction effect of club supported and fandom on beer purchase intention

Multiple Comparisons

Dependent Variable: Indique o grau de concordância com a seguinte frase: "Quando quero consumir cerveja, a Sagres é a minha primeira opção."

Tukey HSD

(I) Qual o clube do qual é adepto? - Selected Choice	(J) Qual o clube do qual é adepto? - Selected Choice	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Sport Lisboa e Benfica	Sporting Clube de Portugal	1,60*	,117	,000	1,30	1,90
	Futebol Clube do Porto	1,79*	,123	,000	1,47	2,11
	Outro, indique qual:	1,30*	,282	,000	,58	2,03
Sporting Clube de Portugal	Sport Lisboa e Benfica	-1,60*	,117	,000	-1,90	-1,30
	Futebol Clube do Porto	,20	,131	,443	-,14	,54
	Outro, indique qual:	-,29	,285	,733	-1,03	,44
Futebol Clube do Porto	Sport Lisboa e Benfica	-1,79*	,123	,000	-2,11	-1,47
	Sporting Clube de Portugal	-,20	,131	,443	-,54	,14
	Outro, indique qual:	-,49	,288	,326	-1,23	,25
Outro, indique qual:	Sport Lisboa e Benfica	-1,30*	,282	,000	-2,03	-,58
	Sporting Clube de Portugal	,29	,285	,733	-,44	1,03

Futebol Clube do Porto	,49	,288	,326	-,25	1,23

Based on observed means.

The error term is Mean Square(Error) = ,736.

*. The mean difference is significant at the ,05 level.

Multiple Comparisons

Dependent Variable: Indique o grau de concordância com a seguinte

frase: "Quando quero consumir cerveja, a **Super Bock** é a minha primeira opção."

Tukey HSD

(I) Qual o clube do qual é adepto? - Selected Choice	(J) Qual o clube do qual é adepto? - Selected Choice	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Sport Lisboa e Benfica	Sporting Clube de Portugal	-1,60*	,111	,000	-1,89	-1,32
	Futebol Clube do Porto	-1,89*	,117	,000	-2,19	-1,58
	Outro, indique qual:	-1,32*	,268	,000	-2,01	-,63
Sporting Clube de Portugal	Sport Lisboa e Benfica	1,60*	,111	,000	1,32	1,89
	Futebol Clube do Porto	-,28	,125	,107	-,61	,04
	Outro, indique qual:	,28	,271	,724	-,42	,98
Futebol Clube do Porto	Sport Lisboa e Benfica	1,89*	,117	,000	1,58	2,19
	Sporting Clube de Portugal	,28	,125	,107	-,04	,61
	Outro, indique qual:	,57	,274	,165	-,14	1,27
Outro, indique qual:	Sport Lisboa e Benfica	1,32*	,268	,000	,63	2,01
	Sporting Clube de Portugal	-,28	,271	,724	-,98	,42
	Futebol Clube do Porto	-,57	,274	,165	-1,27	,14

Based on observed means.

The error term is Mean Square(Error) = ,664.

*. The mean difference is significant at the ,05 level.