

**THE INFLUENCE OF PRODUCT INVOLVEMENT AND
FAN IDENTIFICATION ON RESPONSE TO
TEAM SPONSORS' PRODUCTS**

DISSERTATION

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By

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ABSTRACT

The topic of sponsorship effect has recently received a great deal of attention from researchers and practitioners as the amount of money spent in sponsorship is rapidly increasing. This study was designed to examine the influence of product involvement and fan identification on the response to a sponsor's products in terms of awareness, attitudes, and purchase intention.

The Columbus Crew and the Columbus Destroyers were chosen as target teams, and four product categories of sponsoring companies were selected (i.e., two high and two low product categories were selected in the pilot test initially, but the result of the main test changed it as one high and three low involvement products). Respondents were divided into high- and low-identified fans by the scores of Trail and James' (2001) Team Identification Index (TII). Repeated measure was used, so each respondents answered questions regarding the sponsors of both the Crew and the Destroyers. Data were collected from 298 respondents at three different venues: 112 from SFHP (Sport, Fitness, and Health Promotion) classes at The Ohio State University, 72 from public libraries, and 114 from professional athletic stadiums).

Hypothesis 1 predicted that sponsoring companies producing either low-involvement or high-involvement products will generate higher awareness toward their

brands among fans who are highly identified with the teams. The result of logistic analysis indicated that high-identified fans with the team recalled the sponsors better than low-identified fans (High-fan ID $M = 63.0\%$, Low-fan ID $M = 60\%$, $\chi^2 = 1.27$, $p < .05$).

Hypothesis 2a predicted that sponsoring companies producing low-involvement products will generate more favorable attitudes toward their brands among high-identified fans. On the other hand, Hypothesis 2b predicted that there would be no difference in fans' attitudes toward sponsoring companies' high-involvement products. ANOVA analysis with all sponsors showed that sponsors did not generate more favorable attitudes towards their products among high-identified fans ($M = 4.87$) compared to low-identified fans ($M = 4.70$, $F(1, 2036) = 2.35$, $p = .13$). However, in the separated test, sponsoring companies producing high-involvement products generated more favorable attitudes among high-identified fans ($M = 4.72$) compared to low-identified fans ($M = 4.38$, $F(1, 491) = 5.05$, $p = .05$).

Hypothesis 3a predicted that sponsoring companies producing low-involvement products will generate higher purchase intentions toward their brands among high-identified fans. Hypothesis 3b predicted that there would be no difference in fans' purchase intention toward sponsors of high-involvement products. The results of ANOVA indicated that high-identified fans' purchase intentions toward sponsors' products were significantly higher ($M = 4.70$) than those of low-identified fans ($M = 4.44$, $F(1, 2155) = 4.97$, $p < .05$). However, contrary to our prediction, sponsors producing

high-involvement products generated higher purchase intentions (High Fan ID $M = 4.54$, Low fan ID $M = 4.06$, $F(1, 532) = 5.35$, $p < .05$).

Hypothesis 4 predicted that high-identified fans will perform better than low-identified fans in the matching test in which respondents were asked to match each brand to a sponsoring team. The prediction was supported ($\chi^2 = 327.46$, $p < .001$) which suggests that high-identified fans were aware of the sponsors to a greater extent than were the low-identified fans. Finally, two additional tests were conducted regarding post-attitude and post-purchase intention, measured after respondents were told who the real sponsors were; interactions between fan identification and product involvement were found for post-attitudes ($F(1, 2057) = 3.56$, $p = .06$) and post-purchase intention ($F(1, 2151) = 6.51$, $p < .05$): High-identified fans showed more favorable attitudes and higher purchase intention toward sponsors of low involvement products.

The discussion of results includes possible interpretations of these results. In addition, limitations and implications were provided. The present study contributed to the literature of sponsorship by including product involvement and how it influences sponsorship. This study also tried to figure the mechanism of sponsorship effect related to fan identification. This study helps corporate decision makers make a better decision on sponsorship regarding what sponsorship can and cannot bring to their company as a result of sponsorship participation.

Dedicated to my parents.

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CHAPTER 1

INTRODUCTION

Meenaghan (1991) defined sponsorship as “an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with this activity” (p. 36). Sponsorship traces its origins back to Caesar's gladiators in 65 BC (Gilbert, 1988), but corporate sponsorship first appeared about 100 years ago (Cornwell, 1995). With the passing of time, the purpose of sponsorship has changed. In the beginning, sponsorship meant philanthropy, a social investment, or personal fulfillment for corporate owners. Currently, however, corporate sponsorship is strictly business in most cases (Cornwell, 1995). Companies want to achieve several marketing objectives through sponsorship. Brooks (1994) contended that the overall goal of sponsorship is to encourage potential consumers to move forward in a decision-making continuum ranging from awareness to post-purchase evaluation. The objectives of sponsorship include increasing sales, generating and raising awareness, reaching new target markets, and enhancing corporate image (Shank, 1999).

Sports are ideal venues for sponsorship (McCarville, Flood, & Froats, 1998): As many researchers have noted, sports are in the center of public interest and are the subjects of involvement, commitment, and emotional attachment (Brooks, 1994; Havitz & Dimanche, 1990; McDonald, 1991). In addition, sports can carry strong images and

can appeal to almost all classes (Ferrand & Pages, 1996). Because of these characteristics, marketers increasingly view sports sponsorship as an alternative to traditional marketing communications.

Statement of the Problem

On a global level, corporate spending on sponsorship reached \$25.9 billion in 2003. In the U.S., corporate investment in sponsorship has grown from \$850 million in 1985 to \$10.25 billion in 2003, which represents a 13-fold increase over this time period. According to the Sponsorship Research International (SRi), globally, expenditures on sponsorship represent about 7% of total advertising expenses (2000).

Several reasons have been suggested for the rapid increase in sponsorship expenditures: (a) corporate skepticism about the effectiveness of traditional communication in a cluttered media environment, (b) changes in broadcast and other communication technologies, (c) the increased number of channels and proliferation of media vehicles, and (d) the struggle of major brands in mature markets (Meenaghan & O'Sullivan, 2001). Because of these trends, corporate sponsorship is one of the fastest growing types of marketing communications (Roy & Cornwell, 2003). For example, in the year 2000, sponsorship increased 14% while advertising and sales promotion increased 9.8% and 6.3%, respectively, compared to the previous year (IEG, 2002).

As sponsorship increases, the number of research studies on sponsorship has also increased. Sponsorship research began in the mid-1980's and began to increase in the early 1990's. However, considering the prevalence and economic importance of sponsorship, the quantity and quality of sponsorship studies have not kept pace (Pham &

Johar, 2001). Many sponsorship studies have dealt only with the profiles or problems of management practices (e.g. Copeland, Frisby, & McCarville, 1996; Irwin & Sutton, 1994; Pope, & Voges, 1994). Other studies have evaluated the effects of sponsorship in terms of recall and recognition tests (e.g. Crimmins & Horn, 1996; Parker, 1991; Stotlar, 1993); however, the effect of sponsorship activities on consumers' awareness, attitudes, and purchase decisions is largely unknown. According to Sandler and Shani (1989), "in view of the limited efforts [to understand sponsorship] on one hand and the growing amount of resources devoted to sponsorship on the other hand, much more research is required to determine the value and effectiveness of sponsorship" (p. 9). Cornwell and Maignan (1998) stated that the research findings on sponsorship effects are ambiguous and contradictory. In essence, as expenditures on sponsorship are increasing, more sponsorship studies from a variety of perspectives are necessary in order to determine the efficacy of sponsorship investments as well as the factors that decide the various sponsorship effects.

Purpose of the Study

As the amount of money spent on sponsorship increases, there is a more imminent need for a precise understanding of sponsorship effects and the factors that contribute to such effects. Although there have been prior efforts to investigate sponsorship effects, the surrounding variables which influence sponsorship effects have not been fully considered. One such variable is product involvement. Although product involvement has been considered as a critical factor in explaining various consumer behaviors, it has not been

studied in sport contexts. This is surprising considering the importance of product involvement in the consumer behavior literature.

In the sports context it is clear that there are many different kinds of companies that sponsor sport teams. Consumers will maintain various levels of involvement with sponsoring companies' various products. The question then becomes, does the degree of consumers' involvement with sponsors' products influence sponsorship effects. Based on the literature, we hypothesize that the extent to which consumers are involved with a product in turn impacts upon the effectiveness of sponsorship in terms of changes in consumers' attitudes and behavior.

More specifically, the purpose of this study is to investigate how corporate sponsorship and consumers' product involvement influence consumers' awareness, attitudes, and purchase intentions. In addition, since many studies (e.g., Pitts, 1998; Pope & Voges, 2000; Whitlark, Geurts, & Swenson, 1993) have shown that fan identification plays an important role in sponsorship in the sports context, the effects of fan identification will also be considered. Potentially, the study might be able to help understand whether highly identified fans' favorable response to team sponsors is the result of exposure to sponsors or, alternatively, the transference to sponsors of favorable emotions initially directed toward the team.

Significance of the Study

This study contributes to scholarly efforts to expand the scope of the research on sponsorship effects. The study is meaningful in part because it applies product involvement, an important variable in the consumer behavior literature, to the sports

context. In so doing, the study plays a role in bridging the gap between the consumer behavior and sports marketing literatures. This study will also help corporate marketers determine when sponsorship would be effective in facilitating marketing objectives.

Possibly, through this study, corporate marketers can have a better understanding of what sponsorship can and can't bring to their company as the benefits in return of sponsorship participation. Furthermore, this would help marketers make decisions in corporate sponsorship participation, and facilitate effective planning and leveraging of sponsorship.

Overview of the Study

Chapter 1 provides an introduction to the dissertation research and includes a statement of the research problem and a description of the purpose and significance of this work. Chapter 2 reviews the relevant literature and previous research findings on sponsorship effects, involvement, and fan identification. Chapter 3 discusses the study's methodology, including the research design, sample selection, operational definitions of the variables, instrumentation, scale development, data collection and data analysis procedures. The results of the data analysis are reported in Chapter 4. Chapter 5 discusses the study's findings.

CHAPTER 2

LITERATURE REVIEW

The purpose of this chapter is to provide a literature review related to the key concepts of this study. The chapter is divided into three sections. The first section discusses sponsorship and sponsorship effects. The second section examines the involvement construct and the influence of involvement on sponsorship. The last section deals with fan identification, which plays a critical role in sponsorship in the sports context.

Sponsorship

Corporate sponsorship was first initiated about 100 years ago, primarily as a form of patronage (Cornwell, 1995). Currently, however, sponsorship is distinct from patronage in that patronage is an altruistic activity where the patron holds little expectation of obtaining a benefit (Gross, Traylor, & Shuman, 1987), while sponsorship is profit-driven (Cornwell, 1995). Gardner and Shuman (1988) defined sponsorship as investing in causes and/or events to support overall corporate marketing objectives, including brand awareness, image enhancement, and sale increases (Shank, 1999). Otker (1988) defined commercial sponsorship as “buying and exploiting an association with an

event, a team, a group, etc., for specific marketing communication purposes” (p. 77).

Commercial sponsorship has increased tremendously during the last three decades (Meenaghan, 1998).

How does sponsorship work and why do companies participate in sponsorship? Javalgi, Traylor, Gross and Lampman (1994) stated that “by associating its name with an event, a company can share in the image of the event itself in much the same way that a product shares the image of a celebrity who endorses it (p. 47).” Sponsorship is different from other forms of advertising (Bloxxham, 1998; Meenaghan, 2001a; Stipp, 1998) in that consumers feel that corporate messages delivered via an association with sports are less obtrusive and direct (Meenaghan, 2001a). Although sponsorship is as goal-oriented as other advertising, consumers tend to feel that traditional advertising has primarily a selling objective, while sponsorship provides a benefit to the teams with which they identify (Meenaghan, 2001a). As a result, consumers are likely less resistant to the messages delivered via sponsorship (Meenaghan, 2001a). Although the results of some studies are controversial, there is much literature suggesting that sponsorship is able to achieve its objectives (Meenaghan, 1991; Pitts & Slattery, 2004; Stotlar, 1993). Especially, NASCAR fans are well known for their loyalty toward the sponsors of NASCAR. For example, according to a national survey, 71% of respondents who identified themselves as NASCAR fans indicated that they “almost always” or “frequently” chose brands of NASCAR sponsors over competitors just because of the sponsorship. Moreover, 42% said that they switched brands after a manufacturer became a sponsor (“Performance Research Quantifies NASCAR Impact”, 1994).

Studies on Sponsorship

Research on sponsorship began in the mid-1980's and began to increase in the early 1990's. In one early study, Gardner and Shuman (1988) examined how companies measured the successes of sponsorship in achieving corporate objectives and found that nearly half of the companies in their sample did not measure the outcomes of their sponsorship activities. As sponsorship has increased, research on sponsorship effects has also increased and the field has matured somewhat. However, considering the prevalence and economic importance of sponsorship, the quantity and quality of sponsorship studies have not kept pace (Pham & Johar, 2001) and research on sponsorship effects are still in an early stage (Cornwell & Maignan, 1998).

Sponsorship Effects

Companies enter sponsorship contracts to raise brand awareness, enhance corporate image, reach new markets, or increase product sales. Brooks (1994) argued that the overall goal of sponsorship is to encourage the potential consumer to move along a decision-making continuum ranging from awareness to post-purchase evaluation. Sponsorship begins to exert its influence once a consumer becomes aware of the sponsor, which in turn leads to a favorable attitude toward the sponsor and a higher purchase intention toward the sponsor's brand. Although the results of some research is controversial, many studies have proven that sponsorship is effective in generating favorable attitudes, increasing brand awareness, enhancing brand images, and increasing purchase intention (Meenaghan, 1991; Pitts, 1998; Pitts & Slattery, 2004; Stotlar, 1993).

Awareness

Stipp and Schiavone (1996) argued that consumers' awareness of sponsors is a prerequisite to achieving success with corporate sponsorship activities, and is one of most cited benefits of sponsorship (Gardner & Shuman, 1988; Gilbert, 1988; Meenaghan, 1991; Otker, 1988; Pope & Voges, 1994; Stotlar, 1993). Such increased awareness is made possible by exposing the brand through on-site signage, printed promotional materials, and media coverage (Madrighal, 2000).

Attitudes

Consumers' awareness of sponsorship activities can lead to a more favorable attitude toward sponsors. McDonald (1991) claimed that those who are highly identified with a sport team are likely to be positively disposed toward the companies that sponsor their team. Interviewees reported a positive response to sponsors in a nationwide survey commissioned by John Hancock Co.: 64% indicated that sponsorship activity would make them think more favorably of a sponsoring company (International Events Group Sponsorship Report, 1992).

As will be discussed later, consumers' favorable attitudes toward sponsors may result from the belief that sponsors bestow benefits to the teams with which they identify. Alternatively, fans' exposure to sponsorship activities can increase familiarity, which in turn induces favorable attitudes in an unconscious level. Speed and Thompson (2000) found that there is a positive relationship between positive attitudes toward a sponsor and the willingness to consider a sponsor's product.

Purchase intention

Increased sales are often seen as the ultimate sponsorship effect. The basis of a purchase intention is a positive and favorable attitude toward a product. It is difficult, however, to measure actual sale increases. Because of this difficulty, many studies have often used purchase *intention* instead of actual purchase behavior as an outcome. The question then becomes, do purchase intentions reflect purchase behavior? The answer is essentially yes. Whitlark, Geurts, and Swenson (1993) found that 75% of the respondents who indicated that they would be likely to buy a sponsor's products actually did purchase the products within three to six months.

Many studies have shown that sponsorship is effective in increasing purchase intentions. For example, committed NASCAR fans were twice as likely as non-fans to switch brands in order to use a sponsor's product (IEG Sponsorship Report, 1992). Pitts (1998) found a staggering 92% of respondents at Gay Games IV who said that they were more likely to purchase the sponsors' products because of the companies' support for the event.

Product Involvement and Sponsorship

Involvement has been defined in a variety of ways. Day (1970) defined involvement as a "general level of interest in the object or the centrality of the object to the person's ego-structure" (p. 45). Similarly, Zaichkowsky (1985) defined the construct as "perceived relevance of the object based on inherent needs, values, and interests" (p. 348). The most popular and comprehensive definition is that of Rothschild (1984), who referred to involvement as "a state of motivation, arousal or interest...driven by current

external variables (the situation; the product; the communications) and past internal variables (enduring; ego; central values)”(p. 217). Research on involvement dates back to as early as Sherif and Cantril’s study in 1947, and since the mid 1970’s involvement has been one of the most prominent topics in the consumer behavior literature. Dependent variables in involvement studies include attitudes, perceptions, and brand preferences (Brisoux & Cheron, 1990; Browne & Kaldenberg, 1997; Celsi & Olson, 1988; Laurent & Kapferer, 1985; Mittal & Lee, 1989; Park & Young, 1986; Traylor & Joseph, 1984).

Product Involvement

Various types of involvement are described in the literature, for example, product involvement, purchase involvement, advertising involvement, and so forth. This study focuses on product involvement given its interest in consumers’ involvement with sponsoring companies’ products.

Traylor (1983) defined product involvement as “a recognition that certain product classes may be more or less central to an individual’s life, attitudes about self, sense of identity, and relationship to the rest of the world” (p. 75). Product involvement is product category-specific but not brand-specific (Howard & Sheth, 1969). In essence, product involvement refers to the degree to which an individual is involved with a given product on a regular basis (Zaichkowsky, 1985). For each individual, a set of products can be arrayed on a continuum which is defined by the products’ centrality to the individual (Houston & Rothschild, 1978).

However, although product involvement is based in part on individual differences, such involvement is expected to be reasonably constant in a relatively homogeneous

population (Clarke & Belk, 1979). Similarly, Bloch (1981) argued that products differ in their tendency to arouse involvement for consumers “as a group.” Products can be classified as a high- or low-involvement depending on factors such as price, importance to self, the level of risk involved in the product’s purchase, frequency of purchase, durability, and so forth. Individuals are generally more involved with more expensive, important, risk-involved, and self-expressive products. Consumers are generally willing to spend more time and energy on purchases of high-involvement products and tend to spend less time and effort on low-involvement products. Examples of high-involvement products include automobiles, stereo equipment, and expensive clothes.

Measuring Involvement

How are consumers’ involvement levels measured? Researchers have exerted a great deal of effort to develop tools with which to measure involvement since the introduction of the concept to marketing by McLuhan (1964) and Krugman (1965). Given the need for accurate measures of involvement in understanding the relationship between involvement and consumer behavior, many involvement scales have been developed (O’Cass, 2000), especially during the 1980’s. Among these, Zaichkowsky’s (1985) Personal Involvement Inventory (PII), a uni-dimensional scale, has been widely used due to its high validity and reliability. Zaichkowsky argued that the PII is context-free, which makes it appropriate for measuring various types of involvement.

The Impact of Product Involvement on Sponsorship Effects

Product involvement exerts a considerable influence on consumers' attitudes and behaviors. The influence of product involvement on sponsorship can be explained in terms of the Elaboration Likelihood Model (Petty, Cacioppo, & Schumann 1983) and the Consumer Decision Process model (Blackwell, Miniard, & Engel, 2001).

Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) (Petty, Cacioppo, & Schumann 1983) has been widely used to explain individuals' changes in attitudes (i.e., persuasion). According to ELM, attitude change occurs through either a central route or a peripheral route depending on the extent to which a consumer is involved with the message. An individual who is highly involved with a message is likely to use a central route in which product-relevant information is appreciated and the individual is persuaded by the quality of the message (Petty et al., 1983). On the other hand, individuals who are not as involved are likely to use a peripheral route in which peripheral cues such as the expertise or attractiveness of a message source rather than argument itself have a great impact on consumers' attitude change (Petty et al., 1983). Scholten (1996) states that in low-involvement situations attitude change may be influenced by "inference of brand quality from message elements, through association of message elements with the brand, or through mere exposure to the brand" (p. 98).

Although involvement in ELM (i.e., involvement with a message) and product involvement are not identical concepts, ELM has implications for sports sponsorship in that the model predicts that, for low-involvement products, source attractiveness has a great impact on persuasion, or the ability to change individuals' attitudes. In other words,

it may be relatively easy for sports sponsors to change consumers' attitudes toward low-involvement products due to the attractiveness of sport teams to some individuals (i.e., highly identified fans).

Consumers' Purchase Decision Process

The process in which consumers engage as they decide to purchase products has been extensively studied due to its importance in marketing. Blackwell, Miniard and Engel (2001) illustrated the purchase decision process in their Consumer Decision Process (CDP) model, which captures seven steps typically completed by consumers as they purchase products/services. These steps are: need recognition, search for information, pre-purchase evaluation, purchase, consumption, post-consumption evaluation, and divestment.

As discussed earlier, consumers' purchase decision processes are influenced in part by product involvement (Laurent & Kapferer, 1985). Consumers tend to spend more time and energy in decisions to purchase high-involvement products, while spending a lesser amount of time and effort for low-involvement products (Richins & Bloch, 1986). Consumers likely put more effort and time into purchase decisions when the perceived importance of a product or the perceived risk of mis-purchase is high (Houston & Rothschild, 1978). Among the seven steps of the CDP, information search and alternative evaluation are the two steps most influenced by product involvement. Consumers tend to engage in limited search and alternative evaluation (i.e., limited problem solving) for low-involvement products, while they engage in extensive search and alternative evaluation for high-involvement products (Howard & Sheth, 1969; Zaichkowsky, 1985).

Information Search. Information search refers to consumers' acquisition of necessary information prior to making a purchase decision. The intensity of an information search is based on two elements (Beatty & Smith, 1987): the number of information sources and the time spent in finding the information.

Many researchers support the notion that information reduces risk and uncertainty (Bettman, 1979; Howard & Sheth, 1969). As stated earlier, perceived risk is relevant to product involvement; risk is also a deciding factor in consumers' need for and acquisition and processing of information. Vaughn (1980) argued that high-involvement products involve more risk, thus requiring that more attention be paid to the purchase decision and demanding greater use of information about the product and its alternatives. On the other hand, low-involvement products arouse little consumer interest and demand little information processing due to the low risk involved (Vaughan, 1980). Along the same lines, Beatty and Smith (1987) contended that consumers are likely to engage in more search activities when purchasing the visible, complex, and high-priced products which likely create greater perceived risk. Bauer (1960) suggested that consumers develop ways of reducing risk via their information search and that such search enables them to act with a certain level of confidence.

Alternative Evaluation. In this stage of the purchase decision process consumers compare and contrast various products or services to determine the best choice (Blackwell et al., 2001). Zaichkowsky (1985) demonstrated that product involvement is positively associated with brand comparisons: Consumers purchasing high-involvement products are more passionate in examining and detecting differences among brands than are consumers purchasing low-involvement products. Not surprisingly, consumers also

tend to engage in alternative evaluation more extensively when they can perceive differences among choice alternatives (Laurent & Kapferer, 1985). In turn, differences among brands can be perceived only when a consumer becomes knowledgeable about the product via information search. Thus, information search and alternative evaluation are closely related.

Summary

Based on the fact that high-involvement products involve greater risk and consumers gather more information and evaluate more alternatives for high-involvement products, it is likely that sponsorship effects are not as great for high-involvement products as they are for low-involvement products. In other words, for high-involvement products, sponsorship is likely relatively ineffective in changing consumers' attitudes and/or purchase behaviors: For high-involvement products, sponsorship is just one of the information sources on which consumers rely as they decide whether or not to make a purchase; and consumers utilize various sources of information and evaluate these sources diligently when they purchase high-involvement products. On the other hand, sponsors may be able to change consumers' attitudes and purchase behaviors more easily for low-involvement products because consumers unlikely engage in an extensive purchase decision process for these products. For low-involvement products, sponsorship may be enough to change consumer attitudes and purchase behaviors. Research also shows that it is more difficult to change consumers' attitudes and behavior toward high-involvement products than toward low-involvement products (Laurent & Kapferer, 1985; Zaichkowsky, 1985).

Fan Identification

Trail, Anderson, and Fink (2000) defined identification as “an orientation of the self in regard to other objects including a person or group that results in feelings or sentiments of close attachment” (pp. 165-166). Objects of attachment can vary, but sports are often characterized by high levels of consumer commitment and emotional identification (Sutton, McDonald, Milne & Cimperman, 1997). Underwood, Bond, and Baer (2001) argued that compared with other service providers, sports teams can generate exceptionally high levels of identification among consumers. An individual’s identification with a given sport team (“team identification”) is defined as one’s level of attachment to or concern about a particular sports team (Branscomb & Wann, 1991).

Researchers have found that fan identification is an important predictor of numerous affective, cognitive, and behavioral reactions in sport contexts (Capella, 2002; Wann & Branscomb, 1993; Wann & Dolan, 1994; Wann, Tucker & Schrader, 1996). Research has shown that highly identified fans experience intense emotions and high levels of anxiety during and after their teams’ competitions (Hirt, Zillmann, Erickson, & Kennedy, 1992; Wann, Schrader, & Adamson, 1998). Cognitively, highly identified fans show a number of biased perceptions regarding the performance of the teams with which they identify. For example, they tend to feel that their teams’ successes are due to the teams’ excellence, while losses are due to outside factors or bad luck (Dietz-Uhler & Murrell, 1999). Some researchers also argue that highly identified fans are more knowledgeable about their team and the sport (Smith, Patterson, Williams, & Hoggs, 1981). With regard to fans’ behavioral reactions, Wann and Branscomb (1993) argued that highly identified fans are likely to show greater attendance and greater willingness to

spend time and money to follow the team. Another behavioral consequence of high identification is shown in purchase behavior. For example, in intercollegiate athletics settings, highly identified fans are more likely than casually identified fans to purchase merchandise with their school's insignia (Kwon, 2002). The different pattern of purchase behavior of high-identified fans also benefits the sponsors: As mentioned earlier, much literature (e.g., Capella, 2002; Fisher & Wakefield, 1998; Pitts 1998; Pope & Voges, 2000) has reported that highly identified fans are more likely to support sponsors by purchasing sponsors' products.

Fan Identification as a Mechanism of Sponsorship

Fan identification thus makes it possible for sports sponsors to achieve their marketing objectives. Much literature (e.g., Fisher & Wakefield, 1998; Meenaghan, 2001b; Wann & Branscomb, 1993) suggests that the fan identification construct is important in understanding sponsorship effects. More specifically, fans' reaction to sponsors is based in part on the intensity of fan identification; and sponsorship effects are greater among highly identified fans. For example, a study by the International Olympic Committee (1997) showed that 30% of total respondents felt favorable toward an Olympic sponsoring company. This number rose to 45% among fans who actually attended as spectators; and spectators are more likely to be highly identified fans. The impact of fan identification on sponsorship effects can be explained by (a) exposure effects, (b) the extension of goodwill, and/or (c) social identity/group norms.

Exposure Effect

The term “exposure effect” refers to the emergence of positive affect toward a given object as a result of repeated exposure to that object (Anand, Holbrook & Stephen, 1988). Some research suggests that when objects are presented to an individual on repeated occasions, the individual becomes more likely to entertain a positive attitude toward these objects (Kardes, Kalyanaram, Chandrashekar, & Dornoff, 1993; Laroche, Kim, and Zhou, 1996). Zajonc and Markus (1982) also supported this view by stating that the exposure effect is a basic process in preference structuring, attitude formation, and attitude change. Furthermore, Pope and Voges (2000) and Laroche, Kim, and Zhou (1996) argued that brand familiarity obtained by brand exposure not only influences a consumer’s attitude toward the brand, but also affects consumers’ intention to purchase that brand.

The context of one’s exposure to objects plays a role in the effectiveness of repeated exposure. Sears, Peplau and Taylor (1991) suggested that affective reactions to a stimulus depend in large part on the context in which the exposure occurs, as the context is associated with the relevant stimulus. A pleasant and entertaining environment is likely to induce more enjoyment of the stimuli within that environment, which in turn leads to an enhanced disposition to accept the influence of the stimulus (Pitts & Slattery, 2004). Although fans enjoy more when their team wins, watching or attending a sport game itself provides pleasant and enjoyable experiences to spectators and viewers in most cases. We can thus speculate that the exposure associated with sports may be more effective due to the pleasant context and atmosphere of sports.

Companies gain the opportunities associated with brand exposure when they purchase sponsorship rights. In turn, such brand exposure likely results in brand familiarity, favorable attitudes, and higher purchase intentions. Fan identification can thus be viewed as an instrument by which sponsorship effects are realized, because fan identification provides the motivation for individuals to watch and attend games, which in turn exposes these individuals to sponsors' messages and brands (Lardinoit & Derbaix, 2001). According to this perspective, highly identified fans are most likely to purchase sponsors' products simply because they tend to watch and attend more games and are thus repeatedly exposed to these products.

Extension of Goodwill

Sponsorship effects can also be understood in terms of fans' emotional attachment to a team. Highly identified fans are likely to have a strong and favorable attachment to the sport teams with which they identify. Highly identified fans also tend to be more knowledgeable about their favorite teams. Therefore, it is likely that they are more aware of their teams' corporate sponsors. This awareness can result in positive attitudes and higher purchase intentions toward sponsors and their products (Bennett, 1999; Meenaghan, 2001b). Pope (1998) stated that "consumer awareness of sponsorship activities will provide some form of benefit to sponsoring corporations in terms of consumer attitudes toward the corporation itself or in purchase of the corporations' brands" (p. 124).

Increases in highly identified fans' positive attitudes and purchase intentions toward sponsors and their products can be understood as an "extension of goodwill," or as consumers' way of thanking sponsors for supporting their team. The assumption here

is that highly identified fans want to support their team somehow. When they recognize that a company supports the team by means of sponsorship, fans naturally have favorable attitudes toward the company, and this favorable disposition manifests in their purchase of sponsors' products. By sponsoring sport teams, companies hope that individuals' strong attachment and favorable attitudes toward the team will be transferred or extended to the companies' brands and their products (Meenaghan, 2001b).

Social Identity

Social identity theory proposes that individuals classify themselves into various social categories within their social environment (Ashforth & Mael, 1989). In other words, social identity is an individual's self-conception as a group member (Abrams & Hogg, 1990). Individuals' ties to groups help them to establish their position in the social environment (Fisher & Wakefield, 1998). Underwood, Bond, and Baer (2001) stated that social identity affects individuals' perceptions, cognitions, evaluations and attributions regarding issues. Moreover, individuals who identify with a given group are motivated to make and maintain the ties to the group through their behaviors (Fisher & Wakefield, 1998). Madrigal (2000) stated that individuals highly identified with a group tend to accept the group's norms, values and goals and are likely to be influenced by the perceived expectations of other group members.

Underwood et al. (2001) contended that fan identification is a manifestation of social identity theory in the context of sports. In this context, certain fan behavior may serve simply as a way for individuals to reinforce their ties to the group of fans that support the team (or the sport as a whole) and distinguish themselves from people outside the group. For example, Madrigal (2000) explained how fans' social identity can

stimulate purchase intention – purchasing sponsors' products can strengthen a tie between an individual and a group of highly identified fans. Because the adoption of informal rules or group norms that regulate and judge members' behavior is a primary function of groups (Madrighal, 2000), favorable purchase intentions are also more likely to occur when such purchase intentions are perceived as a group norm that is supported by group members.

Summary

As is shown above, fan identification is a very important factor in explaining sponsorship effect. Three possible mechanisms are proposed; exposure effect, extension of goodwill, and/or social identity. Even though we cannot say that only one of these three mechanisms is operating, it could be possible that one of the mechanisms can explain more of observed sponsorship effects than the others. Some questions in the survey were used to tease out how sponsorship works: Fans' awareness, attitudes, and purchase intentions toward the sponsors of each team will be measured. If these measures are consistent from awareness to purchase intentions, exposure effect would be a sound reason for sponsorship effects. In addition, a matching test in which respondents were asked to match each brand to a sponsored team, will tell whether respondents really recognize sponsors or not. In other words, if a respondent does not match a sponsor with a team correctly, but shows a more favorable attitude and higher purchase intention after being revealed to the actual sponsor, it means the fact of "a sponsoring company of the team" positively affects her attitudes and purchase intentions cognitively although she was not previously aware of that. Therefore, it can be explained by extension of goodwill.

CHAPTER 3

METHODOLOGY

The purpose of this chapter is to provide a theoretical framework and hypotheses based on the literature review provided in Chapter 2. This chapter also details the methodological procedures used to test the hypotheses. This chapter is organized as follows: The first section describes the proposed framework and hypotheses. Next, the chapter describes the research design, sample selection, the variables and instrumentation used in the study, and the questionnaire's reliability and validity. The chapter's final sections describe the data collection procedures and the data analysis.

Proposed Framework and Hypotheses

The intent of the present study is to examine how product involvement and fan identification influence brand awareness, brand attitudes, and brand purchase intention through sponsorship of a professional sports team. A conceptual framework for sponsorship effects is illustrated in Figure 3.1.

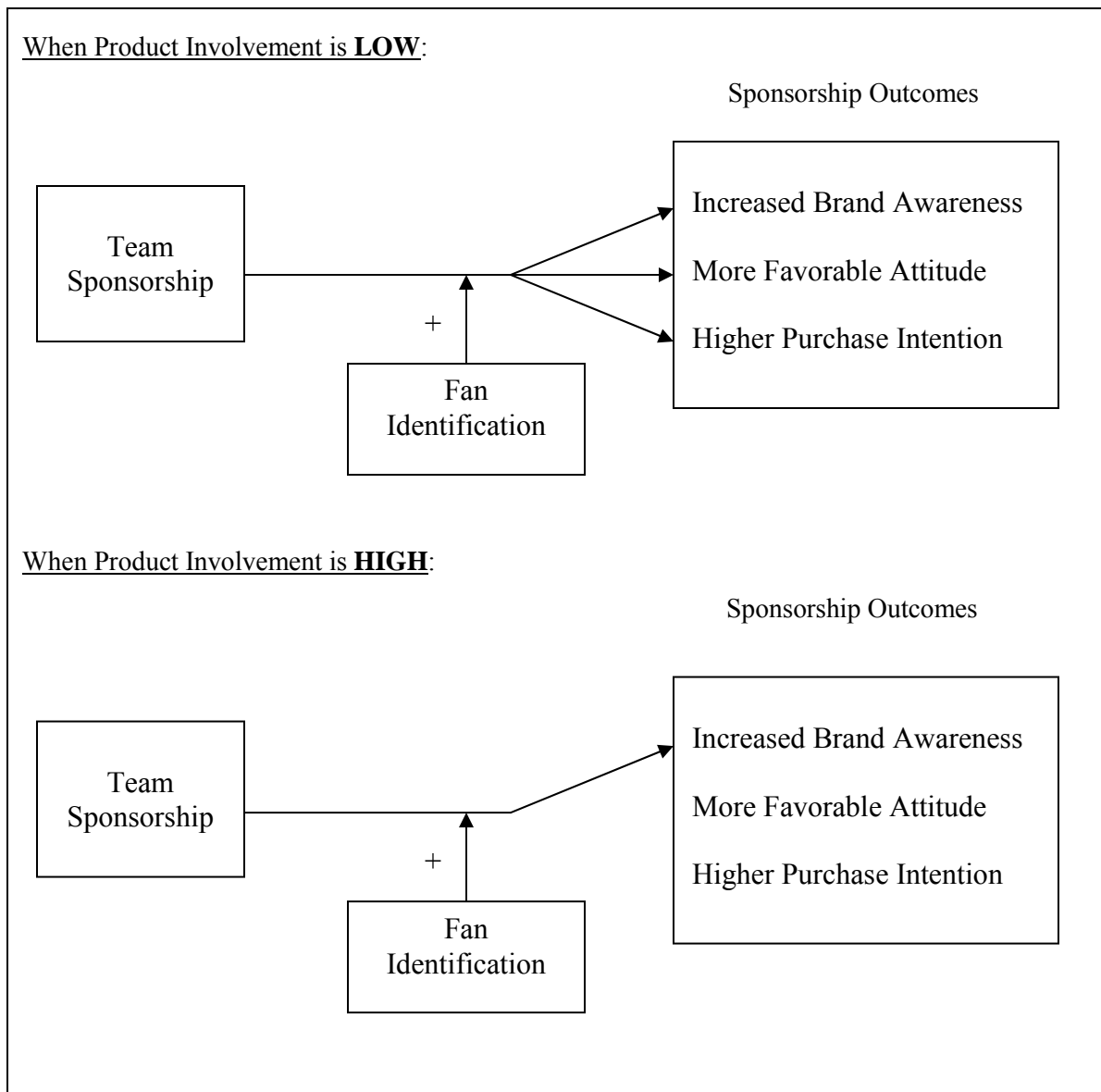


Figure 3.1 Influence of product involvement and fan identification on sponsorship effects.

As is shown in Figure 3.1, product involvement, or the extent to which an individual is involved with a given product category on a regular basis (Zaichkowsky, 1985), is one of the two independent variables used in this study. This variable is included because much of the consumer behavior literature suggests that product involvement exerts a considerable influence on consumers' attitudes, information

processing, and decision-making processes (Blackwell, Miniard, & Engel, 2001; Brisoux & Cheron, 1990; Celsi & Olson, 1988; Laurent & Kapferer, 1985; Park & Young, 1986). High-involvement products tend to inspire more information search and deliberation from consumers and these purchase decisions are made on the basis of a well-informed attitude. In contrast, low-involvement products are routinely purchased with minimal search, and attitude formation occurs post-consumption based on personal experience.

Companies that participate in sports sponsorship tend to offer a wide range of products and services. These include both low-involvement products such as soft drinks and fast food as well as high-involvement products such as car insurance and banking services. The past research described here would suggest that not all of these products will experience the same level of benefit from team sponsorship. Product involvement is expected to impact sponsorship effects (as defined by consumers' brand awareness, attitudes, and purchase intentions) such that low-involvement products will experience greater benefits of sponsorship than high-involvement products.

As discussed in Chapter 2, fan identification is an important predictor of fan behavior (Capella, 2002; Wann & Branscomb, 1993) and has been shown to moderate sponsorship effects. The extent to which fans identify with a team is an important element in explaining fans' reactions to sponsors and their products. Meenaghan (2001b) and Bennett (1999) noted that highly identified fans are more likely to have higher awareness of sponsoring companies and their products, which in turn results in a more positive attitude and higher purchase intention toward sponsors' products. Given the importance of this variable, we intend to measure fan identification and use it as a between-variable to see its role in sponsorship effects.

The dependent variables used to study sponsorship effects include sponsoring brand awareness, brand attitudes and purchase intentions. Enhanced brand awareness is one of the most cited benefits of sponsorship (Gardner & Shuman, 1988; Gilbert, 1988; Meenaghan, 1991; Otker, 1988; Pope & Voges, 1994; Stotlar, 1993); other sponsorship effects are possible only if consumers are aware of a given company and its product. The attitude variable refers to fans' feelings toward sponsors' products or services. Attitudes are closely related to purchase behavior: If an individual has a favorable attitude toward a product, he/she is more likely to buy that product when he/she needs it. With regard to the purchase intention variable, this variable was chosen rather than increases in sales due to the difficulty of measuring actual purchases.

Research Hypotheses

Based on the framework discussed above, the following hypotheses were generated:

Hypothesis 1A. Sponsoring companies producing low-involvement products will generate higher brand awareness only among fans that are highly-identified with the team.

Hypothesis 1B. Sponsoring companies producing high-involvement products will generate higher brand awareness only among fans that are highly-identified with the team.

Hypothesis 2A. Sponsoring companies producing low-involvement products will generate more favorable attitudes toward these brands only among fans that are highly-identified with the team.

Hypothesis 2B. Sponsoring companies producing high-involvement products will not generate more favorable attitudes toward these brands.

Hypothesis 3A. Sponsoring companies producing low-involvement products will generate higher purchase intention only among fans that are highly-identified with the team.

Hypothesis 3B. Sponsoring companies producing high-involvement products will not generate higher purchase intentions.

Hypothesis 4. High-identified fans with the team will be able to identify team sponsors more accurately than low-identified fans.

Research Design

This study examines the influence of product involvement and fan identification on sponsorship effects. More specifically, this study investigates how a companies' participation in sponsorship and consumers' level of involvement in the sponsoring product or service influence fans' brand awareness, brand attitudes, and purchase intention, where such influence is moderated by fan identification. A quasi-experimental within subject design is used to test hypotheses 1 through 4. Both sponsorship participation and product involvement serve as within subject independent variables and fan identification serves as between subject independent variable. Sponsorship participation is manipulated by comparing the same brand across two teams, one where the brand is a participating sponsor and the other where the brand is not a participating sponsor. Product involvement is manipulated by selecting four separate product categories; two high-involvement (banking services and furniture stores) and two low-involvement (soft drinks and fast food).

Level of Product Involvement		Team 1		Team 2
Low Product Involvement	Category 1	Company 1	Sponsor	Non-sponsor
		Company 2	Non-sponsor	Sponsor
	Category 2	Company 3	Sponsor	Non-sponsor
		Company 4	Non-sponsor	Sponsor
High Product Involvement	Category 3	Company 5	Sponsor	Non-sponsor
		Company 6	Non-sponsor	Sponsor
	Category 4	Company 7	Sponsor	Non-sponsor
		Company 8	Non-sponsor	Sponsor

Table 3.1. Manipulation of product involvement and sponsorship participation

Level of Product Involvement	Product Category	Columbus Crew	Columbus Destroyers
Low Product Involvement	Banking Services	Huntington	Fifth Third
	Furniture Stores	Value City Furniture	Sofa Express
High Product Involvement	Fast Food Restaurants	BW3	Wendy's
	Soft Drinks	Pepsi	Dr. Pepper

Table 3.2. Sponsors of each team

Sample Selection

In this study the target population includes residents of Columbus, Ohio, who are either actual or potential fans of the Columbus Destroyers (an arena football team) and the Columbus Crew (a soccer team). Since larger sample size gives more reliable information, in this study, the researcher collected data from 300 participants.

A convenience sampling method was used to obtain the data for this study. In order to ensure that the sample adequately represents the target population, the investigator obtained the sample from three different venues. One third of the sample was selected from among individuals visiting two Ohio public libraries (i.e., Upper Arlington Library and Hilliard Library); another third was selected from among those individuals who attended games played by the Columbus Destroyers/Columbus Crew; and another third attended classes in the Sport, Fitness, and Health Program (SFHP) at The Ohio State University. The researcher chose libraries as sampling sites from which to obtain low-identified fans because there is evidence that people who like to read are less likely to be sports fans. Columbus Destroyers/Columbus Crew spectators were chosen as subjects to ensure the inclusion of highly identified sports fans: Game spectators are among those who are most likely to be highly identified fans. Finally, students enrolled in SFHP classes were utilized as young students represent a significant portion of the sports fan population. The tri-partite sampling method described here is expected to provide a representative sample of the target population.

Variables

The purpose of this study is to explore how product involvement and fan identification influence sponsorship effects. Consumers' product involvement and companies' participation in sponsorship serve within-subject independent variables and fan identification serve between-subject independent variable. The three dependent variables include individuals' awareness, attitudes, and purchase intention toward sponsoring and non-sponsoring companies' products. The following are the operational definitions of the variables used in this study:

1. Sponsoring company. A sponsoring company is a company that provides cash or in-kind products or services to the associated sports team (either the Columbus Destroyers or the Columbus Crew). Sponsoring companies were identified based on information provided to the researcher by these sports teams.

2. Non-sponsoring company. A non-sponsoring company is a company that does not provide products or services to the associated sports team (either the Columbus Destroyers or the Columbus Crew). In this study, a sponsoring company serving for one team also serves as a non-sponsoring company for the other team.

3. Product involvement. Product involvement refers to the perceived level of importance of each of the sponsors' products based on consumers' inherent needs, values, and interests. Product involvement is measured using Zaichowsky's (1985) Personal Involvement Inventory (PII) in the pilot test. In the main study, Mittal's (1995) short version of the PII was used.

(a) *High-involvement products*: This is a product whose PII score is significantly higher than other pre-selected team sponsor products at the $p < .001$ level.

(b) *Low-involvement products*: This is a product whose PII score is significantly lower than other pre-selected team sponsor products at the $p < .001$ level.

4. Team identification. Team identification is defined as the extent to which participants identify with either the Columbus Destroyers or the Columbus Crew. Team identification was measured using Trail and James' (2001) 3 items of Team Identification Index (TII).

(a) *Highly identified fans*: These are respondents whose mean scores are on or above 4 on the TII.

(b) *Low-identified fans*: These are respondents whose mean scores are below 4 on the TII.

5. Brand Awareness. Awareness is defined as a participant's ability to name a sponsoring company among four recalled companies that provide products in a given product category.

6. Brand Attitude. Participants' attitudes toward sponsors' brands were measured using three 7-point Likert items with endpoints as follows: good-bad, pleasant-unpleasant, and favorable-unfavorable. These three items have been used widely (e.g., Lord, Lee & Sauer, 1994 & 1995; Mackenzie & Lutz, 1989; Mackenzie & Spreng, 1992; Smith, 1993) in the measurement of attitudes toward products/brands (Bruner II, James, & Hensel, 2001). In the pilot study, attitudes toward sponsors' brands were measured using a scale with the endpoints strongly unfavorable-strongly favorable.

7. Purchase intention. Purchase intention is defined as the extent to which an individual would be willing to buy a particular brand of product in the next purchase within a given product category. In the main study, purchase intention was measured

using 7-point Likert items with endpoints unlikely-likely, definitely would not-definitely would, and improbable-probable. In the pilot study, the question “how likely are you to buy sponsors’ brands?” was used to measure purchase intention.

Questionnaire Development

The development of the survey instruments used in the pilot and main study was based on a literature review related to (a) product involvement, (b) fan identification, and (c) sponsorship effects. Because the study utilizes a within-subject design, participants were asked about both high- and low-involvement product categories.

Pilot Study

The instrument used in the pilot study was developed prior to that used in the main study. The purpose of the pilot study was to select two high- and two low-involvement product categories from among the products offered by the companies that sponsor the Columbus Destroyers and the Columbus Crew. In preparation for this study, we first contacted the teams and obtained a list of sponsors for each team (see Appendix C). Five product categories which satisfy the research design were selected (i.e., products are in the same product category, but different brand should be a sponsor of each team). Three categories were likely high involvement categories and two were likely low involvement categories. The high involvement product categories include banking services (Crew-Huntington/ Destroyers-Fifth-Third), sport goods (Crew-Adidas/ Destroyers-Spalding), and furniture stores (Crew-Value City Furniture/ Destroyers- Sofa Express). Low involvement product categories include soft drinks (Crew- Pepsi/

Destroyers-Dr. Pepper), and fast food restaurants (Crew-Buffalo Wild Wings/Destroyers-Wendy's). The distinction between high- and low-involvement was not definite at this stage.

The instrument used in the pilot study was composed of two sections(see Appendix A): One section (Section A) measured product involvement, and the other section (Section B) asked demographic information. Product involvement was measured using Zaichkowsky's (1985) PII, an instrument which includes twenty 7-point Likert items. According to Zaichkowsky (1985), the PII is applicable to various types of involvement (i.e., product involvement, advertising involvement, purchase involvement). Scores on the PII range from 20-140. Section B asked respondents to provide demographic data (i.e., age, gender, ethnicity, and income).

The pilot study included subjects, who are likely to represent the target population described in Chapter 3 and the recruiting sites included libraries, stadia, and SFHP classes. The lists of sponsors were obtained from the two target teams (i.e. Columbus Crew and Columbus Destroyers) and 5 sponsoring product categories (i.e. Banking Services, Fast Food Restaurants, Furniture Stores, Soft Drinks, and Sport Goods) were selected based on the research design. For the design, different brands in the same product category should be a sponsor of each team (e.g. Crew-Huntington / Destroyers-5/3). The purpose of the pilot study was to distinguish two high and two low involvement products categories using Zaichowsky's PII. A total of 50 subjects (N=50) were recruited, and one survey was discarded due to missing data, resulting in a sample size of 49. Nineteen subjects were library users, 13 were spectators at the two stadia, and 17 were students enrolled in SFHP classes. The mean age of respondents was 27.5

(SD=8.14). Twenty-eight (57.1%) respondents were male and 21 (42.9 %) respondents were female. Subjects' age ranged from 18 to 62. Three (6.1 %) subjects were African Americans, while eleven (22.4%) were Asians, 34 (69.4%) were Caucasians, and one (2%) listed as Others.

The mean scores of product involvement scores measured by the PII were as follows: Banking Services = 111.7 (SD=19.0), Sport Goods =101.2 (SD=20.8), Furniture Stores =91.2 (SD=22.2), Fast Food Restaurants = 73.4 (SD=23.8), and Soft Drinks = 64.5 (SD=24.1).Based on this result, Banking Services and Furniture Stores were selected as high-involvement categories and Soft drink and Fast Food Restaurants were selected as low-involvement categories. The selected 4 categories were used for the main study. Although the involvement score for Sport Goods was the second highest (Mean=101.2), since Spalding is a league sponsor of Arena Football League (AFL), rather than a team sponsor of Columbus Destroyers, this category was dropped.

	N	Cronbach's Alpha	Mean	Std. Deviation
Banking Services	49	.92	111.71	19.0
Fast Food Restaurants	49	.95	73.43	23.8
Furniture Stores	49	.95	91.16	22.2
Soft Drinks	49	.96	64.51	24.1
Sport Goods	49	.95	101.20	20.8

Table 3.3. Mean, Standard Deviation, and Cronbach's Alpha for Each Product Category

Main Study

The main study's instrument utilized selected product categories and brands based on the results of the pilot study. This instrument is composed of six sections (see Appendix B): The first section asks participants to indicate their awareness of and attitudes and purchase intentions toward sponsors' and non-sponsors' brands. The second section examines participants' product involvement level. This section ensures that subjects in the main study are involved with the selected products to the same extent as subjects in the pilot study. Some researchers have argued that the number of items in the scale can be reduced without diminishing its reliability. Supported by this view, shortened version of 5 items was used in the main study to make the questionnaire not too long. The third section measures subjects' team identification levels. In section four, subjects were asked to complete a matching test to determine whether or not they could in fact recognize team sponsors. Section five revealed actual sponsors' brands and again asked subjects to indicate their attitudes and purchase intention toward these brands. This section identified whether subjects' attitudes and purchase intention changed once they were made aware of the companies' sponsorship. Lastly, section six asked subjects to provide demographic data.

Validity and Reliability

Validity and reliability should be ensured before a survey instrument is administered. As described above, the instrument's measures of product involvement and fan identification were based on two previously-developed scales: the PII (Zaichkowsky, 1985) and the TII (Trail & James, 2001). Zaichkowsky tested the PII for test-retest

reliability and internal consistency using a sample of 81 undergraduate and MBA students over four product categories. Test-retest reliability was .88, .89, .88, and .93 for the four products over a three-week period and internal consistency for this sample ranged from $\alpha = .95$ to .97. In addition, Zaichkowsky also conducted several criterion and construct validity tests (Bearden & Netemeyer, 1999). The PII has successfully met standards for internal reliability, reliability over time, content validity, criterion-related validity, and construct validity (McQuarrie & Munson, 1992). With regard to the TII, Trail and James tested this instrument on various samples and the inventory has been shown to have high levels of content, criterion, and construct validity. The TII has also shown good past reliability ($\alpha = .85$).

Although the PII and the TII have historically proven to be valid and reliable, the researcher also conducted Cronbach's alpha test to ensure the scale reliability. In addition, principal factor analysis was conducted to make sure that all items were loaded on one factor. All Cronbach's alpha values were greater than .92 which exceeds the recommended cut-off of .70 by Nunnally and Bernstein (1994).

Data Collection Procedures

The proposal for this study was sent to the Human Subjects Review Committee at The Ohio State University to obtain approval for data collection. Once approval was granted the researcher obtained permission to administer the pilot and main study instruments from individuals associated with the three recruiting sites. Library officials from the Hilliard Library and Upper Arlington Library granted permission to collect data from individuals visiting these libraries. Marketing directors for the Columbus Destroyers

and the Columbus Crew granted permission to collect data from spectators attending these teams' games. Finally, the program coordinator of Sport Fitness and Health Promotion (SFHP) granted permission to collect data from students in SFHP classes. Study instruments were administered with a cover letter explaining the purpose of the study, the approximate time needed to complete the survey, and the assurance of responses' confidentiality. To collect the data from the spectators, the researcher went to the stadium on game days, asked spectators to fill out the surveys individually, and distributed small candies as an incentive. For the visitors of libraries, again, the researcher went to the libraries and asked each individual to fill out the questionnaire. Lastly, some SFHP classes are selected based on the accessibility and availability to the researcher; Golf classes, Tae Kwon Do classes, Yoga classes, and Sport Spectators classes are chosen. The researcher went to the classrooms and administered the survey directly to students after explaining purpose of the study and expected amount of time to complete the survey.

Data Preparation

Before the analysis, collected data were examined missing values. Since there was no recognized pattern of missing data, the researcher assumed that the missing values were missing completely at random (MCAR). Instead of substituting missing values with mean substitute, questions with missing values were omitted from the analysis because the number of surveys is more than enough for the analyses.

Data Analysis

All of the collected surveys were recorded and coded for statistical analysis. Before the data were analyzed through established protocol, they were first examined based on criteria necessary to meet the assumptions of logistic regression and analysis of variance (ANOVA). Next, the data were analyzed using the 13.0 version of the Statistical Package for the Social Sciences (SPSS) program. Descriptive statistics such as frequencies, means, and standard deviations were calculated and reported. Confirmatory factor analysis was conducted to build construct validity. In addition, Cronbach's alpha was measured to ensure reliability, which was determined based on a coefficient of .70 or above (Nunnally & Bernstein, 1994).

Hypothesis 1 predicted that sponsoring companies producing either low-involvement (Hypothesis 1a) or high-involvement products (Hypothesis 1b) will generate higher awareness toward their brands among fans who are highly identified with the teams these companies sponsor. Since the dependent variable (awareness) is dichotomous (i.e., 0 = not aware, 1 = aware), a logistic regression was used to test Hypothesis 1. Fan identification, product involvement, and team being sponsored were the independent variables for this analysis.

Hypothesis 2a predicted that sponsoring companies producing low-involvement products will generate more favorable attitudes toward their brands among high-identified fans with the team(s) they sponsor. On the other hand, Hypothesis 2b predicted that there would be no difference in fans' attitudes toward sponsoring companies' high-involvement products. Analysis of variance (ANOVA) was conducted to address Hypothesis 2: Fan identification, team being sponsored, and product involvement were

the independent variables for this analysis, while attitudes served as the dependent variable.

Hypothesis 3a predicted that sponsoring companies producing low-involvement products will generate higher purchase intentions toward their brands among fans who are highly identified with the team(s) they sponsor. Hypothesis 3b predicted that there would be no difference in fans' purchase intention toward sponsors of high-involvement products. Univariate ANOVA was conducted to address Hypothesis 3; fan identification, team being sponsored, and product involvement were the independent variables for this hypothesis, while purchase intentions served as the dependent variable.

Lastly, hypothesis 4 predicted that highly identified fans will know who are the sponsors better than low-identified fans. A logistic regression analysis was used to address Hypothesis 4. Fan identification, product involvement, and team being sponsored were the independent variables for this analysis, while the correct identification of the team sponsor served as the dependent variable

CHAPTER 4

RESULTS

The purpose of this chapter is to provide and explain the results of the statistical analyses employed in the main study. The first section provides the study sample's demographic data. The second section provides descriptive statistics related to the study's variables. Lastly, the third section presents the results of the analyses used to test the study's hypotheses.

Sample Demographics

Data were collected from 298 respondents at three different places: 112 respondents attended classes in the Sport, Fitness, and Health Program (SFHP) at The Ohio State University, 72 respondents were individuals visiting Ohio public libraries (i.e., Upper Arlington Library and Hilliard Library), and 114 respondents were individuals who attended games at either the Columbus Destroyers stadium (64 respondents) or the Columbus Crew stadium (50 respondents).

Of these 298 respondents, 61.8% ($n = 183$) were male, while 38.2% ($n = 113$) were female. The sample included 6.1% ($n = 18$) African-Americans, 3.4% ($n = 10$) Asians, 86.5% ($n = 256$) Caucasians, and 2.4% ($n = 7$) Hispanics; 1.7% ($n = 5$) of

respondents were classified as “Other.” Respondents’ income levels were as follows: 53.4% indicated “less than \$30,000,” 19.3% indicated “\$30,001-50,000,” 13.2% indicated “\$50,001-75,000,” and 14.2% indicated “\$75,001 or more” (see Table 4.1). Participants’ mean age was 28.6 years ($SD = 10.1$). Participants’ ages ranged from 18 to 68 years.

Variable	Frequency	Valid Percent (%)
<u>Gender</u>		
Male	183	61.8
Female	113	38.2
<u>Ethnicity</u>		
Black	18	6.1
Asian	10	3.4
White	256	86.5
Hispanic	7	2.4
Other	5	1.7
<u>Income</u>		
Less than \$30,000	158	53.4
\$30,000-\$50,000	57	19.3
\$50,001-\$75,000	39	13.2
More than \$75,000	42	14.2

Table 4.1: Sample demographics descriptive statistics related to study variables

Descriptive Statistics of Variables

Construct Validity and Reliability

In order to determine the validity of each construct, principal component factor analyses were conducted. All items associated with each variable loaded on one factor. In addition, Cronbach's alpha was calculated to determine construct reliability (see Table 4.2). Cronbach's alpha ranged from .93 to .98 for all constructs: Thus, all scores were well above .70, the minimum acceptable level (Nunnally & Bernstein, 1994).

Construct	Cronbach's α
Attitude (3 Items)	.93
Purchase Intention (3 Items)	.95
Post-Attitude (3 Items)	.98
Post-Purchase Intention (3 Items)	.98
Involvement (5 Items)	.95
Fan Identification (3 Items)	.96

Table 4.2: Construct reliability estimates

Correlations Among Study Variables

The correlations among the study's variables are presented in Table 4.3.

Awareness was negatively correlated with involvement ($r = -.04, p < .05$) and positively correlated with attitude toward sponsors' brands ($r = .27, p < .01$) and purchase intention ($r = .26, p < .01$). Attitudes, in turn, are positively correlated with purchase intention ($r = .80, p < .01$), and fan identification with the Columbus Crew ($r = .05, p < .05$). However, while fan identification with the Columbus Crew is positively correlated with attitudes ($r = .05, p < .05$) and purchase intention ($r = .08, p < .01$), fan identification with the Columbus Destroyers did not show any significant relationship with any variable except age ($r = .11, p < .01$). Age is also correlated with fan identification with the Columbus Crew ($r = .17, p < .01$).

	1	2	3	4	5	6	7	8
1. Involvement	1							
2. Awareness	-.04*	1						
3. Attitude	.16**	.27**	1					
4. Purchase Intention	.18**	.26**	.80**	1				
5. Crew Fan Identification	0	-.01	.05*	.08**	1			
6. Destroyers Fan Identification	0	-.02	.01	-.01	-.03	1		
7. Age	0	-.01	-.03	.01	.17**	.11**	1	
8. Gender	0	0	.02	.01	-.14**	.01	-.02	1

* Correlation is significant at the .05 level (2-tailed)

**Correlation is significant at the .01 level (2-tailed)

Table 4.3: Correlations Among Study Variables

Manipulation Check – Product Involvement

As a manipulation check of the involvement level variable, a short version of the Personal Involvement Inventory (PII) (Zaichkowsky, 1985) revised by Mittal (1995) was included in the main study. Since this scale is a 5-item, 7-point Likert-type scale, the highest possible score is 35 (i.e., $5 \times 7 = 35$), while the lowest possible score is 5 (i.e., $5 \times 1 = 5$). Means and standard deviations for each product category are reported in Table 4.4. The results showed that the “furniture store” category received the lowest involvement level score in the main study, unlike in the pilot study, where this category received the third highest score. This finding may be due to the fact that the term for this category was “furniture” in the pilot study. Based on the results of the main test, the “furniture store” category was used as a low-involvement product for further analyses, and only the “bank” category was considered as a high-involvement product. The one-sample *t*-test analysis indicated that the involvement score for banking services ($M = 27.96$) was significantly higher at the $p < .001$ level than that of fast food ($M = 21.34$; $t(297) = -15.34$), soft drinks ($M = 19.98$; $t(297) = -16.46$), and furniture stores ($M = 17.80$; $t(297) = -23.89$). Table 4.5 describes the changes in study design related to the product involvement variable.

Product Category	<i>M</i>	<i>SD</i>
Banking Services	27.96 ^a	7.36
Fast Food Restaurants	21.34 ^b	7.46
Soft Drinks	19.98 ^b	8.37
Furniture Stores	17.80 ^b	7.35

* a > b, $p < .001$

Table 4.4: Product involvement scores for each product category

Product Involvement Level	Product Category	Brand	Crew	Destroyers
Low Product Involvement	Furniture Store	Value City	Sponsor	Non-sponsor
		Sofa Express	Non-sponsor	Sponsor
	Soft Drinks	Pepsi	Sponsor	Non-sponsor
		Dr. Pepper	Non-sponsor	Sponsor
	Fast Food	BW3	Sponsor	Non-sponsor
		Wendy's	Non-sponsor	Sponsor
High Product Involvement	Banking Services	Huntington	Sponsor	Non-sponsor
		Fifth Third	Non-sponsor	Sponsor

Table 4.5: Changes in product category classification

Fan Identification

Fan identification was measured using three items of Trail and James' (2001) Team Identification Index (TII). Initial analyses revealed a significant problem with the fan identification distribution (see Table 4.6): The number of high-identified fans was very small in comparison to low-identified fans. This phenomenon was more salient for the Columbus Destroyers; over 57% of these respondents yielded a mean score of "1" on a 7-point Likert scale (where 1 indicates low identification and 7 indicates high identification). Initially, a "split half" method was intended (i.e., dividing at the median) to divide respondents into high- and low-identified fans. However, due to respondents' low fan identification, a 4-point split was used (i.e., the middle point of the 7-point Likert scale) to divide respondents, assuming that individuals who scored at or above 4 are at least moderately or highly identified, while individuals who scored below 4 can be considered low-identified fans. Based on this split, 195 respondents were classified as low-identified in relation to the Columbus Crew; while 101 were classified as high-identified fans. With regard to the Columbus Destroyers, 247 were classified as low-identified while 48 were classified as high-identified fans. Based on the study's design, respondents who were highly identified with both teams were excluded from the analyses as it was assumed these respondents would find no difference between sponsors and non-sponsors. This exclusion resulted in 195 respondents who were low-identified in relation to the Columbus Crew; 86 respondents who were high-identified in relation to the Columbus Crew; 247 respondents who were low-identified in relation to the Columbus Destroyers; and 33 respondents who were high-identified in relation to the Columbus Destroyers (see Table 4.7). In addition, Table 4.8 shows the different levels of fan

identification depending on the places where the data were collected. As can be seen, respondents at the stadium of each team showed high level of fan identification with the team, while respondents at the libraries were most likely low-identified fans with both teams. Figures 4.1 and 4.2 show the distribution of fan identification with each team.

	<i>M</i>	<i>SD</i>	N	Missing
Fan Identification with the Crew	3.03	2.25	296	2
Fan Identification with the Destroyers	2.11	1.78	295	3

Table 4.6: Fan identification with the Columbus Crew and the Columbus Destroyers

Team		Frequency	Percent
Columbus Crew	Low Fan ID	195	69.4
	High Fan ID	86	30.6
	Total	281	100.0
Columbus Destroyers	Low Fan ID	247	87.9
	High Fan ID	33	12.1
	Total	281	100.0

Table 4.7: Fan classification after excluding fans who were highly identified with both teams

		Libraries (N=72)	Crew Stadium (N=50)	Destroyer Stadium (N=64)	OSU classes (N =112)
Columbus Crew	M	1.80	4.63	1.80	3.66
	SD	1.36	2.15	1.60	2.27
Columbus Destroyers	M	1.36	1.95	3.61	1.75
	SD	0.94	1.48	2.60	1.35

Table 4.8: Mean scores of fan identification by the places of collected data

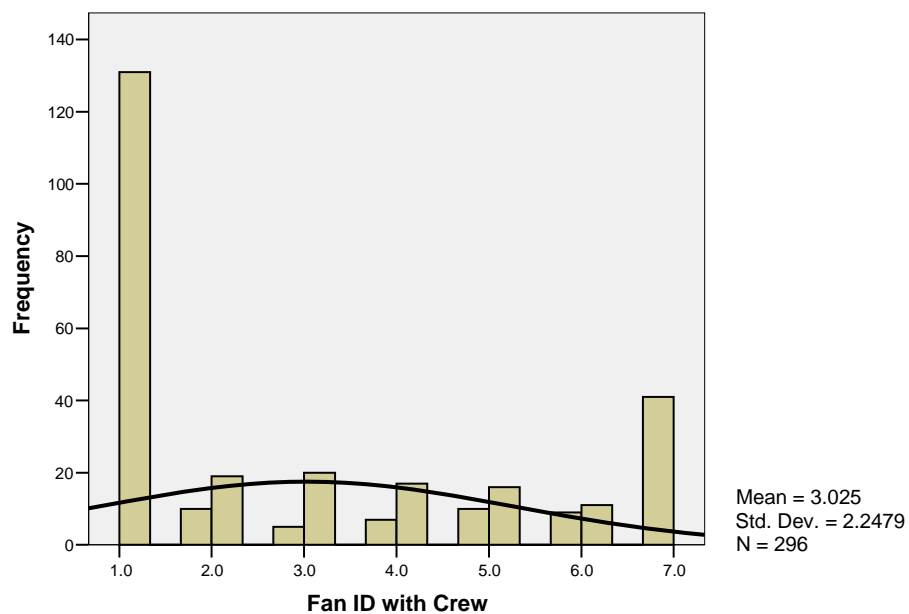


Figure 4.1: Fan identification with the Columbus Crew

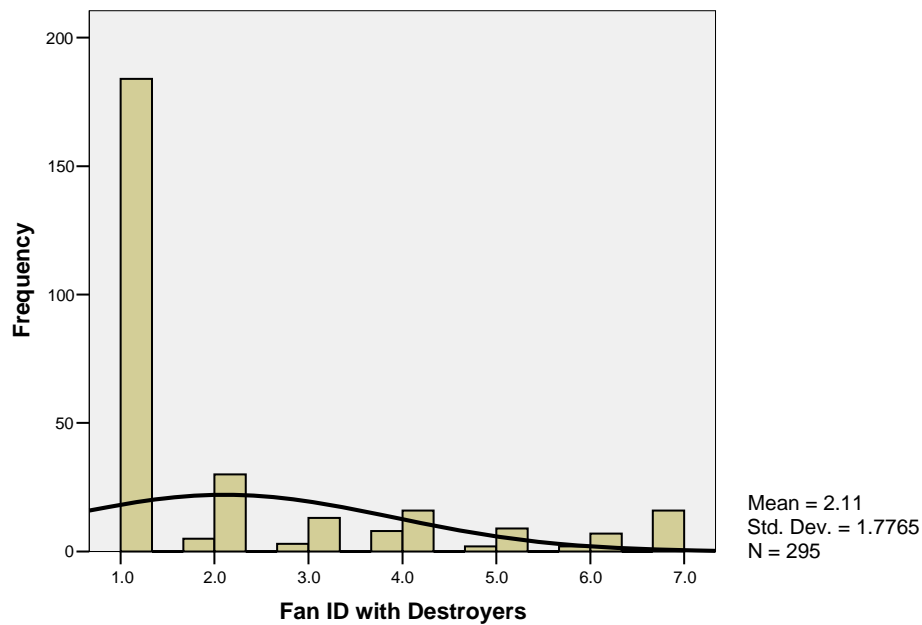


Figure 4.2: Fan Identification With the Columbus Destroyers.

Hypothesis Testing

Hypothesis 1

Hypothesis 1 predicted that sponsoring companies producing either low-involvement (Hypothesis 1a) or high-involvement products (Hypothesis 1b) will generate higher awareness toward their brands among fans who are highly identified with the teams these companies sponsor. Since the dependent variable (awareness) is dichotomous (i.e., 0 = not aware, 1 = aware), a logistic regression was used to test Hypothesis 1. Fan identification, product involvement, and team being sponsored were the independent variables for this analysis.

As predicted in Hypothesis 1, in general, high-identified fans with the team recalled the sponsors better than low-identified fans (High-identified fans $M = 63.0\%$, Low-identified fans $M = 60\%$, $\chi^2 = 1.27$, $p < .05$). Therefore, Hypothesis 1 was supported. In addition, the results of the logistic regression revealed two-way interactions between fan identification and the sponsored team, and fan identification and product involvement. Therefore, separate analyses were conducted using 1) high vs. low product involvement and 2) Columbus Crew sponsors vs. Columbus Destroyers sponsors. In these analyses, fan identification did not make any difference in awareness. It is assumed that the smaller number of sample sizes reduced the statistical power. The results of the logistic regression analysis are provided in Table 4.9.

		<i>B</i>	<i>S.E.</i>	<i>Wald</i>	<i>df</i>	<i>p</i>
All sponsors	Fan ID	1.345	.599	5.033	1	.025
	Product involvement	.287	.339	.718	1	.397
	Team	.058	.292	.039	1	.843
	Fan ID * Team	-1.049	.395	7.047	1	.008
	Fan ID * Product involvement	-.825	.314	6.904	1	.009
	Fan ID * Product involvement *Team	.720	.173	17.286	1	.000
	Constant	-.122	.648	.035	1	.851
Crew	Fan ID	.602	.564	1.139	1	.286
	Product involvement	.543	.429	1.601	1	.206
	Fan ID * Product involvement	-.280	.313	.801	1	.371
	Constant	-.511	.772	.438	1	.508
Destroyers	Fan ID	.723	.855	.716	1	.398
	Product involvement	-.125	.538	.054	1	.816
	Fan ID*Product involvement	-.478	.466	1.054	1	.305
	Constant	.616	.984	.392	1	.531
High Involvement product	Fan ID	.245	.414	.350	1	.554
	Team	-.459	.603	.578	1	.447
	Fan ID*Team	.077	.495	.024	1	.877
	Constant	.491	.476	1.064	1	.302
Low Involvement product	Fan ID	-.234	.214	1.188	1	.276
	Team	.210	.331	.402	1	.526
	Fan ID*Team	.275	.266	1.069	1	.301
	Constant	.366	.249	2.154	1	.142

Table 4.9: Logistic regression analysis (Hypothesis 1)

Table 4.10 shows the mean scores of high and low involvement products by team: The mean scores for high-involvement products ($M = 65.0\%$) and low-involvement products ($M = 59.0\%$) were significantly different. In addition, respondents were more aware of Columbus Crew sponsors ($M = 64\%$) than Columbus Destroyers sponsors ($M = 57.0\%$). A potential reason for this difference can be found in the fact that the Columbus Destroyers are a relatively new team.

Team	Product Involvement	Fan ID	Mean(%)	SD	N
Crew	Low	Low	65%	0.48	585
		High	66%	0.48	258
	High	Low	59%	0.49	194
		High	66%	0.48	86
Destroyers	Low	Low	53%	0.50	741
		High	47%	0.50	99
	High	Low	68%	0.47	247
		High	73%	0.45	33

Table 4.10 Awareness by team

Hypothesis 2

Hypothesis 2 concerns fans' attitudes toward sponsoring companies' products. Hypothesis 2a predicted that sponsoring companies producing low-involvement products will generate more favorable attitudes toward their brands among fans who are highly identified with the team(s) they sponsor. On the other hand, Hypothesis 2b predicted that there would be no difference in fans' attitudes toward sponsoring companies' high-

involvement products. Analysis of variance (ANOVA) was conducted to address Hypothesis 2; fan identification, team being sponsored, and product involvement were the independent variables for this analysis, while attitudes served as the dependent variable. It is important to note that in this analysis “fan identification” means identification with the team sponsored by a given brand. In other words, fan identification with the Columbus Crew was used in analyses of attitudes toward Columbus Crew sponsors (i.e., Huntington, Value City, Pepsi and BW3), while fan identification with the Columbus Destroyers was used in analyses of attitudes toward Columbus Destroyers sponsors (i.e., Fifth Third, Sofa Express, Dr. Pepper and Wendy’s).

The analysis including all sponsors revealed that there was no difference in high- ($M = 4.87$) and low-identified fans’ ($M = 4.70$, $F(1, 2063) = 2.35$, $p > .05$) attitudes toward sponsoring companies’ products. Even though product involvement had a significant main effect (high involvement products $M = 4.55$, low involvement products $M = 5.02$, $F(1, 2063) = 18.92$, $p < .001$), this difference simply shows consumers have different attitudes toward different brands. As predicted in Hypothesis 2, the analysis indicated an interaction, which is marginally significant, between fan identification and product involvement ($p = .09$)(see Figure 4.3). In addition, there was an interaction between sponsored team and fan identification ($p = .07$) (see Table 4.11). Therefore, separate tests were conducted using 1) high vs. low product involvement and 2) Columbus Crew sponsors vs. Columbus Destroyers sponsors.

<i>Source</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>	<i>Partial η^2</i>
Fan ID	5.740	1	5.740	2.351	.125	.001
Team	.537	1	.537	.220	.639	.000
Product Involvement	46.202	1	46.202	18.924	.000	.009
Fan ID * Team	7.790	1	7.790	3.191	.074	.002
Fan ID * Product involvement	6.849	1	6.849	2.805	.094	.001
Fan ID * Team * Product involvement	.283	2	.142	.058	.944	.000
Error	5036.751	2063	2.441			

a R Squared = .029 (Adjusted R Squared = .026)

Table 4:11: ANOVA for Attitudes (Hypothesis 2)

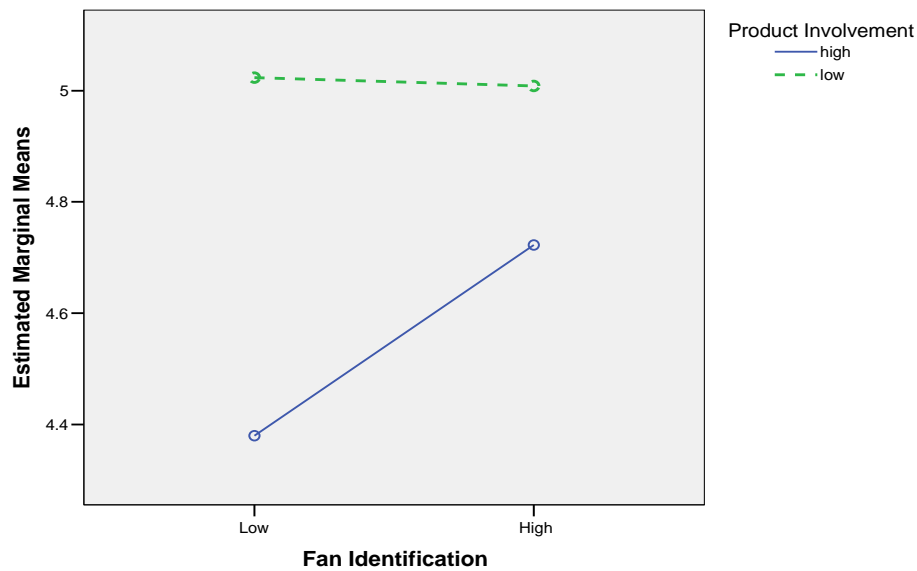


Figure 4.3: Interaction between fan identification and product involvement in attitudes

In the analysis of high- vs. low-product involvement, sponsoring companies producing high-involvement products generated more favorable attitudes among high-identified fans ($M = 4.72$) compared to low-identified fans ($M = 4.38$, $F(1, 491) = 5.05$, $p < .05$). However, there was no difference in high- ($M = 5.01$) and low-identified fans' ($M = 5.02$) attitudes toward sponsors producing low-involvement products ($F(1, 1576) = .23$, $p > .05$). This means that fan identification was a significant predictor for the attitudes towards sponsors of high-involvement products, but not for sponsors of low-involvement products (see Table 4.12). Participants' mean attitude scores by product involvement are provided in Table 4.13 and Table 4.14 shows mean attitude scores by teams. In addition, Table 4.15 and Figure 4.4 provide low- and high-identified fans' attitudes scores for each sponsor.

Product Involvement	Source	SS	df	MS	F	p	Partial η^2
Low	Fan Identification	.574	1	.574	.227	.634	.000
	Error	3986.526	1576	2.530			
High	Fan Identification	10.956	1	10.956	5.051	.025	.010
	Error	1064.875	491	2.169			

Table 4.12: ANOVA for attitudes toward low- and high-involvement products

Product Involvement	Fan ID	<i>Mean</i>	<i>SD</i>
Low	Low	5.02	0.05
	High	5.01	0.10
High	Low	4.38	0.08
	High	4.72	0.16

Table 4.13: Mean attitude scores by product involvement

Team	Product Involvement	Fan ID	<i>Mean</i>	<i>SD</i>	N
Crew	Low	Low	4.95	1.57	540
		High	5.16	1.65	248
	High	Low	4.31	1.25	165
		High	4.81	1.35	72
Destroyers	Low	Low	5.09	1.58	698
		High	4.86	1.58	92
	High	Low	4.45	1.61	225
		High	4.63	1.78	31

Table 4.14: Mean attitude scores by team

Sponsors	Fan Identification	<i>M</i>	<i>SD</i>
Huntington	Low	4.31	1.25
	High	4.81	1.35
Fifth Third	Low	4.45	1.61
	High	4.63	1.78
Value City	Low	4.28	1.28
	High	4.44	1.39
Sofa Express	Low	4.46	1.19
	High	4.37	.87
Pepsi	Low	4.92	1.73
	High	5.22	1.80
Dr. Pepper	Low	4.96	1.86
	High	4.60	1.88
BW3	Low	5.60	1.36
	High	5.76	1.47
Wendy's	Low	5.76	1.30
	High	5.49	1.51

Table 4.15: Low- and high-identified fans' attitudes toward each brand

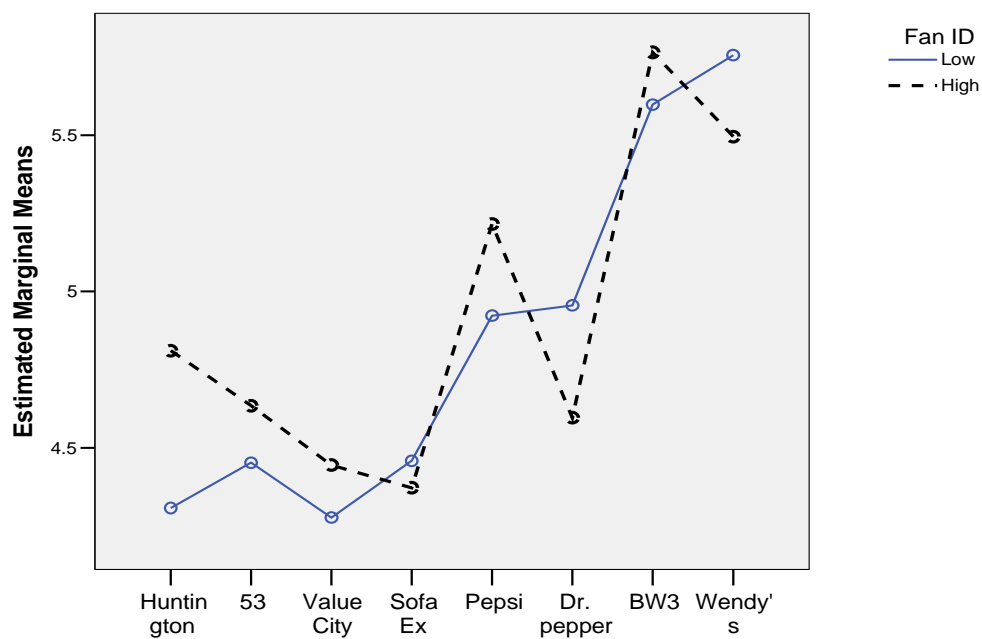


Figure 4.4: Low- and high-identified fans' attitudes toward sponsors

After analyzing attitudes toward sponsors of high- and low-involvement products as a group, two separate analyses were conducted by team. ANOVA results are provided in Table 4.16. As can be seen from the table, fan identification is an important factor in predicting attitudes for the sponsors of the Columbus Crew ($F(1,1077) = 8.27, p < .01$), but not for the sponsors of the Columbus Destroyers ($F(1,1099) = 0.22, p = .64$). Figure 4.5 shows the interaction between fan identification and teams. As can be seen, high-identified fans of the Crew showed more favorable attitudes toward the sponsors, but high-identified fans of the Destroyers showed slightly decreased attitudes toward the sponsors compared to those of low-identified fans, even though it was not statistically significant.

Team	Source	SS	df	MS	F	p	Partial η^2
Crew	Fan ID	19.062	1	19.062	8.267	.004	.008
	Product involvement	53.016	1	53.016	22.993	.000	.021
	Fan ID * Product involvement	1.542	1	1.542	.669	.414	.001
	Error	2483.302	1077	2.306			
Destroyers	Fan ID	.556	1	.556	.220	.639	.000
	Product involvement	29.325	1	29.325	11.619	.001	.010
	Fan ID * Product involvement	1.777	1	1.777	.704	.402	.001
	Error	2773.903	1099	2.524			

Table 4.16: Attitudes toward sponsors of high- vs. low-involvement products by team

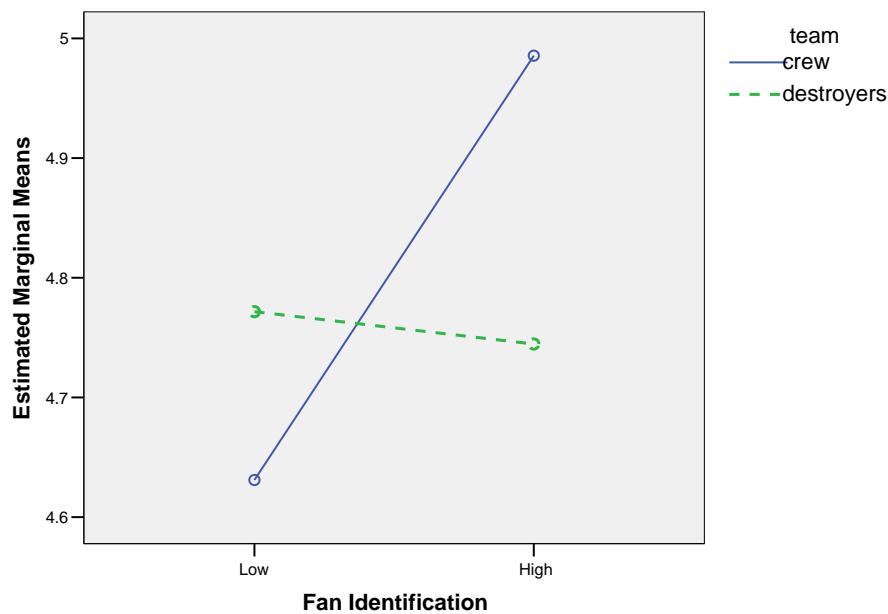


Figure 4.5: High- and low-identified fans' attitudes toward sponsors of each team

Hypothesis 3

Hypothesis 3a predicted that sponsoring companies producing low-involvement products will generate higher purchase intentions toward their brands among fans who are highly identified with the team(s) they sponsor. Hypothesis 3b predicted that there would be no difference in fans' purchase intention toward sponsors of high-involvement products. ANOVA was conducted to address Hypothesis 3; fan identification, team being sponsored, and product involvement were the independent variables for this hypothesis, while purchase intentions served as the dependent variable.

Consistent with past research, the results showed that high-identified fans' purchase intentions toward sponsors were significantly higher ($M = 4.70$) than those of low-identified fans ($M = 4.44$, $F(1, 2155) = 4.97$, $p < .05$). As predicted in hypothesis 3, an interaction was found between fan identification and product involvement ($F(1, 2155) = 3.19$, $p = .07$) (see Table 4.17 and Figure 4.6). However, contrary to what is stated in Hypothesis 3, sponsors producing high-involvement products generated higher purchase intentions among high-identified fans ($M = 4.54$) compared to low-identified fans ($M = 4.06$, $F(1, 532) = 5.35$, $p < .05$), while sponsors producing low-involvement products did not generate higher purchase intentions among high-identified fans (high ID $M=4.90$, low ID $M = 4.85$, $F(1,1623) = .02$, $p > .05$) (see Table 4.18). Participants' mean purchase intention scores by team are provided in Table 4.19. Table 4.20 and Figure 4.7 provide low- and high-identified fans' purchase intentions scores for each sponsor.

<i>Source</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>	<i>Partial η^2</i>
Fan ID	16.063	1	16.063	4.970	.026	.002
Team	.044	1	.044	.014	.907	.000
Product involvement	83.917	1	83.917	25.963	.000	.012
Fan ID * team	30.738	1	30.738	9.510	.002	.004
Fan ID * Product involvement	10.316	1	10.316	3.192	.074	.001
Fan ID* Team * Product involvement	6.187	2	3.094	.957	.384	.001
Error	6965.256	2155	3.232			

a R Squared = .043 (Adjusted R Squared = .040)

Table 4:17: ANOVA for Purchase Intentions (Hypothesis 3)

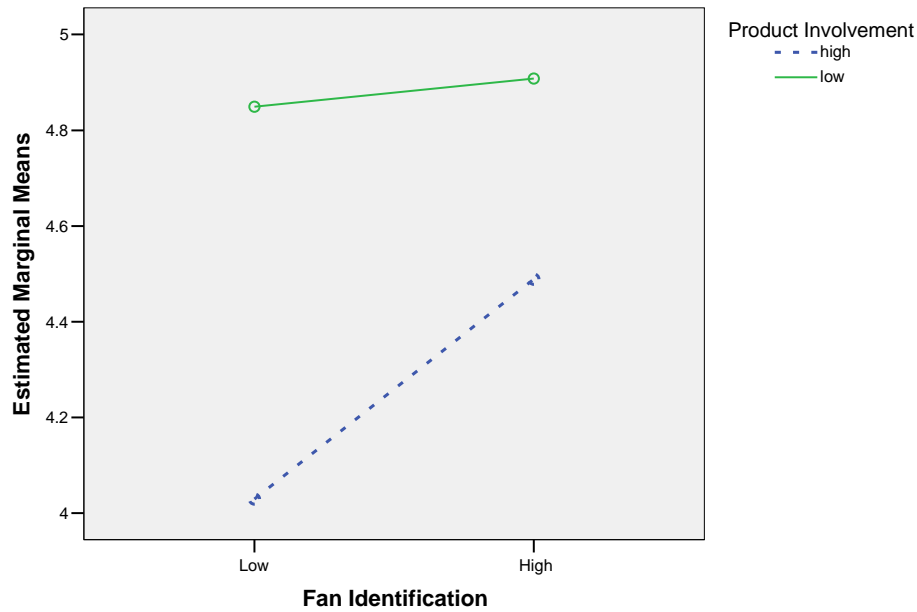


Figure 4. 6: Interaction between fan identification and product involvement in purchase intentions

Product Involvement	Source	SS	df	MS	F	p	Partial η^2
Low	Fan ID	.633	1	.633	.196	.658	.000
	Team	4.086	1	4.086	1.266	.261	.001
	Fan ID* team	37.329	1	37.329	11.569	.001	.007
	Error	5236.713	1623	3.227			
High	Fan ID	17.380	1	17.380	5.349	.021	.010
	Team	1.989	1	1.989	.612	.434	.001
	Fan ID * Team	8.255	1	8.255	2.541	.112	.005
	Error	1728.543	532	3.249			

Table 4.18: ANOVA for purchase intentions toward low- and high-involvement products

Team	Product Involvement	Fan ID	<i>M</i>	<i>SD</i>	N
Crew	Low	Low	4.71	1.85	564
		High	5.17	1.71	249
	High	Low	3.79	1.74	185
		High	4.59	1.58	80
Destroyers	Low	Low	4.98	1.79	717
		High	4.63	1.79	97
	High	Low	4.28	1.90	238
		High	4.42	1.95	33

Table 4.19: Mean purchase intention scores

Product	Fan ID	<i>M</i>	<i>SD</i>
Huntington	Low	3.79	1.74
	High	4.59	1.58
Fifth Third	Low	4.28	1.90
	High	4.42	1.95
Value City	Low	4.23	1.61
	High	4.60	1.49
Sofa Express	Low	4.41	1.53
	High	4.22	1.43
Pepsi	Low	4.63	2.05
	High	5.17	1.94
Dr. pepper	Low	4.65	2.06
	High	4.23	1.86
BW3	Low	5.26	1.70
	High	5.76	1.47
Wendy's	Low	5.84	1.34
	High	5.42	1.80

Table 4.20: Low- and high-identified fans' purchase intentions toward each brand

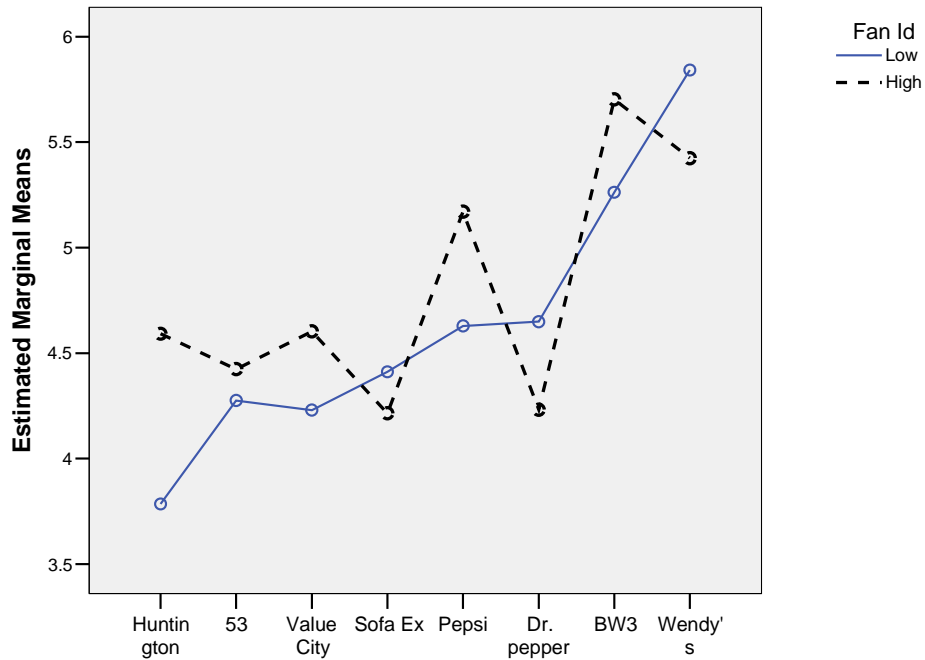


Figure 4.7: Low- and high-identified fans' purchase intentions toward each brand

After analyzing purchase intentions toward sponsors of high- and low-involvement products as a group, two separate analyses were conducted by team. ANOVA results are provided in Table 4.21. As can be seen from the table, fan identification is an important factor in predicting purchase intentions toward the sponsors of the Columbus Crew ($F(1,1128) = 20.83, p < .001$), but not for the sponsors of the Columbus Destroyers ($F(1,1137) = .43, p = .51$). The relationship between fan identification and team being sponsored is shown in Figures 4.8.

Team	Source	SS	df	MS	F	p	Partial η^2
Crew	Fan ID	64.926	1	64.926	20.834	.000	.018
	Product Involvement	124.269	1	124.269	39.877	.000	.034
	Fan ID * Product involvement	2.380	1	2.380	.764	.382	.001
	Error	3515.181	1128	3.116			
Destroyers	Fan ID	1.402	1	1.402	.431	.512	.000
	Product involvement	40.546	1	40.546	12.456	.000	.011
	Fan ID * Product involvement	1.578	1	1.578	.485	.486	.000
	Error	3700.983	1137	3.255			

Table 4.21: Purchase intentions toward sponsors of high- vs. low-involvement products by team

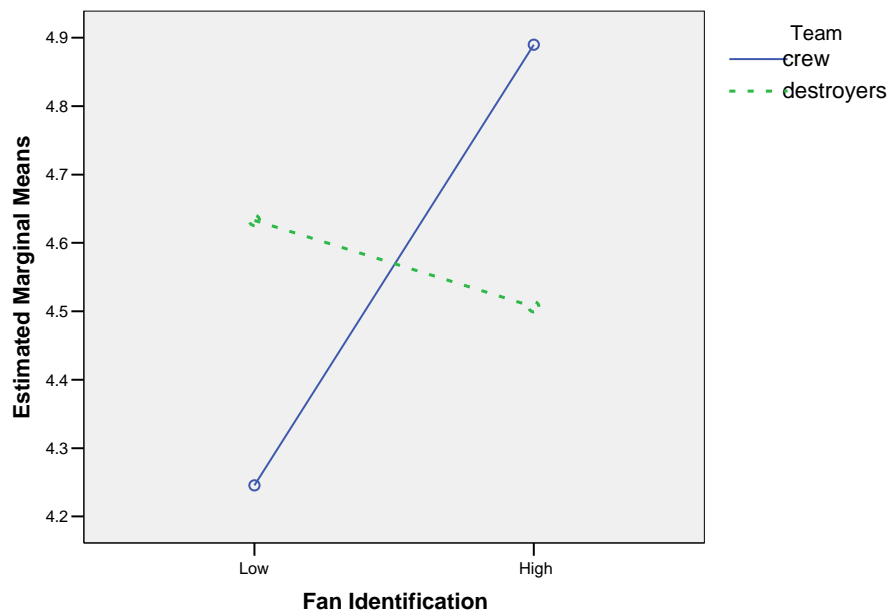


Figure 4.8: High- and low-identified Fans' purchase intentions by team

Hypothesis 4

Hypothesis 4 predicted that highly identified fans will recognize the sponsors better than low-identified fans. A logistic regression analysis was used to address Hypothesis 4. Fan identification, product involvement, and team being sponsored were the independent variables for this analysis, while correct recognition served as the dependent variable (i.e., respondents received a score of 1 when correctly picking the sponsors and 0 when an incorrect sponsor was selected). Test results revealed that there was a significant difference in high- and low-identified fans' test scores ($\chi^2 = 327.46, p < .001$). In addition, an independent *t*-test confirmed that highly identified fans scored significantly higher on the matching test ($M = .46$) than did low-identified fans ($M = .10, F(1, 2242) = -19.57, p < .001$). Therefore, hypothesis 4, individuals who are highly identified with their team(s) recognize sponsors to a greater extent than low-identified fans, was supported (see Table 4.22). In addition, there was an interaction found between fan identification and product involvement ($p = .03$). The separate analyses for high- and low-product involvement showed that high-identified fans with the teams recognized the sponsors of high-involvement products better than those of low-involvement products. The mean scores for the matching test of high and low involvement products were provided in Table 4.23.

	<i>B</i>	<i>S.E.</i>	<i>Wald</i>	<i>df</i>	<i>p</i>
Fan ID	3.057	.532	33.050	1	.000
Product Involvement	.636	.421	2.283	1	.131
Team	-.086	.377	.052	1	.819
Fan ID * Team	.043	.260	.028	1	.868
Fan ID * Product Involvement	-.611	.280	4.754	1	.029
Constant	-5.240	.786	44.439	1	.000

Table 4.22: Logistic regression analysis (Hypothesis 4)

Product Involvement	Fan Identification	<i>M</i>	<i>SD</i>	N
Low	Low	.10	0.31	1326
	High	.43	0.50	357
High	Low	.10	0.30	442
	High	.57	0.50	119

Table 4.23: Mean scores for matching test of low- and high-involvement products

CHAPTER 5

DISCUSSION

The purpose of this study was to determine whether product involvement and fan identification influence sports sponsorship effects as measured in terms of brand awareness, attitudes, and purchase intentions. The inclusion of product involvement in the current study was an attempt to understand sponsorship effects in terms of product category level rather than simply product's brand level. Consistent with past research, fan identification impacted awareness of and purchase intention toward sponsors' brands: High-identified fans show higher awareness and purchase intention toward the sponsors of teams than low-identified fans. However, fan identification did not influence attitudes toward the sponsors of teams. In addition, although interactions were found between fan identification and product involvement in attitudes and purchase intentions as predicted, the direction was opposite with what was expected in hypotheses 2 and 3: High-identified fans showed more favorable attitudes and purchase intentions toward high involvement products rather than low involvement products.

This chapter is organized as follows: First, the results of hypotheses testing are reviewed. Next, additional analyses are conducted to clarify the relationship between fan identification and product involvement influencing sponsorship effects. Next, the chapter

describes the limitations and implications of this study. Lastly, the chapter concludes with recommendations for future research.

Results of Hypotheses Testing

Hypothesis 1

For sports sponsors, brand awareness is important because awareness is a prerequisite for attitudes and purchase intentions. Two methods that have been used to measure consumers' awareness of brands involve either recall or recognition. Recall method was used in this study, since all of the selected brands are widely recognized. Hypothesis 1 predicted that highly identified fans would have greater awareness of sponsors' brands, and the result confirmed that fan identification is an important predictor in awareness of sponsors' brands as a whole.

However, in the followed analyses of high and low involvement products and the sponsors of the Crew and the Destroyers, fan identification did not show any significant difference between high- and low-identified fans. Technically, this is due to the decreased sample sizes, which resulted in reduced statistical power. However, the reason might be also found in other aspects: 1) Skewed fan identification, and 2) the survey format.

Skewed fan identification. A 4-point split method was used to divide respondents into high- and low-identified fans. Because in this study the number of high-identified fans was very small in comparison to low-identified fans, the middle point of the 7-point identification scale was used to reclassify respondents. However, a score of 4 on a 7-point scale actually indicates moderate identification, not high identification. The researcher believes that the failure to obtain an adequate number of highly identified fans

may have somewhat prevented us from observing the effect of fan identification on dependent variables.

The survey format. The format used to measure awareness might reduce the influence of fan identification on awareness. The cover letter that accompanied the survey simply explained that the questionnaire examined consumer attitudes toward various products, and respondents were asked to provide four brand names in each product category (i.e., they were asked to recall brand names). Perhaps it would have been more effective to ask respondents to provide the brand name(s) that first came to mind when they thought of the Columbus Crew/Columbus Destroyers, so the provided answers were a more direct measure of sponsor awareness.

Hypothesis 2

Hypothesis 2 predicted that sponsors producing low-involvement products would generate more favorable attitudes among fans who are highly identified with the sponsored team, while there would be no difference in attitudes toward sponsors producing high-involvement products.

Analyses related to Hypothesis 2 revealed interesting results. An analysis of all sponsors as a whole showed no significant difference in high- and low-identified fans' attitudes toward sponsors' products which is different with past research. As predicted in hypothesis 2, an interaction was found between fan identification and product involvement, so additional analyses were followed by levels of product involvement. Interestingly, these results ran in a direction that was directly opposite Hypothesis 2. Only sponsors producing high-involvement products (i.e., banking services) generated

more favorable attitudes among highly identified fans; however, this finding was only significant for the Columbus Crew sponsor (i.e., Huntington Bank) but not for the Columbus Destroyers sponsor (i.e., Fifth Third Bank).

Another interesting finding was that the Destroyers sponsors producing low-involvement products (i.e., Sofa Express, Dr. Pepper, and Wendy's) scored lower among fans who were highly identified with this team, although the results were not statistically significant. This finding could be related to the fact that the Destroyers may not have fully established their fan base yet. Two years (the amount of time since the Destroyers was introduced in Columbus) may not provide enough time to build a loyal fan base. The finding may also be connected to the fact that sponsors with long-term relationships with teams have greater sponsorship effects, and none of the Destroyers sponsors has sponsored for more than two years. To summarize, only Huntington Bank (high-identified fans $M = 4.81$, low-identified fans $M = 4.31$, $p < .01$), a company producing high-involvement products, generated more favorable attitudes among highly identified fans. It could be possible that Huntington bank is actively involved in sponsorship activities in comparison to other sponsors, so the brand induces more favorable attitudes from high-identified fans.

Hypothesis 3

Hypothesis 3 predicted that sponsoring companies producing low-involvement products would generate higher purchase intentions among highly identified fans with the team they sponsor, while there would be no difference in purchase intentions toward sponsors of high-involvement products. An analysis including all sponsors revealed that

fan identification positively influenced purchase intentions toward sponsors ($p = .03$).

This finding is somewhat intriguing when we consider the relationship between the three dependent variables to be a hierarchy that begins with awareness and ends with purchase behavior (i.e., intention to purchase). According to this logic, the initial steps influence the final outcome. However, the results of this study suggest that this hierarchy does not apply to highly identified fans; their awareness level was higher than that of low-identified fans, but their attitudes were not more favorable toward sponsors than those of low-identified fans. However, their purchase intentions toward the sponsors were higher than low-identified fans. Why is there inconsistent influence of fan identification on dependent variables (i.e., awareness, attitudes, and purchase intentions)? This result means that fans' awareness influences purchase intentions without affecting attitudes which are believed to be cognitive in nature. In other words, the result suggests that the sponsorship works at the unconscious level rather than influencing a cognitive aspect.

In subsequent analyses of purchase intention by team, consistent with the analysis of attitudes, Columbus Crew sponsors obtained higher purchase intention among highly identified fans, while there was no significant difference in high- and low-identified fans' purchase intentions toward Columbus Destroyers sponsors. (The mean purchase intention score was higher among high-identified fans only for Fifth Third, while these fans yielded lower purchase intention scores for all other Destroyers sponsors although they were not statistically significant.) Although Huntington, a Crew sponsor producing high-involvement products, showed the greatest difference in purchase intentions among high- vs. low-identified fans (high-identified fans $M = 4.59$, low-identified fans $M = 3.79$, $p < .05$), all other Crew sponsors also obtained higher purchase intentions among highly

identified fans, and these findings were either significant or marginally significant (i.e., Pepsi $p = .04$; BW3 $p = .04$, Value City $p = .08$). This outcome implies that a sponsored team by companies might influence sponsorship effects. In this process, a sponsored team and sponsoring companies are closely related. Therefore, it is conceivable that if a sponsored team's performance is bad or it has negative images, it can be transferred to the sponsoring companies, which in turn, negatively influence sponsorship effects. It is assumed that the reason of sponsors of the Destroyers were not getting as much as sponsorship effect as those of the Crew might be related to the Destroyers' bad performance in this season.

Hypothesis 4

Hypothesis 4 predicted that highly identified fans would perform better on a test in which they were asked to match a brand with a sponsored team (response options were "Columbus Crew," "Columbus Destroyers," and "don't know"). As predicted, highly identified fans of both teams yielded mean scores that were significantly higher than those of low-identified fans ($p < .001$).

The matching test, a direct measure of sponsors' brand awareness, confirmed the results of the hypothesis 1. The only difference is that the influence of fan identification in the matching test was stronger than that in awareness. As discussed earlier, the possible reason is that the awareness measure found in the questionnaire might not have captured actual awareness of sponsors since it did not provide any clues regarding sponsorship or teams. In addition, respondents were asked to recall four brands per product category, and most respondents provided complete responses. It is assumed that

in the process of providing four brands rather than just one or two, the distinction between high- and low-identified fans was blurred.

To summarize, the matching test showed consistent results with hypothesis 1, and reveals the extent to which respondents recognize the sponsors of teams. In conclusion, fan identification positively influences fans' awareness of sponsors: High-identified fans are more aware of team sponsors than low-identified fans.

Additional analyses

In the analyses used to address the study hypotheses, integrated results were not found for either fan identification or product involvement. The researcher, thus, decided to conduct two additional analyses, one related to "post-attitudes" and the other related to "post-purchase intentions". These tests (of "post-attitudes" and "post-purchase intentions") were measured once respondents were informed of the sponsors' identity in addition to the initial measures of attitudes and purchase intentions.

With regard to the post-attitudes analysis, analysis of covariance (ANCOVA) was conducted with product involvement, team being sponsored, and fan identification as the independent variables; attitudes as a covariate; and post-attitudes as a dependent variable. The result showed that post-attitudes among high-identified fans ($M = 5.24$) are significantly higher than those of low-identified fans ($M=4.77$, $F(1, 2057) = 54.29$, $p < .001$) (see Table 5.1). As predicted, there was a marginally significant interaction between product involvement and fan identification ($F(1, 2057) = 3.56$, $p = .06$): High-identified fans ($M = 5.29$) showed more favorable attitudes than low-identified fans ($M = 4.70$) toward low-product involvement. For the sponsors of high-involvement products,

the difference between high-identified ($M = 4.83$) and low-identified ($M = 5.18$) was not as big as for those of low-involvement products (see Figure 5.1).

Source	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>p</i>
Attitudes	2955.985	1	2955.985	3425.854	.000
Team	9.852	1	9.852	11.418	.001
Product involvement	.012	1	.012	.014	.906
Fan Identification	46.847	1	46.847	54.294	.000
Team * Fan Identification	19.497	1	19.497	22.597	.000
Product involvement * Fan Identification	3.074	1	3.074	3.562	.059
Team * Product involvement * Fan Identification	3.399	1	3.399	3.939	.047
Error	1774.875	2057	.863		

a R Squared = .636 (Adjusted R Squared = .634)

Table 5.1: ANCOVA for post-attitudes toward sponsors

Table 5.1 also showed that post-attitudes were significantly different by teams: There was a bigger gap in post-attitudes between high- ($M= 5.50$) and low-identified Destroyers fans ($M=4.72$) compared to the fans of the Crew (high fan ID $M=4.98$, low fan ID $M= 4.81$). This result is closely related the fact that Destroyers sponsors did not generate higher attitudes and purchase intentions among highly identified fans in the initial measurement of attitudes. After receiving information regarding the sponsors' identity, Destroyers fans showed significantly higher attitudes and purchase intentions toward sponsors. On the other hand, high-identified fans of the Crew had already shown

higher attitudes and purchase intentions, so they did not show as much increase as those of Destroyers fans. This shows that sponsorship effects can be different by the sponsoring teams. It is assumed that the team characteristics sponsorship effects. In addition, it suggests that sponsors should get out and inform their sponsorship to the fans: Since once fans acknowledge this, they are more likely to show more favorable attitudes toward the sponsors.

Finally, there was a three-way interaction among product involvement, fan identification, and team being sponsored ($F(1, 2057) = 3.94, p < .05$), which shows that sponsorship's influence on consumers' attitudes only applies with specific products (in this case, low-involvement products). This test confirms that people are more likely to change their attitudes toward low involvement products since the perceived risk related to them is low. However, these changes were not for everyone. The significant attitude changes only occurred among high-identified fans. This is consistent with past research in that sponsorship is only effective among high-identified fans, and the extent of sponsorship effects might be different by sponsored teams.

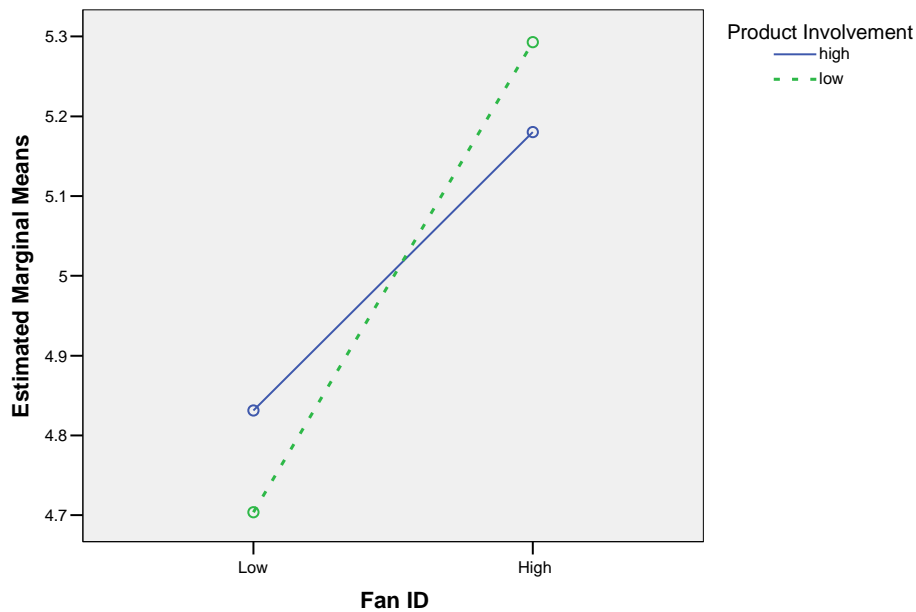


Figure 5.1: Interaction between product involvement and fan identification on post-attitudes toward sponsors

The post-purchase intention analysis also utilized ANCOVA. In this analysis, fan identification, team being sponsored, and product involvement were the independent variables; purchase intention served as a covariate; and post-purchase intention served as the dependent variable. The results of this analysis revealed that post-purchase intentions among high-identified fans ($M = 4.89$) are significantly higher than those of low-identified fans ($M=4.60$, $F(1,2151) = 19.99$, $p < .001$). The post-purchase intention analysis resulted in patterns that are similar to those found in the analysis of post-attitudes. There was an interaction between product involvement and fan identification (F

(1, 2151) = 6.51, $p < .05$): High-identified fans ($M = 5.05$) showed significantly higher post-purchase intention than low-identified fans ($M = 4.59$) toward low involvement products. However, there was no significant difference between high- ($M = 4.74$) and low-identified fans ($M = 4.61$) toward the sponsors of high involvement products (see Figure 5.2). This result shows that highly identified fans were more likely to change their purchase intention toward low involvement products rather than high involvement products.

There was another interaction between team being sponsored and fan identification ($F(1, 2151) = 7.09, p < .01$). Consistent to the results of post-attitudes, high-identified fans ($M = 5.02$) of the Destroyers showed a significantly higher post-purchase intentions compared to those of low-identified fans ($M = 4.55$) while there was no significant difference among high- ($M = 4.65$) and low-identified fans ($M = 4.76$) with the Crew. Finally, a three-way interaction was found between fan identification, product involvement, and team being sponsored ($F(1, 2151) = 3.96, p < .05$) (see Table 5.2).

Source	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>
Purchase intention	4515.475	1	4515.475	4704.374	.000
Fan ID	19.185	1	19.185	19.988	.000
Product involvement	4.697	1	4.697	4.893	.027
Team	1.438	1	1.438	1.498	.221
Fan ID * Product involvement	6.246	1	6.246	6.507	.011
Fan ID * Team	6.801	1	6.801	7.086	.008
Product involvement * team	2.889	1	2.889	3.010	.083
Fan ID * product involvement * team	3.800	1	3.800	3.959	.047
Error	2064.629	2151	.960		

a R Squared = .698 (Adjusted R Squared = .697)

Table 5.2: ANCOVA for post-purchase intentions toward sponsors

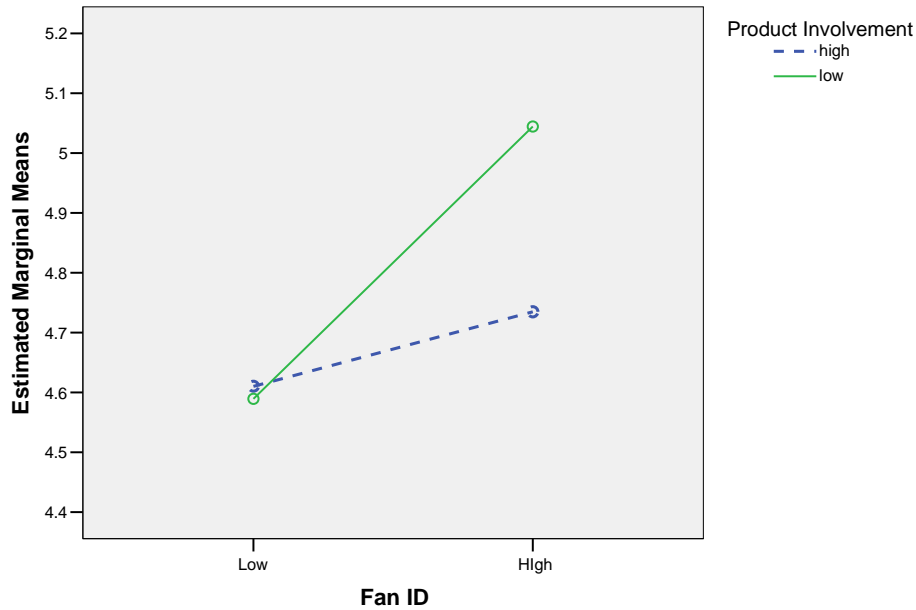


Figure 5.2: Interaction between product involvement and fan identification on post-purchase intentions toward sponsors

The results of the two additional analyses confirmed that sponsorship effects are influenced by the interaction of product involvement and fan identification as predicted in hypotheses 2 and 3. In other words, high-identified fans showed a willingness to change their attitudes and purchase intentions toward sponsors, especially more for the sponsors of low-involvement products. This results of additional analyses are consistent with one of the mechanisms of sponsorship effects discussed in Chapter 2, namely, the extension of goodwill (Bennett, 1999; Meenaghan, 2001b), since respondents showed more favorable attitudes and purchase intention after they realize the identity of sponsors. However, it seems that their extension of goodwill was selective depending on the product involvement. This result makes the fact that Huntington Bank (i.e., high involvement product) induced more favorable attitudes and higher purchase intention among high-identified fans even more interesting.

The results of hypotheses testing suggest that at least in this study, the “exposure effect” was not a manifest mechanism in explaining sponsorship effects. If it did, we should have discovered consistent results throughout the dependent variables of awareness, attitudes, and purchase intentions: Although we found significant differences in awareness and purchase intentions for some sponsors, there was no significant difference in attitudes among high- and low-identified fans. In addition, the fact that there were more favorable attitudes and higher purchase intention toward high involvement products confirms that “exposure effect” was not the reason of sponsorship: exposure effects are more likely to influence the attitudes and purchase intentions toward low involvement products.

It is very interesting that highly identified fans showed more favorable attitudes and purchase intentions toward a high involvement product (i.e., banking services) in the initial tests. The possible reason might be the given sponsor leveraged its sponsorship right effectively compared to other sponsors. Or, it is conceivable that the given sponsor used the mechanism of “social identity” to influence fans, so using their products or services were regarded as symbols of high-identified fans of the team. It can be assumed that if a sponsor want to use the “social identity” to influence fans, it is more effective when their products/ services are public-consumed ones, so others can see.

It is noteworthy that once high-identified fans were aware of the identity of sponsors, they showed higher attitudes and purchase intentions especially for low involvement products. This provides a direct evidence of fans’ goodwill extension to the sponsors. Therefore, it is important for sponsoring companies to let people know that they are the sponsors of a given team via various activities to collect the benefits from sponsorship.

Limitations

Four limitations which might have prevented us from obtaining better results include 1) the limited number of highly identified fans, which resulted in a 4-point split method for categorizing fans as high- or low-identified; 2) a changed product involvement category, which resulted in only one high-involvement product and three low-involvement products; 3) a negative counter-effect resulting from the fact that respondents were asked about the sponsors of both teams; and 4) the failure to control for other marketing communication activities which may influence consumers.

Lack of highly identified fans

Although initially the Columbus Blue Jackets and The Ohio State Buckeyes were selected as the sports teams in this study, this plan was changed due to the NHL lockout in 2005; thus, the two teams chosen for this study were the Columbus Crew and the Columbus Destroyers. We were concerned about whether we would be able to obtain enough high-identified respondents early in the study, as we collected only 119 surveys from high-identified respondents (86 were Columbus Destroyers fans and 33 were Columbus Crew fans). The fan identification distribution was positively skewed, and this phenomenon was more significant for the Columbus Destroyers, who are only in their second season in Columbus. As discussed earlier, it may be that the Destroyers, as a new team, have not yet built a strong fan base in Columbus; moreover their weak fan base may be due in part to competition with the strong Ohio State University football program, which has a long tradition.

Data analysis revealed that the Crew (which was introduced in Columbus in 1994) has more loyal fans than do the Destroyers. However, even the Crew's fan identification distribution was positively skewed. This reflects the status of soccer in the states (soccer is the fifth most popular major sport), whose fan base is not as strong as that of the other major sports. Because the two teams selected for this study made it difficult to obtain highly identified fans, we used the 4-point split method for categorizing fans as high- or low-identified. A more desirable method is the tripartite method, which uses only the upper 33% and the lower 33%, discarding the middle 34%. The tripartite method would have shown a clearer influence of fan identification on sponsorship effects.

The difficulty in obtaining enough high-identified fans is not only a problem for the study, but also a problem for the effectiveness of sponsorship since sponsorship is effective for high-identified fans. Sport marketers should think the meaning of sponsoring unpopular sports or teams before they make a decision in sponsorship.

One high involvement product

The four product categories selected for this study included banking services, furniture stores, fast food restaurants, and soft drinks. Selection criteria were as follows: 1) a given product category should apply to both of the selected teams, and 2) each team should have different sponsors (i.e., a sponsor of one team should not also sponsor the other team). The selected products were the only products which fit this criteria.

A manipulation check of the product involvement variable in the main study revealed that the “furniture store” category received the lowest product involvement score, although this category was initially selected as a high-involvement product on the pilot study. Therefore, the category was considered a low-involvement category in further analyses, resulting in only one high-involvement product (i.e., banking services) and three low-involvement products. This approach prevented a more general examination of the influence of high involvement products on sponsorship.

Repeated measure

In this study, all respondents answered questions regarding both Columbus Crew and Columbus Destroyers sponsors. It is suspected that, once respondents were informed of sponsors’ identity, high-identified fans’ attitudes and purchase intentions changed not

only in relation to their team's sponsors, but also in relation (i.e., negatively) to sponsors of the other team. That is, our survey format might have caused respondents to act as though the two teams were in competition such that if some companies sponsored the other team, respondents felt unfavorable toward them. Although a repeated measure is a good way to obtain sufficient data from a limited number of subjects, any counter-effect resulting from the repeated measure in our study hinders our ability to isolate the influence of fan identification on sponsorship effects.

Other activities of marketing communication

Sponsorship is just one of the tools of marketing communications, yet consumers are not influenced by specific communication tools in isolation, but instead by integrated communications that include advertising, promotions, and public relations. Because of the difficulty in controlling for these outside variables, along with an assumption that these variables' influence would not be significantly different among individuals, exterior variables were disregarded in this study. However, it should be considered that sponsoring companies that leverage their position effectively in relation to other marketing communications, have more sponsorship effect.

Implications

As the number of dollars spent on sponsorship throughout the world rapidly increases, the need for objective and scientific ways to measure sponsorship efficacy is also increasing. Komorosky and Biemond (1996) stated that developing a system to measure sponsorship effects is necessary to justify and continue sponsorship deals. This

study contributes to scholarly efforts to expand the scope of the research on sponsorship effects by including a new variable of product involvement. Although the effect of product involvement on sponsorship was not clear in the initial measures of attitudes and purchase intentions, subsequent tests revealed that this variable did exert an influence on attitudes and purchase intention toward sponsors. This study also replicated a finding of prior studies, namely, that fan identification is an important factor in understanding sponsorship effects.

The present study suggests that sponsorship effects originate more from an extension of goodwill rather than exposure and familiarity. Our initial measures of awareness, attitudes, and purchase intentions suggest that the influence of fan identification was weak. However, once respondents were informed of the sponsors' identity, highly identified fans showed significantly more favorable attitudes and purchase intention toward sponsors. Interestingly, however, these highly identified fans were conditional in their loyalty: Although there was a significant change in their attitudes and purchase intention toward sponsors producing low-involvement products, this result did not hold for sponsors producing high-involvement products. This finding confirms the influence of product involvement on consumers' decision process (Blackwell et al., 2001). Even committed fans consider the costs and benefits associated with high-involvement products, rather than remaining blindly loyal to all the sponsors of their teams. By including new variables in sponsorship studies, we are one step closer to unveiling the secrets of sponsorship effects. This study can help corporate marketers to develop a better understanding of what sponsorship can and cannot bring to their companies. The study also reminds marketers that they need to consider the type of

products they supply (i.e., whether high- or low-involvement) when considering sponsorship participation.

Recommendations for Future Research

First, the current study should be conducted with other teams to determine whether its results can be replicated. In future studies, it may be desirable to select teams that are likely to have sufficient numbers of high-identified fans. To facilitate a simpler design and a more accurate analysis, future studies should ask respondents to answer questions regarding only one team's sponsors. According to the results of this study, sponsors producing high-involvement products are not benefiting from sponsorship to same extent as sponsors producing low-involvement products. However, we see many sponsors of high-involvement products out there, and again, their sponsorship would be relatively ineffective in changing consumers' attitudes and behavior. It would be interesting to investigate the objectives of these companies' participation in sponsorship through an interview with the companies' decision makers. This type of study might reveal different reasons for companies' participation in sponsorship programs.

Another future study might examine how "feeling products" and "thinking products" influence sponsorship effects. The examples of feeling products are perfumes and self-expressive products such as clothing, which are closely related to the emotional aspects. The examples of thinking products are insurances or cameras, where consumers are more involved rationally. "Thinking" and "feeling" products are known to induce different decision making processes among consumers, and how these different decision process influence sponsorship effect would be interesting. By adding new variables to sponsorship studies, we can achieve a broader understanding of sponsorship effects.

APPENDIX A
PILOT STUDY QUESTIONNAIRE

Dear Participant:

I am a Sport Management Ph.D. student in the School of Physical Activity and Educational Services at The Ohio State University. I am interested in people's attitude in various consumer products and would appreciate if you would answer the attached questionnaire.

I have included a questionnaire that will take you around 15 minutes to complete. There is no known physical or psychological risk associated with completing this survey. Your participation is entirely voluntary and you may withdraw from completing the survey at any time. Your confidentiality will be maintained, as individual responses will not be identified in the final report. The published results will not refer to any individual, and the discussion will be based upon group data.

I am grateful for your time and will deeply appreciate your assistance with this project. Thank you very much.

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Consumer Survey

The purpose of this study is to better understand how consumers think about different product categories and specific brands within those product categories. You will answer a series of questions relating to **Six** product categories: **Banks** (Fifth Third / Huntington), **Fast Food Restaurant** (Wendy's), **Furniture** (Sofa Express/ Value City Furniture), **Sport Bar** (Buffalo Wild Wings), **Soft Drinks** (Dr. Pepper/ Pepsi), and **Sport Goods** (Adidas / Spalding). For each product category, we are interested in knowing how you feel toward the product category as whole.

Part I: Feelings toward Product Categories

When responding to the following questions, please tell us how YOU feel toward each product category by checking the most appropriate box.

	Unimportant					Important	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Of no concern to me					Of Concern to me	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Irrelevant					Relevant	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Means nothing to me				Means a lot to me			
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Useless				Useful			
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Worthless				Valuable			
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Trivial				Fundamental			
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not beneficial					Beneficial	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Doesn't matter					Matters to me	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Uninterested					Interested	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Insignificant					Significant	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Superfluous						Vital
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Boring					Interesting	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Unexciting					Exciting	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Unappealing					Appealing	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Mundane					Fascinating	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Nonessential					Essential	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Undesirable					Desirable	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Unwanted					Wanted	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not Needed						Needed
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast Food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Finally, please tell us about yourself.

What is your age? _____

Gender: Male _____ Female _____

Race/ Ethnicity: African-American (Black) _____ Asian _____

Caucasian _____ Hispanic _____ Other (specify) _____

Thank you for completing this survey!

APPENDIX B
MAIN STUDY QUESTIONNAIRE

Dear Participant:

I am a Sport Management Ph.D. student in the School of Physical Activity and Educational Services at The Ohio State University. I am interested in people's attitude in various consumer products and would appreciate if you would answer the attached questionnaire.

I have included a questionnaire that will take you around 15 minutes to complete. There is no known physical or psychological risk associated with completing this survey. Your participation is entirely voluntary and you may withdraw from completing the survey at any time. Your confidentiality will be maintained, as individual responses will not be identified in the final report. The published results will not refer to any individual, and the discussion will be based upon group data.

I am grateful for your time and will deeply appreciate your assistance with this project. Thank you very much.

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College of Education
School of PAES
Sport Management

Dr. Donna L. Pastore
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Email: pastore.3@osu.edu
College of Education
School of PAES
Sport Management

Consumer Survey

The purpose of this study is to better understand how consumers perceive different brands and measure possible influencing factors.

Part 1.1

Please list four companies per each category that come to your mind first.

BANKs

A. _____

B. _____

C. _____

D. _____

FAST FOOD RESTAURANTs

A. _____

B. _____

C. _____

D. _____

FURNITURE STOREs

A. _____

B. _____

C. _____

D. _____

SOFT DRINKs

A. _____

B. _____

C. _____

D. _____

SPORT BARs

A. _____

B. _____

C. _____

D. _____

Part 1.2.

Please tell us how you feel toward each of the brands listed below by checking the box that most appropriately expresses your opinion.

	Strongly Dislike		Neutral			Strongly like		Do Not Know
<u>Banks:</u>								
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Fast Food Restaurants:</u>								
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Furniture Stores:</u>								
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Soft Drinks:</u>								
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Sport Bars</u>								
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly Unfavorable		Neutral			Strongly Favorable		Do Not Know
<u>Banks:</u>								
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Fast Food Restaurant:</u>								
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Furniture:</u>								
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Soft Drinks:</u>								
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Sport Bars</u>								
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Negative		Neutral			Positive		Don't Know
<u>Banks:</u>								
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Fast Food Restaurant:</u>								
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Furniture:</u>								
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Soft Drinks:</u>								
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Sport Bars</u>								
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 1.3 Purchase Intention

Imagine that you are currently in need of making a purchase decision in each of the product categories. Please tell us how likely you would purchase each of the brands listed by checking the box that most appropriately expresses your intention to purchase.

	Unlikely		Neutral			Likely		Do Not Know
<u>Banks:</u>								
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Fast Food Restaurant:</u>								
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Furniture:</u>								
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Soft Drinks:</u>								
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Sport Bars</u>								
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Definitely Would Not			Neutral			Definitely Would		Do Not Know
<u>Banks:</u>									
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Fast Food Restaurant:</u>									
Wendy’s	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Furniture:</u>									
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Soft Drinks:</u>									
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Sport Bars</u>									
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Improbable			Neutral			Probable		Do Not Know
<u>Banks:</u>									
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Fast Food Restaurant:</u>									
Wendy’s	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Furniture:</u>									
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Soft Drinks:</u>									
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Sport Bars</u>									
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 2. Please tell us how YOU feel toward each product category by checking the most appropriate box.

	Unimportant					Important	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Means nothing to me					Means a lot to me	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Doesn't matter					Matters to me	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Insignificant					Significant	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Of no concern					Of concern to me	
Banks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft Drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 3.

Please **Circle** the number which reflects your feeling about Columbus Crew (Major League Soccer Team).

Strongly Disagree ←————→ Strongly Agree

1. I would experience a loss if I had to stop being a fan of the Columbus Crew

1 2 3 4 5 6 7

2. I consider myself to be a “real” fan of the Columbus Crew

1 2 3 4 5 6 7

3. Being a fan of the Columbus Crew is very important to me.

1 2 3 4 5 6 7

Please **Circle** the number which reflects your feeling about Columbus Destroyers (Arena Football League Team).

Strongly Disagree ←————→ Strongly Agree

1. I would experience a loss if I had to stop being a fan of the Columbus Destroyers

1 2 3 4 5 6 7

2. I consider myself to be a “real” fan of the Columbus Destroyers.

1 2 3 4 5 6 7

3. Being a fan of the Columbus Destroyers is very important to me.

1 2 3 4 5 6 7

Part 4.

For each of the following brands, please indicate whether you believe the brand is an official sponsor of the Columbus Destroyers, the Columbus Crew.

Fifth Third Bank is a sponsor of: ☐ The Columbus Destroyers
☐ The Columbus Crew
☐ Don't know

Huntington is a sponsor of: ☐ The Columbus Destroyers
☐ The Columbus Crew
☐ Don't know

Buffalo Wild Wings is a sponsor of: ☐ The Columbus Destroyers
☐ The Columbus Crew
☐ Don't know

Wendy's is a sponsor of: ☐ The Columbus Destroyers
☐ The Columbus Crew
☐ Don't know

Sofa Express is a sponsor of: ☐ The Columbus Destroyers
☐ The Columbus Crew
☐ Don't know

Value City Furniture is a sponsor of: ☐ The Columbus Destroyers
☐ The Columbus Crew
☐ Don't know

Dr. Pepper is a sponsor of: ☐ The Columbus Destroyers
☐ The Columbus Crew
☐ Don't know

Pepsi is a sponsor of: ☐ The Columbus Destroyers
☐ The Columbus Crew
☐ Don't know

Part 5. 1

Please indicate (re-rate) how you feel toward each of the brands listed below by checking the box that most appropriately expresses your opinion knowing that the **following brands are SPONSORS of the Columbus Crew**

	Strongly Dislike			Neutral			Strongly Like
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly Unfavorable			Neutral			Strongly Favorable
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Negative			Neutral			Positive
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Imagine that you are currently in need of making a purchase decision in each of the product categories. Please indicate (Re-rate) us how likely you would purchase each of the brands knowing that the **following brands are SPONSORS** of the **Columbus Crew**

	Unlikely			Neutral			Likely
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Definitely would not			Neutral			Definitely would
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Improbable			Neutral			Probable
Huntington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffalo Wild Wings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value City Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pepsi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate (re-rate) how you feel toward each of the brands listed below by checking the box that most appropriately expresses your opinion knowing that each the **following brands are(or were) SPONSORS** of the **Columbus Destroyers**

	Strongly Dislike			Neutral			Strongly Like
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly Unfavorable			Neutral			Strongly Favorable
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Negative			Neutral			Positive
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Imagine that you are currently in need of making a purchase decision in each of the product categories. Please indicate (Re-rate) how likely you would purchase each of the brands knowing that each the **following brands are (or were) SPONSORS** of the **Columbus Destroyers**

	Unlikely			Neutral			Likely
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Definitely would not			Neutral			Definitely would
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Improbable			Neutral			Probable
Fifth Third Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sofa Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dr. Pepper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 6. Please tell me about yourself.

1. What is your age? _____

2. Gender: Male_____ Female_____

3. Race/ Ethnicity: African-American (Black)_____ Asian:_____

Caucasian _____ Hispanic _____ Other (specify) _____

4. Income

Less than \$ 30,000 _____
 \$ 30,0001-\$ 50,000 _____
 \$ 50,0001-\$ 75,000 _____
 \$ 75,0001 or more _____

APPENDIX C
TEAM SPONSORS

Sponsors of Columbus Crew

Huntington

Pepsi

Ohio health

US Youth Soccer

Donatos Pizza

Adidas

Sodexo (Sport & Leisure Services)

Kohl's

Got milk?

DSW

Value City Furniture

The Columbus Dispatch

Dominion Home

Ohio Riverside Sports Medicine

Time Warner Cable

BW3

Sponsors of the Columbus Destroyers

Presenting sponsor for the inaugural season

Germane motor company

Team Partners

A.D Farrow (Harley dealer)
Bud-Light (Anheuser-Busch)
Blues Station
Brown-Forman (cocktail)
City Barbeque
Crown Plaza
Dairy Queen
Donatos Pizza
Fifth-Third Bank
Nationwide Insurance
Ohio Health
Sofa Express
Thrifty Car Rental
Time Warner Cable
Tuffy Auto Service
Wendy's
Dr. Pepper

AFL Partners

ADT Security Systems
Antigua Sport
Champs(sport restaurant)
Drew Pearson (marketing)
Spalding
U.S Army
Nestle-Baby Ruth
Riddell

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