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Sport sponsorship impact on brand equity

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Abstract

Sponsorship has become one of the most powerful marketing tools in sports industry. It was therefore necessary to study the effects of experiential marketing activation and satisfaction with sponsorship on brand equity and intention to purchase in sports context. It was found that experiential marketing activation builds strong brand equity because it creates intimate relationships and positive perceptions towards brand. Sponsorship satisfaction through trust and shared values adds brand loyalty and positive attitude of consumers. Also, brand equity including brand awareness, image, and loyalty can result to purchase intention. And an effective sponsorship strategy, including targeted event selection and innovative marketing, can really increase brand recall and influence consumer behavior. Finally, this study shows the effectiveness of sports sponsorship to build brand equity which can become purchase intention.

Keywords/tags: Sport sponsorship, Brand equity, Experiential marketing, Sponsorship satisfaction, Purchase intention, Brand awareness, Brand loyalty, Marketing activation, Consumer behavior, Event marketing.

Content

1 Introduction	1
1.1 Background, motivation, and purpose	1
1.2 Research objectives, questions and approach	1
1.3 Thesis structure	2
2 Literature review	2
2.1 Sponsorship	2
2.2 Experiential marketing activation	3
2.3 Satisfaction with sponsorship	4
2.4 Brand equity	4
2.4.1 Brand value	5
2.4.2 Brand strenght.....	5
2.4.3 Brand Image	5
2.5 Purchase intention	6
2.6 Identified Research Gap	6
2.7 Theoretical Framework	8
3 Research methods and implementation	11
3.1 Research context	11
3.2 Research design	11
3.2.1 Research philosophy	11
3.2.2 Research approach to theory development	11
3.2.3 Research methodological choices.....	11
3.2.4 Research strategy.....	11
3.2.5 Time horizon.....	12
3.3 Data collection	12
3.4 Data analysis	12
3.4.1 Quantitative data analysis	12
3.4.2 Qualitative data analysis	12
3.5 Ethical considerations	15
4 Research Results	15
4.1 Experimental marketing activation impact on brand equity in sport sponsorship	16
4.1.1 Event Strategy.....	17
4.1.2 Sponsorship Strategy.....	18
4.2 Satisfaction with sponsorship and its impact on brand equity in sport sponsorship	22
4.2.1 Brand satisfaction.....	23
4.2.2 Customer satisfaction	24
4.2.3 Relationship	25
4.2.4 Quantify.....	26
4.3 Brand equity impact on Purchase intention in sport sponsorship	27
4.3.1 Brand awareness	28
4.3.1 Brand experience	29

4.3.2	Brand image.....	29
4.3.3	Brand value.....	30
4.3.4	Brand loyalty.....	30
4.3.5	Quantify.....	31
4.4	Purchase intention as a result of sport sponsorship and its impact on brand equity.....	32
4.4.1	Behavioral intention.....	33
4.4.2	Process.....	34
4.4.3	Quantify.....	35
5	Discussion.....	36
5.1	Limitations, reliability and validity.....	36
5.2	Answering the research questions.....	36
5.3	Dialogue between key results and knowledge base.....	37
5.4	Compliance with research ethics guidelines.....	37
6	Conclusions.....	38
6.1	Key Findings.....	38
6.2	Managerial implications.....	38
6.3	Recommendations for future research.....	39
	References.....	39
	Appendix.....	43
	Appendix 1. Quotes from relevant publications to highlight the results of Figure 2.....	43
	Appendix 2. Quotes from relevant publications to highlight the results of Figure 3.....	59
	Appendix 3. Quotes from relevant publications to highlight the results of Figure 4.....	68
	Appendix 4. Quotes from relevant publications to highlight the results of Figure 5.....	84

1 Introduction

In today's world, the connection between sport and business is strong. According to Slack, T. (2004), the modern sport is characterized by its close relationship with company. He highlights that brands are everywhere: arenas, stadiums, athletes and events. That shows the presence and key role of sport sponsorship. Brands use sports to advertise and boost their own brand value and this unusual marketing strategy is important to understand both for sponsors and sponsored.

Slack, T. (2004) examined the commercialization of sport in his book. He argued that the intensity of the business link to sport has impressively increased in recent years. His observations from 2004 are still relevant today. Indeed, sponsorship was already increasing and today we have the necessary retrospective to study what is the impact of sponsorship on companies' equity. This thesis will report with secondary data the effectiveness of sponsorship. Nevertheless, the impact on companies is a significant subject, then we are going to look closer at brand equity. Brand equity represents the added value that a brand brings to a product in the eyes of consumers. Several studies have developed this subject, most of them using Aaker's model to define it. Aaker states that brand loyalty, brand awareness, perceived quality and brand image are the key aspects of brand equity (Aaker, 1991).

1.1 Background, motivation, and purpose

First, the author's interest in this topic comes from curiosity and a strong passion for sport management and sponsorship. On the other hand, this choice is influenced by career ambitions, as the author aims to have a career in sport management.

1.2 Research objectives, questions and approach

The goal of this study is to regroup data about the sponsorship and brand equity to prove the author's hypotheses that this way of advertising is very interesting and efficient. In using archival data, the objective is to harvest knowledge from existing studies. How do experiential marketing activation and satisfaction with sponsorship impact brand equity and purchase intention in the sport industry? The research objective is to find out how do experiential marketing activation and

satisfaction with sponsorship impact brand equity and purchase intention in sport industry through archival research based on secondary data from relevant publications.

RQ1: How do experiential marketing activation and satisfaction with sponsorship impact brand equity and purchase intention in sport industry?

RO1: To find out how do experiential marketing activation and satisfaction with sponsorship impact brand equity and purchase intention in sport industry through archival research based on secondary data in form of relevant publications.

1.3 Thesis structure

The thesis is structured into six chapters followed by references and appendix. It starts with an introduction providing background, motivation, and purpose, in addition to the research objectives, questions and approach. It proceeds to a literature review which introduces the main concepts and the framework. Then third chapter presents research method and the fourth the research results. Following this, research results are discussed, and finally we end up with conclusion.

2 Literature review

2.1 Sponsorship

The study of sponsorship is not having a long history. As given by The Cambridge Dictionary (n.d), it refers to the practice of providing money, usually by a firm to an entity. Thus, more or less all companies are using that practices marketing today. It helps in reaching the specified audiences by way of different events and sponsorships to the brands.

However, it should be noted that this definition implies another concept also outlined in the Cambridge Dictionary (n.d): sponsoring. It is “covering the costs of a sports event, concert, etc., or supporting a sportsperson in exchange of advertising opportunities”. In simpler terms, sponsorship is a mutually beneficial partnership between two parties. The sponsor, typically a company or organization, seeks to boost its brand visibility by offering financial backing. In return, the sponsored

individual, group, or team receives the funding and provides advertising or promotional opportunities for the sponsor.

Nevertheless, Wakefield and Lane Keller (2019) argued that the definition should go further. Especially accompanied by appearance of digitalization and new digital tools. Current definition focus on the exchange of financial support. Nevertheless nowadays, sponsorship overcome this. It encompasses promotions on social media, the creation of content, and collaborations with influencers.

“Current sponsorship definitions generally included two important components, namely, the exchange of cash or in-kind considerations and the establishment of brand objectives. These components derive from sponsorship’s origins focused on obtaining financial support from brands for the rights to associate with the property. Therefore, current definitions better define a sponsorship agreement or contract (i.e., what is paid at the outset of a sponsorship deal and why) rather than sponsorship as a whole. As we outline, a new definition should be relevant for all stakeholders and account for changes in the sponsorship environment, consider more than the initial exchange of resources between a brand and property that are part of sponsorship, and focus on communication assets, which are increasingly digital” (Wakefield et al., 2019, p. 321).

2.2 Experiential marketing activation

On the HubSpot Blog, Braden Becker (2023) has defined experiential marketing as follows:

“Experiential marketing, also called 'engagement marketing', is a marketing strategy that invites an audience to interact with a business in a real-world situation. Using participatory, hands- on, and tangible branding material, the business can show its customers not just what the company offers, but what it stands for” (para. 3). Becker (2023) emphasized that experiential marketing has been vital in engaging consumers, which is crucial for sponsorship activities. The goal of experiential marketing activation in sponsorship is to maximize the effectiveness of activation by creating new activities. This

demand participation from the audience. Rather than stay passive audience, participants are really and actively engaged in the process.

Experiential marketing increase audience engagement by using immersive experiences. It also plays a key role in influencing how sponsorship relationships are viewed. The success of these activations would directly affect the levels of satisfaction experienced by both of the parties in its sponsorship deal.

2.3 Satisfaction with sponsorship

According to Hessling et al (2018), the satisfaction with sponsorship is a combination of various factors like trust, emotional commitment, shared values and value creation. All these elements contribute to a strong relationship. It is crucial for build a strong link which is very vital in keeping relationships and later engaging in any business transaction. "This means that, depending on what goals one party has regarding its relationship partner, it is crucial that the other party also consider these expectations when setting its goals. Otherwise, the two parties will not have common goals" (p.143)

Satisfaction with sponsorship is enhanced through a good relationship based on trust and shared principles. Nevertheless, attachment also helps in perceiving and relating to the brand positively. This brings us to the concept of brand equity, which is critical in assessing the consumer's view of a brand and its worth.

2.4 Brand equity

There have been several definitions of brand equity. Overall, studies have identified two different meanings: one for accountants and one for marketers. It is what Wood (2000) explained in her article. She stated that for accountants brand it is referred to the total value of a brand as an asset, known

as brand value. However, from marketer's view, brand equity is the consumer perception and attachment to a brand.

In this study, the focus will be on marketer's definition. There have been a lot of different definition of brand equity, but they all divided it in three complementary concepts. This includes measures of brand value. In his major study, Wood (2000) identified three characteristics of brand equity : "the total value of a brand as a separable asset - when it is sold or included on a balance sheet", brand strength:" a measure of the strength of consumers attachment to a brand", and brand image:" a description of the associations and beliefs the consumer has about the brand" (p. 662).

2.4.1 Brand value

The first concept of brand equity is brand value. Calderon et al. (1997) defined brand value as "a set of assets and liabilities linked to the brand but in real marketing we can consider that this value is determined by the customer and not by the company" (p. 294). They quoted Guillaume (1993), who stated that "the set of associations build the image of the consumer, which allows the brand to generate a greater turnover than it would if the product did not have that brand" (as cited in Calderon et al., 1997, p. 294).

2.4.2 Brand strenght

Brand strength, as defined by He (2020), is the measure of how much sales are attributable to the brand. The stronger a brand, the higher its revenue. Cashflow, is the difference between revenue and the expenses incurred by business activities within a given period. Thus, brand strength has played a crucial role in revenue generation and enhancing cashflow for a company.

2.4.3 Brand Image

To complete the explanation of brand equity, this definition of brand image by Malik et al., (2012) showed how much brand image is subjective and varies depending on each customer's perspective but the goal is for it to be positive for everyone.

“When we talk about brand image, it is about the mental representation of the brand based on individual consumer’s beliefs, ideas and impression. It is perceived differently by both consumers and organization. The way consumers or the target audience of the brand views or interprets is known as perceived image while the other is the desired image, which is the way company wants to position its brand matching the consumer’s perceived image. Organizations make assumptions about the perceived image it is known as presumed image. These levels of image can be contradicting because managers may not exactly know what is going on in the mind of the consumer. This gap is filled by the research on the construct in various disciplines which guides the practitioners and opens new horizon to understand their consumers. Ever since the introduction of construct 'brand image', it has been defined in multiple ways.” (Malik et al., 2012, p. 105)

The entire concept of brand equity is geared towards driving purchases and generating revenue. The objective is to instill a purchase intention in the customer.

2.5 Purchase intention

According to Bhasin (2023), purchase intention is highly advantageous for brands as it reflects the customer's willingness to purchase a product. This can be evaluated through methods like surveys, data analytics, or hypothesis testing. “By unlocking the mystical power of purchase intent, companies can understand their customer’s desires and buying habits. With this knowledge, firms can craft laser-focused advertising campaigns and marketing messages that drive sales and strengthen customer loyalty” (Bhasin, 2023, para. 2).

2.6 Identified Research Gap

1. “Sports Sponsorship and the Impact on a Brand's Purchasing Intention and Recommendation: Red Bull, more than Wings” by de Brito and al. 2019. It’s a Case study about Red bull and the impact of sponsorship about brand awareness.

2. “The Impact of Sport Sponsorship on Brand Equity” by Areska and al. (2019). Is explanatory research with realism philosophy. The approach is inductive and it’s a case study. She explains the impact on sponsorship especially in extreme sport. It is again a case study of Red Bull.
3. “The Effects of Sponsorship on Brand Sentiment; A Case Study” by Roeleven.M, (2023). Is explanatory research with realism philosophy. The approach is inductive and it’s a case study. It a study about sponsorship builds brand equity by shaping identity, meaning, and positive responses, while also fostering relationships.
4. “THE IMPORTANCE OF CUSTOMER-BASED BRAND EQUITY AND BRAND LOYALTY IN BUILDING STRONG BRANDS How Red Bull has utilized brand extension into the sports industry in their brand building » by Nyström.K, 2022. The study found mostly positive relationships in branding aspects except for brand extension and loyalty. Focus groups emphasized brand trust, awareness, and associations, underlining the importance of understanding consumer motivations for strong consumer-brand relationships in international business.
5. “The Intersection of Business and Sport – Sponsorship and Branding » by Thi Phuong Dung,P. and al. (2023).The thesis explores how sports sponsorship increases brand awareness through concepts, influencing factors, strategies, and trends, supported by examples and detailed case studies.

Existing literature mainly focuses on the effects of sponsorship on large and specific brands. While research provides valuable data about the subject, they do not talk about small brand. This creates a gap in understanding the impact of sponsorship on general market.

With the growing of small and medium company in marketplace, a general study into the effectiveness of sponsorship strategies is relevant for managers. In this study, the author will collect data on the impact of sponsorship on brand equity for all brands, regardless of size.

2.7 Theoretical Framework

The primary goal of sponsorship for a company is to generate interest in purchasing by using people's passion for sports. Sponsorship provides an experiential marketing activation as a tool for brands. Indeed, it permit to build an exclusive connection with customers because they associate the brand with their favorite teams, events, or athletes. This, in turn, enhances their brand image and their brand equity, leading to increased purchase intention (Figure 1).

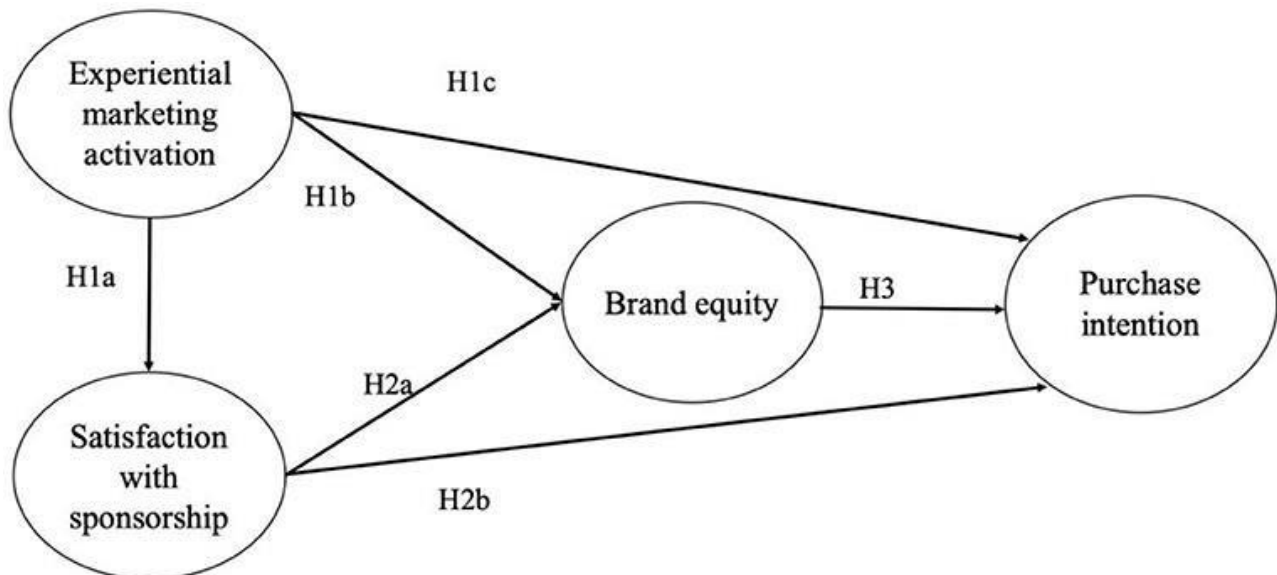


Figure 1: Research framework: Hsiao, C.-H., Tang, K.-Y., & Su, Y.-S. (2021). An empirical exploration of sports sponsorship: Activation of experiential marketing, sponsorship satisfaction, brand equity, and purchase intention. *Frontiers in Psychology*, 12, 677137. <https://doi.org/10.3389/fpsyg.2021.677137>

Key concept	Explication
Experiential marketing activation	<p>Experiential marketing activation is engaging customers through the actioning participation. Customer engagements are frequently realized through events, demonstrations, or immersive encounters. Customer engagement is predicated on enjoyment and personalization, all elements in building emotional relationships and positive associations with the brand are important and might even alter customer perceptions and behaviors toward it.</p>
Satisfatcion with sponsorship	<p>Satisfaction with sponsorship refers to how people involved in sponsorship agreement are satisfied. This includes both the sponsor and the entity being sponsored and how well their goals and expectations are pleased. Factors like perceived value, shared goals, fit, and quality of the partnership affect this concept.</p>

<p>Brand equity</p>	<p>Brand equity means the developed value and influence of a brand in the marketplace. This includes the overall perception, relationship and emotions that a consumer builds towards the brand. That significantly influences his attitude and behavior. In addition to physical asset values, brand equity also includes reputation, loyalty and identity. Rather, brand equity is the extra amount that consumers are willing to spend on a brand's product and indicates brand resilience, strength, and future possibilities.</p>
<p>Purchase intention</p>	<p>Purchase intention is a desire to buy a product or service. This depending on current attitudes or consumer trends. Different things can influence if someone wants to buy something. It is influenced by how much they think a product is worth, what they think about a brand, or even what situation they're in. Understanding why people want to buy something is really important because it gives us a good idea of how interested they are and how much demand there might be on an item.</p>

3 Research methods and implementation

3.1 Research context

The context of these research is the significance of sports sponsorship role on brand equity in sport industry. The author search to understand the dynamics that influence consumer and their purchase intention.

3.2 Research design

The research design explains which tools are used to answer effectively to aims, goals and research question.

3.2.1 Research philosophy

In the “research Onion”, the first layer is the research philosophy. This study uses a realist philosophy, which asserts that reality exists independently of human perception. This philosophy is permitting the study of objective data from secondary sources.

3.2.2 Research approach to theory development

The second layer of the onion is research approach. This study uses an inductive approach, which helps in import new ideas about the relationship between sports sponsorship and brand equity.

3.2.3 Research methodological choices

Next, the study will employ a mono method, utilizing a single research technique for data collection and analysis.

3.2.4 Research strategy

The appropriate strategy for this research is archival research, as it focuses on the analysis of secondary data collected over time from various sources.

3.2.5 Time horizon

The next layer in the “research onion” is time horizon. The research will adopt a longitudinal time horizon, this approach is crucial for examining the long-term impact of sports sponsorship on brand equity, as sponsorship effects can evolve over time.

3.3 Data collection

To ensure the relevance of the research, the data collection relied exclusively on qualitative secondary data. This included interviews, academic articles, and doctoral theses related to sports sponsorship and its impact on brand equity. These sources were systematically categorized into the four main sections of the theoretical framework: brand equity, purchase intention, experiential marketing activation, and satisfaction with sponsorship.

3.4 Data analysis

3.4.1 Quantitative data analysis

Quantitative data collection/extraction is beyond the scope of this thesis.

3.4.2 Qualitative data analysis

Code	Definition	When to use	When to not use
Experimental marketing activation impact on brand equity in sport sponsorship	Experimental marketing activation significantly enhances brand equity in sport sponsorship by fostering deeper consumer engagement and positive brand perceptions. This	Use when the passage of text is directly related to experimental marketing activation impact on brand equity in sport sponsorship	Do not use if the study does not focus on experimental marketing activation impact on brand equity

	<p>approach leverages interactive experiences that connect consumers with brands, ultimately leading to increased brand loyalty and purchase intentions.</p>		
<p>Satisfaction with sponsorship and its impact on brand equity in sport sponsorship</p>	<p>Satisfaction with sponsorship plays a crucial role in enhancing brand equity in sports sponsorship. Positive spectator experiences and satisfaction significantly contribute to various components of brand equity, including brand awareness, loyalty, and perceived quality.</p>	<p>Use when the study is directly related to satisfaction with sponsorship and its impact on brand equity in sport sponsorship</p>	<p>Do not use if the study does not focus on the relationship between sponsorship satisfaction and brand equity</p>
<p>Brand equity impact on Purchase intention In sport sponsorship</p>	<p>Brand equity significantly influences purchase intention in sports sponsorship by enhancing consumer perceptions and preferences towards sponsored brands.</p>	<p>Use when the study is directly related to brand equity in sport sponsorship</p>	<p>Do not use if the study does not focus on brand equity in sport sponsorship</p>

	This relationship is evident across various studies that highlight the components of brand equity, such as brand awareness, perceived quality, and brand loyalty.		
Purchase intention as a result of sport sponsorship and its impact on brand equity	While brand equity generally promotes purchase intention, it is essential to recognize that not all consumers respond uniformly. Factors such as personal preferences and market conditions can also play a significant role in shaping purchase behaviors.	Use when the study is directly related to purchase intention as a result of sport sponsorship and is impact on brand equity	Do not use if purchase intention is not a result of sport sponsorship

For this research, the author employed a qualitative approach based exclusively on secondary data. Utilizing the codebook above the data was extracted from academic publications all focusing on sports sponsorship and its influence on brand equity. This qualitative analysis is essential for exploring the concepts and dynamics between sports sponsorship and brand perception, which are central to the study.

The author sourced 20 distinct secondary sources for each of the four sections of the framework: brand equity, purchase intention, experiential marketing activation, and satisfaction with sponsorship. These sources, including peer-reviewed articles, industry reports, and case

studies, were analyzed using NVivo for efficient coding and categorization. This method permitted a structured analysis of the impact of sports sponsorship on brand related.

3.5 Ethical considerations

This research on the impact of sports sponsorship on brand equity follows strict ethical standards to ensure integrity and validity. All secondary data sources were obtained from reputable publications, with proper citations to credit original authors and avoid plagiarism. Every source used in this study is fully cited to maintain transparency and academic integrity. Since this study did not involve direct interaction with human participants, issues of informed consent and confidentiality were not applicable.

The analysis was conducted objectively to present findings that accurately reflect the data without bias and respecting intellectual property rights, ensuring all sources are cited, and maintaining objectivity, this study.

4 Research Results

The research examined impact of sponsorship on brand equity. The main objective is to answer the research question:

RQ1: How do experiential marketing activation and satisfaction with sponsorship impact brand equity and purchase intention in sport industry?

The author employed NVivo 12 to analyze data from relevant publications, categorizing the information into appropriate nodes.

4.1 Experimental marketing activation impact on brand equity in sport sponsorship

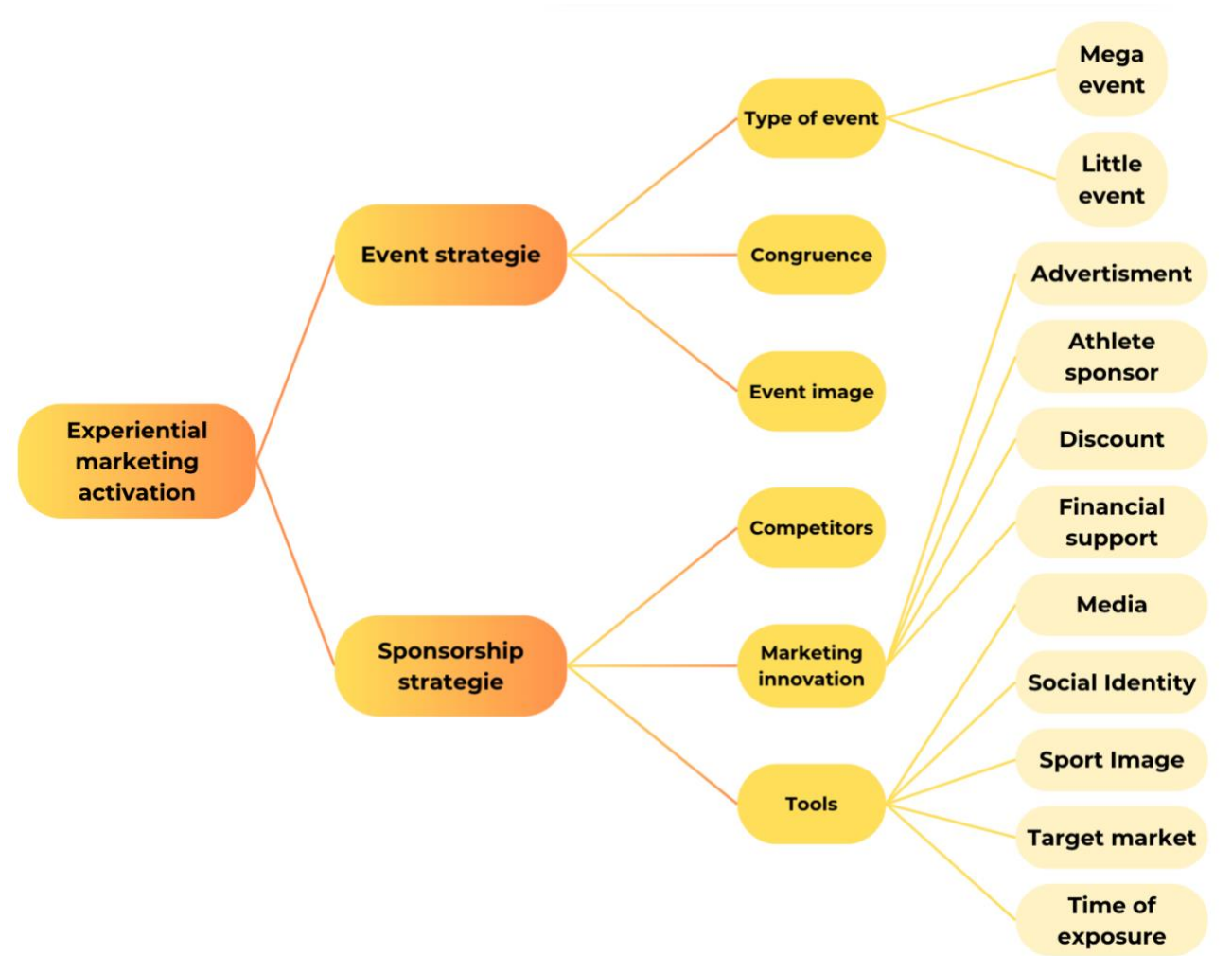


Figure 2: Mind map illustrating how experiential marketing activation impact on brand equity in sport sponsorship

The mind map above illustrates how experiential marketing activation is a key tool to improve sponsorship satisfaction and build brand equity. Sponsorship strategies include several elements like marketing innovation, which involves using new ideas to engage consumers. These strategies need good tools as social identity which conveys emotional attachments of consumers to the brand by making it popular with athletes or events. Another tool is the image of the sport that enhances the reputation of the brand by associating it with values. Also, identify the target market is relevant to reach the right audience, thus improving the effect on purchase intent. Event strategies is the second way to reach sponsorship satisfaction. One of its aspects is the congruence of brand image and the event sponsored that is significant in reinforcing the authenticity of a partnership. Moreover, the

event image directly influences brand perception then a good event image improves brand reputation. Thus, a good combination of these two strategies helps strengthen brand equity by creating strong connections with consumers. As Sponsorship is a tool of marketing activation, the next chapter will detail how these elements specifically influence brand equity (Kelly et al., 2016) (Figure 2).

4.1.1 Event Strategy

Event strategy is essential to ensure that brand activation is effective. Indeed, the choice of event and the way in which the brand activates it profoundly influence brand perception. A precise strategy maximizes the impact of the event on consumers as the brand's image is align with the chosen event. To achieve this, it must be based on the image of the event and the type of event, so that the congruence effect is perfect (Maanda, 2019).

4.1.1.1 Event Image

The image of the event is a major factor to provide a successful relation between an event and a brand. Indeed, events that produce positive emotions like joy or excitement, increase consumers' attachment to the brand. For example, events like the Olympic Games or the World Cup which produce very strong collective emotions, have the ability to produce a positive perception of the sponsor brand (Coelho et al., 2019). This positive image is then transferred to the brand, reinforcing its brand equity and emotional associations with consumers.

4.1.1.2 Congruence

The congruence between the brand and the event is also crucial to reinforcing this association. If an event is perceived as consistent with the brand's values and image, the activation will be more successful. For example, the Puma brand was able to capitalize on its collaboration with Usain Bolt, whose image of performance and success is perfectly congruent with that of the brand. This congruence allows consumers to perceive the brand as an entity in tune with the values of sport, which reinforces their positive perception of the brand. (Kelly et al., 2016) (Mazodier et al., 2012) (Smith et al., 2008).

4.1.1.3 Type of Event

The nature of the event selected is a major point. Depending on the scale of events and the target audience, brands should change their sponsorship strategies to best leverage the event. But there is not a better one between mega or little event as it depends on objectives and choice of the company (Bai et al., 2021). A strategic choice of the event ensures the optimization of the partnership. As Maanda (2019) point out, to facilitate the transfer of favorable image associations, an appropriate event or team must be selected, one considered suitable for achieving the desired brand image improvements. The event must be a close representation of the consumer's desired image, credible and possess a personality that harmonizes with that of the brand. This maximizes the impact of the activation and engages the audience more effectively.

4.1.1.3.1 Mega Event

Major events such as the World Cup or the Olympic Games attract large audiences, offering sponsors global visibility. These events are ideal for brands that want to reinforce their recognition on a large scale. They benefit from the huge media exposure and number of spectators. Activation in this context requires a striking, consistent presence to capture the attention of millions of consumers (Coelho et al., 2019).

4.1.1.3.2 Little Event

Conversely, smaller events can offer unique benefits in terms of personal connection with attendees. Although the reach is more limited, these events allow brands to create more intimate and targeted experiences, increasing the impact of activation for specific market segments (Hsiao et al, 2021). An attentive activation on a small rate of people can also generate strong local engagement, which can become brand loyalty.

4.1.2 Sponsorship Strategy

Event sponsorship is an important marketing activation, but the sponsorship strategy must be carefully planned and see as an opportunity (Zarei Mahmoudabadi et al., 2019). It involves create marketing activation as well as managing competitors and using tools. Every element of this strategy must be clear to guarantee a positive and long-term effect on brand perception. In addition, a highly successful sponsorship will create the emotional link with the audience which is essential for an

enduring brand loyalty. Continuous evaluation and modification of strategies are key tools in a changing market environment. (AlShawaaf, 2023) (Azadi et al., 2016) (Pillay et al., 2021).

4.1.2.1 Competitors

Competitor management is a key aspect of sponsorship strategy. When a brand is competing with others for the public's attention, differentiation becomes essential. By maximizing brand exposure, particularly by choosing strategic moments of visibility, a brand can outperform its competitors and create a stronger association with the event (AlShawaaf, 2023). In principle, the more consumers are exposed to a brand, the more they recall, recognize and share together positive memories with the sponsored event or the athlete. Sports sponsorship is a great opportunity for brands to maximize visibility and credibly differentiate themselves of market. (Schmid, 2017) (Mulei & Muchemi, 2021).

4.1.2.2 Tools

Sponsorship is a tool of marketing activation with variable aspect from exploiting social identity to improving the image of the sport and the brand itself (Pillay et al., 2021).

4.1.2.2.1 Social Identity

Social identity plays an important role in sports sponsorship. An association with sporting events, enabling consumers to feel part of a collective and, thus, connected to a particular team. According to theory of social identity, part of an individual's self-image is constituted by such membership. This membership joins the consumer with fellow individuals seen as similar sharing characteristics Fans, for example, often feel closer to brands that sponsoring their favorite team. That reinforce their loyalty to these brands. Fans identified with a sports league have been shown to be particularly receptive to sponsors' marketing efforts, more so than those who don't identify with that league (Wear et al., 2016). Moreover, repeated exposure to a brand during sporting events increases fans' familiarity with that brand, improving their attitude towards it. Brands can therefore take advantage of this dynamic to strengthen their brand equity and emotional connection with the public (GündüzYeli, 2023).

4.1.2.2.2 Sport Image

The image of sport plays a decisive role in the effectiveness of sponsorship. The more closely the image of the event, sport or athlete is aligned with the brand's values, the more positively the

activation will be perceived by the public. For example, fans of a team or sport are particularly influenced by the brand's association with a sporting event that resonates with their own values (Henseler et al., 2007). Indeed, a consistent image, reinforced by coordinate activation, can facilitate the establishment of durable link between the brand and consumers. This congruence not only add to brand recognition but also encourage a positive emotional association with the sponsored event. What's more, brands that choose events that match their values can significantly improve their image, as illustrated by the case of Puma and Usain Bolt, where the association between the brand and a high-performance athlete helped reinforce Puma's high-performance image (Coelho et al., 2019).

4.1.2.2.3 Target Market

The target market directly determines the nature of the activation. Companies need to identify the consumer segments most likely to respond positively to sponsorship. (Almasi & Zamani Dadanehi, 2017). Other audience type, such as soccer fans, may be more likely to engage with traditional sporting events. Successful activation therefore relies on accurate segmentation, enabling brands to ensure that the sponsored event matches the values and expectations of target consumers (Mulei & Muchemi, 2021). Indeed, a targeted approach can increase the effectiveness of sponsorship by maximizing audience engagement and reinforcing brand image within specific groups (Mazodier & Merunka, 2012).

4.1.2.2.4 Time of Exposure

Exposure time is a key factor in sponsorship effectiveness. Indeed, increased frequency and duration of brand exposure during a sporting event increases the likelihood of brand recall and positive brand association. The effect of repeated exposure not only improves brand recognition but also reinforces consumers' positive attitude towards the brand (AlShawaaf, 2023). The more a consumer is exposed to the brand, the more likely he or she is to develop a favorable attitude, as repeated exposure promotes the entrenchment of this association in memory (Nguyen & Vu, 2022). Furthermore, exposure to sponsored events leads to increased memorization of the brand logo and name, which reinforces positive associations (GündüzYeli, 2023).

4.1.2.3 Marketing Innovation

Marketing innovations increase the expected returns from sponsorship. Indeed, for brands to stay competitive, they must continuously evolve in a full marketplace of event and sponsorship (Mazodier & Merunka, 2012). This means advertising, selecting sponsored athletes and investing in financial support for sporting events.

4.1.2.3.1 Advertisement

Sponsorship advertising is a classic but effective way of promoting a brand. By creating coherent and powerful advertising campaigns, brands reinforce the association between their image and the sponsored event. This accentuates the effect of the activation on the public. Indeed, advertising and sponsorship act together to increase brand awareness, improve attitudes towards the brand and create satisfaction, thus strengthening brand equity (Azadi et al., 2016). In addition, the influence of marketing communications such as advertising is notable; it transfers a message from the sponsor to the public and amplifies the effect of sponsorship (Schmid, 2017). In addition, the combination of advertising and sponsorship has been shown to make consumers more receptive to the influence of sponsored brands' messages, optimizing the impact of these campaigns (Rosenberg & Ferguson, 2014). Favorable advertising combined with effective sponsorship can therefore have a direct positive effect on brand equity (Tufail et al., 2014).

4.1.2.3.2 Athlete Sponsor

Sponsored athletes play a central role in the success of sponsorship. Their influence can be a powerful motivation for improving the brand's image. For example, the presence of a world-renowned athlete like Usain Bolt considerably strengthens the image of the Puma brand, which benefits from a positive association with values of performance and success (Schmid, 2017).

4.1.2.3.3 Financial Support

Funding plays a vital role in sponsorship. Long-term investment hence makes the brand more believable. Indeed, financial support in sport develops brand awareness and improves its image in the eyes of consumers. Furthermore, brands can differentiate themselves from the competition through strategic sports partnerships, highlighting their commitment to sport (Mulei & Muchemi,

2021). By funding events or athletes, sponsors also secure significant commercial rights, exploiting the commercial potential associated with their association (Zouaoui et al., 2013).

So activating experiential marketing through the use of sports sponsorship relies on a series of interconnected strategies. From event selection to brand congruence management, to the use of innovative marketing tools, every aspect of the strategy must be well designed to maximize impact.

4.2 Satisfaction with sponsorship and its impact on brand equity in sport sponsorship

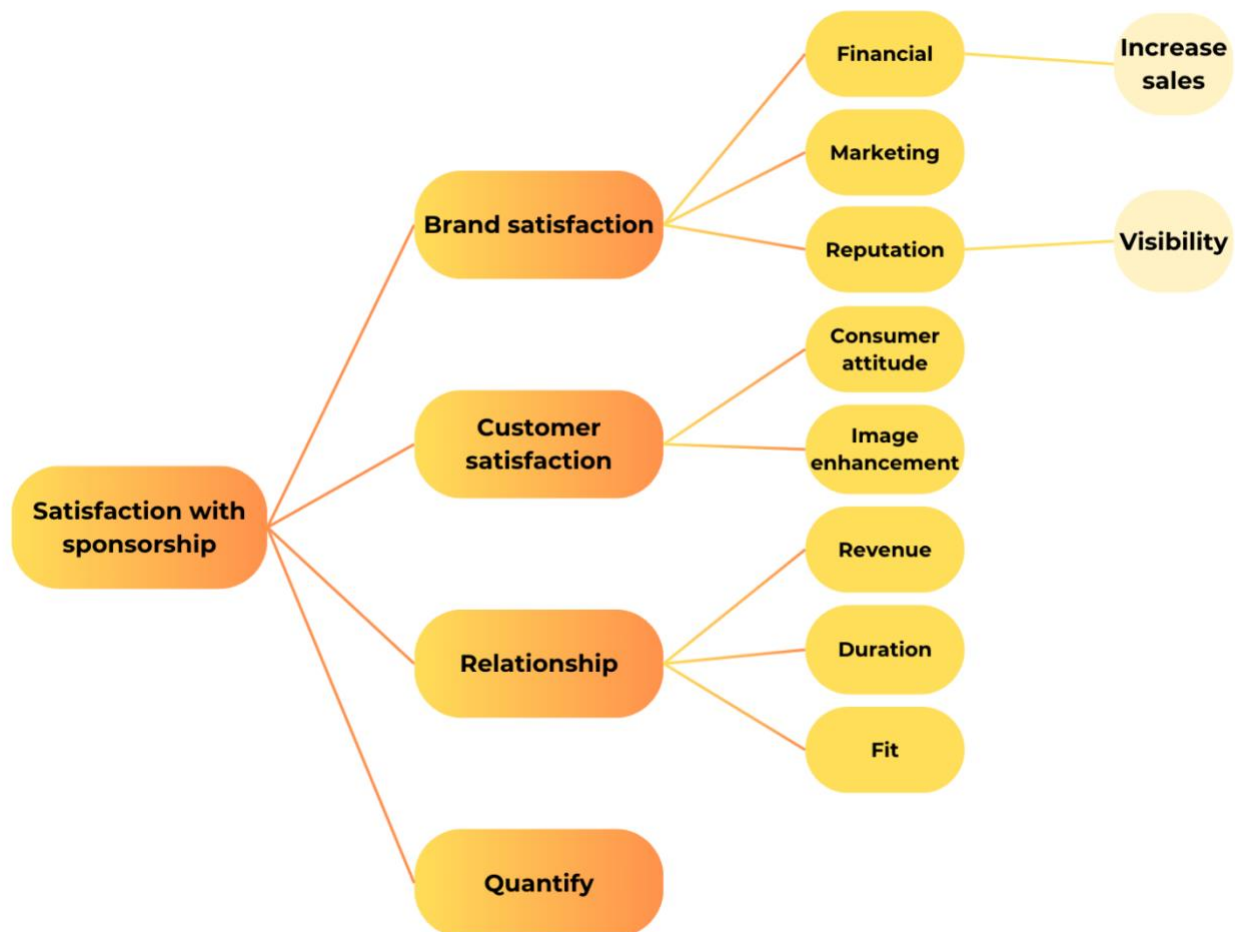


Figure 3: Mind map illustrating how satisfaction with sponsorship have an impact on brand equity in sport sponsorship

Satisfaction with sponsorship is a key factor to understand the impact of the experiential strategies on consumers. Both brand and customer, in this context sponsored, need to be satisfied by the

exchange. The relationship between those has a crucial role in the finality of the relation and the benefits for both parts. Schmid (2017) explained that to bring benefits from sponsorship a long and win-win relationship is essential.

The Figure 3 illustrate this dynamic as it is demonstrating the importance of a good relationship between the brand and the consumer. If this relationship is successful, the impact on brand equity can be impressive. The author will further detail the effect of this relationship on brand equity in the next chapter (Figure 3).

4.2.1 Brand satisfaction

Brand satisfaction with sponsorship depends on several factors, including marketing impact, financial impact and reputation enhancement. When all are reunited, the brand is more likely to be satisfied with its investment (Hunt & Hunt 2022).

4.2.1.1 Marketing

Sport sponsorship is made of several marketing tools. Marketing around sports sponsorship enables a brand to raise its profile, strengthen its image and thus stimulate consumer commitment. Well-executed campaigns consolidate the association between the brand and its sporting values. Integrating sponsored events into advertising and marketing strategies reinforces the latter, increasing the impact of sponsorship (Douvis et al., 2015) (Hadj Aissa et al., 2016).

4.2.1.2 Financial

The financial investment from brands generally has a direct return on brand equity. Indeed, financial sponsorship is the simplest way to enhance visibility with minimal effort from the brand. Nevertheless, it is expensive, and the competition is cruel. It is also complex because there are several factors around simple financial return (Hadj Aissa et al., 2016). Companies invest in sports sponsorship to obtain commercial rights, and this financial contribution serves to strengthen the brand's image while exploiting the event's commercial potential (Zouaoui et al., 2013).

4.2.1.2.1 Increase sales

One of the company's main aims is to generate revenue by investing in sponsorship. This obviously involves increasing sales of its products through sponsorship. Indeed, over the past decade, companies have come to expect from sponsorship investments not only an increase in brand equity, but also a direct increase in sales volumes or a rise in share prices, often directly linked to the sponsorship action (Zwick & Dieterle, forthcoming).

4.2.1.3 Reputation

More than a direct and tangible financial aspect, brands want to have an impact on their reputation. Sponsorship must enhance or simply reinforce a positive image of their brand on the part of consumers. If the reputation is good, the impact on brand equity and sales sets is direct and much more likely to last over time. Favorable associations determine the value of the brand for the consumer, which can translate into increased sales and a stronger relationship with the consumer over the long term (Maanda, 2019).

4.2.1.3.1 Visibility

Brand reputation is influenced by brand visibility, and it is the aim of companies. The more exposed a brand is, the more it can connect positively with consumers, which is strengthening its reputation (Coelho et al., 2019).

4.2.2 Customer satisfaction

Customer satisfaction in this context is the feeling of the sponsored entity after or during the relationship (Azadi et al., 2016).

4.2.2.1 Consumer attitude

The consumer's attitude towards the sponsored during and after the sponsorship is very important for the sponsored entity. Azadi et al. (2016) defined consumer attitude as "Customer satisfaction is defined as feeling or attitude of a customer to a product or service after its use". (p.22) And this feeling is research both by sponsored and sponsors.

4.2.2.2 Image enhancement

Sponsorship benefits the sponsored party by improving its image. An entity associated with a brand is perceived as powerful and important. As emphasized the Douvis et al. (2015), " The most important selection criteria for both sides of the partnerships are the possible image enhancement that they can gain through the sponsorship partnership" (p.23). Indeed, the association of a brand with a renowned company is a key factor in increasing image of the entity sponsored (GündüzYeli, 2023).

4.2.2.3 Revenue

Revenue plays a crucial role for sponsored entities, being one of the main reasons why they seek sponsorship partnerships. Indeed, sponsorship generates significant revenues, often considered the second most important source of funding for these organizations, after broadcast rights (Zwick & Dieterle, forthcoming) (Coelho et al., 2019).

4.2.3 Relationship

Although each party has distinct expectations, satisfaction with a sponsorship is primarily based on the quality of the relationship established between sponsor and sponsored. This relationship is built around duration and fit between the two parties. It is essential that a "win-win" situation is established to guarantee the success and longevity of the sponsorship agreement (Schmid, 2017) (Charumbira & Charumbira, 2015).

4.2.3.1 Duration

The duration of the sponsorship relationship can have different effects on brand and sponsored, depending on the relationship. In some cases, a long-term relationship promotes improved image, thanks to the trust and mutual benefits established between the parties. However, in other situations, extending partnerships may not bring the expected results, and renewing agreements may take longer to achieve concrete benefits (Douvis et al., 2015).

4.2.3.2 Fit

One of the most decisive aspects in a sponsorship relationship is fit. It represents the compatibility between the values and image of both parties. Sponsors need to become a team member for the club or the athlete. The more closely the values and characteristics of the two entities are aligned,

the more effective and beneficial the sponsorship will be for both partners, particularly in terms of improving image and strengthening relationships with consumers (Douvis et al., 2015) (De Amorim & De Almeida, 2015).

4.2.4 Quantify

In the end, evaluating the effectiveness and satisfaction of a sponsorship is crucial. To assess the effectiveness of a sponsorship, we need to measure its return on investment. While sales can be a direct indicator, other criteria such as purchase intent and consumer feedback are also essential in determining the overall impact of sponsorship (Schmid, 2017) (Husna Dzoolkarnain et al., 2023).

4.3 Brand equity impact on Purchase intention in sport sponsorship

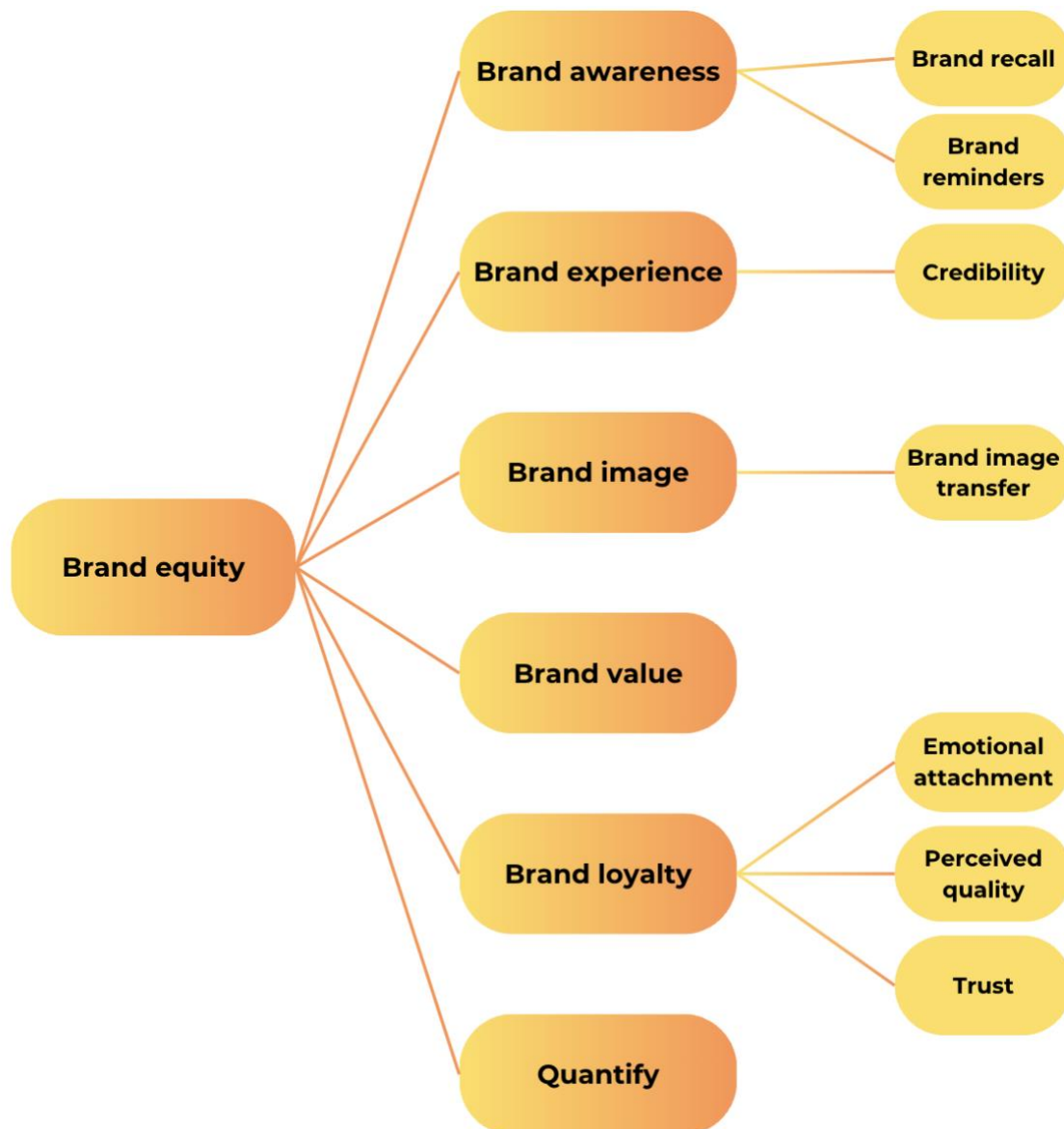


Figure 4: Mind map brand equity ins and outs

Brand equity is important for every brand. According to several studies, in the context of sports sponsorship, brand awareness, brand value, brand experience, brand image and brand loyalty are key factors that influence this purchasing intention and that can be quantify (Figure 4). All these aspects enable a brand to reach consumers and become a real added value. In the context of this study, we know that sponsorship plays an essential role in improving brand equity by influencing brand awareness and associations (Tufail et al., 2014). Indeed, according to Tufail et al (2014) advertising and sponsorship showed a strong correlation with increased brand equity, accounting for

up to 35% of its variation. Finally, sponsorship investment increases customer satisfaction, which in turn strengthens brand loyalty and equity.

4.3.1 Brand awareness

This first aspect of brand equity is defined as the ability of consumers to recognize or remember a brand within a product category. Brand recall and brand reminders enhance this awareness. According to several studies, sports sponsorship is an effective means of increasing brand awareness by generating positive recall and associations with sporting events (Hunt & Hunt, 2022). Moreover, sponsorship has been shown to boost brand awareness by creating memory connections that facilitate brand recognition and recall (Maanda, 2019). For example, partnering with athletes like Usain Bolt increases brand awareness by linking positive values to a brand (Schmid, 2017).

4.3.1.1 Brand recall

Brand recall reflects a consumer's quick recollection of a brand at the mention of a specific product or service, including the absence of all cues. This highlights the level of awareness that consumers have towards the brand as well as the equity of that brand as it is quite firmly rooted in their minds. In sporting-event sponsorship, the most critical aspect is the improvement of brand recall through frequent exposure and reinforcement of positive associations. Studies show that repeated exposure through sport improves recall and positive brand perception, reducing that of competitors (AlShawaaf, 2023) (Mulei & Muchemi, 2021).

4.3.1.2 Brand reminders

Brand reminders are closely related to brand recall. These are all the things that remind a brand in the minds of consumers. They are an integral part of brand awareness. Sports sponsorship is a perfect brand recall tool because the brand is displayed everywhere and always reminds consumers of its existence. Indeed, frequent exposure through sport helps maintain familiarity with the brand and creates a unique emotional connection that other marketing methods do not achieve (Mulei & Muchemi, 2021) (Azadi et al., 2016).

Additionally, Nguyen and Vu (2022) suggest that the more the public is exposed to sponsorship associations, the more likely it is that these associations are encoded in memory. Thus, sports

sponsorship plays a key role in strengthening brand recalls and helps keep the brand alive in the minds of consumers.

4.3.2 Brand experience

When a consumer tests a brand, that's when they are most likely to stick with it if the experience is good. This brand equity factor is important, especially when it comes to sponsorship. Indeed, during sponsored events, this is where the sponsor brand can have its product tested by new consumers, which gives it a lot of credibility. Hsiao et al. (2021) study states, customer experiences are key to enabling experiential marketing, and sponsors must deliver brand experience, engagement and involvement. This immersive side of events helps strengthen emotional connections with the brand, which is a powerful way to create lasting relationships with consumers. It gives credibility to the brand.

4.3.2.1 Credibility

When a brand is associated with a sport event, it is perceived as more authentic and truer by consumers. For example, the association between Coca-Cola and the World Cup, where the brand is linked to entertainment, reinforces credibility by establishing strong links in the minds of consumers (Coelho et al., 2019). In addition, the experiences experienced by spectators make the brand more credible in the eyes of the public, who then perceive it as having value (Hsiao et al., 2021).

4.3.3 Brand image

This second aspect of brand equity is just as important. Indeed, the image of a brand redefines its reputation and the way consumers perceive it. A brand image is difficult to change once it is anchored in the minds of consumers, hence the importance of it being positive. In sponsorship, the brand image is transferred to the event and vice versa, which allows an image transfer. Thus, a sponsor can take advantage of the association with popular sporting events to transfer the positive attributes of the event to its own brand (Schmid, 2017).

4.3.3.1 Brand image transfer

Brand image transfer plays a crucial role in sports sponsorship. It works with the two directions. For example, the partnership between Puma and Usain Bolt perfectly illustrates how a consumer

associating a high-level athlete also perceives the sponsoring brand as high quality and high performance. This positive perception of the sponsored entity obviously reinforces brand equity. Indeed, consumers often link the quality of an athlete to the products of a brand that supports them, which shows the importance of the image transfer between the event and the brand (Schmid, 2017) (Kelly et al., 2016).

4.3.4 Brand value

The value of a brand includes several dimensions: it can represent its financial value, but also the human values that it transmits. This dual perception is not only an indicator of a brand's financial capital, but also a key factor in influencing consumer perception. Indeed, customers can become attached to these values, allowing them to identify with them and thus increase their purchasing intentions (Maanda, 2019). Thus, sports sponsorship plays a key role in creating an emotional connection and in activating the perceived value of a brand, thus contributing to the growth of its capital (Smith et al., 2008).

4.3.5 Brand loyalty

This last aspect of brand equity is not the least. Loyalty to a brand demonstrates a deep attachment of the consumer to it. Indeed, when a consumer remains loyal to a brand, regardless of external conditions, this constitutes a valuable factor for the company. This loyalty is largely the result of emotional attachment and consumer trust in the brand. As a result, this can promote perceived quality, an essential element in building brand equity. Loyalty encourages the consumer to choose a familiar brand rather than an unfamiliar brand, which increases the perceived value of the branded product (Azadi et al., 2016). Furthermore, high customer satisfaction also contributes to loyalty because satisfied customers are more likely to stay loyal.

4.3.5.1 Emotional attachment

Emotional attachment is something that is built with the client. It is a long-term process which is greatly favored using sponsorship. Indeed, several studies show that sponsorship increases consumers' emotional attachment. Sports sponsorship helps create deep emotional connections between brands and fans through immersive experiences. The sponsorship of sporting events, like

international competitions, strengthens these emotional ties by associating the brand with moments of entertainment and pleasure (Petit et al. 2023) (Hsiao et al., 2021).

4.3.5.2 Perceived quality

Perceived quality is the quality that consumers attribute to a brand without having tested it. Sometimes this perception is influenced by its high price, other times it is thanks to its rarity or its history. Additionally, a brand perceived as high quality can encourage consumers to favor its products over alternatives, increasing the perceived value of the product (Hunt & Hunt, 2022). This contributes to brand equity, as it supports positive associations and brand loyalty, a key element in building a strong brand image (Maanda, 2019).

4.3.5.3 Trust

The final influence of brand loyalty is trust. If a brand does not disappoint the consumer, they are more likely to continue purchasing its products. Indeed, in a very competitive market environment, it is essential to create an atmosphere of trust with customers. That promotes long-term loyalty. In this context, sponsorship has been shown to positively influence brand trust and loyalty, making it a strategic tool for marketing. Research indicates that trust, divided into credibility and benevolence, is a critical factor in shaping consumer intentions and fostering brand loyalty (Mazodier & Merunka, 2012). When the brand meets consumer expectations, it builds trust, which, in turn, encourages increased loyalty and repeat purchases (Husna Dzoolkarnain et al., 2023).

4.3.6 Quantify

As we have seen, brand equity is complex but essential. Then, to improve their strategies, companies must create a tool to measure the effectiveness of their sponsorship activities. Those tools need clarity and precision to be useful. (Pillay & Sibiya, 2021) (Hsiao et al., 2021).

4.4 Purchase intention as a result of sport sponsorship and its impact on brand equity

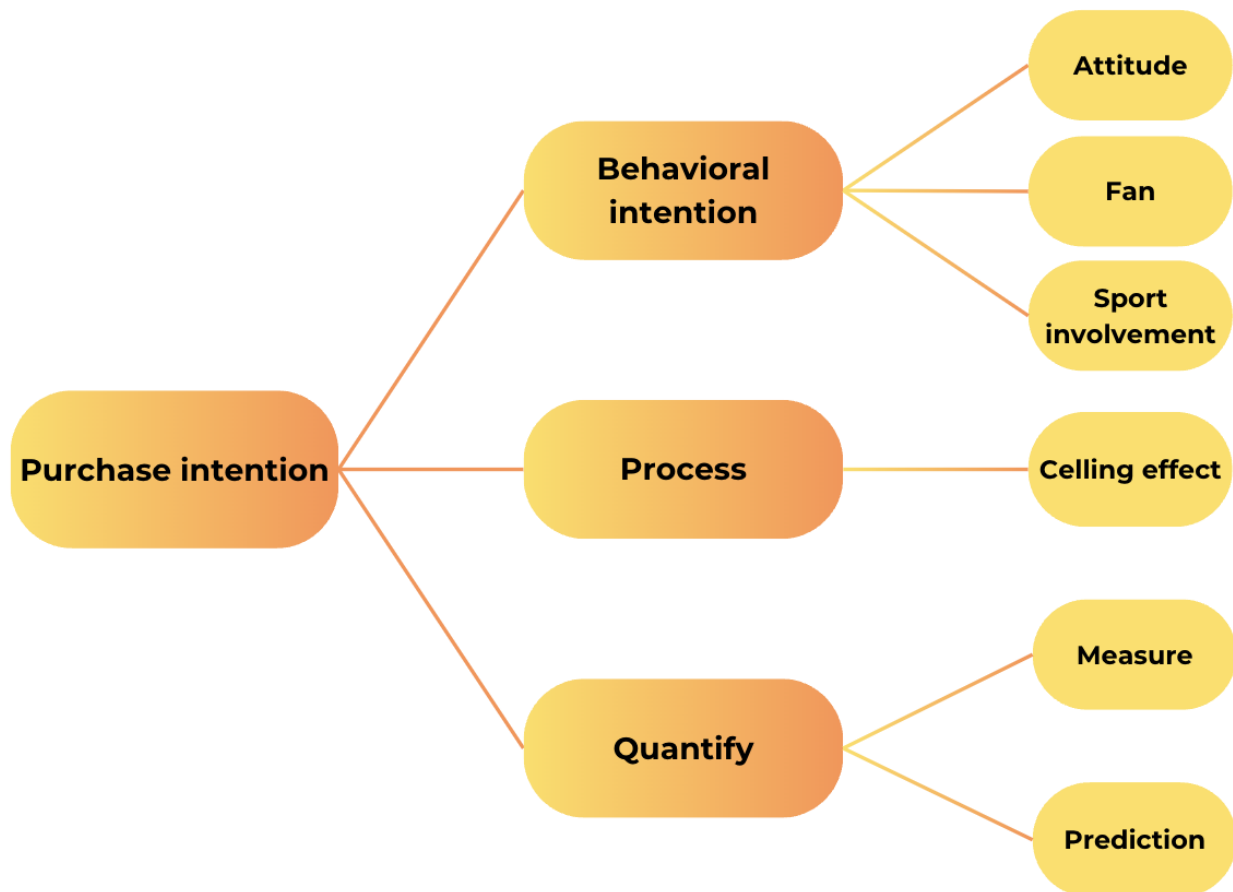


Figure 5: Mind map illustrating how purchase intention is a result of sport sponsorship and its impact on brand equity

In figure 5, results illustrate that purchase intention is influenced by several factors, such as consumer behavioral intention, attitude, fan involvement, and sports involvement. Brand equity, including reputation and image, plays a key role in inspiring trust and purchase intention. This dimension could be quantified by measure or prediction. But purchase intention is a real process and can be stopped by a ceiling effect. The author will go into greater detail and present the results from each of these concepts in the following chapter (Figure 5).

Purchasing intention is the result of good brand equity and, in the context of this study, an effective sponsorship strategy. Indeed, exposure to a sponsor through sporting events directly influences consumers' perception and purchasing (Smith et al., 2008). Behavioral intention on the part of the consumer is the key factor that links brand equity with purchase intention. Experiential marketing activation, such as that linked to sponsored events, strengthens brand equity and stimulates purchasing intention. In addition, the altruistic motivations of sponsors, understood by consumers, enhance their engagement and their intention to purchase sponsored products. Thus, a well-designed sponsorship acts as a powerful lever to increase purchasing intention (Li, et al., 2022) (Zardini Filho, 2020).

4.4.1 Behavioral intention

Overall, behavioral intention plays a critical role in connecting brand equity and purchase intention. With sport sponsorship even more. Smith et al., (2008) show that fans who identify strongly with a sports team are more likely to develop positive attitudes toward its sponsors. It is obviously influencing their behavioral intentions to purchase the sponsor's products. In sport sponsorship this effect is the result of consumer attitude, fan engagement, and sport involvement. (Li, et al., 2022) (Zardini Filho, 2020).

4.4.1.1 Attitude

The consumer's attitude has a direct effect on their behavioral intention and therefore their purchasing intention. This is why sponsorship aims to influence this attitude. Indeed, attitude towards a sponsor has a significant impact on consumers' purchase intention (Nguyen et al., 2022) (Smith et al., 2008). For example, favorable beliefs regarding the benefits provided by the sponsor to a sports team are positively related to attitudes toward purchasing the sponsor's products (Smith et al., 2008). In addition, the perceived altruistic motivation of sponsors increasing consumers' attitudes and their intention of purchase (Li et al., 2022). Thus, a positive attitude towards a sponsor plays a key role in activating consumers' behavioral and purchasing intentions.

4.4.1.2 Fan

Fans in sponsorship are the brands' favorite targets. They are the ones who are most exposed to sponsored entities and who have the most emotional importance to the brand. Their attitude has a huge impact on behavioral intention and therefore on purchasing intention. In fact, Smith et al. (2008) proved that a fan's consideration of a sports team would lead to favorable opinions about the sponsor that in turn increase the chances of recognizing the brand and supporting its products. As well, positive perceptions of the sponsor commitment to the team are among key factors that enhance purchase intention of sponsored products. They also show that passionate identity with a sports team would contribute into the positive attitude toward sponsorship brand and so increase likelihood to recognize and buy its products. Consequently, sponsorship, by influencing the attitude of fans, is a powerful lever to stimulate their purchasing behavior. (Zardini Filho, 2020) (Nguyen et al., 2022).

4.4.1.3 Sport involvement

In sponsorship, the behavioral intention cannot exist without the sport involvement. The involvement of fan or people in general on sport can bring them to be involve in the brand in the same way. Sport involvement is defined as a state of motivation, arousal, or interest in an activity, and has been shown to be a strong predictor of consumer behavior, shaping both brand recall and recognition (Zardini Filho, 2020). As fans' perceptions of a sponsor evolve, their involvement with a sponsored event further strengthens their attitude toward the sponsor and ultimately boosts purchase intention (Nguyen et al., 2022).

4.4.2 Process

Although the previous terms influence purchase intent, it is an actual process that leads to that intent. Indeed, the consumer's journey to purchase often begins with knowledge of the product and the brand in the category concerned. It is for this reason that brand awareness plays an essential role in brand equity, facilitating consumer recognition and attraction for the sponsored brand (Maanda, 2019). Furthermore, experiential marketing activities associated with sponsorship can provoke consumers' emotional attachment to the sponsor's brand, thereby strengthening brand equity and thus purchase intention (Hsiao et al., 2021).

4.4.2.1 Ceiling effect

Create purchase intention through brand equity and sponsorship is a relevant aim, but it is also essential to consider the risk of ceiling effect. Indeed, it is contributed to the add the product in the consumer mind, but sponsorship cannot be expected to cause direct purchase action since the major determinants are demand, budget, and personal priorities. (Sephapo, 2017). As altruistic motivations in sponsorship are positive, more selfish motivations can cause an opposite effect, thus limiting the impact on purchase intention (Li et al., 2022). Finally, the work of marketers does not stop at provoking a purchase, they must maintain post-purchase satisfaction and reinforce consumer choices by creating a lasting relationship (Väre, 2014).

4.4.3 Quantify

Purchasing intention is an effect that is quantifiable; it can be measured and also made predictions. Indeed, consumers' purchasing intention is a real marketing indicator, widely used by companies and considered as a key measure of the effectiveness of sponsorship activities (Li et al., 2022). In the context of sports sponsorship, it is even seen as a representative criterion, allowing sponsors to evaluate the impact of their strategies on consumers. Sponsors thus consider purchase intention as a crucial indicator of sponsorship effectiveness, as it directly influences future sales, thus amplifying the brands' reach (Nguyen et al., 2022).

4.4.3.1 Measure

Purchase intent can be measured and used as a tool in marketing strategy. Indeed, consumers' purchasing intention is a key indicator for evaluating the effectiveness of sponsorship activities, particularly in the sporting field where brands hope to increase their visibility and encourage consumers to purchase (Li et al., 2022). This purchasing intention is also used to predict purchasing behavior, and companies monitor it in order to adjust their strategies and evaluate the relevance of their marketing actions (Chung et al., 2022). For sponsors, it constitutes one of the most reliable criteria for estimating the impact of their sponsorship on future sales (Nguyen et al., 2022).

4.4.3.2 Prediction

Finally, purchase intention, which results from a detailed process as explained previously, can not only be measured, but also predicted. Indeed, studies show that attitudinal loyalty positively influences attitude towards sponsors, and that awareness of the sponsored brand reinforces this attitude. Additionally, attitude toward the sponsor was found to be a major predictor of purchase intention (Li et al., 2022).

5 Discussion

5.1 Limitations, reliability and validity

Although the findings of this thesis are strong, some limitations must be found. The use of archival data poses a problem within the study as it does not allow for capturing of perceptions or trends that may have emerged after the publication of the studies under review. Moreover, the data was largely concerned with already established brands or companies which in turn creates a bias towards only the bigger firms with widespread sponsorship activities. Moreover, there are fewer representation of the smaller or the growing companies than expected because there is less study on it.

Reliability was achieved through the application of coding and the use of framework during data analysis. However, this still does not shield most studies from variations in context (e.g. sport types, sponsorship level and consumer segments) which affect the generalizability of the findings.

5.2 Answering the research questions

The first objective of this research was to investigate the effects of sponsorship satisfaction and experiential marketing activation on brand equity and purchase intention in the context of the sports

industry. **Experiential Marketing Activation:** The results suggested that an immersive and interactive sponsorship strategies contribute positively to brand loyalty, and value perceptions so to brand equity. Activities that build a strong bond with consumers are such that the consumers will be able to remain with the brand over a long period of time. **Satisfaction with Sponsorship:** The examined situation showed that when the sponsors and the sponsored parties are satisfied with each other, the brand equity is enhanced. Strategies of trust, performance and sharing of common goals were the foundations of satisfaction.

All the above aspects show that well-designed and executed sponsorship plans enhance brand equity and boosting the desire to buy sponsorship support products. This further endorses the purpose of sports sponsorship as a marketing strategy.

5.3 Dialogue between key results and knowledge base

These findings confirm other studies including Wakefield and Lane Keller (2019) who argued how sponsorships in the modern world are constantly changing. Indeed, brands are no longer confined to traditional marketing in sponsorship, rather experiential and interactive forms have become part of it. Furthermore, the findings illustrate that Aaker's (1991) model is applicable because it shows that sponsorship activities affect two major variables, in this case brand loyalty and brand awareness.

This thesis, however, adds to the knowledge base. Indeed, while earlier authors like Roeleven (2023) wrote about the global leader sponsored brands like Red Bull, this paper considers several different companies and sponsorship levels to have a wider picture on the sponsorship effects.

5.4 Compliance with research ethics guidelines

Ethical considerations were respect to throughout this research. The use of secondary data minimized potential biases or ethical conflicts, as all sources were publicly accessible and properly cited. Additionally, care was taken to provide objective interpretations, avoiding conflicts of interest or overstated claims.

6 Conclusions

This thesis highlights that sport sponsorship increase brand equity in three manners. First, the activation of experiential marketing goes beyond promoting the brand in many ways as it elicits a more affectionate connection and better brand loyalty and brand awareness. Secondly, satisfaction with sponsorship relations contributes to building brand equity as it is encouraging trust, symmetry, and effectiveness. And finally, greater brand equity correlates with stronger purchase intentions thus reinforcing the good cycle of effective sponsorship execution.

6.1 Key Findings

The role of sports sponsorship in building and transforming brand equity has been studied with emphasis on the following aspects:

- Experiential marketing activation leads to more emotional engagement with the brand, and as a result, improves brand's awareness and loyalty, more than the traditional advertising.
- The fulfillment of sponsorships relates positively to brand equity through the effects of trust, fit and quality perceived by the consumers.
- Increased brand equity enhances purchase intention, thus returning further benefits from successful sponsorship strategies.

6.2 Managerial implications

The results present practical implications for marketers and brand administrators:

- Embrace Experiential Marketing: Apart from conventional advertising, brands should focus on immersive and emotionally appealing sponsorship initiatives that foster bonding experiences.
- Engage in Relationship Management: Sponsors need to build trust in the sponsored entities, as well as a sense of common purpose and values.

- Utilize Analytics: Evidence that spending time and analyzing the consumers' behavior during and after the sponsorship's events can improve the effectiveness of the strategies used in the next events to enhance profits.

6.3 Recommendations for future research

Future studies could address limitations and explore new dimensions as the assessment of sponsorship effects on the performance of small and medium enterprises over a longer period of time or the investigation of regional inconsistencies in consumer response to such sponsorship activities across various sports. The examination of some new technologies as augmented reality or social media and their effectiveness in terms of sponsorship is also relevant for future research.

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Appendix

Appendix 1. Quotes from relevant publications to highlight the results of

Figure 2

Quotation	Authors	Chapter number
“Sponsorship is an indirect form of marketing communication, delivering activation through marketing messages, which is processed by consumers with less suspicion and resistance than traditional advertising (Meenaghan, 2001b). Sport sponsorship is the most popular form of sponsorship by far”	Kelly et al., (2016)	4.1
“To facilitate the transfer of favourable image associations an appropriate event, a team or league suitable to achieve the desired improvements in brand image must be selected. The event must be a close	Maanda (2019).	4.1.1 4.1.1.3

<p>representation of the image desired by the consumer, be credible and have a personality close to the one desired by the brand.”</p>		
<p>“Nevertheless, “how commercialization attitudes may differ by type of sport or even region of the world” is unknown [49] (p. 7). The Ryder Cup event saw as many as 250,000 people in attendance over the course of the week [46], making the event a great opportunity for sponsoring companies. However, the Sport and Sponsorship Director of EY argued that the event duration (i.e., only three days) was too short to be ideal for sponsors to implement their strategies. Matthews emphasized that the traditional concept of massive outlay and massive return might not apply to sponsors of a golf event because the duration is shorter than the Olympics, limiting the sponsor’s ability to achieve the desired publicity [51]. For these reasons, the Ryder Cup event in question focused on increasing the spectrum of sponsorship opportunities, enabling as many sponsorship activations as possible within the limited time to attract audiences.”</p>		4.1.1.3
<p>“The World Cup holds a strong and positive image in the mega-event live spectators’ minds and association with this event may bring benefits to sponsors. The mega-event image, whether</p>	Coelho, et al. (2019).	4.1.1.1 4.1.1.3.1

<p>stable or not, is being affected by FIFA's reputation and it may be enhanced or damaged depending on expectations being surpassed or unmet, respectively."</p>		
<p>"We confirm the important roles of self-congruity (between the consumer and the event) and of the fit between the event and the brand, which influence affect toward the event and attitude toward the sponsorship by the brand, respectively. Self-congruity and event-brand fit are both managerially relevant and actionable, and the relationships uncovered highlight the managerial importance of choosing a sponsorship event that is favored by or congruent with target consumers, as well as perceived by the target consumers as congruent with the brand's own image or personality."</p>	<p>Mazodier, et al. (2012).</p>	<p>4.1.1.2 4.1.2.2.3 4.1.2.3</p>
<p>"Developing brand-sponsor associations to facilitate brand awareness, brand image, goodwill, sales, and brand attitude (Cornwell, Humphreys, Maguire, Weeks, & Tellegen, 2006; Ruth & Simonin 2006) is dependent upon the congruence of the sponsor</p>	<p>Kelly et al., (2016)</p>	<p>4.1.1.2</p>

<p>and event, the power of image transfer, and the use of signals (Mazodier & Merunka, 2012).</p>		
<p>“Research considering the impact of sponsor-event fit on cognitive and affective responses has indicated that sponsors with high brand equity are perceived as more congruent sponsors than those with low brand equity (Roy and Cornwell 2003). Thus, well known brands have a superior opportunity for brand building through sponsorship. In turn, sponsor-event congruence has been shown to be associated with favourable attitudes towards the sponsor.”</p>	<p>Smith, et al. (2008).</p>	<p>4.1.1.2</p>
<p>“The increased interest in the sponsorship of mega-events, such as the FIFA World Cup and the Olympic Games, was not only due to the increase in their audiences, but also to the potential for global communication of these events, overcoming cultural and language barriers. In a moment when multinational companies were looking for ways to globalize their markets and offerings, sports mega-events provided an attractive communication</p>	<p>Coelho, et al. (2019).</p>	<p>4.1.1.3.1</p>

<p>platform. Sponsoring companies seek to take advantage of the link established with the mega-event through the sponsorship agreement in an attractive context, such as the sport's context, to transfer the positive image of the event to the brand."</p>		
<p>"The following discussions are provided. First, regarding the main interest of experiential marketing activation in the context of small sports sponsorship, we found that the activation of experiential marketing plays the most important role in affecting other variables, including satisfaction with sponsored activities, brand equity, and purchase intention. This finding is consistent with previous studies (Shaffer and Sherrell, 1997; Zena and Hadisumarto, 2013) which found that experiential marketing and product performance have a positive impact on participants' satisfaction with the sponsorship events. Meenaghan and O'Sullivan (2013) emphasized the importance of brand experience,</p>	<p>Hsiao, et al. (2021).</p>	<p>4.1.3.2</p>

<p>engagement, and involvement in the evaluation of sponsors. Moreover, like many other research findings, the activation of experiential marketing has a strong impact on brand equity and the purchase intention of sponsoring brands (Ross et al., 2008; Fransen et al., 2013). Based on the results, the current study suggests that companies can design some experiential marketing activities related to the sponsored events to enhance consumers' engagement in the product experiences, and can thereby induce their emotional attachment to the sponsor's brand. As such, positive outcomes will be generated through brand equity and purchase of sponsored products strategie."</p>		
<p>"Promotional programs and sponsorship of teams and events will increase the existence of a brand, which in turn, it will simplify choice by brand consumer. Distributive activities and the availability of brand goods, as well as shopping discounts and prizes which are</p>	<p>Azadi, et al. (2016).</p>	<p>4.1.2 4.1.2.3.1</p>

<p>given, cause to strengthen the brand awareness.”</p>		
<p>“The interweaved stance will ensure that sponsorship is a tool in the marketing toolbox that supports all other mediums and carries a similar message and not only deployed because a sponsorship commitment exists. This means for brands to have a successful sponsorship strategy; they must align with the overall brand strategy that is informed by a purpose.”</p>	<p>Pillay, & Sibiya (2021).</p>	<p>4.1.2 4.1.2.2</p>
<p>“Sponsorship is a major driver of brand strategy to add value to the brand through leveraging functional and non-functional brand values with extending customer experience.”</p>	<p>AlShawaaf (2023).</p>	<p>4.1.2</p>
<p>“Sports sponsorship is an effective tool for companies to promote their brand [20]. Also, it offers unique opportunities for operationalizing brand strategy. ”</p>	<p>Zarei Mahmoudabadi et al., (2019)</p>	<p>4.1.2</p>
<p>“Furthermore, when the consumer selects to watch a particular event, brand recall is stronger due to higher attention. When the exposure is prominent, it leads to better brand recall. Repeated exposure to the brand</p>	<p>AlShawaaf (2023).</p>	<p>4.1.2.1 4.1.2.2.4</p>

<p>results in not only better recall of the brand, but also impair recall of competitors' brands."</p>		
<p>"Many companies are mentioning that they are not so interested in sponsorship opportunities but forced to do so, in order not to lose market share to the other competitors, which are investing in sponsorship programs. However, a company which is trying to gain a competitive edge can still be harmed by ambush marketing tactics of other companies."</p>	<p>Schmid (2017).</p>	<p>4.1.2.1</p>
<p>"Social identity theory is a broad-based concept that focuses on the varying group identities of the individual and assumes that part of the self-concept is defined by our belonging to social groups (Ashforth & Mael, 1989; Hogg & Terry, 2000; Tajfel, 1978). Membership and identification with these groups allows individuals to assimilate with like individuals and differentiate themselves from those not sharing similar characteristics (Heere, Walker, Gibson, Thapa, Geldenhuys, & Coetzee, 2013)."</p>	<p>Wear, et al. (2016).</p>	<p>4.1.2.2.1</p>

<p>“Brand equity might increase among youth who have an affinity with the team or university and who watch the games through the media. As they consume the games through the media they are exposed to the product of the sportswear company and develop an attachment to it.”</p>	<p>Wear, et al. (2016).</p>	<p>4.1.2.2.1</p>
<p>“Sports sponsorship potentially increases fans' familiarity with the brand and keeps brand associations in their memory. It is claimed that increasing brand familiarity through exposure can improve attitudes towards the sponsor brand. Fans are repeatedly exposed to the brand name and logo during the relevant sporting event. In addition, a brand's interest in sports and providing financial support to sports can help develop a positive attitude towards sports”</p>	<p>GündüzYeli (2023).</p>	<p>4.1.2.2.1 4.1.2.2.4</p>
<p>“Gwinner & Eaton (1999) found evidence that the image of a sporting event will transfer to a sponsoring brand's image when the two are linked through a sponsorship. The sponsor's brands</p>	<p>Henseler, et al. (2007).</p>	<p>4.1.2.2.2</p>

<p>can be enhanced or damaged (Wilson et al, 2004; Wilson et al, 2005) by association through image transfer (McCracken, 1988). This image transfer will be stronger in sponsor relationships where there is functional or image-based similarity rather than where there is no similarity.”</p>		
<p>“If we assume, for instance, that (a) the action of drinking Coca-Cola and (b) watching a World Cup match are associated with a moment of entertainment, the associative network knots of Coca-Cola and the World Cup are connected. Consistent sponsorship activation through marketing communication is likely to have reinforced such a connection.”</p>	Coelho, et al. (2019).	4.1.2.2.2
<p>“Sponsorship is a way to introduce consumers to a company, product or service, and encourage a one-to-one relationship. It allows a company to do this by showing empathy with the sponsored sport (Pickton & Broderick, 2005). [...] Sponsorship positively impacts lives of the people in the community, helps to give emotive</p>	Mulei, & Muchemi (2021).	4.1.2.2.3

<p>connection that other methods don't, helps to create positive public relations and raise awareness of the organization as a whole, provide attractive content for organization's products and services, helps in building brand positioning through associative imagery, [and] helps creating internal emotional commitment to the brand »</p>		
<p>“Sports sponsorships are attractive for brands in many aspects, including providing various advantages to brands in reaching their target audiences effectively, creating a positive perception of the brand or changing the a to a positive one, supporting the brand image with the success and positive features of sports events, and establishing emotional bonds with the target audience through the excitement and dynamism of sports »</p>	<p>GündüzYeli (2023).</p>	<p>4.1.2.2.2 4.1.2.2.3</p>
<p>« Customers are more seeking brands that match its personality with their character are more inclined to buy such a brand. When the customer find such a</p>	<p>Almasi, & Zamani Dadanehi (2017).</p>	<p>4.1.2.2.3</p>

<p>brand, may overlook of other brands defects and that a brand select to purchase. Manufacturing companies and branding should consider this point that their products to produce for what society and to influence and to success of their customers, must their brand coordinate with the characteristics of the target community. For example, a brand that has a simple character couldn't have an impact on the community as much as bold brand be impact on the youth.”</p>		
<p>“Companies are aware of the positive aspects of linking their brand with a sports celebrity or a sporting event to reach potential consumers, and therefore this has become very important at present. Furthermore, companies can differentiate themselves through sports sponsorship from other brands with a good sports sponsorship deal”</p>	<p>Mulei, & Muchemi (2021).</p>	<p>4.1.2.1 4.1.2.3.3</p>
<p>“Moreover, higher frequency of exposure to the brand can have a positive effect on brand evaluations even if consumers do</p>	<p>AlShawaaf (2023).</p>	<p>4.1.2.2.4</p>

not recall the brand (Matthes et al., 2007).”		
“Experiences in commercial sponsorship show that the combination of advertising and sponsorship is very effective, with sponsorship believed to make consumers more receptive to the influence of the sponsored brands advertising.”	Rosenberg, & Ferguson (2014).	4.1.2.3.1
“The above mentioned analysis and their results clearly show that Publicity and Sponsorship have an impact on Brand Equity positively. The more the favorable Publicity and Sponsorship the more the Brand Equity.”	Tufail, et al. (2014).	4.1.2.3.1
« Exposure to a sponsored event includes the number of times an individual is exposed to an event message, and it is generated through a mention of the name, appearance of the logo, etc. [...] The more audiences are exposed to sponsorship associations, the more likely it is that these associations will be encoded in memory (Johar et al., 2006). Awareness is formed through increased exposure, although at a	Nguyen & Vu (2022).	4.1.2.2.4

diminishing rate (Grohs & Reisinger, 2014)”		
<p>““Sponsoring the marathon has helped the bank to reconnect with our customers directly and also that it has helped to increase our reach and exposure to new customers who are normally happy that we sacrifice to sponsor this event every year.” Respondents indicated that the Eldoret Half Marathon has affected Family Bank in various ways. It improves Family Bank brand awareness, allows for more customers to be recruited during the event, increases the publicity of Family Bank in the region, and also allows the bank to have significant community support””</p>	Mulei, & Muchemi (2021).	4.1.2.3.3
<p>“Almost everyone in the world is, in some degree influenced by marketing communication such as promotion and advertising. It is the message transfer from the sender to the receiver through communication tools, like sponsorship. Companies in public and private sector have recognized that it is crucial to their success to communicate</p>	Schmid, (2017).	4.1.2.3.1

<p>efficiently and effectively with their target group, not least because of the change in the market with the Internet, technological advances. As well as political and cultural boundaries, which have now begun to disappear, allow people to make their decisions about what suits them better and to influence other people. Therefore, organizations which recognize those changes and which identified the fact that new approaches on how to reach their customer are needed, are clearly in the better position. (Ukman 2015.)”</p>		
<p>“The more audiences are exposed to sponsorship associations, the more likely it is that these associations will be encoded in memory (Johar et al., 2006). Awareness is formed through increased exposure, although at a diminishing rate (Grohs & Reisinger, 2014). Many researchers believe that having greater knowledge about a subject can help consumers evaluate it more positively”</p>	<p>Nguyen & Vu (2022).</p>	<p>4.1.2.2.4</p>

<p>“Shank (2009) mentioned, athletes as endorser can build up an immediate association with the brand, as they are very famous among the targeted customers. If chosen wisely, the athlete itself stands for the values which the company wants to transfer. Thus, sport sponsorship has a significant influence on the brand equity of a company and it is very helpful to increase it. With the aid of the gathered primary data, the author already showed that Puma is increasing the company’s brand image due to its sponsorship activities. Crosstabulation has shown, that 51 out of the 74 people who are connecting Bolt with Puma think that it has increased its brand image. The sub-hypothesis 1 showed that the majority of the respondents feel that the sponsorship with Usain Bolt has got a positive effect on the brand awareness. The awareness of most of the respondents was high towards Puma, due to their positive attributes which they connect Usain Bolt with. »</p>	<p>Schmid, (2017).</p>	<p>4.1.2.3.2</p>
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<p>“The sponsor finances the sponsored entity in order to secure the rights to exploit the commercial potential derived from its association with that property.”</p>	<p>Zouaoui, et al. (2013).</p>	<p>4.1.2.3.3</p>
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Appendix 2. Quotes from relevant publications to highlight the results of Figure 3

Quotation	Authors	Chapter number
<p>“Both the sponsor and sports unit are dependent on each other to some extent. For example, a sponsor can profit from a winning athlete or team by associating themselves with that winning identity. Additionally, as noted by Mullin et al. (2007), sport sponsorship plays the important role of building long-term relations of trust between brands and customers. And of course, the success of the sponsorship deal is ultimately dependent on this translating to increased sales.”</p>	<p>Hunt & Hunt (2022).</p>	<p>4.2.1</p>
<p>““We are sponsorship partners with the football club and we also provide the players with our</p>	<p>Douvis, et al. (2015).</p>	<p>4.2.1.1</p>

<p>sportswear and sports equipment. Apart from this partnership the football club also buys from us all of the sportswear it sells in its sportswear boutiques. So apart from trying to achieve our marketing objectives through the sponsorship partnership we also gain a direct increase of sales, what we call an extra revenue opportunity.””</p>		
<p>“Sponsorship in the field of sports is characterized by assemble nature, and it is not more complicated than any activities within the mixture promotion of institution, which contain many common marketing elements, while some joint marketing elements operate separate units such as a discount on entry tickets for the games or programs of public relations. The sponsorship used two elements or more of the marketing mix to provide the sponsor with connection, value, presentation in the media, and take advantage of the sponsorship opportunities to achieve its goals of communication with the target groups. ”</p>	<p>Hadj Aissa et al., (2016)</p>	<p>4.2.1.1</p>
<p>“The sponsor finances the sponsored entity in order to secure the rights to exploit the</p>	<p>Zouaoui, et al. (2013).</p>	<p>4.2.1.2</p>

commercial potential derived from its association with that property.”		
<p>“Kim (2010) investigated the relationship between sports-related event sponsorship and stock market valuation and identifies factors that influence the financial rewards of sponsorship using World Cup and PGA tour sponsorship data. Event study results showed that sponsorship of the World Cup and PGA is positively related to abnormal stock returns for sponsors, but not every sponsor enjoys significantly positive cumulative abnormal returns. Regression analysis indicated that unexpectedly brand equity and U.S. country of origin is negatively associated with financial performance. Furthermore, U.S. sponsors with top brand value boost their abnormal stock return. Product fit enhances short-term financial performance, but the significant impact of the event type of financial outcome was not observed.”</p>	Hadj Aissa et al., (2016)	4.2.1.2

<p>“During the last decade of the millennium, companies have come to expect more from sponsorship investments. In addition to added brand equity, companies would like to see increased sales volumes or rising stock prices more or less directly linked to the sponsorship.”</p>	<p>Zwick & Dieterle (forthcoming).</p>	<p>4.2.1.2.1</p>
<p>“Authors Ireland et al. (2016, p.241) suggests that "sport sponsorship has become popular because of its capacity to influence brand awareness and positive brand associations". These positive or favourable associations towards a brand determines the value of the brand to the consumer.”</p>	<p>Maanda (2019).</p>	<p>4.2.1.3</p>
<p>“One of the main objectives of sports sponsorship is to use the property’s image to gain benefits in terms of brand visibility and image (Farrelly et al., 2006). The visibility achieved by establishing a partnership with a property, such as a sports mega-event, might increase brand awareness and recognition”</p>	<p>Coelho, et al. (2019).</p>	<p>4.2.1.3.1</p>
<p>“Customer satisfaction is defined</p>	<p>Azadi, et al. (2016).</p>	<p>4.2.2</p>

<p>as feeling or attitude of a customer to a product or service after its use (Jamal Nasser, 2002); and the final brand equity is defined as the difference between the value of products with the brand and products with the same quality and characteristics but are not known (Kim and Hyum, 2011).”</p>		
<p>“When looking for a link with a sport property, sponsors aim to achieve brand visibility and transfer positive associations (Walliser, 2003). The improvement of a sponsor’s corporate reputation is also mentioned in the literature as one of the sponsorship objectives, which reinforces the importance of such associations (Dolphin, 2003). More visibility and positive associations might improve brand equity from the consumer’s perspective (Buil, Martínez, & Chernatony, 2013).”</p>	Coelho, et al. (2019).	4.2.1.3.1
<p>“As for the sports clubs, it should be noted that the fans' positive or negative brand attitude towards</p>	GündüzYeli (2023)	4.2.2.2

the sponsor brand can also affect their attitude towards the club.”		
“Sports sponsorships are attractive for brands in many aspects, including [...] supporting the brand image with the success and positive features of sports events, and establishing emotional bonds with the target audience through the excitement and dynamism of sports.”	GündüzYeli (2023)	4.2.2.2
“The sponsorship revenue is the second largest source of income for these organizations, being surpassed only by broadcasting rights revenue.”	Coelho, et al. (2019).	4.2.2.3
“Over the last two decades sport sponsorships have matured to play a dominant role in many organizations’ promotional mix. Conversely, many sport organizations, sport event managers, leagues, and even individual athletes see lavish corporate spending as the most viable, if not the only, path to profitability.”	Zwick & Dieterle (forthcoming).	4.2.2.3
“All definitions mentioned above lay out the priority in the relationship advantage between the sponsee and the sponsor.	Schmid (2017).	4.2.3

<p>Besides that it can also be identified that it is vital that both parties (sponsor and sponsee) can somehow profit from the sponsoring deal. To maintain a successful and longterm deal, it is critical to have a win-win situation between both parties, to keep both sides satisfied. As there are small differences between official sponsorship and sport sponsorship the paper will only be focusing on sport sponsorship and not on sponsorship in general.”</p>		
<p>“Although there is no universally accepted definition of sponsorship, we noted that most of the definitions share the notion that sponsorship is a mutually beneficial business relationship involving the provision of resources by a corporate organization to a cause, sport art or entertainment entity, in return for some brand-building benefits.”</p>	<p>Charumbira & Charumbira, (2015)</p>	<p>4.2.3</p>
<p>“This way, the money committed to sponsorships will be used effectively and sport properties will be able to select the right target companies that will stay in the deal for the long term. The establishment of long-term relationships of high quality</p>	<p>Douvis, et al. (2015).</p>	<p>4.2.3.1</p>

<p>affects the decisions of managers on sponsorship partnerships. Like in any other business-to-business relationship, the two parties develop ties that create trust, commitment, and satisfaction and thus, it is difficult to end the relationship. So, it is better for sport properties to cultivate long-term relationships with sponsors. As the relationship matures, the process of sponsorship renewal is easier and the relationship of the two brands in consumers' mind becomes stronger.”</p>		
<p>“When a long-term relationship is already established between the two parties based on trust and mutual benefits, then the process can be smaller and faster such as in the case of "me too services" whereas when a new deal is sought the process is longer and takes more time such as in the case of new services.”</p>	<p>Douvis, et al. (2015).</p>	<p>4.2.3.1</p>
<p>“The most important criteria that should be used for selecting sponsorship partners are fit in corporate values; revenue opportunities from the agreement, and image</p>	<p>Douvis, et al. (2015).</p>	<p>4.2.3.2</p>

<p>enhancement through the connection of the two parties in customers' mind, something that depends highly on the reputation of the sport property in the market."</p>		
<p>"Considering that the sponsor is perceived as a member of the group, individuals tend to impart a positive bias to their opinions about the firm, reinforcing the perception of team-sponsor fit (Gwinner & Swanson, 2003), especially when the benefits for the sponsored team are clearly perceived by the fans (Woisetschläger, Eiting, Haselhoff, & Michaelis, 2010). This effect was also verified in the context of sports events, given that fans who identified with the sport positively modified their perceptions regarding event-sponsor fit (Gwinner & Bennett, 2008)."</p>	De Amorim & De Almeida (2015)	4.2.3.2
<p>"Purchase intention is the most useful indicator in sport sponsorship from the perspective of a sponsor (Biscaia et al., 2013). Purchase intention is meant by a kind of decision making that studies the reason a consumer buys manufactured products by a company."</p>	Husna Dzoolkarnain, et al. (2023).	4.2.4

<p>“The other two show that fit in corporate values between sponsor and sponsee is very important in selecting a sponsorship partner. Characteristically, a football club manager explained: “Our brand is connected to power, winner’s spirit through clarity and integrity. As a result, we would never choose to co-operate on a sponsorship level with a corporation which is or has been involved in the past in economic or non-economic scandals like other professional football clubs have done in the past with an aim to increase their financial income. We are very careful with this matter and we always examine the prospective sponsor’s corporate values”</p>	<p>Douvis, et al. (2015).</p>	<p>4.2.3.2</p>
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Appendix 3. Quotes from relevant publications to highlight the results of

Figure 4

Quotation	Authors	Chapter number
<p>“Brand equity, support the customer’s value and indirectly increases the value of company or organization. Brand equity and</p>	<p>Tufail, et al. (2014).</p>	<p>4.3</p>

<p>customer value through increasing: effectiveness and efficiency of brand loyalty, brand development and profit margin, business power and competitive advantage that give value/increase the value to company/ organization (Aaker, 1996). According to behavioral point of view, brand equity is very important in making difference points which is resulted in a source of competitive advantage in industries (Aaker, 1991). Brand equity is suggested of possessions which expected it to increase customer's value and their purpose for buying and enhance market performance as well as performance of a Brand (Balduaf et al, 2003). Belief in this principle incited a wave of mergers and acquisitions in which strong branded companies were protected at six and more times their book value in the industries (Aaker 1991). Brand equity is a term used in the marketing industry which describes the overall value of a brand which has a named that is well-known, a</p>		
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<p>wellknown brand name can be a cause of more profit from their products with a less well-known name of a brand. It can be said that brand equity is brand worth or the image of the Brand.”</p>		
<p>“Brand equity can also be called as added value of a product with a well-known name in comparison to the product with a name that is less famous. Different results that are obtained from three dimensions of the brand equity are brand consciousness, supposed quality and brand loyalty of the particular brand of an organization (Yoo et al, 2000). More resource companies spend to improve/established a particular brand the higher apparent quality the brand was seen to have in consumer mind (Ramos and Franco, 2005). According to Aaker (1991), the brand represented a set of relationship that can be different within the market place/business. Particular brands are linked with demand advantages as well as cost advantages for the organizations (Campbell, 2002). The Brand</p>	<p>Tufail, et al. (2014).</p>	<p>4.3</p>

<p>equity can be measured in many contexts: The value that is added or gifted by the brand title of a particular brand (Farquhar, 1989). (Keller, 1993) argued that equity of a brand can be said as a mixture of the elements, which contains both monetary associations or as monetary aspects. In fact, equity of a brand can be seen as the worth that is added to a particular product by a strong brand name, or by supposed worth of the product or the brand in the mind of consumers in a particular industry (kimetal, 2008). Brand equity can be viewed as a most significant concept in management of a brand for the both theoretic as well as applied reasons. In a theoretical view point, this is totally related to appreciate key elements that make up brand worth in a range of particular brands (Punj&Hillyer, 2004).1997)”</p>		
<p>“The results show 35% variation in brand equity is explained by publicity and sponsorship. ”</p>	<p>Tufail, et al. (2014).</p>	<p>4.3</p>
<p>“Companies, according to Choi et al., (2015) enter into sport</p>	<p>Maanda (2019).</p>	<p>4.3.1</p>

<p>sponsorships for a variety of reasons. However, the most common and predominant reasons are to influence brand awareness, brand associations, brand loyalty and perceived quality, which are the key dimensions of brand equity.””</p>		
<p>“Arguably the most important aspect of sport sponsorship is that it creates or increases awareness of a product/service or brand. It can be an extremely beneficial tool for enhancing awareness over a brief period of time”</p>	<p>Hunt & Hunt (2022).</p>	<p>4.3.1</p>
<p>“The sub-hypothesis 1 showed that the majority of the respondents feel that the sponsorship with Usain Bolt has got a positive effect on the brand awareness. The awareness of most of the respondents was high towards Puma, due to their positive attributes which they connect Usain Bolt with.”</p>	<p>Schmid (2017).</p>	<p>4.3.1</p>
<p>“Brand recall is the basic dimension of brand equity (Shimp, 2008). It is established through exposure to fast moving consumer goods (Baumann et al., 2015). Brand recall is higher for brands</p>	<p>AlShawaaf (2023).</p>	<p>4.3.1.1</p>

<p>exposed through logos than for brands exposed through traditional ads (Levin et al., 2001). There is a strong power association between brand names among consumers and sponsored sports (Aitken et al., 1986). Consumers are likely to learn about connections between brands and sports by attending the event. There are implicit associations between popular sports and sponsors (Pettigrew et al., 2013). However, on-site direct audiences show better recall and recognition of brands than the television audiences (Carrillat et al., 2015). Furthermore, when the consumer selects to watch a particular event, brand recall is stronger due to higher attention (Siemens et al., 2015). When the exposure is prominent, it leads to better brand recall (Lehu & Bressoud, 2009). Repeated exposure to the brand results in not only better recall of the brand, but also impair recall of competitors' brands"</p>		
<p>"Respondents indicated that sponsorship as a method of</p>	<p>Mulei & Muchemi (2021).</p>	<p>4.3.1.1</p>

<p>creating brand awareness unlike other methods such as conventional advertising and media promotions tends to positively impact lives of the people in the community, helps to give emotive connection that other methods don't, helps to create positive public relation and raise awareness of the organization as a whole, provide attractive content for organisations products and services, helps in building brand positioning through associative imagery, helps creating internal emotional commitment to the brand and also acts as corporate hospitality that promotes good relations with clients”</p>		
<p>« Brand reminders include anything that makes a brand remind in the minds (Aaker, 1991). Customer satisfaction is defined as feeling or attitude of a customer to a product or service after its use (Jamal Nasser, 2002); and the final brand equity is defined as the difference between the value of products with the brand and products with the same quality</p>	<p>Azadi, et al. (2016).</p>	<p>4.3.1.2</p>

and characteristics but are not known (Kim and Hyum, 2011). »		
“Some studies have shown that there is a direct relationship between customer satisfaction and loyalty. This means that customers will remain loyal and satisfied customers who are unhappy select other vendors”	Azadi, et al. (2016).	4.3.1.2
“Exposure to a sponsored event includes the number of times an individual is exposed to an event message, and it is generated through a mention of the name, appearance of the logo, etc. (Santos et al., 2008). The degree of exposure to each sponsor- sponsorship association is an important factor influencing sponsor awareness (Johar et al., 2006; Wakefield et al., 2007). The more audiences are exposed to sponsorship associations, the more likely it is that these associations will be encoded in memory”	Nguyen & Vu (2022).	4.3.1.2
“Customer experiences are critical to the activation of experiential marketing. Meenaghan and O’Sullivan (2013) pointed out that in order to effectively evaluate	Hsiao, et al. (2021).	4.3.2 4.3.2.1 4.3.4.1

<p>sponsors, sponsors must provide brand experience, engagement, and involvement, and not just rely on media exposure.”</p>		
<p>“People perceive this congruence based on the longevity of the partnership, because they associate Coca-Cola with moments of entertainment or due to other reasons that enable the connection between the constructs in a network of associated information. If we assume, for instance, that (a) the action of drinking Coca-Cola and (b) watching a World Cup match are associated with a moment of entertainment, the associative network knots of Coca-Cola and the World Cup are connected. Consistent sponsorship activation through marketing communication is likely to have reinforced such a connection”</p>	<p>Coelho, et al. (2019).</p>	<p>4.3.2.1</p>
<p>“all the respondents which link Usain Bolt strongly or mostly likely with performance, did also answered that they perceive that the brand Puma has high-performance products due to the sponsorship with Usain Bolt. This</p>	<p>Schmid (2017).</p>	<p>4.3.3 4.3.3.1</p>

<p>shows that when the consumer relates performance to Usain Bolt, he simultaneously perceived Puma as a brand with high-performance products.”</p>		
<p>“Furthermore, the effective transfer of images between partners can lead to positive, synergistic out-comes both for sponsors and the sponsored events”</p>	<p>Kelly et al., (2016)</p>	<p>4.3.3.1</p>
<p>“Authors Ireland et al (2016, p.241) suggests that "sport sponsorship has become popular because of its capacity to influence brand awareness and positive brand associations. These positive or favourable associations towards a brand determines the value of the brand to the consumer (Ireland et al, 2016)””</p>	<p>Maanda (2019).</p>	<p>4.3.4</p>
<p>“Just as with other major announcements, new sponsorships have been shown to have an effect on the value of a company’s share price”</p>	<p>Smith et al. (2008)</p>	<p>4.3.4</p>
<p>“In this study it was found that the dimensions of brand equity are directly effective on brand equity, but at the same time brand loyalty is known as the most effective factor on brand equity. Brand loyalty leads the consumer to use</p>	<p>Azadi, et al. (2016).</p>	<p>4.3.4 4.3.5</p>

<p>a brand against unfamiliar brand and at time of buying, chooses a familiar brand which this increases value of branded product.</p> <p>The results showed that after brand loyalty, brand awareness, both directly and indirectly through the creation of satisfaction leads to loyalty and, ultimately, brand equity is created, affects on brand equity respectively. Promotional programs and sponsorship of teams and events will increase the existence of a brand, which in turn, it will simplify choice by brand consumer. Distributive activities and the availability of brand goods, as well as shopping discounts and prizes which are given, cause to strengthen the brand awareness.</p> <p>The third factor affecting on equity of the Sport brands is satisfaction of the customers from the perspective of students and graduates in physical education. The influence is completed indirectly through the creation of customer loyalty to the brand equity. The effect of satisfaction</p>		
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<p>on loyalty is one of the most important studies in recent years. Some studies have shown that there is a direct relationship between customer satisfaction and loyalty. This means that customers will remain loyal and satisfied customers who are unhappy select other vendors.</p> <p>Perceived quality along other dimensions is the effective value of Sports brands and one of the major ways in which a Sport brand can be distinguished from its competitors. After delivery of goods to customers, they compare the value with expected product mentally, if the mentality of the goods equal or exceed customers' expectations, is the possibility of referring to the presentation of a brand in the future. This influence is conducted both directly and indirectly through the creation of customer satisfaction and loyalty and brand equity. In order to increase the perceived quality of the brand, the store image and Distribution intensity increase the perceived quality statistically. Product distribution in stores with</p>		
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<p>favorable image, due to the positive attitude of customers to the stores and offered products, perceived quality of the brand is increased.”</p>		
<p>“Team supporters go to stadiums to live immersive experiences and to feel closer to the players (Koo et al., 2006; Madrigal, 2000, 2001). Sports events are therefore fertile ground for brands to carry out sponsorship and thus strengthen sponsor attachment”</p>	<p>Petit et al. (2023).</p>	<p>4.3.5.1</p>
<p>“The greater the perceived quality of a brand, the higher the brand equity. Consumers make inferences on quality from the limited information they are given. Moreover, the seller controls much of this information. The brand name, the product design, the packaging, and advertisements are among the most common types of information that communicate unobservable or intangible quality to the consumer (Gill & Dawra, 2010)”</p>	<p>Hunt & Hunt (2022).</p>	<p>4.3.5.2</p>
<p>“Companies, according to Choi et al., (2015) enter into sport sponsorships for a variety of</p>	<p>Maanda (2019).</p>	<p>4.3.5.2</p>

<p>reasons. However, the most common and predominant reasons are to influence brand awareness, brand associations, brand loyalty and perceived quality, which are the key dimensions of brand equity”</p>		
<p>“From a managerial standpoint, our findings indicate that sponsorship has a positive influence on brand trust and brand loyalty; these are key empirical findings, considering the importance of marketing budgets devoted to sponsorship. Our research reveals changes in brand trust and brand loyalty before and after event sponsorship for two major brands in different categories (Adidas and Samsung)”</p>	<p>Mazodier & Merunka (2012).</p>	<p>4.3.5.3</p>
<p>“In sport sponsorship, trust is described as the responsibility of the sponsors of the sport to provide helpful information about their manufactured products or services to the fans. Fans will perceive their trust towards the sport sponsorship manufactured product by receiving the benefits”</p>	<p>Husna Dzoolkarnain, et al. (2023).</p>	<p>4.3.5.3</p>
<p>“Customer experiences are critical to the activation of experiential</p>	<p>Hsiao, et al. (2021).</p>	<p>4.3.6</p>

<p>marketing. Meenaghan and O’Sullivan (2013) pointed out that in order to effectively evaluate sponsors, sponsors must provide brand experience, engagement, and involvement, and not just rely on media exposure. Schmitt (1999) proposed that customer experiences are conceptualized as a combination of senses, affect, and cognition. The cognitive component comprises the physical attributes or intangible qualities that meet the utilitarian needs, the affective component refers to customers’ moods or feelings (e.g., fun or pleasure), and the sensory component can cause excitement and pleasure (Aaker, 1996; Gentile et al., 2007). Experiential marketing researchers have pointed out that companies’ long-term competitive advantages can be obtained by continuously exceeding customers’ cognitive, emotional, and sensory expectations (Kim and Perdue, 2013; Wiedmann et al., 2018).”</p>		
<p>“Sponsors need to develop a measurement tool to quantify the</p>	<p>Pillay & Sibiya (2021).</p>	<p>4.3.6</p>

<p>impact that sponsorship lands on their brands. This way, there will be clarity on what needs to be addressed and how the market is reacting to the sponsorship activities. The measurement tools need to provide clarity on both the financial measures and as well as the fundamentals.”</p>		
<p>“First, regarding the main interest of experiential marketing activation in the context of small sports sponsorship, we found that the activation of experiential marketing plays the most important role in affecting other variables, including satisfaction with sponsored activities, brand equity, and purchase intention. This finding is consistent with previous studies (Shaffer and Sherrell, 1997; Zena and Hadisumarto, 2013) which found that experiential marketing and product performance have a positive impact on participants’ satisfaction with the sponsorship events. Meenaghan and O’Sullivan (2013) emphasized the importance of brand experience, engagement, and involvement in</p>	<p>Hsiao, Tang, & Su (2021).</p>	<p>4.3.5.1</p>

<p>the evaluation of sponsors. Moreover, like many other research findings, the activation of experiential marketing has a strong impact on brand equity and the purchase intention of sponsoring brands (Ross et al., 2008; Fransen et al., 2013). Based on the results, the current study suggests that companies can design some experiential marketing activities related to the sponsored events to enhance consumers' engagement in the product experiences, and can thereby induce their emotional attachment to the sponsor's brand. As such, positive outcomes will be generated through brand equity and purchase of sponsored products."</p>		
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Appendix 4. Quotes from relevant publications to highlight the results of

Figure 5

Quotation	Authors	Chapter number
<p>"The nature of team support has also been established as a precursor to consumers' purchase intentions. Gwinner and Swanson's (2003) data supported</p>	<p>Smith, et al. (2008).</p>	<p>4.4 4.4.1</p>

<p>the hypothesis that highly identified sport fans are more likely to exhibit sponsor recognition, a positive attitude toward the sponsor, sponsor patronage and satisfaction with the sponsor. These outcomes were linked to three antecedents: prestige, fan associations and domain involvement (the personal relevance of a particular object, situation or action). The authors defined team identification as spectators' perceived connectedness to a team and its performance. Therefore, it is a specific form of organizational identification, and one that gives rise to the positive associations that may encourage purchase intentions. Positive attitudes toward a sponsor have further been positively associated with favourable perceptions and intentions to purchase a sponsor's product (Speed and Thompson 2000). Wann et al. (2001) observed that highly identified fans evaluate in-group members higher than out-group members. It is unclear whether</p>		
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<p>this positive association extends to sponsors (Wann and Branscombe 1993).”</p>		
<p>“However, in line with, studies have shown that consumer’s attitude is an important predictor of behavioral intentions. With this relation in mind, the intention to purchase a sponsor’s product, for example, will increase if the sponsor develops a favorable attitude toward itself.”</p>	Zardini Filho (2020)	4.4 4.4.1
<p>“Regards PI, the results presented a high correlation with attitude. Besides that, Spearman correlations and the WSRT revealed significant effect sizes of the experiment around attitude on the affirmatives, regardless sport involvement. Due to this fact, even with that negative starting point, it might be claimed that the sport sponsorship, affecting the attitude, also had a positive impact on PI. Notably, the observed evolution trends on the attitudes measures had the same general movements in terms of PI.”</p>	Zardini Filho (2020)	4.4.1
<p>“In addition, he concluded that favourable beliefs about the</p>	Smith, et al. (2008).	4.4.1

<p>benefits provided to the sport property from the sponsor are positively related to attitudes toward buying products from that sponsor. Fan identification with the sport property and the opportunity for sponsors to influence consumers' beliefs about the benefits of association, are the key lessons."</p>		<p>4.4.1.2 4.4.1.1</p>
<p>"Sponsorship altruistic motivations have a positive impact on consumer attitude and purchase intention. It can be seen from the research that strongly perceived altruistic sponsorship motivation not only has a positive impact on consumer purchase intention directly but also has a positive impact on consumers' attitude."</p>	<p>Li, et al. (2022).</p>	<p>4.4 4.4.1 4.4.1.1 4.4.2.1</p>
<p>"Involvement is defined as a state of motivation, arousal or interest toward an activity or product⁴⁵ . Specifically, sport involvement can be seen as the active interest in, engagement with, and commitment to a sport⁴⁶ . Shank and Beasley⁴⁷ pointed out that involvement is a predictor of behaviours, considered also a</p>	<p>Zardini Filho (2020)</p>	<p>4.4.1.2 4.4.1.3</p>

<p>variable for modelling the sport consumer behaviour.(...) Studies about sport sponsorships have concluded that sport involvement positively leverages purchase intention. (...) involvement is then influencing future attendance motivation, brand recall, brand recognition and/ or shaping brand and product category attitudes.”</p>		
<p>“fans’ reactions to sponsors pass through a series of stages, from first knowing the sponsors to finally accepting the intention and purchase behavior of their products. Fans’ perceptions of sponsors positively contribute to their attitudes toward them and subsequently purchase intention.(...) The level of involvement with a sponsored event is also a major factor in the sponsorship endorsement process. This factor influences the attitude toward the sponsor and the purchase intention of consumers.”</p>	<p>Nguyen & Vu (2022).</p>	<p>4.4.1.1 4.4.1.2 4.4.1.3</p>
<p>“Consumers generally proceed with purchasing once they are aware of the product category and a brand in that category, and</p>	<p>Maanda (2019).</p>	<p>4.4.2</p>

<p>mostly adopt a decision rule to purchase brands they have heard of or are familiar with, it is for this reason that brand awareness plays such a critical role in brand equity”</p>		
<p>“Based on the results, the current study suggests that companies can design some experiential marketing activities related to the sponsored events to enhance consumers’ engagement in the product experiences, and can thereby induce their emotional attachment to the sponsor’s brand. As such, positive outcomes will be generated through brand equity and purchase of sponsored products”</p>	Hsiao, et al. (2021).	4.4.2
<p>“The results show that altruistic sponsorship motivation has a positive impact on consumer attitude and purchase intention. Sponsorship egoistic motivations have a reverse impact on consumer attitudes. However, the reverse impact on purchase intention is relatively low.”</p>	Li, et al. (2022).	4.4.2.1
<p>“I might be more aware of the brand and have more of a positive attitude towards them but I</p>	Sephapo (2017)	4.4.2.1

<p>wouldn't necessarily buy the product. The sponsorship makes the product much more known. These products would be considered in my decision-making process. I assume that they are of a high quality and they would stand a better chance of me purchasing them. [Sponsorship] creates awareness but I will still not buy the product. "</p>		
<p>"Hence it has become vital for marketers to understand that their job doesn't end with the purchase, as they should supply beliefs and evaluations via marketing communications that reinforce the consumers' choice and help them to feel good about the brand. Furthermore it is imperative that a company understands the importance of behavioral intentions and monitors post-purchase satisfaction, actions and product uses as well as disposals. (Kotler & Keller, 2012, 194) "</p>	Väre (2014).	4.4.2.1
<p>"Consumer purchase intention is an important marketing indicator considered by enterprises, and it is an important indicator for</p>	Li, et al. (2022).	4.4.3 4.4.3.1

<p>sponsors to measure sponsorship effects. From the research results, sponsorship motivation has an important impact on consumer purchase intention.”</p>		
<p>“From the sponsor’s point of view, consumer purchase intention is the most useful indicator of sponsorship effectiveness due to its impact on future sales”</p>	<p>Nguyen, et al. (2022).</p>	<p>4.4.3 4.4.3.1</p>
<p>“The purchase intention of consumers is a typical indicator used to predict purchase behavior, and brands have been continuously studying it to determine the effectiveness of marketing activities.”</p>	<p>Chung, et al. (2022).</p>	<p>4.4.3.1</p>
<p>“They found that attitudinal loyalty impacts the attitude toward both sponsors and purchase intentions positively, and sponsorship awareness impacts the attitude toward sponsors significantly, while the attitude toward the sponsor was the strongest predictor of purchase intentions”</p>	<p>Li, et al. (2022).</p>	<p>4.4.3.2</p>