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**Multidimensional Attitudes Toward Sponsorship Scale**

By

**Zachary Evans**

A Dissertation  
Submitted to the Faculty of Graduate Studies  
through the Department of Kinesiology  
in Partial Fulfillment of the Requirements for  
the Degree of Doctor of Philosophy  
at the University of Windsor

Windsor, Ontario, Canada

2023

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# **Multidimensional Attitudes Toward Sponsorship Scale**

by

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## **DECLARATION OF ORIGINALITY**

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## ABSTRACT

This dissertation is focused on investigating consumers' attitudes toward sport sponsorship. The general purpose of this dissertation is to examine the current instruments and theories utilized in the measurement and evaluation of consumers' attitudes toward and beliefs about sponsorship in order to: 1) develop a new conceptual framework for evaluating consumers' attitudes toward sport sponsorship; 2) create and refine a scale to measure consumers' attitudes toward sport sponsorship; 3) establish the reliability and validity of the scale in addition to developing standards for interpreting the results it provides; and 4) test the relationship between scale dimensions on a large sample while examining the impact of attitudes toward sponsorship, measured using the scale, on other relevant sponsorship constructs. The dissertation was guided by Churchill's (1979) recommendations for generating marketing constructs (see Appendix A), in addition to more recent publications on scale development, scales published in the sport management literature, and previous dissertations in which scale development was undertaken.

In Manuscript 1, a systematized review methodology was utilized to examine the literature for current theories and scales utilized in measuring attitudes toward and beliefs about sponsorships. Through this process, the tripartite framework for attitude formation was adopted as the basis for generating a new conceptual model for evaluating consumers' attitudes toward sport sponsorship, which consisted of a cognitive, affective, and conative dimension. Manuscript 2 included item generation, a pilot study ( $n = 84$ ), and two separate data collections ( $n = 300$ ,  $n = 301$ , respectively) to evaluate the technical qualities and content validity of the instrument (pilot study), and the reliability,

convergent, and discriminant validity of items. Feedback on the instrument was also sought from six academicians with knowledge of the subject area, several of whom also had experience with scale development, regarding the theoretical basis of the instrument and the methodological rigour utilized in the scale development process. In Manuscript 3, the convergent and discriminant validity of the measure were re-assessed, in addition to determining the influence of psychological attachment to a sport/sport property on attitude toward sponsorship and the role of attitude toward sponsorship on behavioural intention for sponsors' products using a global sample of 300 participants.

**Keywords:** Scale development, conceptual model development, attitudinal tripartite framework, beliefs about sponsorship, perceptions

## **DEDICATION**

To my parents – Lorne and Linda Evans.

## ACKNOWLEDGEMENTS

To acknowledge everyone that has helped me get to this point could require another document the length of this dissertation, but there are several people that I would like to specifically include here. It is hard to find the words to describe the impact that all of these individuals have had, but I will endeavour to do so.

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## **CHAPTER 1: General Introduction**

Sponsorship has multiple definitions in the extant literature that often consist of two main aspects: 1) providing money, services, or other items in exchange for the rights to associate with an activity or event; and 2) an organization's use of that association as a means of achieving its commercial goals (Zhang et al., 2005). Sponsors provide resources or services directly to sport properties and, in some instances, this support is necessary for these properties' continued operation (Lee et al., 1997). As such, sponsorship has become an integral part of the funding required for many sport organizations, events, and facilities to produce, promote, and generate awareness for their respective products (Bennett et al., 2006; Dees et al., 2007; Nassis et al., 2014). Sponsorship can also allow the sponsoring organization to accomplish many different marketing-related goals, which has resulted in the prevalence of the practice for not only sporting events, but also global arts events and sports teams (Nassis et al., 2014). However, despite this prevalence, sponsorship has traditionally been mistaken and confused with charitable donation, endorsement, and, in particular, advertising (Lee et al., 1997; Madrigal, 2001).

Sponsorship initially became an important part of organizations' marketing and communications strategies in response to the increased cost and clutter associated with traditional media and, despite expenditures that continue to rise (Alexandris & Tsiotsou, 2012), the practice is now generally viewed as a necessary expense. Given the global ubiquity and salience of sport, the passionate audiences it draws, and the influence it can exert on multiple aspects of social life (Cunningham et al., 2021; Smart, 2007), corporations often endeavour to associate with sport properties, including teams, athletes, and events, to communicate with consumers while pursuing their marketing-related

objectives (Carrillat & d'Astous, 2012; Hickman, 2019). Sponsorship also provides brands with a platform through which they can effectively communicate with consumers from diverse demographic and psychographic segments (Hickman, 2019; Kuzma et al., 2003). With global sponsorship spending of over \$65 billion (USD; Cornwell & Kwon, 2020), and the influence of sport on popular culture, politics, race, ethnicity, gender, national identity, and social status (Cunningham et al., 2021; Jackson et al., 2005), there is a need to understand not only the effectiveness of sponsorship (Kim et al., 2015), but also consumers' general perceptions thereof (Dees et al., 2008).

Through sport sponsorship, the positive values, perceptions, and attitudes from a sporting event or team can be psychologically transferred onto a sponsor's brand, which is one reason why sponsorship is considered to be such an effective marketing tool (Bennett et al., 2006; Madrigal, 2001; Pyun & James, 2010). Previous sponsorship research has often examined variables such as fan involvement/identification, attitude toward the event, perceived sincerity, and congruence/fit as influencing sponsorship outcomes, such as awareness, attitudes toward sponsors, and behavioural/purchase intentions for sponsors' products (Alexandris et al., 2007; Kim et al., 2015). The various objectives that a sponsoring organization may wish to achieve through a given sponsorship have also been uncovered in previous research, including increased sales, enhanced corporate image, higher brand recognition, greater loyalty, better awareness, and improved sponsor attitude (Alexandris et al., 2007; Lee et al., 1997; Madrigal, 2001).

There have frequently been suggestions in previous research that attitude is an important indicator when investigating sponsorship outcomes (Alexandris & Tsotsou, 2012). Additionally, researchers have noted that, in the context of sport, it is important to



incorporate theoretical perspectives from social psychology to better understand attitudes (Funk & James, 2004). However, given the limited research that exists on attitude toward sponsorship in general, researchers have not proposed any specific frameworks based on psychological theories of attitudes for measuring the construct (Koronios et al., 2021; Veltri et al., 2001), and there have been few attempts to define the attitude toward sport sponsorship construct (Bennett et al., 2006). Furthermore, given the perceived similarities that exist between advertising and sponsorship, many researchers have chosen to adopt theories and build models to assess the influence and effectiveness of sport sponsorship that are based on the traditional advertising literature (Chen & Zhang, 2011; Eddy, 2014). However, if sponsorship and advertising function differently, then these sponsorship models constructed from the advertising literature may not be able to fully explain the processes involved in interpreting and consuming sport sponsorship (Lee et al., 1997).

Previous research has suggested that the impact of attitude toward sponsorship on the effectiveness of marketing communications may function beyond the explications provided by theories and frameworks from the advertising literature (Bennett et al., 2006). Moreover, although researchers have attempted to develop models that could be used in the empirical testing of the impact of attitudinal constructs on sponsorship outcomes, the focus of this research was the scale development, and the scales themselves were not tested to determine influence of the measured constructs on sponsorship outcomes (Alexandris et al., 2007), or the full scale validation process was not completed (Lee et al., 1997). Furthermore, beliefs and attitudes are often used interchangeably in previous sport sponsorship research; however, many authors doing so have utilized the unidimensional model of attitude, which suggests that beliefs are the

main precursor to attitudes (Eagly & Chaiken, 1993). Accordingly, under this framework, beliefs and attitudes should be considered as theoretically distinct from one another. Therefore, the purpose of this dissertation was to examine the current instruments and theories used for assessing consumers' attitudes toward and beliefs about the practice of sport sponsorship in order to: 1) develop a new conceptual framework for evaluating consumers' attitudes toward the practice of sport sponsorship; 2) create and refine a scale to measure consumers' general attitudes toward sport sponsorship; 3) establish the validity of the scale in addition to developing standards for interpreting the results it provides; and 4) test the relationship between scale dimensions on a large sample while examining how the construct interacts with other relevant sponsorship antecedents and outcomes.

This dissertation has several delimitations that should be noted. First, the conceptual model and measure developed were not about brands or specific sponsorships, but about consumers' overall attitudes toward sport sponsorship. Furthermore, although attempts were made to be exhaustive in examining the sponsorship literature by adhering to systematicity during the conceptual model development, this dissertation did not consist of an exhaustive review of the sponsorship literature, as the focus was on sponsorship research wherein attitudes were studied. It should also be noted that sport sponsorship as referred to throughout this dissertation consists of the marketing communication and activities that are outlined in a sponsorship contract that create the marketing platform for the sponsor, which is often referred to as sponsorship-linked marketing (Cornwell & Kwon, 2020).

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## **CHAPTER 2**

### **A Multidimensional Model of Attitudes Toward Sponsorship**

#### **Sponsorship and Advertising**

When consuming sport, viewers and attendees often experience many different marketing strategies and are exposed to multiple corporate brands and logos (Cheong et al., 2019). In advertising, the advertiser is communicating directly to the consumer, while in sponsorship, the consumer receives the sponsors' message together with the property's sport product (Cameron, 2009). The message and medium through which it is delivered are more intricately connected in sponsorship (Levin et al., 2013); therefore, consumers tend to process advertising messages as more of an interruption than messages from sponsors (Cheong et al., 2019). Accordingly, sponsorship is thought to be less intrusive and more subtle than traditional advertising, thereby reducing the likelihood that consumers activate their defence mechanisms, the result of which is generally more positive attitudes toward sponsorship than advertising (Alexandris & Tsiotsou, 2012; Cheong et al., 2019; Madrigal, 2001). However, due to the number of marketing strategies to which sport consumers are exposed, and the similar, subconscious processing of both advertisements and sponsorship during sporting events (Cheong et al., 2019; Walraven et al., 2012), a company that has purchased advertising during a sport broadcast can be mistakenly considered as a sponsor, despite sponsoring organizations having spent substantial amounts of money to purchase the right to associate with the sport property (Sandler & Shani, 1993). Nevertheless, advertising and sponsorship can be further differentiated because consumers also attribute 'goodwill' to sponsorship, which stems from their beliefs about the benefits of a given sponsorship to a sport property to

which they may have some pre-existing psychological attachment or involvement (Alexandris et al., 2007; Chen & Zhang, 2011; Meenaghan, 2001).

Previous research has frequently suggested that sponsorship is more effective than advertising in terms of creating brand awareness and brand image; however, in the context of sport, consumer attitudes toward both sponsorship and advertising through sport tend to be positive (Cheong et al., 2019; Pyun & James, 2010). Previous research has suggested that consumers' attitudes toward sponsorship may play a role in how they perceive advertisements in the context of sport, which may result in attitude toward sponsorship correlating with more general advertising constructs (Dudzik & Groeppel-Klein, 2005). As such, many previous researchers have opted to adopt theories and build models to measure the effectiveness of sport sponsorship that are based on the traditional advertising literature (Chen & Zhang, 2011; Eddy, 2014), with advertising theories underlying the foundation for trying to understand how sponsorship works (Dees et al., 2007). The presumed similarities between advertising and sponsorship, combined with the ability of consumers' attitudes toward advertising in general to influence their attitudes toward a specific advertisement (Dees et al., 2007), suggest that attitude toward sponsorship is an important construct in sponsorship research because of its ability to influence attitude toward a particular sponsor/sponsor image (Alexandris & Tsotsou, 2012). Nevertheless, if sponsorship and advertising through sport do indeed function differently, then sport sponsorship models built based on advertising literature (e.g., Dudzik & Groeppel-Klein, 2005) may not be able to fully explain the processes involved in consuming and interpreting sport sponsorship (Lee et al., 1997).



## **Commercialization**

Consumption has become a part of the modern psyche given the necessity of products and services in meeting consumers' needs (Thomas, 2015), with sport's commodification closely mirroring that of society more broadly (Andrews & Grainger, 2007). Although consumers often perceive sponsorship to be a positive practice because of the benefits it can provide to sport properties, if consumers associate sponsorship with commercialization, it may become less effective, and consumers may develop negative attitudes toward the sponsor (Alexandris et al., 2007; Eddy, 2014). Given the increase in sponsor-related commercial activity, particularly relating to major sporting events, many consumers may have begun to perceive that sponsorship increases the professionalism in sport at the expense of the amateur and egalitarian nature at many levels of competition (Crompton, 2014). These perceptions of commercialization may also decrease the 'goodwill' attributed to the sponsor by consumers (Alexandris & Tsiotsou, 2012). The degree to which consumers are dissatisfied with the amount of commercialization in sport is somewhat unclear; however, there is some evidence that indicates increasing aggravation, as consumers will go to great lengths to avoid television advertising (Levin et al., 2013).

Based on a definition of attitude toward commercialization (ATC) in the context of intercollegiate athletics, ATC can be conceptualized as "one's cognitive and affective reaction to the excessive commercial utilization of sport with an undue emphasis on profit" (Zhang et al., 2005, p. 178). ATC can be thought of as a continuum where, on one end, commercialization is perceived as negative and detrimental to sport and, at the other, commercialization is positive and beneficial to sport (Zhang et al., 2005). If consumers

perceive there to be excessive commercial activity in relation to a particular sport property, they may develop negative attitudes toward that sport property and its sponsors, potentially decreasing subsequent purchase/behavioural intentions toward the sponsors' products (Chen & Zhang, 2012; Eddy, 2014; Zhang et al., 2005). Previous research has also suggested that attitudes toward and beliefs about sponsorship are related to consumers' attitudes toward commercialization (Chen & Zhang, 2012).

### **Attitude**

In sponsorship research, an attitude is often defined as “a psychological tendency that is expressed by evaluating particular entities with some degree of favour or disfavour” (Eagly & Chaiken, 1993, p. 155). This evaluation, which is a salient aspect of an attitude (Dees et al., 2007), occurs along a continuum of at least two categories toward a given object, person, or entity (i.e., attitude object; Ajzen, 1989; Zanna & Rempel, 1988). After the initial evaluation, an individual will subsequently respond favourably, associating the object with positive attributes, or unfavourably, associating the object with negative attributes (Eagly & Chaiken, 1993; Lutz, 1991). The categorization of an object at a particular point on the evaluative continuum is based on, or produced by, three classes of information, namely cognitive, affective, and behavioural (Eagly & Chaiken, 1993; Funk & James, 2004; Zanna & Rempel, 1988).

The feelings an individual possesses about an attitude object, whether favourable or unfavourable, are learned through information regarding that object, direct interaction with the object, or some combination of both (Lutz, 1991). An attitude can be differentiated from other implicit tendencies or dispositions because an attitude is only implied in situations where an attitude object elicits a response wherein there is some

evaluative component (Eagly & Chaiken, 1993). Accordingly, an attitude consists of an individuals' feelings, thoughts, and behaviours in response to an attitude object (Zanna & Rempel, 1988). Attitudes provide individuals with structure and consistency within their social surroundings through the evaluation of different objects, and they constitute a form of social knowledge that has been derived from experiences, beliefs, and feelings with attitude objects (Tesser & Shaffer, 1990; Zanna & Rempel, 1988). Therefore, when consumers receive a message that is presented in a marketing communication, the decisions they make regarding the product or brand in the message are also influenced by their prior feelings, knowledge and behaviours (Dees et al., 2007).

Attitudes are not overt behaviours, but internal responses to an object; however, these internal responses can lead to overt behavioural responses (Dees et al., 2007; Lutz, 1991). As such, an attitude can be considered a latent variable that is not directly observable and must be inferred from items that can be measured and which reflect the favourable or unfavourable evaluation of an object (Ajzen, 1989; Funk & James, 2004). Given the learned, non-intrinsic nature of attitudes, marketers may endeavour to generate new or alter existing attitudes toward a brand through the use of marketing communications, including sponsorship (Lutz, 1991). Accordingly, attitudes have often been used as independent variables in prior research where it was assumed that attitudes were able to predict consumers' subsequent behaviours (e.g., Alexandris & Tsiotsou, 2012; Madrigal, 2001). Furthermore, in the context of sport, researchers have noted the importance of incorporating theoretical underpinnings from social psychology in order to better understand attitudes (Funk & James, 2004). However, attitude has more frequently

been utilized as a dependent variable in studies that examine consumers' response to sponsorship (e.g., Chen & Zhang, 2012).

### **Attitude Toward Sponsorship**

Among the attitudinal factors that have been proposed as sponsorship precursors, previous research suggested that beliefs about and attitudes toward sponsorship can impact the effectiveness of a sponsorship (Alexandris et al., 2007; Bennett et al., 2006). There have been prior attempts to establish models that could be used to empirically test the impact of various attitudinal constructs on sponsorship outcomes, including both Lee et al. (1997) and Speed and Thompson (2000), who attempted to develop scales that could measure attitudinal constructs toward sponsorship; however, the scales themselves were not tested with regard to the influence of those constructs on sponsorship outcomes (Alexandris et al., 2007). Moreover, despite these efforts, and the vast number of scholars who have examined and defined attitude toward advertising, there is a relative dearth of those who have attempted to define attitude toward sponsorship (Bennett et al., 2006).

One such definition of consumers' attitudes toward sponsorship consists of their "evaluation or disposition toward event [sport] sponsorship, and are generally an important antecedent of purchase intentions and behaviours" (Eddy, 2014, p. 366). An individual's attitude toward sponsorship represents whether that person believes sponsorship to be positive and beneficial to organizations; whether they believe it to be negative, and over-commercializes sport; or whether they are ambivalent (Madrigal, 2001). Although there is a common conception that sponsorship is perceived as positive, there is also concern that the increased commercialization associated with sponsorship may deter or frustrate consumers (Dudzik & Groeppel-Klein, 2005). Nevertheless, a

positive attitude toward sponsorship is considered as a requirement before purchase decisions, making it an important goal of sponsoring brands (Melovic et al., 2019). Moreover, consumers that indicate having positive feelings about sponsorship tend to have high awareness of sponsors, positive attitudes toward sponsors, and positive behavioural intentions for sponsors' products (Alexandris et al., 2007; Alexandris & Tsotsou, 2012; Cheong et al., 2019). Therefore, consumers' attitudes toward sponsorship in general can have important implications for both sponsors and sport properties.

Although previous research has examined consumer perceptions and attitudes toward traditional advertising, attitude toward sponsorship has received less attention (Eddy, 2014). The construct has mainly been investigated in studies focused on events and amateur leagues, contexts wherein consumers' perceptions of excess commercialization can impede the influence of goodwill; accordingly, prior research has found mixed results regarding the influence of attitude toward sponsorship on overall sponsorship effectiveness (Alexandris & Tsotsou, 2012). Previous research has also proposed that attitude toward sponsorship may have a salient impact on the effectiveness of marketing messages beyond that which can be explained using theories and frameworks from the advertising literature (Bennett et al., 2006). Therefore, the purpose of this study was to examine the current instruments and theories utilized in the measurement of attitudes toward and beliefs about sponsorship in order to develop a new conceptual model for representing consumers' general attitudes toward sport sponsorship.

### **Frameworks for Examining Attitude**

In sponsorship research, several theoretical frameworks and models have been utilized in attempting to better understand the processes through which attitudes are

formed, altered, and transferred onto behavioural outcomes. Among them, the Elaboration Likelihood Model (ELM; e.g., Alonso-Dos-Santos et al., 2016), Theory of Planned Behaviour (TPB; e.g., Evans & Eddy, 2022), and Hierarchy of Effects Model (e.g., Alexandris & Tsotsou, 2012) have been frequently utilized. The ELM suggests the mechanisms that can be used to process a persuasive attempt (Cacioppo & Petty, 1984) and, while this model can provide insight into attitude formation (Jensen et al., 2018; Kitchen et al., 2014; O’Keefe, 2012), it is often utilized in research that examines changes in consumers’ attitudes (Kitchen et al., 2014). The TPB also consists of an attitudinal component in attitude to perform a given behaviour (Ajzen, 1991), which previous research having suggested that attitude-related constructs can influence (Byon et al., 2014; Potwarka et al., 2014). However, the theory is more appropriate in the description of the link between attitude and behaviour, as it is meant to explain human behaviour (Ajzen, 1991) and not the underlying structure or formation of attitudes.

The Hierarchy of Effects model, similar to the tripartite framework, consists of a cognitive, affective, and conative stage (Barry & Howard, 1990). However, as the name of the model suggests, these process are thought to occur sequentially and not simultaneously, with some debate amongst scholars about the correct sequencing (Alexandris & Tsotsou, 2012). In sponsorship research, Madrigal (2001) utilized a version of the Hierarchy of Effects model known as the unidimensional orientation (Funk & James, 2004) wherein the cognitive dimension was equivalent to beliefs, the affective dimension was equivalent to attitudes, and the conative dimension was equivalent to intentions. Alexandris and Tsotsou (2012) also proposed a sequence wherein the first stage (affective) was consumers’ attachment to a sport team or activity, the second

(cognitive) was sponsor image and attitudes toward sponsorship, and the third (conative) was behavioural intentions. As with previous models, these authors did not identify the underlying structures or formation of attitude or beliefs, focusing instead on some more macro-level processes in sponsorship and behavioural outcomes.

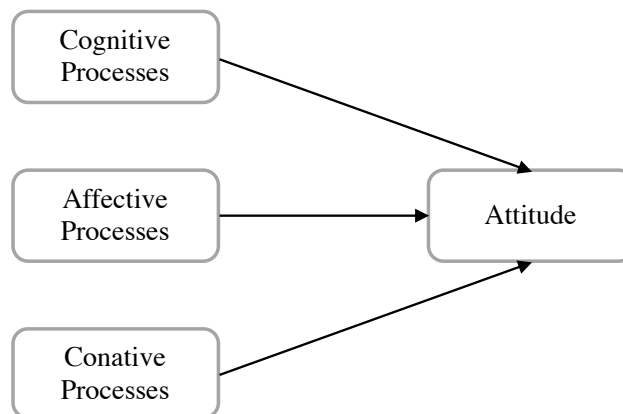
### ***Tripartite Framework***

Under the tripartite framework (see Figure 1), an individual's attitude toward a particular object is categorized into three components: 1) cognitive processes, consisting of thoughts and beliefs about that object; 2) affective processes, consisting of liking, feelings, and emotions toward the object; and 3) conative processes, consisting of behaviour or action toward that object (Eagly & Chaiken, 1993; Kruglanski & Stroebe, 2005; Lutz, 1991; McGuire, 1989). Each of these aspects is considered as a critical component of an attitude, and there is a tendency for these components to be somewhat consistent in the positive or negative evaluation of an attitude object (Lutz, 1991); however, consistency between components is not required (Eagly & Chaiken, 1993; Marsh & Wallace, 2005; Olson & Kendrick, 2008). Attitudes can be formed on the basis of any one of the three components (Cacioppo et al., 1989; Eagly & Chaiken, 1993; Veltri et al., 2001), with some attitudes being formed based on thoughts or beliefs, some based on emotion or affect, and others based on previous behaviour toward an attitude object (Olson & Kendrick, 2008). The tripartite framework suggests that cognition, affect, and behaviour are not only responses to attitude objects, but also the antecedents to attitude (Eagly & Chaiken, 1993; Zanna & Rempel, 1988), with these components aligning with those in humans' decision-making structures (Smith et al., 2008).

The framework has received criticism stemming from difficulties in measuring the cognitive and conative components, in addition to concerns regarding whether all three components are required in attitude formation (Funk & James, 2004; Lutz, 1991). Although not required for attitude formation, the tripartite framework allows any of the three processes in attitude formation to occur simultaneously, without a hierarchical progression through the stages (Cacioppo et al., 1989; Eagly & Chaiken, 1993; Veltri et al., 2001), providing a more comprehensive understanding of the range of processes that can lead to the formation of attitudes. Moreover, the components align with the dimensions of sponsorship objectives proposed by Cornwell and Kwon (2020) in their sponsoring process model. That said, there has also been a strong research and historical tradition supporting the use of the tripartite model (Greenwald, 1989; Kaiser & Wilson, 2019; Tesser & Shaffer, 1990; Zanna & Rempel, 1988), with the model serving as a framework in many studies on attitude (Olson & Kendrick, 2008); accordingly, the framework was adopted as the basis for attitude formation in the new conceptual model for attitudes toward sponsorship.

**Figure 2.0**

*Tripartite Framework*





## **Systematized Review Process**

A systematized review incorporates several elements of a systematic review, while allowing those without the necessary resources to complete the full systematic review process (e.g., two reviewers), to still follow the appropriate steps in the review process (Grant & Booth, 2009). A systematized review permits an author to complete a comprehensive literature search, which is generally one of the most important elements of systematicity; however, there is a chance that bias may be introduced with only one author completing the article screening (Grant & Booth, 2009).

### **Search Strategy**

An academic librarian was consulted to assist in identifying the appropriate databases to search and the search terms that would yield the most relevant set of results (Arksey & O'Malley, 2005; Wilson et al., 2022). Searches were conducted in SPORTDiscus, SCOPUS, Academic Search Complete, Business Source Complete, OneBusiness, Sociology Collection, International Bibliography of the Social Sciences, and Publicly Available Content databases. The author conducted two searches: the first, to determine the theoretical framework to utilize in creating a new conceptual model for attitude toward sponsorship; and the second, to incorporate the aspects of that framework into the search terms to ensure a more comprehensive review process. The first search included the keywords beliefs and attitudes, either about or toward, sponsorship or advertising through sport (see Appendix B). This search led to the identification of the tripartite framework as the overarching framework for the development of the conceptual model and yielded 298 unique articles after removing duplicates. Once the tripartite framework was identified, a second search was conducted with search terms that

encompassed the processes contained within the cognitive, affective, and conative dimensions of the tripartite framework (see Appendix B) using SPORTDiscus and SCOPUS (Barr-Walker, 2016; Sawka et al., 2013). The search yielded a total of 1771 articles, which were exported to the Rayyan review management system for article screening. The SCOPUS search was limited to title, abstract, and keywords, as the original searches yielded over 100,000 results (Barr-Walker, 2016).

### **Study Selection**

The inclusion criteria for the title and abstract screening phase can be found in Table 2.0. The Rayann review management system requires the user to manually remove duplicates based on those the program identifies, so the author first removed 562 articles, resulting in 1209 for the title and abstract screening phase. The title and abstract for each record were screened by one reviewer (i.e., the dissertation author), after which point the articles that met the inclusion and exclusion criteria were screened to determine whether it should be included in the full-text screening phase (Barr-Walker, 2016; Sawka et al., 2013; Wilson et al., 2022). Of the articles imported into Rayyan, 11 were excluded for being written in a language other than English, 50 were excluded as non-peer-reviewed, 622 articles were not related to sport or sponsorship, and 21 did not include a measure, or were conceptual in nature. Additionally, 152 articles were excluded for being unrelated to attitudes/beliefs/perceptions about sponsorship, 17 did not include a consumer perspective, 255 were not about attitudes toward sponsorship in general, 4 were dissertation articles that were followed by a peer-reviewed publication, 32 included a non-original measure, and 6 articles were inaccessible using the library resources available to the dissertation author. Accordingly, 39 articles remained after the full-text

screening process, and the measures pertaining to attitudes toward/beliefs about sponsorship were extracted (see Appendix C).

**Table 2.0**

*Inclusion and Exclusion Criteria*

Inclusion Criteria	Exclusion Criteria
English language	Not related to beliefs/attitudes about sponsorship
Peer-reviewed academic publications	No consumer perspective
Focused on sport or sponsorship	No measure for attitudes/beliefs
Measure included	Not about attitudes toward sponsorship in general (about attitudes toward specific sponsors)
	Dissertation article that was followed by a publication
	No original measure
	No access to article via library resources

### Developing a Conceptual Model

The growth in the prevalence of sport sponsorship has resulted in an increased need to understand how consumers react to a sponsoring organization and sponsored sport property, in addition to how sponsorship affects consumers (Lee et al., 1997). In order to measure consumers' attitudes toward and perceptions about sponsorship, Lee et al. (1997) developed a measurement scale based on the following conceptual definition of sponsorship:

The provision of resources (e.g., money, people, equipment) by an organization directly to an event, cause or activity in exchange for a direct association (link) to the event, cause or activity. The providing organization can then engage in sponsorship-linked marketing to achieve either their corporate, marketing or media objectives (Sandler & Shani, 1989, p. 10).

From this multi-dimensional (higher-order) conceptualization, the authors developed a measure of attitude toward sponsorship that consisted of the following constituent dimensions: attitude toward the event, which represented how consumers felt about the event that was being sponsored; attitude toward commercialization, which represented the activities involved in sponsorship-linked marketing, including their underlying sales and advertising messages; and attitude toward behavioural intent, which represented the corporate, marketing or media objectives of the sponsoring organization (Lee et al., 1997). Similarly, Madrigal (2001) evaluated beliefs about sponsorship; however, that research was focused on behavioural outcomes based on these beliefs and not on beliefs or attitudes about sponsorship in general or their underlying structure/formation.

Despite the adoption (e.g., Ashill et al., 2001) and modification (e.g., Alexandris et al., 2007) of measures derived from Lee et al. (1997) to measure attitudes toward sponsorship in subsequent research, the original study included a sample of consumers that were highly involved with sport and based in the United States (although global sporting events were used; Lee et al., 1997). Moreover, although attempting to adhere to Churchill's (1979) suggested methods for scale development, the authors did not complete the full scale validation procedure; thus, it was suggested the scale and any measures contained therein should be properly validated before their adoption in subsequent sponsorship research (Lee et al., 1997).

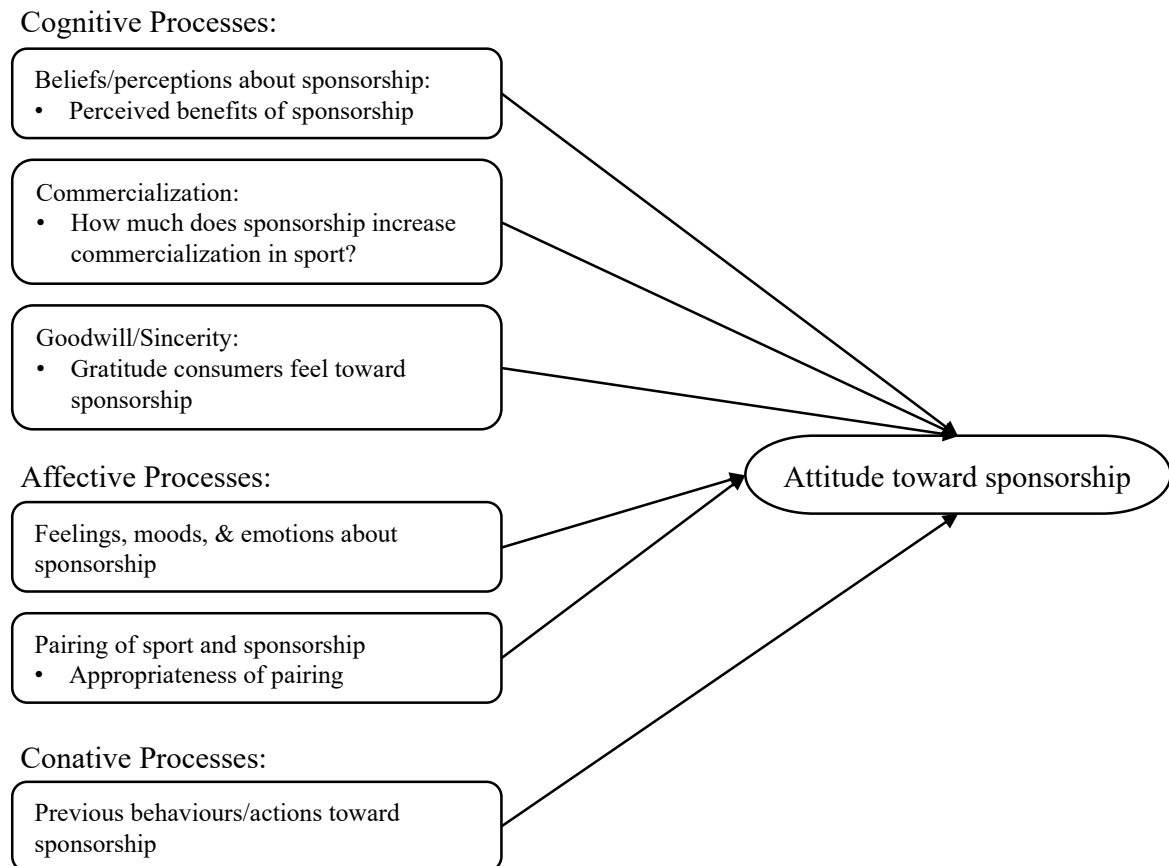
While it can be argued that some items used to measure beliefs about sponsorship could also capture attitudes toward sponsorship, in research wherein the constructs were investigated, the terms are often used interchangeably, or a combination of measures for both attitudes and beliefs are adopted when examining either construct individually.

However, many of these authors have chosen to adopt the unidimensional model of attitude, which suggests that beliefs are the principal antecedents to attitudes (Eagly & Chaiken, 1993); therefore, beliefs and attitudes would not be considered interchangeable under this model. Additionally, although many sponsorship researchers adopt definitions of attitude from scholarship on attitudinal structure and function (e.g., Biscaia et al., 2013; Chen & Zhang, 2011; Dees et al., 2007; Madrigal, 2001), many researchers neither derive their conceptualizations of attitude (i.e., structure, theoretical foundations) from that same literature (e.g., Eagly & Chaiken, 1993; Zanna & Rempel, 1988), nor do they consult the literature on attitudes beyond that definition of attitude (c.f. Funk & James, 2004). Accordingly, attitude toward sponsorship has not yet been well defined or investigated in the extant literature (Bennett et al., 2006; Cheong et al., 2019).

The following section will outline the new conceptual model for attitude toward sponsorship (see Figure 2) by describing relevant sponsorship constructs within the context of the tripartite framework. In particular, the constructs most relevant to attitudes toward sponsorship will be contextualized against the framework, and relevant outcomes stemming from the relationships will be described.

**Figure 2.1**

*Conceptual model for attitudes toward sponsorship*



**Cognitive Processes**

In the cognitive learning process, individuals process information, thoughts, and ideas that they have obtained through both direct and indirect experiences with the attitude object in order to develop beliefs thereof (Eagly & Chaiken, 1993; Funk & James, 2004). Accordingly, beliefs play a salient role in attitude theory, as it is upon these beliefs that attitudes are constructed (Madrigal, 2001). Performing an evaluation of an attitude object based on cognitive processes requires a person to make judgements based on the information they possess regarding the object (Olson & Kendrick, 2008), and many attitudes correlate with different parts of the cognitive system (Koronios et al.,

2022). People with positive beliefs about the benefits of sponsorship tend to have more positive attitudes toward supporting the sponsor, which can include buying the sponsor's products (Alexandris et al., 2007; Madrigal, 2001; Smith et al., 2008). Similarly, sport consumers may also develop positive attitudes toward sponsorship because of the benefits they feel that sponsors provide to sport properties, benefits which can also extend to consumers, for example, if decreased operating expenses are perceived to result in reduced ticket prices (Alexandris & Tsotsou, 2012; Roy & Graeff, 2003), or if consumers believe the event/game would not be possible without the financial support of sponsors (Quester & Thompson, 2001). Accordingly, sport consumers' views about the advantages and benefits provided by sponsorship can have a salient impact on their attitudes toward sponsorship and, subsequently, sponsorship effectiveness (Alexandris & Tsotsou, 2012; Koronios et al., 2022; Madrigal, 2001). However, if an individual believes that sponsorship is commercially motivated in that the aim is to generate more revenue, they may be skeptical toward and resist sponsorship, resulting in unfavourable attitudes toward sponsorship (Alexandris et al., 2007; Alexandris & Tsotsou, 2012).

Previous research has shown that consumers will tolerate and accept some commercialization in sport (Levin et al., 2013; Lyberger & McCarthy, 2002), but in many instances, if consumers perceive that sponsorship contributes to excessive commercialization, the benefits of sponsorship may be overlooked and negative attitudes toward sponsorship will develop (Alexandris & Tsotsou, 2012; Eddy, 2014). It is important to consider commercialization within the context of sponsorship as sponsors, to an extent, wish to support a particular sport property but, at the same time, wish to promote and sell their products and services in an environment where consumers have

lowered advertising defenses and that match the organization's desired target markets (Dees et al., 2007). As consumers observe more commercialization in sport and, with many sponsoring organizations having concrete financial objectives for sponsorships (Cheong et al., 2019), consumers may perceive that sponsors are acting in an opportunistic manner, thereby increasing their cynicism toward sponsorship (Hickman, 2019). These perceptions may also decrease their belief that sponsorship is less invasive, more subtle and indirect, and less motivated toward sales than advertising (Meenaghan, 2001), which can not only lead to negative attitudes and feelings toward the sponsors, but also the sport properties (Eddy et al., 2020). Attitudes toward commercialization are dependent on the cognitive evaluation of the outcomes associated with sport becoming more commercialized than in the past (Zhang et al., 2005), whereby consumers who possess beliefs about excessive commercialization in sport may perceive that the sponsors are insincere or disingenuous in their wish to provide support to sport properties, focusing instead on revenue generation (Koronios et al., 2022).

Sponsors that consumers perceive as being sincere in their sponsorship, and motivated by a genuine desire to support a sport property, tend to generate more positive responses from those consumers (Smith et al., 2008; Speed & Thompson, 2000). Stemming from this sincerity is a belief that the sponsor is providing benefits to the sport property, which generates a goodwill effect for fans of the property (Alexandris et al., 2007; Meenaghan, 2001; Shaw & McDonald, 2006). This goodwill generally relates to the gratitude that consumers feel toward sponsors (Meenaghan, 2001; Shaw & McDonald, 2006), and pertains to the benefits of sponsorship, whether that is supporting a sport property financially or helping in the community (Alexandris & Tsiotsou, 2012).



Many consumers also understand that there is a degree of commercialism involved in sponsorship, but when they believe that sponsors are sincere in their support of a sport property, those sponsors will maximize consumer goodwill (Meenaghan, 2001). Previous research has suggested that this goodwill is more rooted in cognitive process than affective or conative (Alexandris & Tsotsou, 2012), with the benefits of being perceived as sincere and generating this goodwill including more favourable sponsor image, increased purchase intentions, and a decreased activation of consumer defence mechanisms when engaging with sponsorship communications (Meenaghan, 2001; Speed & Thompson, 2000). In all, research has demonstrated that there is a relationship between cognitive perceptions and beliefs about sponsorship, the extent to which sponsors are commercially motivated or sincere, and overall attitudes toward sponsorship (Koronios et al., 2022; Madrigal, 2001; Melovic et al., 2019).

### **Affective Processes**

In previous research, attitudes have often been measured using belief-type, cognitively-grounded statements (Lutz, 1991), the result of which has been an abundance of research that has adopted the Hierarchy of Effects (HoE) model of attitude (e.g., Madrigal, 2001; Smith et al., 2008). Although a great deal of researchers (i.e., those studies adopting the HoE model) consider the affective component as equivalent to the overall attitude (Olson & Kendrick, 2008), the tripartite framework distinguishes between attitudes, cognitions, affect, and behaviour (Cacioppo et al., 1989). Attitudes that are formed through affective processes relate to individuals' "feelings, moods, emotions, and sympathetic nervous system activity that [they] have experienced in relation to an attitude object and subsequently associate with it" (Eagly & Chaiken, 1995, p. 415). These

affective processes tend to involve the repeated appearance of the attitude object with another stimulus that eventually leads to the formation of an attitude through that pairing eliciting some type of affective response (Eagly & Chaiken, 1993; Funk & James, 2004).

Not only can affect serve as a source of information by activating thoughts about a given attitude object, these processes may also function through a motivational route (Eagly & Chaiken, 1993; Kruglanski & Stroebe, 2005). An individual may associate any positive feelings they have upon exposure to an attitude object as a sign that they have evaluated that object favourably (Kruglanski & Stroebe, 2005), and these feelings can produce the evaluations without actually influencing that individual's beliefs about the object (Eagly & Chaiken, 1993). For example, an individual may not have strong beliefs about sponsorship but, when consuming sport, they feel good about the sponsorships they see, leading to their inference that they have evaluated sponsorship positively.

Accordingly, attitudes can form through the affective connections that individuals make between an attitude object and response to the object without conscious awareness of the process (Olson & Kendrick, 2008). Given the pairing of stimuli in affective processes that can result in attitude formation, an important consideration when examining affect is whether consumers perceive that the stimuli are paired appropriately, whether that be the fit between sport properties and sponsors or the feelings of appropriateness regarding sponsors associating with sport properties (Roy & Graeff, 2003; Smith et al., 2008).

Prior research has suggested that there may be an 'appreciation' factor in sponsorship wherein fans may elicit favourable responses toward sponsors because of their support of an activity (Quester & Thompson, 2001). Moreover, research has suggested that consumers often possess strong feelings about not only who sponsors a

sport property, but who they think should sponsor that property (Bennett et al., 2006). In previous research, team attachment has been equated to an affective dimension and has been shown to directly influence overall attitudes toward sponsorship, through which it can also influence behavioural intentions (Alexandris & Tsiotsou, 2012; Eddy et al., 2020). In particular, consumers that possess high involvement/attachment to their preferred team or activity tend to be more aware of the benefits that team or activity derives from sponsor support, which can lead to the formation of more positive attitudes toward sponsorship in general (Alexandris & Tsiotsou, 2012; Madrigal, 2001). In this instance, the attitude toward sponsorship would have been derived from consistency between the cognitive and affective dimension, as the affective attachment/involvement aligns with the benefits in the cognitive dimension, a process that can occur between any of the dimensions within the tripartite framework (Eagly & Chaiken, 1993). Sponsor integrity has also been examined in previous research and, although the measurement thereof consists of the aforementioned cognitively-grounded belief-type statements, it also considers affect (i.e., I like sponsors because...), with the results indicating that sponsor integrity, in addition to receptiveness, can determine behavioural outcomes (Smith et al., 2008). Attitude toward sponsorship has also been conceptualized and measured as including both cognitive and affective (whether sponsorship was good, believable, likeable) dimensions, with the attitudes toward sponsorship tending to skew more positive in the samples obtained in prior research (e.g., Chang, 2012; Cheong et al., 2019; Eddy, 2014).

### **Conative (behavioural) Processes**

An attitude can be developed through both indirect and direct cognitive, affective, or behavioural experiences with an attitude object (Eagly & Chaiken, 1995). In some instances, individuals may not have generated an attitude based on their cognitive beliefs or affective emotions toward an object, so they may refer back to their previous behaviours toward that object (Olson & Kendrick, 2008; Zanna & Rempel, 1988). In these situations, consumers often perceive that their previous behaviours regarding the attitude object is indicative of their attitudes toward that object (Eagly & Chaiken, 1993); however, these behavioural processes and attributions tend to be most prominent in the absence of internal cues for attitudes or external cues for behaviours (Olson & Kendrick, 2008). An individual who perceives their past behaviour as representative of their attitude might then develop a belief or affective component for that attitude that aligns with their behaviour (Olson & Kendrick, 2008), which can also occur if the cognitive or affective dimension led to a particular attitude (Eagly & Chaiken, 1993). For example, a consumer may not perceive that they hold strong beliefs regarding sport sponsorship and may not have any emotional response upon exposure to sponsorship, rendering these internal cues regarding their attitude as relatively weak. However, they may have purchased products from a sponsor before because they recalled the association between the sponsor and a sport property, leading the consumer to infer that they have a positive attitude toward sponsorship because of the manner in which they behaved (Olson & Kendrick, 2008). Moreover, behaviours may serve to reinforce consumer choices by strengthening an existing attitude (Jin, 2011).

Given the inconsistency that appears in definitions of attitude throughout the extant literature, many researchers have avoided incorporating previous behaviour or a conative dimension in the measurement of attitude formation, instead focusing solely on cognition and affect (Kaiser & Wilson, 2019; Zanna & Rempel, 1988). Previous research has also noted difficulties in measuring the conative component in particular (Funk & James, 2004), as behaviour is often considered an outcome measure in advertising and sponsorship research (e.g., Alexandris & Tsotsou, 2012; Madrigal, 2001). For example, beliefs about the benefits of sponsorship and commercialization, both cognitive dimensions of attitude, have been shown to influence subsequent behaviours regarding sponsors (Alexandris et al., 2007; Zhang et al., 2005), as has the affective construct of team identification (Alexandris & Tsotsou, 2012; Madrigal, 2001). Accordingly, the conative dimension of attitude formation has been examined far less frequently than the other two dimensions and researchers have noted the suggestion in previous research that these conative processes may be less important than the others (Kaiser & Wilson, 2019; Wiles & Cornwell, 1991).

### **Conclusion**

Attitudes toward and beliefs about sponsorship have been conceptualized and measured in previous sponsorship research (Alexandris & Tsotsou, 2012; Lee et al., 1997; Madrigal, 2001); however, the construct of attitude toward sponsorship and items that can be used to effectively measure the construct have not been well-defined or validated. Therefore, the purpose of this chapter was to generate a new conceptual model of attitude toward sponsorship that could be used as a first step in more accurately and effectively measuring the construct in greater depth.

The tripartite framework served as the basis for attitude structure, with attitude formation consisting of cognitive, affective, and conative processes (Eagly & Chaiken, 1993). In the context of sponsorship, the cognitive processes can consist of beliefs about the benefits of sponsorship (Alexandris & Tsiotsou, 2012; Koronios et al., 2022; Madrigal, 2001), consumers' perceptions about the extent to which sponsorship increases commercialization in sport (Cheong et al., 2019; Hickman, 2019; Zhang et al., 2005), and the goodwill/sincerity, or gratitude, that consumers associate with sponsorship (Koronios et al., 2022; Shaw & McDonald, 2006; Speed & Thompson, 2000). Affective processes consist of feelings, moods, and emotions toward sponsorship (Eagly & Chaiken, 1995), and also can include the subconscious attribution of an attitude because of the repeated pairing of sport and sponsorship together (Eagly & Chaiken, 1993; Funk & James, 2004), based on whether consumers deem that pairing to be appropriate (Roy & Graeff, 2003; Smith et al., 2008). Finally, conative processes consist of consumers' inferences of their attitudes based on previous behaviours or actions (Olson & Kendrick, 2008; Zanna & Rempel, 1988). The new conceptual model outlined in this chapter will be used to generate a new measure for consumers' attitudes toward sponsorship based on the relevant sponsorship categories and variables that have been outlined herein.

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## **CHAPTER 3**

### **Multidimensional Attitudes Toward Sponsorship Scale**

#### **Introduction**

Sponsorship consists of an organization's provision of money, services, or other items to a sport property in exchange for the rights to associate with that property, in addition to the organization's use of that association as a means to achieve its commercial goals (Zhang et al., 2005). This support is often times critical for the property's continued operation, with sponsorships also allowing the sponsoring organization to pursue various marketing-related goals (Carrillat & d'Astous, 2012; Hickman, 2019), rendering the practice ubiquitous in contemporary society (Nassis et al., 2014). Given the capacity of sponsorship to provide brands with a platform through which they can communicate with consumer segments that have diverse demographic and psychographic characteristics (Hickman, 2019; Kuzma et al., 2003), in addition to the ability of sport to impact numerous sociocultural variables, such as race, gender, and politics, there is a need to understand the effectiveness of sponsorship (Kim et al., 2015) and consumers' general perceptions of the practice (Dees et al., 2008).

Previous research in sport sponsorship has generally examined variables that are considered to be either antecedents to, or outcomes of, consumers' reactions to sponsorship, in addition to the corporate objectives of sponsoring organizations (Alexandris et al., 2007; Kim et al., 2015; Lee et al., 1997; Madrigal, 2001). Although there have been suggestions in previous research that attitude can have an important impact on a number of sponsorship outcomes (Alexandris & Tsotsou, 2012), the limited research on consumers' attitudes toward sport sponsorship has led to a paucity of

frameworks for measuring the construct (Veltri et al., 2001). Therefore, the purpose of this study was to generate an instrument that could be used to measure consumers' attitudes toward sport sponsorship using the conceptual model developed in the previous chapter of this dissertation. Additionally, the length of the instrument was optimized, and its validity, reliability, and the standards for interpreting the results it provides were established.

### **Literature Review**

Sport consumers are often exposed to various marketing strategies and the accompanying organizations' brands and logos while watching/attending sporting contests (Cheong et al., 2019), which can create a cluttered environment in which companies that have purchased advertising time during the contest may be mistaken as sponsors (Sandler & Shani, 1993). As with the majority of sponsorship processing, advertisements during sporting contests are often processed subconsciously (Cheong et al., 2019; Walraven et al., 2012); however, there is a closer connection in sponsorship between the sponsor's message and the medium through which it is delivered (Levin et al., 2013). As such, sponsorship is considered more subtle and less intrusive than traditional advertising, often resulting in less consumer resistance toward the practice (Alexandris & Tsiotsou, 2012; Cheong et al., 2019; Madrigal, 2001). This lowered resistance, combined with the goodwill that many consumers attribute to sponsorship, can have positive impacts for the sponsors of sport properties (Alexandris et al., 2007; Chen & Zhang, 2011; Meenaghan, 2001).

Although sponsorship is generally considered more effective in generating brand awareness and image than advertising, consumers' attitudes toward both sponsorship and

advertising tend to be more positive in the context of sport than other settings (Cheong et al., 2019; Pyun & James, 2010). In addition, previous research has suggested that consumers' attitudes toward sponsorship may influence their perceptions of advertisements in the context of sport, an indication that attitude toward sponsorship could correlate with more general advertising constructs (Dudzik & Groeppel-Klein, 2005). Accordingly, many researchers have adopted theories and models for measuring the effectiveness of sport sponsorships that are rooted in the traditional advertising literature, with advertising theories being utilized in an effort to better understand how sponsorship works (Chen & Zhang, 2011; Dees et al., 2007; Eddy, 2014). However, the sport sponsorship models that have been constructed using advertising theories and frameworks may not be able to fully explicate the processes involved in consuming and interpreting sport sponsorships (Lee et al., 1997).

### **Commercialization**

Given the benefits sport properties receive through sponsorship, the practice is often viewed as relatively positive; however, if consumers associate sponsorship with an increase in the commercialization of sport, they may develop negative attitudes toward both sponsors and the overall practice (Alexandris et al., 2007; Eddy, 2014). Moreover, as consumers perceive more sponsor-driven commercialization in sport, they are likely to decrease the amount of goodwill they attribute to those sponsors (Alexandris & Tsotsou, 2012). A consumer's attitude toward commercialization consists of their cognitive and affective responses to the use of sport by commercial sponsors with a disproportionate focus on profit (Zhang et al., 2005), and those individuals that perceive excessive commercial activity surrounding a sport property can not only develop negative attitudes

toward the sponsors, but also the sport property (Chen & Zhang, 2012; Eddy, 2014; Zhang et al., 2005). Previous research has suggested that attitudes toward and beliefs about sponsorship are related to consumers' attitudes toward commercialization (Chen & Zhang, 2012).

### **Attitude**

An attitude is “a psychological tendency that is expressed by evaluating particular entities with some degree of favour or disfavour” (Eagly & Chaiken, 1993, p. 155). The evaluation is an important aspect of attitude (Dees et al., 2007), as an evaluative response is required in order to possess an attitude; as such, an attitude consists of an individuals' feelings, thoughts, and behaviours regarding an attitude object (Eagly & Chaiken, 1993; Zanna & Rempel, 1988). Based on their evaluation of an attitude object, individuals will respond either favourably or unfavourably in subsequent exposures (Eagly & Chaiken, 1993; Lutz, 1991), drawing from three classes of information to categorize an object, namely cognitive, affective, and behavioural (Eagly & Chaiken, 1993; Funk & James, 2004; Zanna & Rempel, 1988).

Attitudes can be considered a form of social knowledge (Tesser & Shaffer, 1990; Zanna & Rempel, 1988), and individuals' previous knowledge, feelings, and behaviours can influence their decisions when processing marketing communications (Dees et al., 2007). Attitudes have frequently been examined as both independent and dependent variables in previous research (Alexandris & Tsotsou, 2012; Chen & Zhang, 2012; Madrigal, 2001) and, in the sport context, researchers have acknowledged the salience of drawing from the field of social psychology to better understand attitudes (Funk & James, 2004). Being internal responses to an object (Dees et al., 2007; Lutz, 1991), attitudes are

considered latent variables that must be inferred from a set of items that represent individuals' evaluations of an object (Ajzen, 1989; Funk & James, 2004).

### **Attitude Toward Sponsorship**

Previous research has suggested that individuals' beliefs about, and attitudes toward, sponsorship can influence the effectiveness of a sponsorship (Alexandris et al., 2007; Bennett et al., 2006; Eddy, 2014). Sport management scholars have attempted to create models that could be used to evaluate the impact of attitudinal constructs on sponsorships and scales for measuring those constructs (e.g., Lee et al., 1997; Speed & Thompson, 2000). However, the scales were not tested with regard to the influence of those constructs on sponsorship outcomes as they focused on the model creation/scale development (Alexandris et al., 2007), resulting in a dearth of scholarship on the definition and measurement of attitude toward sponsorship (Bennett et al., 2006). Based on Eddy's (2014) definition, consumers' attitudes toward sport sponsorship consist of their evaluation, disposition, or previous behaviours toward sport sponsorship. It represents whether an individual believes sponsorship is positive and benefits sport organizations; negative, and over-commercializes sport; or ambivalent (Madrigal, 2001). A positive attitude toward sponsorship can lead to increased sponsor awareness, positive attitudes toward individual sponsors, and positive behavioural intentions for sponsors' products (Alexandris et al., 2007; Alexandris & Tsotsou, 2012; Cheong et al., 2019), making it a salient variable for both sponsors and sport properties.

In order to measure consumers' attitudes toward sponsorship, Lee et al. (1997) developed a measurement scale based on Sandler & Shani's (1989) definition of sponsorship as:

The provision of resources (e.g., money, people, equipment) by an organization directly to an event, cause or activity in exchange for a direct association (link) to the event, cause or activity. The providing organization can then engage in sponsorship-linked marketing to achieve either their corporate, marketing or media objectives (p. 10).

From this multi-dimensional conceptualization, the authors created a measure for attitude toward sponsorship consisting of attitude toward the event, attitude toward commercialization, and attitude toward behavioural intent (Lee et al., 1997). Although measures derived from this original study have been adopted (e.g., Ashill et al., 2001) and modified (e.g., Alexandris et al., 2007) in subsequent research, the scale development study involved a sample of highly involved sport consumers living in the United States, despite the use of global sporting events (Lee et al., 1997). Moreover, the authors did not complete the full scale validation procedure, despite attempting to adhere to Churchill's (1979) suggested scale development procedures; therefore, the authors cautioned that the scale and any measures derived therefrom needed to be properly validated before their adoption in future research (Lee et al., 1997). Similarly, Madrigal (2001) examined the relationship between psychological attachment, beliefs about sponsorship, and behavioural outcomes; however, these behavioural outcomes, and not beliefs about sponsorship or their underlying structure/formation, were the focus of the study.

While some of the items that are used in the measurement of beliefs about sponsorship could be used to measure attitudes toward sponsorship, research examining the constructs has used the terms synonymously, adopting a combination of items developed for the measurement of both attitudes and beliefs. Many authors that have

done so chose to adopt the unidimensional model of attitude to frame their research, which posits that beliefs are the principal antecedents to attitudes (Eagly & Chaiken, 1993); therefore, beliefs and attitudes should not be considered interchangeable under this framework. While sponsorship researchers often adopt definitions of attitude from the literature on attitude (e.g., Chen & Zhang, 2011; Dees et al., 2007), many do not incorporate the extant literature on attitude structure and function (e.g., Eagly & Chaiken, 1993; Zanna & Rempel, 1988) beyond the utilization of that definition. Accordingly, attitude toward sponsorship has not yet been well-defined or comprehensively explored (Bennett et al., 2006; Cheong et al., 2019; Eddy, 2014).

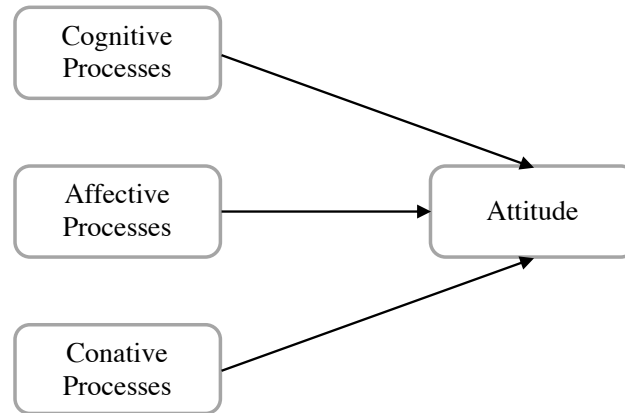
### **Tripartite Framework**

The tripartite framework (see Figure 3.0) suggests that an individual's attitude toward a given object is made up of three processes: 1) cognitive processes, consisting of thoughts and beliefs about the object; 2) affective processes, consisting of liking, feelings, and emotions toward the object; and 3) conative processes, consisting of behaviours or actions toward the attitude object (Eagly & Chaiken, 1993; Kruglanski & Stroebe, 2005; Lutz, 1991; McGuire, 1989). Each is viewed as a critical facet of attitude, and the components generally align in either positive or negative evaluation of an attitude object (Lutz, 1991), although they need not be consistent (Eagly & Chaiken, 1993; Marsh & Wallace, 2005; Olson & Kendrick, 2008). Any of the three processes can serve as the basis for attitude formation, as the framework suggests that cognition, affect, and behaviour are both responses and antecedents to attitude (Cacioppo et al., 1989; Eagly & Chaiken, 1993; Zanna & Rempel, 1988). Given its strong historical tradition and prior utilization in many studies on attitude (Kaiser & Wilson, 2019; Olson & Kendrick, 2008;

Zanna & Rempel, 1988), the tripartite framework was adopted as the basis for attitude formation in the conceptual model created in the previous chapter of this dissertation and for the generation of scale items in the current chapter.

**Figure 3.0**

*Tripartite Framework*



***Cognitive Processes***

The cognitive processes of attitude formation within the tripartite framework consist of individuals processing information, thoughts, and ideas that they gained through experiences with an attitude object that results in the formation of beliefs about that object (Eagly & Chaiken, 1993; Funk & James, 2004). Beliefs are important in attitude theory, as they are the foundation upon which attitudes are constructed (Madrigal, 2001). For example, if sport consumers possess positive beliefs about the advantages and benefits sport properties receive through sponsorship, their attitudes toward sponsorship and, subsequently, the sponsorship's effectiveness, can be positively impacted (Alexandris & Tsotsou, 2012; Koronios et al., 2022; Madrigal, 2001). However, if consumers believe sponsorship is commercially motivated and profit-driven,



they may be skeptical and resistant to sponsorship, developing negative attitudes toward the practice (Alexandris et al., 2007; Alexandris & Tsotsou, 2012).

Although prior research suggests that consumers are amenable to some commercialization in sport (Levin et al., 2013), if consumers perceive sponsorship as contributing to excessive commercialization in sport, their beliefs about its positive benefits may be overlooked, resulting in the development of negative attitudes toward the practice (Alexandris & Tsotsou, 2012; Eddy, 2014). Sponsors may wish to support a sport property, but they also have marketing objectives (Dees et al., 2007) and, if consumers perceive sponsors to be acting in an opportunistic manner, they could form negative attitudes toward both the sponsors and properties (Eddy et al., 2020).

Consumers' attitudes toward commercialization depend on their cognitive evaluations of the outcomes associated with increased commercialization in sport (Zhang et al., 2005), whereby consumers who possess beliefs about excesses commercialization may perceive sponsors as disingenuous in their wish to support sport properties, instead prioritizing their own business-related goals (Koronios et al., 2022).

Sponsors that consumers believe are sincere and motivated by a genuine desire to support a sport property tend to elicit more positive responses from those consumers (Smith et al., 2008; Speed & Thompson, 2000). This sincerity can lead to the creation of a goodwill effect for the property's fans that relates to the gratitude they feel toward the sponsor because of the benefits it provides to the property (Alexandris et al., 2007; Meenaghan, 2001; Shaw & McDonald, 2006). Prior research suggested that this gratitude, or goodwill, is most rooted in cognitive processes (Alexandris & Tsotsou, 2012). In all, previous research has demonstrated that a relationship exists between

cognitive perceptions and beliefs about sponsorship, the extent to which sponsors are perceived as commercially motivated or sincere in their support, and consumers' overall attitudes toward sponsorship (Koronios et al., 2022; Madrigal, 2001; Melovic et al., 2019).

### *Affective Processes*

Researchers have historically used cognitively-grounded statements to measure attitudes (Lutz, 1991), often adopting the Hierarchy of effects model (e.g., Madrigal, 2001; Smith et al., 2008), wherein the affective dimension is considered equivalent to attitude (Olson & Kendrick, 2008). Under the tripartite framework, attitudes formed through affective processes relate to “feelings, moods, emotions, and sympathetic nervous system activity that have [been] experienced in relation to an attitude object and [are] subsequently associated with it” (Eagly & Chaiken, 1995, p. 415). These responses are often the result of the repeated pairing of an attitude object with another stimulus (Eagly & Chaiken, 1993; Funk & James, 2004), such as a sponsor being paired with a sport property. Many affective processes result from this pairing of stimuli, so consumers' perceptions of the congruence between the stimuli is important (Roy & Graeff, 2003; Smith et al., 2008).

Affect can serve as a source of information, as an individual that has positive feelings toward an object may take that as a sign they previously evaluated the object favourably (Eagly & Chaiken, 1993; Kruglanski & Stroebe, 2005). The process through which individuals form attitudes through affective connections can occur subconsciously (Olson & Kendrick, 2008) and independent of their beliefs about the object (Eagly & Chaiken, 1993). Previous research has suggested that consumers often possess strong

feelings about who sponsors, and who they think should sponsor, a sport property (Bennett et al., 2006). Additionally, individuals with high psychological attachment to a sport property (considered an affective antecedent) are generally more aware of the benefits the property receives from sponsorship, often resulting in more positive attitudes toward sponsorship (Alexandris & Tsiotsou, 2012; Eddy et al., 2020; Madrigal, 2001). Sponsor integrity has also been examined in prior research, with some items used in the measurement thereof capturing the affective dimension (i.e., I like sponsors because...; Smith et al., 2008). Generally, in previous research, attitude toward sponsorship was conceptualized and measured using statements that explore both cognitive and affective (i.e., sponsorship is good, believable, likeable) processes (Chang, 2012; Cheong et al., 2019; Eddy, 2014).

### ***Conative Processes***

There may also be situations where an individual has not developed an attitude based on cognitive or affective processes, so they may refer back to their past behaviour toward the attitude object (Olson & Kendrick, 2008; Zanna & Rempel, 1988). In these instances, consumers attribute their previous behaviour to an inferred attitude they possess toward the object (Eagly & Chaiken, 1993), sometimes even forming beliefs or emotions that align with the conative processes in which they have engaged (Eagly & Chaiken, 1993; Olson & Kendrick, 2008). For example, a consumer may have purchased sponsors' products in the past because they recalled the association between sponsor and sport, despite possessing neither strong beliefs nor emotional responses to sponsorship, leading to their inferences that they have a positive attitude toward sponsorship based on

this past behaviour (Olson & Kendrick, 2008). Behaviours can also serve to reinforce consumers' choices by strengthening existing attitudes (Jin, 2011).

Many researchers have not included conative processes as part of their measurement of attitude formation, instead focusing on cognition and affect (Kaiser & Wilson, 2019; Zanna & Rempel, 1988). Researchers have noted difficulties measuring and quantifying conative processes (Funk & James, 2004), particularly given the frequency with which behavioural/purchase intentions are utilized as outcome measures in sponsorship and advertising research (e.g., Alexandris & Tsotsou, 2012) and the indication that cognitive and affective processes can influence subsequent behaviour (Madrigal, 2001; Zhang et al., 2005). As such, the conative processes in attitude formation have received far less attention in the extant literature than cognitive and affective processes, and researchers have noted the suggestion that these conative processes may be less important than the others (Kaiser & Wilson, 2019; Wiles & Cornwell, 1991).

## **Method**

### **Item Generation**

This study used a deductive approach to item generation, stemming from a theoretical definition of the attitude toward sponsorship construct that was generated based on an extensive review of the literature (Churchill, 1979; DeVellis, 2017; Dwyer et al., 2015). The definition of attitude toward sponsorship adopted for this study was modified from Eddy (2014) based on the tripartite framework and, based on the framework and previous sponsorship research, several cognitive, affective, and conative factors and their underlying items were generated. The operational factor names of the

cognitive processes included ‘overall beliefs/perceptions about sponsorship,’ ‘beliefs about the companies involved in sponsorship,’ ‘commercialization,’ and ‘goodwill/sincerity;’ the affective factors were ‘liking [of sponsorship],’ ‘fit/appropriateness,’ and ‘liking of sponsoring companies;’ and, the conative factors were ‘attentiveness to sponsorship,’ ‘attentiveness to sponsoring companies,’ and ‘previous behaviour.’

### ***Expert Panel***

An expert panel of six academicians, consisting of sport management instructors/researchers with expertise in sport marketing/sponsorship, and several of whom also had experience with scale development, participated in the current study (Dwyer et al., 2015; Pope, 2014). Expert panel members were sent the initial pool of 46 items (see Appendix D), along with a general overview of the study, the operational definition of attitudes toward sponsorship, and background information about the tripartite framework. Panelists were asked to provide feedback on the relevance/usefulness of items, their clarity, and content validity, as well as any other ideas for measuring the construct of attitude toward sponsorship that may not have been included in the initial item pool (Carpenter, 2018; DeVellis, 2017; Dwyer et al., 2015). Based on their feedback, one item was removed to eliminate possible confusion, resulting in a pool of 45 total items.

### ***Pilot Study***

In order to evaluate technical qualities (e.g., item length, clarity) and content validity, the 45-item instrument was pilot tested on a sample of students (Carpenter, 2018; DeVellis, 2017; Pyun & James, 2009). Upon receiving clearance from the

University's Research Ethics Board, participants were recruited directly from a Kinesiology undergraduate class ( $M_{age} = 18.9$ ; range = 18 to 30 years) by the primary researcher after receiving permission from the instructor. The primary researcher explained the purpose of the study before allowing participants time to review the consent form and complete the survey. Paper copies of the survey (see Appendix E) were distributed to 150 potential participants. A total of 92 participants filled out the paper surveys, of which 84 were useable, meeting the minimum recommended pilot testing sample size for conducting an exploratory factor analysis (Carpenter, 2018).

The paper survey included the 45-item instrument and demographic questions, in addition to providing participants space to provide their feedback on the items included, and whether there they had any other thoughts, opinions, or views on sport sponsorship that were not covered by the survey (DeVellis, 2017). Prior to the start of the survey, participants were prompted to read the following:

Sport sponsorship is the process through which a company provides a sport team, event, or activity (known as 'sport properties') with money or other resources in exchange for permission to use the association with the sport property, and the property's logo, in their marketing communications. Please keep this definition in mind as you complete the remainder of the survey.

All items were measured on a seven-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree) based on the statement 'please indicate your feelings toward the following items.' The survey was grouped into three sections, the first was a combination of the cognitive and affective items, and the second contained the conative (behavioural) items, with the items in each section appearing in a random order for each

participant. The final section collected participants' relevant demographic information. To provide further context and clarity regarding the conative items, participants were prompted to think about the sport teams or organizations that they support before filling out that section of the survey.

After the pilot data were collected, a preliminary exploratory factor analysis (EFA), using Maximum Likelihood estimation and Oblique Oblimin rotation, was conducted (see Appendix E) to determine if there were any problematic items that did not load onto any factors or that loaded onto a factor that was not theoretically justified. Identifying none at that point, the 45-item instrument was retained.

## **Data Collection 1**

### ***Participants***

Participants were recruited using Prolific, an online research participant pool similar to Amazon's Mechanical Turk or Qualtrics panels. Participants were delimited to those that spoke English fluently, were at least 18 years old, and located in the United States, resulting in a pool of 43,133 potential participants. From this pool, 300 participants completed the survey (see Table 3.0 for sample demographics). As an incentive to complete the survey, participants were offered compensation of \$1.15 (USD) upon completion. As previous research on attitudes toward sponsorship has often been conducted on samples that have some pre-existing psychological attachment to sport (i.e., recruited at games, through mailing lists), there was no delimitation requiring participants to be sports fans to participate in this research to in an attempt to make the results more applicable to the general population.

**Table 3.0***Demographic of Survey Participants, Prolific Panel 1 (N = 300)*

Gender	N	%	Marital Status	N	%
Male	168	56.0	Single	126	42.0
Female	125	41.7	Married	118	39.3
Non-Binary	5	1.7	Common Law	18	6.0
No Response	2	0.6	Widowed	6	2.0
			Divorced	24	8.1
			Separated	6	2.0
			No Response	2	0.6
Age	M	SD			
	39.11	13.07			
Household Income	N	%	Number of Children	N	%
<\$19,999	27	9.0	0	152	50.7
\$20,000 - \$39,999	56	18.7	1	52	17.3
\$40,000 - \$59,999	41	13.7	2	51	17.0
\$60,000 - \$79,999	62	20.7	3	28	9.3
\$80,000 - \$99,999	42	14.0	4	8	2.7
\$100,000 - \$119,999	27	9.0	5+	4	1.3
\$120,000 - \$139,999	16	5.3	No Response	5	1.7
>\$140,000	26	8.6			
No Response	3	1.0			

***Procedure***

The survey, hosted on Qualtrics, consisted of the 45 items to measure participants' attitudes toward sponsorship (with two attention checks), in addition to demographic questions (see Appendix F). The survey was distributed to 300 participants using the Prolific recruitment service, with Prolific removing any participants who failed the attention checks, resulting in all collected surveys being appropriate for inclusion in data analysis. Participants first reviewed the consent letter before being directed to the survey, and were required to provide informed consent, in addition to verifying that they were above 18 years of age. Prior to the start of the survey, participants were shown the following:



Sport sponsorship is the process through which a company provides a sport team, event, or activity (known as ‘sport properties’) with money or other resources in exchange for permission to use the association with the sport property, and the property’s logo, in their marketing communications. Please keep this definition in mind as you complete the remainder of the survey.

All items were measured on a seven-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree) based on the statement ‘please indicate your feelings toward the following items.’ The survey was grouped into three sections, the first was a combination of the cognitive and affective items, and the second contained the conative (behavioural) items, with the items in each section appearing in a random order for each participant. The final section collected participants’ relevant demographic information. To provide further context and clarity regarding the conative items, participants were prompted to think about the sport teams or organizations that they support before filling out that section of the survey. Upon completion, participants were automatically redirected back to their Prolific page to receive a completion code through which they could receive their compensation once their survey had been reviewed to ensure all questions were answered and the attention checks were completed correctly. The median survey completion time was 6 minutes.

### ***Data Analysis***

The results of the survey collection were analyzed using SPSS 28.0 and JASP version 0.16.4. The data were analyzed for outliers and missing values (Carpenter, 2018), and descriptive statistics, correlations, and reliability scores (Cronbach’s  $\alpha$  of at least 0.70) were evaluated (DeVellis, 2017; Pope, 2014). The correlation matrix was also

examined to ensure that the scale items had the appropriate intercorrelations (DeVellis, 2017) and included values of at least 0.30 (Carpenter, 2018). The data were then subject to EFA, using Maximum Likelihood estimation and Oblique Oblimin rotation to determine the appropriate number of factors to retain (Hair et al., 2014; Howard, 2016). The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's test of sphericity were utilized to check for violations of EFA assumptions, with a statistically-significant Bartlett's test and a KMO measure of at least 0.6 as the standards for determining whether the assumptions were violated (Carpenter, 2018; Howard, 2016). The EFA was used to determine the nature of common underlying latent variables for the set of survey items in addition to determining how many factors to extract until acceptable residual correlations (i.e., Eigenvalues greater than 1.0) remained in the model (Carpenter, 2018; DeVellis, 2017). The oblique rotation was chosen because of the existence of previous research on attitudes toward sponsorship and to allow the factors to correlate with one another (Hair et al., 2014; Howard, 2016). Furthermore, any variables that did not load at 0.4 or higher onto one factor, or that cross-loaded onto multiple factors were removed (DeVellis, 2017; Hair et al., 2014; Howard, 2016). After removing these factors, the instrument contained 24 items that loaded onto seven factors.

## **Data Collection 2**

### ***Expert Panel***

Prior to the next phase of data collection, the parsed, seven-factor model consisting of 24 items (see Appendix G), was sent to the expert panel for final review, along with reminders about the purpose of the study, the overarching (i.e., tripartite) framework, and a summary of the procedures, analyses, and factor extraction methods

utilized. The panel was asked to complete both conceptual and statistical review in order to ensure that an objective measure was being created and to reduce bias (Dwyer et al., 2015), in addition to identifying problematic factors and providing feedback on the factor names that had been developed (Carpenter, 2018; DeVellis, 2017). Based on their feedback, one factor and one additional item were removed. Additionally, one item (initially eliminated due to its similarity with another item) was re-introduced and a new item was created for the same factor to ensure that each factor would have three items (Hair et al., 2014). The result was a 21-item instrument to be distributed to the next set of participants.

### ***Participants***

Participants were delimited to those that spoke English fluently, were at least 18 years old, and were located in the United States, resulting in a pool of 43,133 potential participants. From this pool, 301 participants completed the survey (see Table 3.1 for sample demographics). The overall demographic characteristics of these participants were similar to those in the first data collection. As an incentive to complete the survey, participants were offered compensation of \$1.00 (USD) upon completion. As with the first data collection, there was no delimitation requiring participants to be sports fans to participate in this research in an effort to make the results more applicable to the general population.

### ***Procedure***

The survey, hosted on Qualtrics, consisted of the 21 items to measure participants' attitudes toward sponsorship (with two attention checks), in addition to demographic questions (see Appendix H). The survey was distributed to 301 participants

using the Prolific recruitment service, with Prolific removing any participants who failed attention checks, resulting in all collected surveys being included in data analysis.

Participants first reviewed the consent letter before being directed to the survey, and were required to provide informed consent, in addition to verifying that they were above 18 years of age. Prior to the start of the survey, participants were shown the following:

Sport sponsorship is the process through which a company provides a sport team, event, or activity (known as ‘sport properties’) with money or other resources in exchange for permission to use the association with the sport property, and the property’s logo, in their marketing communications. Please keep this definition in mind as you complete the remainder of the survey.

All items were measured on a seven-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree) based on the statement ‘please indicate your feelings toward the following items.’ The survey was grouped into three sections, the first was a combination of the cognitive and affective items, and the second contained the conative (behavioural) items, with the items in each section appearing in a random order for each participant. The final section collected participants’ relevant demographic information. To provide further clarity regarding the conative items, participants were prompted to think about the sport teams or organizations that they support before filling out that section of the survey. Upon completion, participants were automatically redirected back to their Prolific page to receive a completion code through which they could receive their compensation once their survey had been reviewed to ensure all questions were answered and the attention checks were completed correctly. The median survey completion time was 3 minutes.

**Table 3.1***Demographic of Survey Participants, Prolific Panel 2 (N = 301)*

Gender	N	%	Marital Status	N	%
Male	158	52.5	Single	148	49.2
Female	138	45.8	Married	109	36.2
Non-Binary	5	1.7	Common Law	25	8.3
No Response	0	0.0	Widowed	2	0.7
			Divorced	15	4.9
			Separated	2	0.7
			No Response	0	0.0
Age	M	SD			
	35.86	12.03			
Household Income	N	%	Number of Children	N	%
<\$19,999	29	9.6	0	198	65.7
\$20,000 - \$39,999	47	15.6	1	34	11.3
\$40,000 - \$59,999	45	14.9	2	36	12.0
\$60,000 - \$79,999	48	16.0	3	14	4.7
\$80,000 - \$99,999	48	16.0	4	16	5.3
\$100,000 - \$119,999	25	8.3	5+	3	1.0
\$120,000 - \$139,999	16	5.3	No Response	0	0.0
>\$140,000	43	14.3			
No Response	0	0.0			

***Data Analysis***

The results of the survey collection were analyzed using SPSS 28.0 and JASP version 0.16.4. The data were analyzed for outliers and missing values (Carpenter, 2018). Descriptive statistics, correlations, and reliability scores (Cronbach's  $\alpha$  of at least 0.70) were evaluated (DeVellis, 2017; Pope, 2014). The correlation matrix was also examined to ensure that the scale items had the appropriate intercorrelations (DeVellis, 2017) and included values of at least 0.30 (Carpenter, 2018). The data were subject to exploratory factor analysis (EFA), using Maximum Likelihood estimation Oblique Oblimin rotation to confirm that the appropriate number of factors were retained (Hair et al., 2014; Howard, 2016). The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and

Bartlett's test of sphericity were utilized to check for violations of EFA assumptions, with a statistically-significant Bartlett's test and a KMO measure of at least 0.6 as the standards for determining whether the assumptions were violated (Carpenter, 2018; Howard, 2016).

The data were then subject to confirmatory factor analysis (CFA) to assess model fit and establish the convergent and discriminant validity, reliability, and standards for interpretation of the instrument. The traditional fit indices of chi-square ( $\chi^2$ ), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Squared Error of Approximation (RMSEA), and Standardized Root Mean Residual (SRMR) were used to evaluate the resulting model, in addition to calculating the Average Variance Extracted (AVE) and the construct reliability (Hair et al., 2014). The thresholds set for appropriate model fit were statistically significant standardized factor loadings of 0.7 or greater, CFI and TLI score of above 0.95, RMSEA and SRMR below 0.05, AVE values of 0.5 or higher, and construct reliability of at least 0.6 (Hair et al., 2014).

## **Results**

The goal of the exploratory factor analysis was to choose a model that was parsimonious, theoretically sound, and intelligible (Carpenter, 2018; Dwyer et al., 2015). The model that best reflected these criteria was a 7-factor, 24-item model, that accounted for 70.7% of the variance. Bartlett's test of sphericity for the model was statistically significant ( $p < 0.001$ ) and all factors had a score of 0.882 or greater on the KMO Measure of Sampling Adequacy, indicating that no assumptions were violated (Howard, 2016). Additionally, normality testing was conducted to evaluate skewness and kurtosis, with all values falling within the acceptable range (Hair et al., 2014) and descriptive

statistics and correlations were calculated for the data (see Appendix I). The factor loadings and characteristics can be found in tables 3.2 and 3.3, respectively. The first factor, ‘negative beliefs (NB),’ contained five items; the second factor, ‘goodwill (G),’ contained 4 items; the third factor, ‘behavioural support (BS),’ contained 3 items; the fourth factor, ‘liking and fit (LF),’ contained 4 items; the fifth factor, ‘sponsorship attentiveness (SA),’ contained two items; the sixth factor, ‘sponsorship necessity (SN),’ contained three items; and the seventh factor, ‘feelings about sponsoring companies (FSC),’ contained three items. Although many participants completed the open-ended question regarding other methods for evaluating attitudes toward sponsorship that may not have been included, many shared their overall opinions on sponsorship, and nothing that could be used in the measurement of the construct emerged.

**Table 3.2**

*Factor Loadings from Exploratory Factor Analysis*

Factor	NB	G	BS	LF	SA	SN	FSC
Should not be allowed	0.853						
Worse because of sponsorship	0.829						
Should not get involved	0.815						
Bad for development	0.744						
Should not allow logo use	0.681						
Genuine interest in supporters		0.801					
Genuine interest in property well-being		0.709					
Shows companies care about properties		0.614					
Companies involved try to improve sport		0.544					
Actively searched for sponsors’ products			0.920				
Paid more for sponsors’ products and services			0.730				
Looked for sports logos on packages			0.644				
Like to see companies support sport through sponsorship				0.878			

Like companies involved because they support sport	0.548	
I like sport sponsorship	0.479	
Sport and sponsorship fit well together	0.403	
I pay attention to sponsorship while watching sport	0.893	
I pay attention to sponsorship while attending events	0.603	
Sponsorship offers important financial support		0.724
Properties depend on sponsorship		0.559
Sport benefits from sponsorship		0.512
I feel positive about companies involved in sport sponsorship		0.530
Feel favourable towards companies involved sponsorship		0.456
Positive attitude toward companies involved		0.403

**Table 3.3**

*Factor Characteristics from Exploratory Factor Analysis*

	Unrotated Solution			Rotated Solution		
	SumSq. Loadings	Proportion Variance	Cumulative	SumSq. Loadings	Proportion Variance	Cumulative
NB	12.219	0.489	0.489	3.993	0.160	0.160
G	2.518	0.101	0.589	2.820	0.113	0.273
BS	1.210	0.048	0.638	2.639	0.106	0.378
LF	0.745	0.030	0.668	2.624	0.105	0.483
SA	0.402	0.016	0.684	2.178	0.087	0.570
SN	0.337	0.013	0.697	1.727	0.069	0.639
FSC	0.266	0.011	0.708	1.694	0.068	0.707

After receiving the expert panel feedback, several modifications were made to the model, including the elimination of one factor (liking and fit) and one item ('sport sponsorship should not allow sponsors to use sport logos for commercial purposes') due to similarities in wording, theoretical feasibility, and weak loadings relative to other factors. The researcher also added another item that could be used to measure sponsorship attentiveness more generally ('I pay attention to sport sponsorship'), and that was not similar enough to be confused with any of the other items in that factor, with the



intention that this new item could replace the previously-removed item ('I pay attention to sport sponsorships while in the venue while attending events'). This 6-factor, 21-item measure was then subject to an EFA to ensure appropriate factor loadings and fit. The six factors in this model were labelled 'negative beliefs' (NB; four items), 'perceived goodwill' (PG; four items), 'sponsorship attentiveness' (SA; four items), 'behavioural support' (BS; three items), 'sponsor resource provision' (SRP; three items), and 'feelings about sponsors' (FS; three items). The model accounted for 72.8% of the variance in attitudes toward sponsorship. Bartlett's test of sphericity for the model was statistically significant ( $p < 0.001$ ) and all factors had a score of 0.856 or greater on the KMO Measure of Sampling Adequacy, indicating that no assumptions were violated (Howard, 2016). The factor loadings, characteristics, and correlations can be found in tables 3.4, 3.5 and 3.6, respectively.

**Table 3.4**

*Factor Loadings from Exploratory Factor Analysis (updated model)*

Factor	NB	PG	SA	BS	SRP	FS
Should not be allowed	0.887					
Worse because of sponsorship	0.844					
Should not get involved	0.820					
Bad for development	0.769					
Genuine interest in supporters		0.923				
Genuine interest in property well-being		0.808				
Shows companies care about properties		0.646				
Companies involved try to improve sport		0.577				
I pay attention to sponsorship while attending events			0.986			
I pay attention to sponsorships in the venue while attending events**			0.934			
I pay attention to sponsorship while watching sport			0.743			
Actively searched for sponsors' products				0.952		
Paid more for sponsors' products and services				0.764		
Looked for sports logos on packages				0.643		

Sponsorship offers important financial support	0.764	
Properties depend on sponsorship	0.556	
Sport benefits from sponsorship	0.551	
I feel positive about companies involved in sport sponsorship		0.501
Positive attitude toward companies involved		0.481
Feel favourable towards companies involved sponsorship		0.439

*Note.* After interpreting EFA results, item \*\* was replaced with ‘I pay attention to sponsorships.’

**Table 3.5**

*Factor Characteristics from Exploratory Factor Analysis (updated model)*

	Unrotated Solution			Rotated Solution		
	SumSq. Loadings	Proportion Variance	Cumulative	SumSq. Loadings	Proportion Variance	Cumulative
NB	9.787	0.489	0.489	3.290	0.164	0.164
PG	2.390	0.120	0.609	2.971	0.149	0.313
SA	0.940	0.047	0.656	2.920	0.146	0.459
BS	0.702	0.035	0.691	2.369	0.118	0.577
SRP	0.473	0.024	0.715	1.567	0.078	0.656
FS	0.281	0.014	0.729	1.449	0.072	0.728

**Table 3.6**

*Factor Correlations from Exploratory Factor Analysis (updated model)*

	NB	PG	SA	BS	SRP	FS
NB	1.000	0.464	0.387	0.250	0.549	0.481
PG		1.000	0.619	0.580	0.385	0.609
SA			1.000	0.747	0.343	0.498
BS				1.000	0.205	0.458
SRP					1.000	0.345
FS						1.000

A confirmatory factor analysis was performed to validate the six factors and corresponding items developed to measure consumers’ attitudes toward sport sponsorship and to confirm the factor structure of the proposed 6-item, 20-factor measure. The overall fit of the model was assessed using the chi-square statistic ( $X^2$ ), CFI, TLI, RMSEA, and

SRMR (Hair et al., 2014). The  $\chi^2$  value (264.235; df = 155) was statistically significant ( $p < 0.05$ ), and the  $\chi^2$ /degrees of freedom ratio (1.705) was greater than one which, given the number of variables and sample size, was expected (Hair et al., 2014). Four common fit statistics were examined (CFI = 0.976; TLI = 0.971; RMSEA = 0.048; SRMR = 0.040) and together indicated very good model fit (Dwyer et al., 2015; Hair et al., 2014; Pope, 2014).

Of the 20 items in the CFA, only one was under the recommended loading estimate of 0.5 (see Table 3.7), and two were just under the recommended loading threshold of 0.7 (Hair et al., 2014). All but one factor had an Average Variance Extracted (AVE) of above 0.5, suggesting adequate convergent validity, and the reliability for all factors was above 0.699, suggesting adequate internal consistency (Hair et al., 2014). The discriminant validity was measured by comparing the AVE values for two factors with the squared shared correlation of those factors (Dwyer et al., 2015; Hair et al., 2014). All of the AVE values were greater than the squared shared correlations (see Table 3.8), so the discriminant validity was considered acceptable for this model (Dwyer et al., 2015; Hair et al., 2014).

**Table 3.7**

*Standardized Factor Estimates, Average Variance Extracted (AVE), and Construct Reliability*

		Std. Estimate	AVE	Reliability
Factor 1	Should not be allowed	0.747	0.690	0.899
	Worse because of sponsorship	0.831		
	Companies should not get involved	0.882		
	Bad for development	0.857		
Factor 2	Genuine interest in sport and supporters	0.783	0.726	0.913
	Genuine interest in property well being	0.900		
	Shows companies care about properties	0.879		

	Companies involved try to improve sport	0.841		
Factor 3	Pay attention while watching sport	0.884	0.831	0.937
	Pay attention while attending	0.896		
	Pay attention to sponsorships	0.954		
Factor 4	Actively searched for products or services	0.899	0.660	0.852
	Paid more for sponsors' products or services	0.699		
	Looked for sport logos on the packages of products	0.826		
Factor 5	Offers important financial support	0.690	0.452	0.699
	Properties depend on sponsorship to operate	0.430		
	Sport benefits from sponsorship	0.842		
Factor 6	Feel positive about companies involved	0.862	0.755	0.902
	Feel more favourable toward companies	0.821		
	Positive attitude toward companies involved	0.921		

*Note.* All factor estimates significant at  $p < 0.01$ .

**Table 3.8**

*Factor Correlations for Confirmatory Factory Analysis*

Factor	1	2	3	4	5	6
1. Negative Beliefs	-	0.487	0.287	0.218	0.645	0.619
2. Perceived Goodwill		-	0.409	0.459	0.423	0.740
3. Sponsorship Attentiveness			-	0.712	0.289	0.519
4. Behavioural Support				-	0.182	0.523
5. Sponsor Resource Provision					-	0.528
6. Feelings about Sponsors						-

*Note.* All factor correlations significant at  $p < 0.001$ .

## Discussion

The purpose of this study was to develop and refine an instrument that could be used to evaluate consumers' attitudes toward sport sponsorship, based on the conceptual model created in Manuscript one of this dissertation, in addition to optimizing its length, reliability, and standards for interpretation. An initial set of 46 items was generated using a systematized literature review strategy, which was reduced to a final set of 20 items, representing six factors, using Exploratory and Confirmatory Factor Analysis, and supported by feedback from an expert panel of academicians.

The first factor, negative beliefs, consisted of four cognitive items modified from previous scales (Chang, 2012; Eddy, 2014; Quester & Thompson, 2001) and evaluated the potential negative perceptions of sport sponsorship, such as hindering the development of and reducing the quality of sport. One of the items that loaded on this factor was initially intended to represent the affective factor of appropriateness; however, as with previous research, the item too closely resembled a cognitive-grounded belief-type statement (Smith et al., 2008), loading onto a cognitive instead of affective factor. Beliefs have consistently appeared as a salient precursor to attitude in previous sponsorship research, frequently influencing the subsequent effectiveness of a sponsorship (Alexandris & Tsotsou, 2012; Koronios et al., 2022; Madrigal, 2001). Consistent with prior research, it appears that beliefs about the benefits that sponsorship provides to sport and the impact of the practice on the development of sport are relevant components of consumers' attitudes toward sport sponsorship.

The second factor, perceived goodwill, consisted of four cognitive items that were modified from Dees et al. (2008) and Kim et al. (2010) that captured participants' gratitude toward sponsors based on their perceptions that the sponsors were motivated by a genuine, sincere desire to support the sport property (Alexandris et al., 2007; Meenaghan, 2001; Shaw & McDonald, 2006; Smith et al., 2008). The original Lee et al. (1997) scale to measure attitude toward sponsorship, and other previous research on attitude toward sponsorship have included a cognitive dimension that assesses consumers' attitudes toward commercialization (Chen & Zhang, 2012; Eddy, 2014). Accordingly, it was expected that attitude toward commercialization would be a factor contributing to the measurement of consumers' attitudes toward sponsorship; however,

despite the suggestion in the extant literature that sponsorship may increase the perceptions of commercialization associated with sport, attitude toward commercialization did not appear to be as salient a construct in the measurement of attitude toward sponsorship. This may have in part been due to the wording of the items, as it was suggested by the expert panel that commercialization may be a vague term to participants who may not understand its intended meaning in the context of sport and sponsorship. However, it is likely that the gratitude that participants felt as a result of their perceptions of sponsors' sincerity (i.e., goodwill) may have served as an antithesis to perceptions of excess commercial motivation. Moreover, goodwill, as a construct, has been properly validated and appeared frequently in research on sponsorship (e.g., Alexandris & Tsiotsou, 2012; Koronios et al., 2022; Meenaghan, 2001; Speed & Thompson, 2000).

The third and fourth factors, sponsorship attentiveness and behavioural support, respectively, each consisted of three conative items. Sponsorship attentiveness was derived from Melovic et al. (2019) and Shaw and McDonald (2006) and assessed how much attention consumers paid to sponsorships during their sport consumption, whether through the media or in-person. Behavioural support was modified from several previous studies (Irwin et al., 2003; Sandler & Shani, 1993; Shaw & McDonald, 2006), and examined participants' previous behaviours regarding sport sponsorship and sponsors. Although previous research often avoided incorporating a conative dimension in the measurement of attitude formation (Kaiser & Wilson, 2019; Zanna & Rempel, 1988), often due to difficulty in the measurement thereof (Funk & James, 2004), two conative

dimensions appear to be relevant to the evaluation of consumers' attitudes toward sport sponsorship.

The fifth factor, sponsor resource provision, was a cognitive factor modified from Alexandris et al. (2007), Dees et al. (2008), and Quester and Thompson (2001), that evaluated consumers' perceptions of the importance of the resources that sponsors provided to sport properties and their necessity to ensure the continued delivery of the sport product. Although similar to the first factor, this factor assessed participants' views of the financial importance of sponsorship in the continued operation of sport, in addition to the salience of those resources. However, it is important to note that this factor had the lowest average variance extracted and reliability values of the factors included in the final model and should be examined carefully in future research.

The final factor, feelings about sponsors, examined the affective dimension, particularly consumers' feelings and emotions regarding sponsoring companies, and was modified from Melovic et al. (2019) and Quester and Thompson (2001). This was the lone affective factor that was retained in the instrument, aligning with the notion from Smith et al. (2008) that it is difficult to measure the affective dimension of attitude formation given the prevalence of cognitively-grounded statements, and the difficulty finding a way to capture liking and feelings with statements that truly reflect affect and not cognition. In particular, maintaining a focus on sport sponsorship in general and not specific sponsoring organizations may have been difficult for participants, as they could gravitate toward their favourite sport or team when considering the impact of sponsorship. Similar to the two conative factors, this affective factor did place more

emphasis on the companies involved in sponsorship; however, this focus allowed the creation of statements that reflected true affect instead of cognition.

### **Limitations**

As with any research, this study was not without limitations. First, given the existence of scales, factors, and items developed to measure attitudes toward sport sponsorship, this study employed a deductive approach to item generation instead of an inductive approach. Both deductive and inductive item generation are employed in scale development (Carpenter, 2018; DeVellis, 2017; Dwyer et al., 2015); however, some researchers may have a preference for one method or the other. Second, despite the researcher's best efforts to keep the instrument focused on sport sponsorship in general, several items required participants to focus on a particular team or sport they supported in order to provide context and clarity in completing the survey. This focus provides additional support for the difficulty in creating statements that captured attitudes toward sport sponsorship under the three dimensions of the tripartite framework while ensuring there was no overlap with attitudes toward specific sponsors. Finally, the sample of participants for the scale refining and validation was limited to participants that were located in the United States and were fluent in English. This was done in an effort to avoid cultural differences and biases in interpreting and evaluating sport sponsorships (Evans et al., 2022), differences which will be considered in the next chapter as part of the continued validation process for the instrument.

### **Conclusion**

Regardless of the aforementioned limitations, this study resulted in the creation of (to the researcher's knowledge) the first fully validated measure for consumers' attitudes



toward sport sponsorship using a sample of participants that were not drawn from a team mailing list or recruited at a sporting event (in an effort to try to recruit those with a broad range of psychological attachment to a sport property). The resulting 6-factor 20-item measure also provided support for the use of the tripartite framework as the basis for attitude formation in the context of attitudes toward sport sponsorship. The scale created in this chapter can provide sport properties and sponsors with valuable information regarding individuals' preconceptions about sport sponsorship, which can assist these organizations in developing more effective marketing strategies that decrease fan resistance and may result in positive attitudes and behaviours. Future research should ensure that the measure is valid on populations outside of the United States, in addition to including other relevant sponsorship variables to determine whether they interact in the same manner with the new measure for attitudes toward sport sponsorship as they have with previous scales and measures designed for the measurement thereof.

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## **CHAPTER 4**

### **Applying the Multidimensional Attitudes Toward Sponsorship Scale**

#### **Introduction**

Sport sponsorship involves the provision of money, services, or other resources to a sport property by another organization in exchange for the rights to associate with that property in an effort for the organization to achieve its commercial goals (Zhang et al., 2005). Sponsorship can facilitate the achievement of many of the sponsoring organizations' marketing goals by providing brands with a platform they can utilize to communicate with demographically and psychographically diverse groups of consumers (Carrillat & d'Astous, 2012; Hickman, 2019; Kuzma et al., 2003). Sponsorship has permeated contemporary society (Nassis et al., 2014) because in many situations, the practice is also critical for the continued operation of sport properties (Eddy, 2014).

Despite the ubiquity of sponsorship, the practice is often confused with advertising or charitable donation (Lee et al., 1997; Madrigal, 2001), which may be attributed to the multitude of marketing strategies, brand logos, and persuasive messages to which sport consumers are exposed during a sporting event (Cheong et al., 2019). Additionally, sponsorships and advertising through sport can be processed in a similar manner (Cheong et al., 2019; Walraven et al., 2012), with researchers often adopting advertising theories and constructs in the measurement and evaluation of sponsorship (Chen & Zhang, 2011; Dees et al., 2007; Eddy, 2014). However, there have been suggestions in the extant literature that attitudes toward sponsorship may be an important construct in sponsorship research (Alexandris & Tsiotsou, 2012), so, despite the

similarities between advertising and sponsorship, theories and models based on the advertising literature may not fully explicate the processes that occur in sponsorship.

Through sport sponsorship, many of the values, attitudes, feelings, and perceptions of a sport property can be transferred onto the sponsor's brand (Bennett et al., 2006; Madrigal, 2001; Pyun & James, 2010). In previous sponsorship research, variables that are categorized as either antecedents, including congruence/fit and attitude toward an event, or outcomes of consumers' responses to sport sponsorship, including sponsor awareness and purchase intentions for the sponsors' products have been frequently examined (Evans & Eddy, 2022; Kim et al., 2015), in addition to the corporate objectives of sponsors, including target market awareness and enhanced corporate image (Greenhalgh & Greenwell, 2013; Madrigal, 2001; Simmons & Becker-Olsen, 2006). There has also been an indication in previous research that attitude can have a salient influence on various sponsorship outcomes; however, previous research has found mixed results regarding the importance of attitudes toward sponsorship on the effectiveness of a sponsorship (Alexandris & Tsiotsou, 2012). Accordingly, there is limited research on consumers' attitudes toward sport sponsorship, which has resulted in a dearth of frameworks and appropriate measures for evaluating the construct.

To address the lack of frameworks and appropriate measures for evaluating attitudes toward sport sponsorship, in Chapter 2 of this dissertation, using the tripartite framework of attitude formation, a new conceptual model was developed to serve as a first step in comprehensively measuring attitude toward sponsorship. This model consisted of cognitive, affective, and conative antecedents to attitude formation, and served as the basis for the creation of an instrument in the third chapter of this

dissertation (the Multidimensional Attitudes Toward Sponsorship Scale; MASS) that can be utilized in the measurement of consumers' attitudes toward sport sponsorship. In optimizing the instrument and establishing its validity and reliability, one of the primary noted limitations was the concentration of participants in the United States. Therefore, the purpose of this study was to further establish the validity and reliability of the MASS by distributing the measure to a sample of global participants, and to explore the impact of attitudes toward sponsorship measured using the MASS on other relevant sponsorship constructs.

## **Literature Review**

### **Attitudes Toward Sponsorship**

Beliefs about sponsorship and attitudes toward sponsorship have been utilized somewhat interchangeably in previous sponsorship research, with the results suggesting that these constructs can both impact the effectiveness of a sponsorship (Alexandris et al., 2007; Bennett et al., 2006; Eddy, 2014). There is also a substantial amount of overlap in the items used to measure the two constructs; however, many authors have adopted a combination of items that were developed specifically for one of the constructs in the measurement of either (e.g., Alexandris et al., 2007). Many authors that have adopted these measures utilize the unidimensional model of attitude as a framework, a model which suggests that beliefs are the principal antecedents to attitudes (Eagly & Chaiken, 1993). Accordingly, beliefs and attitudes should not be considered synonymous when adopting this framework, and the items used in the measurement of either may not be interchangeable.

There have been prior attempts to create a model that could be utilized to determine the influence of attitudinal constructs on sponsorship, in addition to developing scales that could be used in the measurement thereof (e.g., Lee et al., 1997; Speed & Thompson, 2000); however, these scales were not used in evaluating the influence of those constructs on sponsorship outcomes (Alexandris et al., 2007), resulting in attitude toward sponsorship remaining a construct that has not been well-defined or measured in the extant literature (Bennett et al., 2006). Based on Eddy's (2014) definition, Chapter two of this dissertation defined consumers' attitudes toward sport sponsorship as their evaluation, disposition, or previous behaviours toward sport sponsorship. A positive attitude toward sponsorship often results in increased sponsor awareness, enhanced sponsor image, and increased behavioural intentions (Alexandris et al., 2007; Alexandris & Tsotsou, 2012; Cheong et al., 2019).

While previous researchers have adopted definitions of attitude from the literature on attitudinal structure and function (e.g., Biscaia et al., 2013; Dees et al., 2007), researchers often do not consult the literature on attitudes beyond adopting these definitions in their conceptualization of attitude (e.g., Eagly & Chaiken, 1993; Zanna & Rempel, 1988). As such, despite the examination of consumer perceptions and attitudes toward traditional advertising in previous research, attitude toward sponsorship has not been well-defined or examined thoroughly in the extant literature (Bennett et al., 2006; Cheong et al., 2019; Eddy, 2014) and, until Chapter three of this dissertation, to the researcher's knowledge, there was no fully-validated instrument that could be used in the measurement thereof.

### **Multidimensional Attitudes toward Sponsorship Scale (MASS)**

The tripartite framework was adopted as the underlying framework for the development of the conceptual model in Chapter two and the scale in Chapter three of this dissertation. The framework suggests that there are three components that make up an individual's attitude toward a given attitude object, namely cognitive processes, affective processes, and conative processes, each of which can serve as the basis for attitude formation (Cacioppo et al., 1989; Eagly & Chaiken, 1993; Zanna & Rempel, 1988). Cognitive processes consist of the thoughts and beliefs that individuals have towards an attitude object, affective processes consist of liking, feelings, and emotions toward the attitude object, and conative processes consist of previous behaviour or action toward the attitude object (Eagly & Chaiken, 1993; Kruglanski & Stroebe, 2005; Lutz, 1991; McGuire, 1989). The result of the scale development process undertaken in Chapter three of this dissertation was a 6-factor, 20-item instrument containing three cognitive factors, one affective factor, and two behavioural factors and that had been subject to validity and reliability testing.

#### ***Cognitive Dimensions***

The cognitive learning processes within the tripartite framework consist of the processing of information, thoughts, and ideas that individuals have gained through experience with an object that ultimately leads to the creation of beliefs about that object (Eagly & Chaiken, 1993; Funk & James, 2004), as beliefs are the foundation upon which many attitudes are constructed (Madrigan, 2001). If an individual believes that sponsorship provides salient benefits to a sport property that the property could not otherwise attain, or if they believe that the sport property would not be able to continue

its operation without the resources provided thereto through sponsorship, they may have a more positive attitude toward sport sponsorship (Alexandris & Tsiotsou, 2012; Quester & Thompson, 2001; Roy & Graeff, 2003). These types of beliefs are captured by two factors of the MASS, ‘negative beliefs,’ which examines the potential negative perceptions of sport sponsorship, including whether participants believe that it hinders or enhances both the development and quality of sport and ‘sponsor resource provision,’ which examines participants’ perceptions of the importance of the resources that sponsors provide to sport properties and the necessity thereof in ensuring these properties can continue operating.

While individuals who believe sponsorship provides important resources that allow sport properties to continue operation will likely possess a more positive attitude toward sponsorship, those that believe sponsorship to be commercially motivated and insincere, with the primary goal of maximizing revenue, may be skeptical toward and resist sponsorship, resulting in less favourable attitudes toward the practice (Alexandris & Tsiotsou, 2012; Koronios et al., 2022). While consumers tend to tolerate some commercialization in sport (Levin et al., 2013; Lyberger & McCarthy, 2002), if they believe that sponsorship contributes to the excess commercialization of sport, they may look past the perceived benefits that sponsorship provides and develop negative attitudes toward the practice (Dudzik & Groeppel-Klein, 2005; Melovic et al., 2019). However, if consumers perceive that sponsors are sincere in their support of a sport property, motivated by a genuine desire to support the property, as opposed to acting in an opportunistic, profit-motivated manner, the sponsors may generate more positive consumer responses (Smith et al., 2008; Speed & Thompson, 2000). These responses

stem from the gratitude that consumers may feel based on their perceptions of the salience of the benefits that the sport property receives from the sponsor, generating a goodwill effect (Alexandris et al., 2007; Meenaghan, 2001; Shaw & McDonald, 2006). This goodwill is captured in the third cognitive factor of the MASS, ‘perceived goodwill.’

### ***Affective Dimensions***

In previous sponsorship research on attitudes toward sponsorship, scholars have often adopted the Hierarchy of Effects model, wherein the affective dimension is considered equivalent to the overall attitude (Madrigal, 2001; Olson & Kendrick, 2008). However, under the tripartite framework, attitudes may be formed through affective processes, generally as the result of an attitude object and another stimulus being repeatedly paired together, with these processes often being subconsciously interpreted (Eagly & Chaiken, 1993; Funk & James, 2004; Olson & Kendrick, 2008). Upon exposure to an attitude object, an individual may evaluate that object favourably, attributing any positive feelings toward the object as a sign that they had previously done so (Kruglanski & Stroebe, 2005). Prior research has also suggested that consumers tend to have strong feelings about who sponsors a sport property (Bennett et al., 2006), and consumers with high psychological attachment to a sport property are usually more aware of the benefits provided to that property through sponsorship than those with low psychological attachment (Dees et al., 2008). The result of this awareness is that consumers with high attachment often have more favourable feelings and emotions about the companies that are involved in sponsorship (Alexandris & Tsotsou, 2012; Madrigal, 2001), and the



affective dimension of the MASS, ‘feelings about sponsors,’ evaluates these feelings and emotions.

### ***Conative Dimensions***

The conative dimension of attitude formation has received scant attention in previous research, often being considered less salient than the other two dimensions (Kaiser & Wilson, 2019). However, in the absence of a cognitive or affective basis for attitude, individuals may refer back to their prior behaviour regarding an attitude object, presuming that their previous behaviour regarding the object is representative of their attitude toward that object (Eagly & Chaiken, 1993; Zanna & Rempel, 1988). These individuals will often develop subsequent cognitive beliefs or affective feelings towards the attitude object that align with this previous behaviour and the resulting attributions of attitude (Olson & Kendrick, 2008). Therefore, the MASS contains two conative factors. The first, ‘sponsor attentiveness,’ assesses how much attention participants pay to a sport sponsorship during their sport consumption, whether that be in person or through the media and the second, ‘behavioural support,’ examines participants’ previous purchase behaviours regarding sponsorship.

### **Psychological Attachment to a Sport Property**

The degree of psychological attachment that a consumer has to a sport property is a salient construct that has been examined in previous sponsorship research and that can predict a number of attitudinal and behavioural outcomes (Chen & Zhang, 2011; Eddy, 2014; Nassis et al., 2014). This attachment can take on various forms, including involvement and identification, where involvement is “one of the individual and group factors influencing the processing of sponsorship messages while identification is one of

the processing mechanics related to sponsorship outcomes” (Chen & Zhang, 2011, p. 109). Involvement and identification are often explicated using Social Identity Theory (Eddy, 2014), which suggests that an individual derives a portion of their self-concept and self-esteem from their membership in social groups and that these groups can influence their subsequent behaviour (Ellemers & Haslam, 2012).

Individuals with strong attachment to a sport property generally attend more games, develop more positive attitudes toward sponsors of the property, and purchase more products than individuals with low attachment (Alexandris & Tsiotsou, 2012; Cheong et al., 2019; Eddy, 2014). Consumers with high psychological attachment to a sport property are generally more aware and appreciative of the benefits that the team or activity receives because of the support of its sponsors, particularly given the importance of the property to their identity (Alexandris & Tsiotsou, 2012; Madrigal, 2001). Highly-identified/involved fans may also attribute their teams’ shortcomings to external sources and not to the team itself which, in some instances, can lead to more positive attitudes toward the team receiving financial support from corporate sponsorship, particularly if they believe the financial support will lead to the acquisition of better players (Chen & Zhang, 2011; Gillooly et al., 2020).

Fans with high psychological attachment also tend to react more positively to a sponsorship they perceive to be supporting a sport property and more negatively to one they perceive to be exploitative (Dees et al., 2008; Evans & Eddy, 2022). This response may be due to the ‘appreciation’ factor, often resulting from sponsorship wherein fans respond favourably toward sponsors because of their gratitude for the sponsors’ support of the activity, somewhat synonymous with goodwill (Koronios et al., 2022; Quester &

Thompson, 2001; Speed & Thompson, 2000). In addition, psychological attachment has been categorized as an affective process in previous research, in particular, as an antecedent to attitude formation (Alexandris & Tsiotsou, 2012), with higher psychological attachment to a property leading to the formation of more positive attitudes toward sport sponsorship (Alexandris & Tsiotsou, 2012; Madrigal, 2001). Therefore:

*H1: Fans with high psychological attachment to a sport property will have more positive attitudes toward sponsorship than those with low psychological attachment.*

### **Behavioural Intention**

The growth in sponsorship in contemporary society has been accompanied by an increased focus on the direct benefits to the sponsor (Eddy, 2014), which has resulted in behavioural outcomes becoming salient in sponsorship research (Alexandris et al., 2007). Conative (i.e., behavioural) outcomes are a categorization of sponsorship outcomes that include of word-of-mouth, customer loyalty, intention to purchase, and the actual purchase of products (Kim et al., 2015). Sponsors aim to transfer consumers' positive attitudes toward a sport property onto their company and products, resulting in a subsequent increase in behavioural intentions for their products (Bennett et al., 2006), with behavioural intention being "the perceived likelihood or subjective probability to engage in favourable behaviours for sponsors" (Kim et al., 2015, p. 413). Behavioural intention can also help sport marketers to increase brand image and sales through outcomes such as word-of-mouth and loyalty, which are some of the most emphasized goals for many sport marketers (Cheong et al., 2019).

There have been multiple studies wherein the authors have attempted to explain consumers' intentions to partake in a given behaviour as a result of sponsorship (Cheong et al., 2019). In previous research, there have been suggestions that consumers' behavioural intentions can be influenced by factors such as attitudes toward commercialization (Zhang et al., 2005), attitudes toward an event (Alexandris et al., 2007), sponsor image (Alexandris & Tsotsou, 2012), sponsor-event fit (Chen & Zhang, 2011), and psychological attachment to a sport team (Eddy, 2014; Nassis et al., 2014). Of these, psychological attachment has been shown to have both a direct and indirect influence on behavioural intentions (Alexandris & Tsotsou, 2012; Eddy, 2014). More favourable attitudes toward sponsorship have also resulted in increased behavioural intentions in prior research (Alexandris & Tsotsou, 2012; Cheong et al., 2019) and, given the potential for psychological attachment to influence attitude toward sponsorship (Alexandris & Tsotsou, 2012; Madrigal, 2001), attitude toward sponsorship should directly influence behavioural intention.

Previous research incorporating attitudes toward or beliefs about sponsorship has also frequently utilized behavioural intentions as an outcome variable (Alexandris & Tsotsou, 2012; Madrigal, 2001). Lee et al. (1997) also highlighted the importance of behavioural intentions in the context of sponsorship and sponsorship research by including attitude toward behavioural intent in their original conceptualization of attitude toward sponsorship. Moreover, the suggestion that attitude is an important predictor of sponsorship-linked purchase behaviour has also emerged in previous sponsorship research (Potwarka et al., 2014), with the consistent finding of a positive relationship between attitudes toward sponsorship and behavioural intentions, wherein more positive

attitudes toward sponsorship result in higher behavioural intentions for sponsors' products (Alexandris & Tsiotsou, 2012; Eddy, 2014; Lee et al., 1997; Madrigal, 2001).

Accordingly:

*H2a: Positive attitudes toward sponsorship will result in increased behavioural intentions for sponsors' products.*

*H2b: Higher psychological attachment will result in increased behavioural intentions for sponsors' products.*

## Method

### Participants

Participants were recruited using Prolific, an online research participant pool, similar to Amazon's Mechanical Turk or Qualtrics panels. Participants were delimited to those that spoke English fluently and were at least 18 years old. They were recruited from a global sample of Prolific participants, resulting in a pool of 107, 201 potential participants. From this pool, 300 participants completed the survey (see Table 4.0 for sample demographics). As an incentive to complete the survey, participants were offered compensation of \$1.00 (USD) upon completion. As previous research on attitudes toward sponsorship has often been conducted on samples that have some pre-existing psychological attachment to sport (i.e., recruited at games, through mailing lists), there was no delimitation requiring participants to be sports fans to participate in this research in an attempt to make the results more applicable to the general population.

**Table 4.0**

*Demographic of Survey Participants (N = 300)*

Gender	N	%	Marital Status	N	%
Male	166	55.3	Single	211	70.3

Female	128	42.7	Married	36	12.0
Non-Binary	6	2.0	Common Law	50	16.7
No Response	0	0.0	Widowed	0	0.0
			Divorced	1	0.3
			Separated	2	0.7
			No Response	0	0.0
Age	M	SD			
	27.76	8.21			
Household Income	<i>N</i>	%	Number of Children	<i>N</i>	%
<\$19,999	104	34.7	0	248	82.6
\$20,000 - \$39,999	96	32.0	1	22	7.4
\$40,000 - \$59,999	52	17.3	2	25	8.3
\$60,000 - \$79,999	18	6.0	3	2	0.7
\$80,000 - \$99,999	7	2.3	4	0	0.0
\$100,000 - \$119,999	10	3.3	5+	0	0.0
\$120,000 - \$139,999	5	1.7	No Response	3	1.0
>\$140,000	6	2.0			
No Response	2	0.7			
Country	<i>N</i>	%			
Albania	1	0.3	Nepal	1	0.3
Australia	1	0.3	Netherlands	6	2.0
Austria	3	1.0	Poland	43	14.3
Brazil	1	0.3	Portugal	61	20.3
Canada	3	1.0	Slovenia	2	0.7
Chile	3	1.0	South Africa	56	18.7
Czech Republic	2	0.7	Spain	11	3.7
Estonia	2	0.7	Sweden	1	0.3
Germany	1	0.3	Switzerland	1	0.3
Greece	7	2.3	Turkey	1	0.3
Hungary	10	3.3	United Kingdom	25	8.3
Ireland	1	0.3	United States	1	0.3
Italy	43	14.3	Zimbabwe	4	1.3
Mexico	10	3.3			

## Procedure

The survey, hosted on Qualtrics, consisted of the 6-factor, 20-item Multidimensional Attitudes toward Sponsorship Scale (with two attention checks), five items to measure psychological attachment from Alexandris and Tsotsou (2012) and four items to measure behavioural intentions (with one attention check) from Alexandris et al.

(2007) that have each been adapted and modified in previous research (e.g., Eddy, 2014), and that were modified to fit the current study context (see Appendix J).

The survey was distributed to 300 participants using the Prolific recruitment service, with Prolific and the researcher removing any participants who failed attention checks, resulting in all collected surveys being appropriate for inclusion in data analysis. Participants first reviewed the consent letter before being directed to the survey, and were required to provide informed consent, in addition to verifying that they were above 18 years of age. Prior to the start of the survey, participants were shown the following:

Sport sponsorship is the process through which a company provides a sport team, event, or activity (known as ‘sport properties’) with money or other resources in exchange for permission to use the association with the sport property, and the property’s logo, in their marketing communications. Please keep this definition in mind as you complete the remainder of the survey.

All items were measured on seven-point, Likert-type scales ranging from 1 (strongly disagree) to 7 (strongly agree) based on the statement ‘please indicate your feelings toward the following items.’ The survey was grouped into four sections. The first was a combination of cognitive and affective items and the second contained conative (behavioural) items, with the items in each section appearing in a random order for each participant. The third section consisted of items to measure participants’ psychological attachment and behavioural intention, with the final section consisting of questions to collect participants’ relevant demographic information, including their household income in their local currency. To provide further context and clarity regarding the conative items, participants were prompted to think about the sport teams or organizations that

they support before filling out that section of the survey. Participants were also prompted to manually enter the name of a team or sport that they support prior to completing the sections on psychological attachment and behavioural intention, with the selected sport/team being piped into the items for each. Upon completion, participants were automatically redirected back to their Prolific page to receive a completion code through which they could receive their compensation once their survey had been reviewed to ensure all questions were answered and the attention checks were correctly completed. The median survey completion time was 6 minutes.

### **Data Analysis**

The results of the survey collection were analyzed using SPSS 28.0 and JASP version 0.16.4. The data were analyzed for outliers and there were no missing values (Carpenter, 2018), and descriptive statistics, correlations, and reliability scores (Cronbach's  $\alpha$  of at least 0.70) were evaluated (DeVellis, 2017; Pope, 2014). The data were then subject to confirmatory factor analysis (CFA) to assess model fit and ensure convergent and discriminant validity, and reliability. The traditional fit indices of chi-square ( $\chi^2$ ), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Squared Error of Approximation (RMSEA) and Standardized Root Mean Residual (SRMR) were used to evaluate the resulting model, in addition to calculating the Average Variance Extracted (AVE) and the construct reliability (Hair et al., 2014). The thresholds set for appropriate model fit were statistically significant standardized factor loadings of 0.7 or greater, CFI and TLI score of above 0.95, RMSEA and SRMR below 0.05, AVE values of 0.5 or higher, and construct reliability of at least 0.6 (Hair et al., 2014).



To test the hypotheses, a structural equation model was created with psychological attachment as the exogenous variable, attitude toward sponsorship as both exogenous and endogenous, and behavioural intention as an endogenous variable. The traditional fit indices of chi-square ( $X^2$ ), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Squared Error of Approximation (RMSEA) and Standardized Root Mean Residual (SRMR) were used to evaluate the resulting model. The thresholds set for appropriate model fit, based on the number of participants being over 250 and number of observed variables being over 12 were CFI and TLI over 0.92, SRMR below 0.08, and RMSEA below 0.07 so long as the CFI value was at least 0.92 (Hair et al., 2014). The SEM utilized maximum likelihood estimation (Hair et al., 2014; Pope, 2014).

## **Results**

Descriptive statistics, correlations, and reliability scores (Cronbach's  $\alpha$  of at least 0.70) were evaluated (see Appendix K) for all of the data (DeVellis, 2017; Pope, 2014). A confirmatory factor analysis was performed to examine the fit and establish the validity and reliability of the 6-item, 20-factor Multidimensional Attitudes toward Sponsorship Scale (MASS) that was generated in the third chapter of this dissertation, in addition to confirming the validity and reliability of the measures utilized to evaluate participants' psychological attachment to sport properties and behavioural intentions toward sponsors' products. The  $X^2$  value (633.031;  $df = 349$ ) was statistically significant ( $p < 0.05$ ), and the  $X^2/\text{degrees of freedom}$  ratio (1.814) was greater than one which was expected given both the number of variables and the size of the sample in the current study (Hair et al., 2014). The goodness-of-fit indices (CFI = 0.959, TLI = 0.953, RMSEA = 0.052, and SRMR = 0.051) indicated good model fit (Hair et al., 2014).

One of the 29 items included in the CFA was under the recommended loading estimate of 0.5 to be considered appropriate (see Table 4.1), so that item was not retained for further analyses. The removal of ‘properties depend on sponsorship to continue operation’ had a very small improvement on the overall model fit ( $\chi^2 = 603.493$ , CFI = 0.960, TLI = 0.953, RMSEA = 0.054, SRMR = 0.050). Additionally, one item from the MASS, and another from the psychological attachment measure were under the desired loading estimate of 0.7 (Hair et al., 2014). All but one factor had an Average Variance Extracted (AVE) of above 0.5, and the reliability for all but one of the factors greater than 0.700 (see Table 4.1), suggesting adequate convergent validity and internal consistency using the 2-item factor for SRP (Hair et al., 2014). The discriminant validity was assessed by comparing the AVE values with the squared shared correlation of two factors (Dwyer et al., 2015; Hair et al., 2014). The AVE values were all greater than any of the squared shared correlations (see Table 4.2), so the discriminant validity was established for this measure (Dwyer et al., 2015; Hair et al., 2014).

**Table 4.1**

*Standardized Factor Estimates, Average Variance Extracted (AVE), and Construct Reliability*

		Std. Estimate	AVE	Reliability
Negative Beliefs	Should not be allowed	0.799	0.665	0.888
	Worse because of sponsorship	0.785		
	Companies should not get involved	0.836		
	Bad for development	0.840		
Perceived Goodwill	Genuine interest in sport and supporters	0.808	0.712	0.908
	Genuine interest in property well being	0.864		
	Shows companies care about properties	0.887		
	Companies involved try to improve sport	0.813		
Sponsorship Attentiveness	Pay attention while watching sport	0.897	0.823	0.933
	Pay attention while attending	0.915		

	Pay attention to sponsorships	0.910		
Behavioural Support	Actively searched for products or services	0.872	0.666	0.856
	Paid more for sponsors' products or services	0.736		
	Looked for sport logos on the packages of products	0.834		
Sponsor Resource Provision	Offers important financial support	0.523	0.447	0.607
	Properties depend on sponsorship to operate**	0.169		
	Sport benefits from sponsorship	0.804		
Feelings about Sponsors	Feel positive about companies involved	0.795	0.689	0.869
	Feel more favourable toward companies	0.776		
	Positive attitude toward companies involved	0.912		
Attachment	Watching [sport/team] is important to me	0.893	0.616	0.837
	Watching [sport/team] is one of the most enjoyable activities	0.884		
	[Sport/team] is an important part of my life	0.849		
	Most of my friends are in some way connected with [sport/team]	0.530		
	To me, there is no other [sport/team] like [preferred sport/team]	0.708		
Behavioural Intent	<i>How likely are you to:</i>	0.954	0.840	0.954
	Think to buy products from the sponsor			
	Try to buy products from the sponsor	0.971		
	Buy products from the sponsor	0.927		
	Say good things about the sponsor's products	0.805		

*Note.* All factor estimates significant at  $p < 0.01$ ; \*\* indicates item not retained. AVE and reliability calculated for 2-item factor.

**Table 4.2**

*Factor Correlations*

Factor	1	2	3	4	5	6	7	8
1. Negative Beliefs (5.396, 1.240)	-	0.463	0.352	0.307	0.615	0.554	0.192	0.342
2. Perceived Goodwill (3.965, 1.368)		-	0.541	0.597	0.372	0.748	0.421	0.652
3. Sponsorship Attentiveness (3.958, 1.610)			-	0.726	0.273	0.606	0.446	0.627
4. Behavioural Support (3.129, 1.585)				-	0.274	0.638	0.506	0.704
5. Sponsor Resource Provision (5.817, 0.856)					-	0.453	0.143	0.252
6. Feelings about Sponsors (4.502, 1.213)						-	0.430	0.653
7. Attachment (4.694, 1.391)							-	0.584

*Note.* All correlations significant at  $p < 0.001$ .

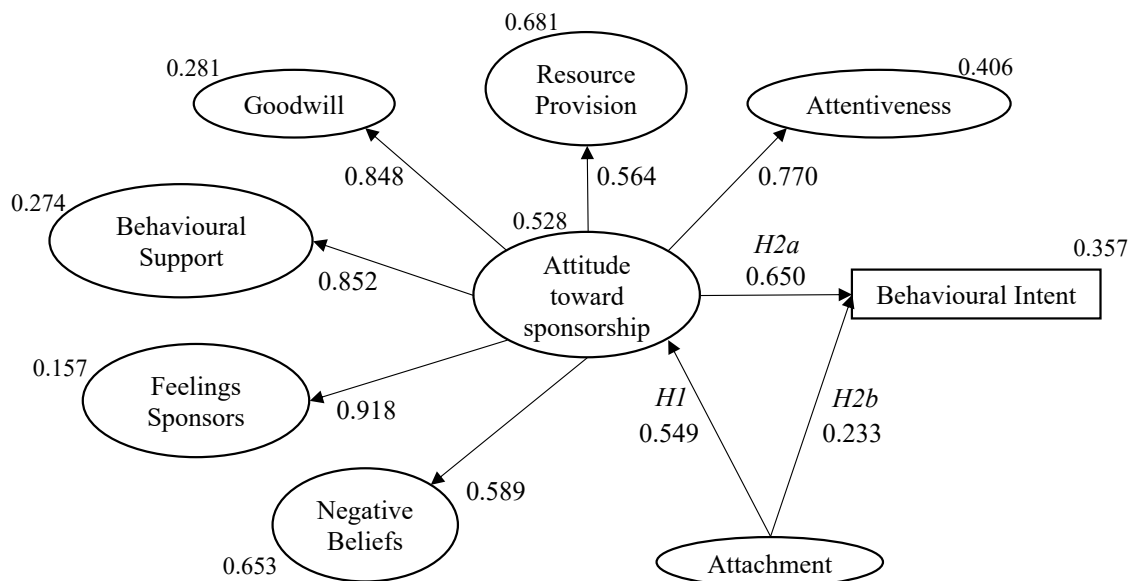
A structural equation model was then created to assess *H1* and *H2a* and *H2b* (see Figure 4.0). The convergent and discriminant validity were also confirmed for psychological attachment and behavioural intention during the CFA analysis to ensure that they were appropriate based on the context of the current study. There were approximately 10 participants for each estimated factor, slightly under the recommended 15 to combat issues with multivariate normality, as there was a statistically significant Shapiro-Wilk score (Hair et al., 2014).

The final model had a statistically significant ( $p < 0.05$ )  $\chi^2$  value (828.046;  $df = 341$ ), which is common as the sample size is increased and more indicators are added to the model (Hair et al., 2014). The data were estimated using maximum likelihood estimation, and the goodness-of-fit indices (CFI = 0.930, TLI = 0.922, RMSEA = 0.069 and SRMR = 0.075) met the minimum recommendations for good model fit in Structural Equation Modelling (SEM) with over 250 participants and more than 12 observed variables. Additionally, only two communalities were less than the recommendation of 0.5, suggesting an appropriate sample size for convergence and model stability was utilized (Hair et al., 2014). Psychological attachment had a significant, positive direct effect on attitude toward sponsorship, supporting *H1*, with a 1-*SD* increase in attachment leading to a 0.549-*SD* ( $p < 0.001$ ) increase in attitude toward sponsorship. Attitude toward sponsorship had a significant, positive direct effect on behavioural intentions, with a 1-*SD* increase in attitude toward sponsorship leading to a 0.650-*SD* ( $p < 0.001$ ) increase in behavioural intentions, supporting *H2a*. Additionally, psychological

attachment had a significant, positive direct effect on behavioural intentions, with a 1-*SD* increase in attachment leading to a 0.233-*SD* ( $p < 0.001$ ) increase in behavioural intentions. Approximately 30.2% of the variance in attitudes toward sponsorship and 64.3% of the variance in behavioural intentions were explained by the model.

**Figure 4.0**

*Structural Equation Model Diagram*



*Note.* All factor loadings, residual variances, and regression coefficients significant at  $p < 0.001$

## Discussion

The purpose of this chapter was to confirm the validity and reliability of the Multidimensional Attitudes toward Sponsorship Scale (MASS) in addition to exploring the impact of attitudes toward sponsorship measured using the MASS on other relevant sponsorship constructs, namely psychological attachment and behavioural intentions. The results indicated that the MASS demonstrated good model fit and the discriminant validity was confirmed. However, there was one factor with poor convergent validity and reliability, while the other five factors met the minimum acceptable requirements based

on the criteria outlined by Hair et al. (2014). Both hypotheses in this chapter also yielded significant results and were supported. Psychological attachment had a significant, direct positive relationship with attitudes toward sponsorship, supporting *H1*, and with behavioural intentions, supporting *H2b*. Additionally, attitudes toward sponsorship had a significant, direct positive relationship with behavioural intentions, supporting *H2a*.

The results of this chapter suggest good model fit for the MASS based on the traditional fit indices. All but one factor, ‘sponsor resource provision,’ demonstrated evidence of factorial validity (through factor loadings) and reliability, in addition to convergent validity, even with the removal of one item from that factor. All factors met the criteria for adequate discriminant validity. These results suggest that the 6-factor, 20-item MASS should be adopted cautiously when being applied to samples outside of the United States, particularly if the intention is to utilize the factor ‘sponsor resource provision.’ Accordingly, further validation is required for global samples of participants, as it appears that the resources provided by sponsors to sport properties may have a greater influence on attitudes toward sponsorship in some parts of the world than in others. For example, there was a statistically significant difference between the mean scores for participants in South Africa/Zimbabwe and the remainder of participants on sponsor resource provision (not shown in results;  $t = -4.807$ ,  $p < 0.001$ ), in addition to the remainder of factors in the MASS. The relationships between the factors in the MASS, particularly ‘sponsor resource provision,’ should continue to be examined to determine if the findings in the current study regarding this factor are consistent in other samples of US and global participants, and to determine whether the sport context (i.e., amateur, professional) can influence the results the MASS provides. However, despite these issues

with one factor, the remaining factors in the MASS had strong goodness-of-fit, convergent and discriminant validity, and construct reliability (DeVellis, 2017; Hair et al., 2014). As such, future researchers can be confident in adopting these fully validated dimensions when assessing attitudes toward sport sponsorship.

The results indicated that there was a direct, positive relationship between psychological attachment and attitudes toward sport sponsorship, as consumers with greater psychological attachment to a sport property had more positive attitudes toward sport sponsorship. The mean attachment score for participants (4.694,  $SD = 1.391$ ) was slightly above neutral, indicating that, although the sample did have some attachment to a sport property that they perceived as important to their self-concept, it was not skewed in the direction of very high or very low psychological attachment to a sport property. As with previous research, participants in the current study with high psychological attachment to a sport property may have been more aware of the benefits and resources that the property received through sponsorship than participants with low psychological attachment (Alexandris & Tsiotsou, 2012; Eddy, 2014). This awareness could have been reflected in the statistically significant, positive (albeit low) correlations between both the ‘negative beliefs’ and ‘sponsor resource provision’ factors and psychological attachment. Participants were not limited to inputting a professional sport team or league in their selection of their preferred sport property, and many selected either sports where sponsorship is quite prevalent and prominent (e.g., Formula One; Cobbs et al., 2017), or more niche sports, where sponsorship may be necessary for the continued operation of their preferred property (e.g., snooker, taekwondo; Greenhalgh et al., 2021). In these contexts, participants may have perceived the sponsors to be supporting the sport

property, with sponsorship resources improving performance or supporting operations as opposed to exploiting the property. Subsequently, this support may have resulted in more favourable responses to these sponsorships, including the development of positive attitudes toward sponsorship (Dees et al., 2008; Evans & Eddy, 2022), particularly given the statistically significant, positive correlation between psychological attachment and the ‘perceived goodwill’ factor.

Consistent with prior research, participants with high psychological attachment to a sport property may also have watched and attended more of that property’s games (Dees et al., 2008; Evans & Eddy, 2022), resulting in greater exposure to sponsors’ messaging (Cheong et al., 2019; Walraven et al., 2012). This messaging, in addition to the repeated exposure to, or pairing of, sport properties and sponsors together could have led participants with high psychological attachment to develop positive attitudes toward both sport sponsorship and the sponsors (Kwon & Shin, 2019) through either the mere exposure effect (Matthes et al., 2012; Mrkva & Van Boven, 2020) or evaluative conditioning (D’Hooge et al., 2017). Those individuals with high psychological attachment also tend to favour the products of sponsors over non-sponsors, a process that was included in the MASS, and may have been demonstrated through the correlation between the factor ‘behavioural support’ and psychological attachment.

The results also suggested that participants with more positive attitudes toward sponsorship had more favourable behavioural intentions toward sponsors’ products, as there was a statistically significant, positive direct relationship between attitudes toward sponsorship and behavioural intentions. Accordingly, in the current chapter it appears that the positive feelings that participants felt towards sponsorship were transferred onto



sponsors (Bennett et al., 2006). Additionally, participants may have had higher perceptions that sponsors' support of sport properties was sincere, which can lead to a corresponding increase in their desire to reciprocate the sponsors' support of the sport property by purchasing products and services from the sponsor (Pontes et al., 2021). Given the adoption of the tripartite framework in its creation, the MASS contains a factor that examines previous 'behavioural support' for sponsors. Consumers often repeat their purchase behaviours (Dees et al., 2008) and conduct their main product evaluations after they have purchased and consumed or utilized a product or service (Martin et al., 2020), which could explicate the relationship between attitude toward sponsorship and behavioural intentions in the current chapter. Moreover, a positive attitude toward sponsorship is generally considered as a requirement before making purchase decisions (Melovic et al., 2019), another factor which may have been reflected in the strong correlation between 'behavioural support' and behavioural intentions toward sponsors' products in the current chapter. Taken together, the results align with the extant literature in suggesting that there is a relationship between past behaviours and future intentions to engage in behaviours that benefit sponsors, which has appeared in previous research as the construct 'conative loyalty' (Kunkel et al., 2016).

As suggested in previous literature, psychological attachment had a direct impact on behavioural intentions (Kim et al., 2015), in addition to the indirect influence that psychological attachment can have through its influence on attitudes toward sponsorship (Alexandris & Tsiotsou, 2012). Therefore, as with previous research, the participants in the current study with high psychological attachment may have felt an increased need to reciprocate sponsors' support of their preferred sport property by increasing their

behavioural intentions for the sponsors' products and services (Pontes et al., 2021).

However, the focus in the current study was on the direct influence of attitude toward sponsorship on behavioural intention, not the impact of psychological attachment on their relationship, a relationship that could be explored further in subsequent research.

### **Limitations**

As with any research, there were several limitations in this chapter. First, the introduction of a global sample for scale validation did result in one factor that was very near the recommended goodness-of-fit values during the validation process falling well below those values in the current chapter. Accordingly, caution should be used when adopting the factor 'sponsor resource provision' on global samples, as that factor has yet to be fully validated beyond a sample of participants based in the United States.

However, although there were participants from 27 countries, over half of the participants came from five mid-sized European countries and one African country. Research in the future should continue to examine and validate the MASS in other contexts, including global samples, amateur or intercollegiate sports, and professional sports to ensure its validity across all levels of sport. Future researchers may also wish to examine the results of the MASS across different countries and cultures to determine the differences that exist between them in their attitudes toward sport sponsorship, differences which could have important implications for marketers in determining where to direct their efforts and sponsorship spending.

Only a limited number of constructs that have been frequently examined in previous research were incorporated in the current study to ensure simplicity in the direction of influence between the constructs in the model used to test the influence of

attitudes toward sponsorship measured using the MASS on other sponsorship constructs. Future research should incorporate more sponsorship variables, particularly those that could have a close relationship with attitudes toward sponsorship based on some of the factors that were originally included in the MASS after the systematized literature review in Chapter 2 of this dissertation. These constructs, such as fit/congruence, or attitude toward sponsors may have some interaction with or influence on attitudes toward sponsorship measured using the MASS. Future research may also utilize participants' preferred team or activity to determine what influence the various leagues, sports, activities, and levels of competition may have on participants' attitudes toward sport sponsorship.

## **Conclusions**

Although it was not without limitations, this study contributed to the further validation of the MASS, by administering the instrument to a global sample of participants with a broad range of psychological attachment to a sport property. The data collected using the MASS, combined with its influence on/by other sponsorship constructs, also provides further support for the adoption of the tripartite framework of attitude formation in the context of attitudes toward sponsorship. Moreover, the measurement of participants' past behaviour and their behavioural intentions did not appear to create problems with the model, despite the suggested difficulties in measuring the conative dimension of attitude (Funk & James, 2004) and the frequent inclusion of behaviour in sponsorship research as a dependent variable (e.g., Alexandris & Tsiotsou, 2012). The scale must continue to be validated in other contexts and, as with any scale, should be critically evaluated before its adoption or modification in future research

(Carpenter, 2018). However, given the mixed results in exploring the impact of attitudes toward sponsorship on overall sponsorship effectiveness in the extant literature (Alexandris & Tsiotsou, 2012), the current study has provided a starting point for utilizing and assessing the construct in future sponsorship research.

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## **CHAPTER 5: Summary, Future Directions, and Conclusion**

The overarching purpose of this dissertation was to create and refine a psychometrically sound measure of attitudes toward sport sponsorship. This dissertation was guided by Churchill's (1979) recommendations for generating marketing constructs, in addition to more recent publications that undertook scale development, scales previously published in the sport management literature, and previous dissertations in which scale development was conducted. To that end, there were multiple studies conducted within this dissertation which were described across three manuscripts. The purpose of the first manuscript (Chapter 2) was to generate a new conceptual model of attitude toward sponsorship. The tripartite framework for attitude formation was selected as the basis for this new conceptual model after conducting a systematized literature review search. The model of attitudes toward sponsorship consisted of three types of processes that could serve as antecedents to attitude formation, namely cognitive, affective, and conative (Eagly & Chaiken, 1993). In the context of sponsorship, these cognitive processes included consumers' beliefs about the benefits of sponsorship and resources sport properties receive through the practice (Alexandris & Tsotsou, 2012; Koronios et al., 2022), consumers' perceptions about sponsorship and commercialization in sport (Dudzik & Groeppel-Klein, 2005; Hickman, 2019), and the goodwill that consumers associate with sponsorship (Koronios et al., 2022; Shaw & McDonald, 2006). Affective processes included feelings and emotions toward sponsorship (Eagly & Chaiken, 1995), and conative processes included consumers' inferences of their attitude based on their previous behaviour or actions regarding sponsorship and sponsoring organizations (Olson & Kendrick, 2008; Zanna & Rempel, 1988).

The purpose of Manuscript two (Chapter 3) was to create an instrument that could be used to measure consumers' attitudes toward sport sponsorship, and the instrument was derived from the conceptual model that was developed in the first manuscript (Chapter 2). Additionally, the length of the instrument was optimized, and its validity and reliability were established. To complete the second manuscript, several data collections were conducted, namely the item generation and pilot collection, and two further data collections. During the item generation and pilot study, six academicians were asked to provide feedback on the item content relevance of the initial pool of 46 items (Carpenter, 2018; DeVellis, 2017; Dwyer et al., 2015). After the feedback of the expert panel, and the pilot data collection, one item was removed, and the instrument was then distributed to a total of 601 participants over two separate rounds of data collection to determine the appropriate number of items required to adequately assess the construct, in addition to establishing the reliability and validity of the items (Hair et al., 2014). Between these two data collections, the instrument was also sent to the expert panel for both conceptual and statistical review to ensure that an objective measure was being created (Carpenter, 2018; DeVellis, 2017). The resulting instrument, (i.e., the MASS) consisting of 6 factors and 20 items, is a properly validated instrument that can be used to measure consumers' attitudes toward sport sponsorship.

To ensure the generalizability of the instrument created in Manuscript two, the purpose of the third manuscript (Chapter 4) was to further assess the validity and reliability of the MASS by distributing it to a sample of global participants, in addition to exploring the influence of attitudes toward sponsorship measured using the MASS on other relevant sponsorship constructs. The reliability and convergent validity were

confirmed for all but one of the factors in the MASS, ‘sponsorship resource provision (SRP),’ while the discriminant validity was confirmed for all six factors. However, a two-item version of SRP did almost meet the minimum requirements for convergent validity and reliability. Moreover, both hypotheses that were proposed to explore the effect of attitudes toward sponsorship measuring using the MASS on other sponsorship constructs were supported, as psychological attachment had a statistically significant, direct positive relationship with attitudes toward sponsorship which, subsequently, had a statistically significant, direct positive relationship with behavioural intentions. In all, the research conducted in this dissertation attained the overarching purpose by generating a psychometrically sound, theoretically justified measure of attitudes toward sport sponsorship.

### **Future Directions**

While this dissertation does provide researchers with a psychometrically sound measure of attitudes toward sport sponsorship, the evaluation of the psychometric properties of the measure should be an ongoing process, across many contexts. Given the global ubiquity of sport and sport sponsorship at all levels of competition (Cunningham et al., 2021; Smart, 2007), and the poorly-performing factor ‘sponsor resource provision’ on the sample of global participants, scholars should continue to subject the MASS to rigorous tests of validity and reliability. The MASS should also be evaluated in the context of for-profit, non-profit, amateur, professional, and grassroots sport, in addition to examining participants from different cultures and countries to determine how these contexts influence consumers’ attitudes toward sport sponsorship, and the validity and reliability of the measure therein. Future examinations including other relevant factors,

such as consumer ethnocentrism, may provide valuable insights into why consumers in certain countries or cultures may develop more positive or negative attitudes toward sponsorship, particularly if the sponsor does not have strong ties to that geographical area (Woisetschläger et al., 2017).

A second line of research that can provide value to scholars and marketers would be to evaluate multiple sponsorship constructs that are frequently featured in the extant literature. For example, constructs such as fit/congruence, attitudes toward sponsors, sponsorship authenticity, and awareness, which have all been shown to influence the effectiveness of a sponsorship (Cornwell & Kwon, 2020; Kim et al., 2015) might have an impact on, or be impacted by, attitudes toward sport sponsorship measured using the MASS. Accordingly, future research should incorporate more of these variables to ensure that the research is able to capture a wholistic view of the factors that can influence the overall effectiveness of sponsorship. Future researchers may also wish to investigate the relationship between psychological attachment and attitudes toward sport sponsorship more extensively. These researchers may wish to determine the differences that may exist in consumers with attachment to a sport team compared to a sport league, event, or activity more generally. They may also wish to determine the influence of the level at which participants' preferred sport property competes, or the amount of commercialization traditionally associated with that sport or sport property, to assess some of the potential confounding or moderating variables in the relationship between attitudes toward sport sponsorship and other sponsorship constructs.



## **Conclusion**

An examination of the six factors included in the final MASS provides several novel contributions to the field, in addition to insights for practitioners. Based on the factors ‘negative beliefs’ and ‘sponsor resource provision,’ it is important that marketing practitioners highlight the benefits that the sport properties receive from the sponsor, in addition to the importance of the resources that the sponsor provides in ensuring the continued delivery and quality of the sport product when communicating a sponsorship to consumers. For example, sponsors and sport properties may wish to be more transparent in sharing the financial details of a sponsorship arrangement and, specifically, how those funds will be used to enhance/improve the property’s sport product. Sharing this information will not only provide consumers with a better understanding of sponsorship, but also the importance of the benefits that it can provide to sport properties. Given the ‘perceived goodwill’ factor, it is also beneficial for sponsors to be perceived as genuine in their support of a sport property, so they should ensure that they communicate a genuine wish to support a sport property and provide a positive experience for the property’s supporters, so as not to be viewed as opportunistic or exploitative. Sponsors may wish to design activations that highlight the relationship between the sponsor’s brand, the sport property, and the property’s fans, so as to demonstrate their sincerity in the support, while also highlighting the sponsor’s role in benefitting the sport property and the importance of the resources provided.

The results of this dissertation also highlighted the importance of the relationship between the factor ‘behavioural support’ and future intentions to engage in behaviours beneficial to the sponsors. Prior behaviour is infrequently examined in the vast majority

of sponsorship research (Cornwell & Kwon, 2020), nor has it been included in many of the previous models for attitude developed using the tripartite framework (Kaiser & Wilson, 2019; Zanna & Rempel, 1988). Accordingly, sponsors may wish to design activations that allow consumers the opportunity to sample the companies' goods or services, as consumers could attribute this behaviour to representing their attitude toward sponsorship if they do not possess strong internal cues for attitudes or external cues for behaviour (Olson & Kendrick, 2008).

The results of this dissertation also suggested that there may exist a need for varied sponsorship strategies in different parts of the world. The CFA results from the scale validation process, in particular regarding the factor 'sponsor resource provision,' suggested that there may be cultural or geographic differences in consumers' attitudes toward sponsorship. The majority of sponsorship research, particularly that which examines attitudes, has been conducted in highly-developed countries has been conducted in highly developed countries around the world, such as the United States (e.g., Dwyer et al., 2015; Lee et al., 1997), Germany (e.g., Woisetschläger et al., 2017), and the United Kingdom (e.g., Gillooly et al., 2020). However, the data in the fourth chapter included less developed countries, such as Chile, Brazil, and Zimbabwe. While future research is required to examine the source and scope of these differences, an important consideration for marketing practitioners is whether they should vary the communication and activation of a sponsorship based on their target markets and the location of those communications and activations. This aligns with the suggestion in prior research that the cultural aspect of sponsorship could have important implications, despite being under-researched (Cornwell & Kwon, 2020).

To conclude, the most substantial contribution of the research presented in this dissertation is that it provides scholars with a psychometrically sound, theoretically justified, properly validated measure of consumers' attitudes toward sport sponsorship. This dissertation can be viewed as an initial step in developing an improved understanding of the importance of the construct in sponsorship research, and how it can impact other sponsorship variables that have been frequently featured in the prior research.

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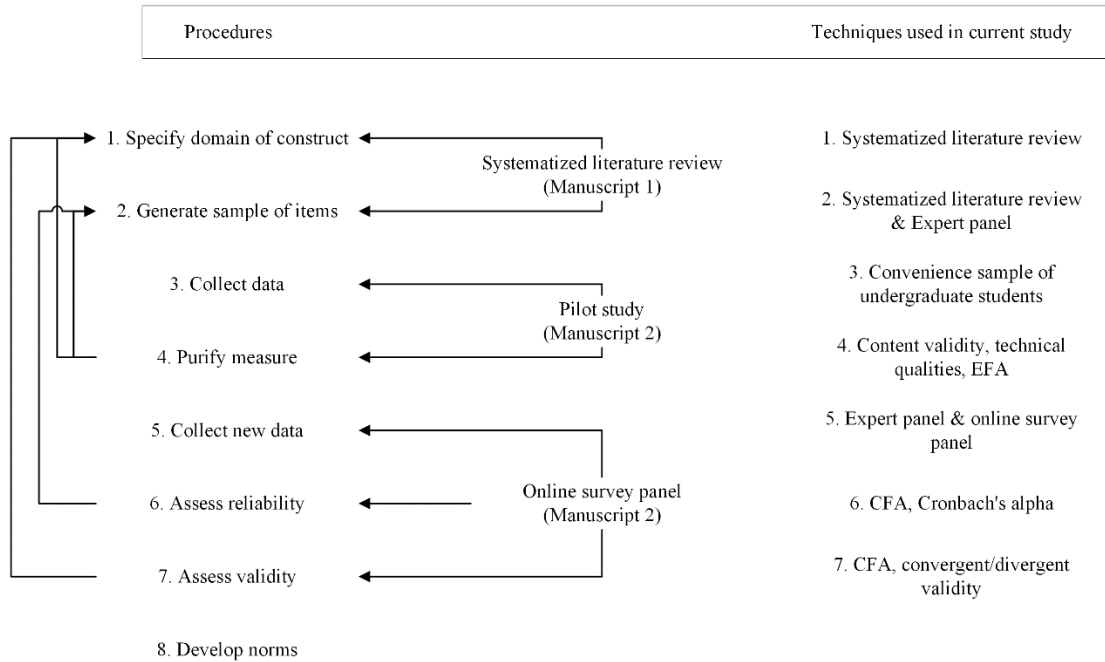
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## APPENDICES

### Appendix A: Visual Representation of Scale Development Process

**Figure 1**

*Procedure for developing measurement scale for proposed model of attitude toward sponsorship*



*Note.* Adapted from Churchill (1979, p. 66)

In specifying the domain of the construct, the researcher must first identify what the definition of the construct includes, as well as what it excludes (Churchill, 1979).

This dissertation utilized a systematized review search strategy to identify previous definitions of the construct based on those being currently utilized in the investigation of attitudes toward sponsorship. This dissertation then employed a deductive approach to item generation based on this literature search (Churchill, 1979; DeVellis, 2017; Dwyer et al., 2015) with feedback provided by an expert panel to ensure the content validity,

clarity, and relevance of the items (Carpenter, 2018; DeVellis, 2017; Dwyer et al., 2015). There were multiple data collections, including a pilot test (Carpenter, 2018). The measure was then purified and refined after the first large data collection by assessing the internal consistency (through Cronbach's alpha) and conducting exploratory factor analysis to determine the number of dimensions to keep in the measure (Carpenter, 2018; Churchill, 1979; Howard, 2016). Exploratory factor analysis gives an idea of the number of factors that are required to represent the data in the best manner and tells the researchers the items that load onto a given factor in addition to the appropriate number of factors to retain (Hair et al., 2014). The reliability was then assessed further on a different sample, which was also used to determine the construct validity (both convergent and discriminant), using confirmatory factor analysis (Carpenter, 2018; Churchill, 1979). In confirmatory factor analysis, the researcher specifies the number of factors that exist and the items that will load onto each of those factors, providing the researcher with information regarding how well the theoretical basis for the model's development reflects the reality of the collected data (Hair et al., 2014). The final step in the overall scale development process was to develop norms to provide context to the raw scores by determining what the different scores indicate (Churchill, 1979).



## **Appendix B: Systematized Review Search Terms**

### **Phase 1: Identifying the Appropriate Framework**

“Beliefs about sponsorship” OR “attitude\* about sponsorship” OR “attitude toward\* sponsorship” OR “beliefs about the benefit\* of sponsorship” OR “attitude toward\* advertis\* through sport” OR “attitude toward\* advertis\* in sport”

### **Phase 2: Relevant Tripartite Framework Search Terms**

Cognitive: (perceptions or thoughts or ideas or information or beliefs) AND (about or regarding or toward) AND (sponsorship or sponsoring or sponsor\*) AND (sport)

Affective: (feelings or moods or liking or emotions) AND (about OR regarding OR toward) AND (sponsorship OR sponsoring OR sponsor\*)

Conative: (actions or tendencies or behaviours or intentions) AND (about OR regarding OR toward) AND (sponsorship OR sponsoring OR sponsor\*)

## Appendix C: Extracted items

**Table 1**

*Extracted items to measure attitudes toward sponsorship*

Authors	Measure	Measured on	Items
Sandler & Shani (1993)	Attitudes and intentions dealing with sponsorship and sports	5-point Likert scales	I am more likely to buy products from official Olympic sponsors
			When I purchase a product I look for the Olympic logo on the package
			The fact that a company is an official sponsor has no impact on my purchase decisions
			Sponsorship does not take away the amateur spirit of the games
			I would prefer companies to sponsor my favourite sport rather than the Olympic Games
			I am very angry at companies that try to associate themselves with the Olympic Games without being an official sponsor
			I would like to be able to better distinguish between official sponsors and non-sponsors
			I do not care why companies spend their money on sponsorship as long as they help the Olympic Games
Lee et al. (1997)	Attitude toward sponsorship	Attitude towards event	I enjoy following the progress of the Winter Olympics
			I consider myself a strong supporter of the US Olympic Team
			The Olympics symbolizes the American spirit of competitiveness
			The Olympic Games are an example of sports at its best
		Attitude towards commercialization	Instead of spending their money on Olympic sponsorship, the company should improve the quality of their products
			Companies that sponsor the Olympics should not try to commercialize it
			The Olympic logo should not be used for commercial purposes
			I feel that the Olympic Games are too commercialized
		Attitude towards behavioural intention	I am more likely to buy products from companies that are official sponsors
			When I purchase a product, I look for the Olympic logo
			I am more influenced by the fact that a company sponsored the Olympics than by the company's advertising
			The fact that a company is an official sponsor has no impact on my purchase decision

Mowen & Frankeberger (1999)	Attitudes toward sponsorship of park and recreation	5-point Likert scales (also looked at preferences for activation, where the signage was, and the appropriate sponsorship industry sectors)	How sponsorships between FCPA and corporations would affect the quality of their recreation experiences
			Asked to indicate their overall level of support for corporate sponsorships with public park agencies
Speed & Thompson (2000)	Perceived Sincerity	7-point Likert scales	The sport would benefit from this sponsorship at the grassroots level (Eliminated)
			The main reason the sponsor would be involved in the event is because the sponsor believes the event deserves support
			The sponsor would be likely to have the best interests of the sport at heart
			The sponsor would probably support the event even if it had a much lower profile
Quester & Thompson (2001)	General attitudes toward sponsorship	5-point Likert scales	I think favourably of companies that sponsor the arts
			Sponsorships are no different from advertising
			I would be inclined to give my business to firms that sponsor the arts
			Sponsorship is a waste of money for the sponsor
			I would rather see money devoted to sports than to arts sponsorship
			Companies that sponsor the arts seem to be successful
			The festival would not be possible without sponsorship
			Finance companies should not get involved in sponsorship
			Sponsors are only after consumers' money
Madrigal (2001)	Beliefs about sponsorship	7-point strongly disagree to strongly agree scale. Corporate sponsorship of Ohio State athletic teams results in:	Making some events possible that would not otherwise take place
			Lowering ticket prices for those attending a sporting event
			An improved image for the company
	Perceived importance of beliefs	7-point very unimportant to very important scale	Sponsoring athletic events that would not otherwise take place is:
			Reducing ticket prices at sporting events is:
			Supporting companies with a good corporate image is:

Veltri et al. (2001)	Attitude towards sponsorship in general	Single item scale – either 7 or 9 item	Attitude towards the increase in sponsorship on college campuses by large sport companies
Lyberger & McCarthy (2001)	Consumer Perception Index		Companies that advertise during the Super Bowl (SB) are not doing it just to increase profits
			Companies that advertise during the SB are industry leaders
			The SB, compared to regular TV program has the same amount of advertisements
			Consumers are more influenced by SB ads than other advertising
			Consumers don't care why companies advertise as long as it allows me to watch the game
			Companies advertise during SB more concerned about consumers than other companies
			A firm that advertises during the SB will charge higher prices for its products
			Companies should spend money on advertising during the SB
			Advertising official status does not indicate the company supports the SB just for profit motives
			Ads during the SB are better than TV ads
			SB advertising has made me aware of new products
			Consumers gained information about products from SB ads
			Tend to pay more attention to advertising of official sponsors of the SB
			SB not too commercialized
			Professional sports not too commercialized
Mowen & Graeffe (2002)	Overall sponsorship attitudes	How do you feel about sponsorships between corporations and public park agencies?	1 = I am very opposed to such sponsorships
			2 = I am somewhat opposed to such sponsorships
			3 = I am neither supportive of nor opposed to such sponsorships
			4 = I am somewhat supportive of such sponsorships
			5 = I am very supportive of such sponsorships
Roy & Graeffe (2003)	Attitude toward sponsorships	Likert-scale items (no anchors given)	Companies that sponsor the Olympics are successful companies
			Sponsoring the Olympics is a good way for companies to promote their products and services
			I am more likely to have a favourable image of a company if it sponsors the Olympics

Kuzma et al. (2003)	Attitude toward sponsorship of college athletics	Three item, seven point scale	Damage reputation and credibility/enhance reputation and credibility – this is all I could pull out from the study
Irwin et al. (2003)	Beliefs, attitudes, and behavioural intent related to CRM (can be modified to the sponsorship context specifically)	1 (strongly disagree), 5 (strongly agree) Likert	CRM creates a positive company image
			I would be willing to pay more for a service that supports a cause I care about
			Cause marketing should be a standard part of a company's activities
			I am impressed with a company that commits to a cause for more than a year
			FedEx's sponsorship of this golf tournament improves my impression of the company
			Based on its support of this tournament, I will be more likely to use FedEx services
			Based on its support of St. Jude, I will be more likely to use FedEx services
			I like to see companies supporting meaningful causes
			Cause marketing relationships are a positive thing in business today
Arnold (2004) Dissertation	Attitude toward corporate sponsorship of high school sports	5-point Likert scale	It is important to have corporations sponsor high school events
			I am likely to buy the goods and services of the sponsors of high school/college/professional sporting events
			I believe there should be more high school sporting events that have corporate sponsors
			I favour the use of corporate sponsors of high school sporting events
			Corporate sponsorship of high school sporting events exploits athletes who play in the event for the benefit of the corporate sponsor
			Corporate sponsorship of high school sporting events exploits schools whose teams play in the event for the benefit of the corporate sponsor
Zhang et al. (2005)	Attitude towards commercialization	Five items on a seven-point Likert-type scale strongly disagree to strongly agree	I feel that our school athletic program is too commercialized
			I believe sponsorship is good for the development of our school athletic program
			Companies that sponsor college athletics should not try to commercialize it
	Attitude towards sponsorship		Financial support
			Business predominates (commercialization)

Dudzik & Groppel-Klein (2005)		This will be likely a part of other items	Improves sport
			Negative side issues
			Positive persuasion
Bennett et al. (2006)	Attitude toward sponsorships	3 items on a 7-point Likert scale anchored at strongly disagree and strongly agree	Sponsoring the tournament is a good thing for companies to do
			If a company were to sponsor the tennis tournament, it would influence how I feel about the company
			I think it is important for Houston- and Texas-based companies to support events like this tournament
Shaw & McDonald (2006)	Sponsor orientation	4 items on 11-point scale	I pay little attention to the sponsors
			I know little about the sponsors but would like more information on the sponsors' products
			If I think all brands are the same, I try to use the sponsors' products
			I actively seek out and use the sponsors' brands whenever possible
Alexandris et al. (2007), Alexandris et al. (2009)	Beliefs about sponsorship (Modified from Madrigal and Lee)	Five-point Likert scale anchored by Strongly Disagree to Strongly Agree	Sponsorship is necessary for sport events such as an all-star game to take place
			Sponsorship offers valuable financial support to events such as the all-star game
			Sponsorship helps events such as the all-star game become successful
			Sponsorship increases commercialization of events such as the all-star game
Dees et al. (2007)	Attitude toward commercialization (modified from Quester & Thompson)	5-point Likert scale from strongly disagree to strongly agree	Companies that sponsor the SSG are professional
			Companies that sponsor the SSG are successful
			I think favourably of companies that sponsor the SSG
	Attitude toward the Sponsor (could potentially be generalized to sponsorship)		I think favourably of companies that sponsor this event
			Companies that sponsor [university] football are successful
			Companies who sponsor [university] football provide quality products/services
			Companies that sponsor [university] football are professional
Dees et al. (2008)	Goodwill	5 point Likert	[University] football sponsors are involved with their community
			Corporate sponsors try to improve [university] football
			This sporting event benefits from corporate sponsors
			Corporate sponsors care about fans of [university] football

Smith et al. (2008)	Sponsor integrity	Additional – it is good to see a big company sponsoring a local football team	The existing sponsors and the club fit well together
			I automatically like all sponsors of the club because they support my team financially
			I feel that sponsors of the club show genuine interest in in the club and its supporters
	Sponsor receptiveness	7-point Likert scales	I am interested in learning more about the sponsors of the club
			I would welcome receiving information about the products and services of sponsors
			I know more about the business of the sponsors since they started sponsoring the club
Pyun & James (2009)	Beliefs about advertising through sport	26 items measuring seven belief dimensions using a 7-point Likert scale, anchored with strongly disagree and strongly agree	Product information
			Social role and image
			Hedonism/Pleasure
			Annoyance/Irritation
			Good for the economy
			Materialism
			Falsity/No sense
(2010)	Attitude and Beliefs about advertising through sport	All the same, but with added attitude dimension:	My general opinion of advertising through sport is favourable
			Overall, I consider advertising through sport a good thing
			Overall, do you like or dislike advertising through sport
Sawatari (2012)	Perceived benefit – Adapted from Dees et al. (2002)	All 7-point Likert scales from Strongly disagree to strongly agree	The property benefits from company A's sponsorship
			The property gets help from Company A
			Company A provides assistance to the property
			Company A has a positive impact on the property
			Company A's sponsorship does not benefit the property
	Perceived necessity (from Madrigal & Alexandris et al.)		Company A's sponsorship makes the property possible
			Sponsorship by company A is necessary for the property to take place
			The property depends on Company A's sponsorship for their operations
			The property functions adequately without Company A's sponsorship
			The property could not function without Company A's sponsorship

	Perceived concern about a property (Adapted and modified from Speed & Thompson, 2000; Kim, 2010)		Sponsor A seems to be looking out for the best interests of the property
			Sponsor A seems to have a genuine interest in the well-being of the property
			Sponsor A seems to be concerned about what is best for the property
			Sponsor A seems to really care about the property
	Perceived commercial Intent (adapted and modified from Kim (2010)		Sponsor A seems to place profit about its promotion of the property
			Sponsor A seems to care more about promoting itself than the property
			Sponsor A seems to care more about its promotions than the success of the property
			Sponsor A seems to care more about making money than the property well-being
			Sponsor A's primary motivation seems to be making money, not the well-being of the property
	Attitude toward the sponsorship (marketing scales handbook)	Sponsorship of the college football team is: (Semantic differential, 7-point)	Good/bad
			Favourable/unfavourable
			Acceptable/unacceptable
			Necessary/unnecessary
			Beneficial/not beneficial
Macintosh et al. (2012)	Consumer perception index – there will be some items to keep but many to come out	5-point (fairness dimension)	Advertising link of non-sponsors to Games
			Non-sponsor association with the Games is clever
			Commercial activities around the Games are fair
			Fair for non-sponsors to associate with Olympics
	Leadership Beliefs		Companies that sponsor are industry leaders
			Official sponsor are market leaders compared to non-sponsors
	Distinguish Beliefs		Distinguish between official and non-sponsors
			Sponsor did not paid a fee for official status
			Distinguish between sponsors and those who advertise
			Difficult to distinguish sponsor from non-sponsor
	Commerce evaluation		Olympic Games are over commercialized
			Olympics losing appeal due to excessive sponsorship



Chang (2012)	Thoughts on sponsorship	7-item Likert scale	I like sponsorship
			Sponsorship needs consumer support
			Sponsorship deserves consumer support
			Sponsorship is believable
			Sponsorship is good
			Sponsorship should be allowed
			Sponsorship is altruistic
Alexandris & Tsiotsou (2012) (also used by Nassis et al. (2014))	Attitude toward sponsorship	Three items modified from Madrigal and Lee on five point Likert scale	Sponsorships offer valuable financial support
			Sponsorship is necessary for basketball teams to survive
			Sponsorships improve the image of basketball teams
Dhurup & Rabale (2012) (This is a VERY low-tier journal so just here for potential measures)	Perceptions of sponsors	Anchors not listed – for the last 4 items, it was “my attitude toward sponsorship was”	Sponsorship makes me feel more favourable towards the sponsors
			Sponsorship would improve my perception of the sponsors
			Sponsorship would make me like the sponsor
			I have a favourable image toward sponsors
			Sponsorships would make me likely to notice the sponsors’ name on other occasions
			Sponsorships would make me likely to pay attention to the sponsors’ advertising
			Sponsorships would make me likely to remember the sponsor’s promotion
			Sponsors were likely to have the best interest of [sport] at heart
			Sponsors would probably support [sport] even if it had a much lower profile
			Bad-good
			Dislike-like
			Unpleasant-pleasant
			Unfavourable-favourable
Levin et al. (2013)	Sport commercial acceptance	Likert scale, strongly agree-strongly disagree indicating level of agreement that commercial messages within telecasts are:	Distracting, disturbing, forced, interfering, intrusive, invasive, obtrusive, annoying, entertaining, and informative

Jensen et al. (2012)	Opinions/approval of MLS shirt sponsorship	Anchors not given	Ads on MLS shirts are ugly
			Ads on MLS shirts are unprofessional
			Ads on MLS jerseys are more like international soccer
			Ads on MLS jerseys imply corporations see value in teams
			Conditional acceptance – lower ticket prices
			If it helps my team attract and retain the best players
			If it prevents my team from seeking public funds
			Advertiser goodwill
			Allow me to identify a product with a team
			Allow me to identify a team with a product
			Make me more likely to purchase advertised products/services
			Make me want to avoid purchasing products/services
			Make me want to learn more about the sponsor
			Are a waste of money
Eddy (2014)	Attitudes toward sponsorship	Four-item scale of modified items from Alexandris et al. (2007)	Sponsorship is good for the development of our football team
			Sponsorship offers important financial support for my football team
			One the whole, most other fans of this team would probably approve of my decision to buy products from one of our football team's sponsors
			Item not retained
	Attitudes toward commercialism	Four-item scale of modified items from Zhang et al. (2005)	Naming a stadium after a sponsor represents a higher level of commercialism than other types of sponsorship
			Companies that sponsor college football should not try to commercialize it
			Our football team is too commercialized
			Item not retained
Smith et al. (2015)	Community and sponsorship	7-point Likert scales	It is important for business to support events/sports such as [_____]
			By sponsoring events/sports such as [_____], companies are demonstrating that they care about the community
			The sponsors of [_____] [ support a high quality lifestyle for residents of [city of event/sport] (This one would prob not really apply)
	Employees beliefs		Feel more favourable toward the company

Inoue et al. (2016)		Three items designed to measure affective, cognitive, and behavioural	Improving perceptions of the company
			More likely to remain with the company
Mowen et al. (2016)	Sponsorship support and the perceived impact on the recreation experience	5-point Likert scale to indicate their support or opposition to sponsorship between corporations and public agencies. In general, how would more sponsorships affect the quality of the recreation experiences at facilities/parks or programs	A very negative impact
			A slightly negative impact
			No impact
			A slightly positive impact
			A very positive impact
Pitas et al. (2018)	Sponsorship attitudes	5-point Likert-style scale level of agreement with 6 statements	I understand the reasons for park agencies pursuing corporate sponsorship support
			Corporate sponsorship of parks will enhance my recreation enjoyment at park setting
			Overall, I approve of sponsorship of public park facilities/programs
			Park agencies should not pursue sponsorships because I already pay taxes to support them
			Corporate sponsorships of park agencies are inappropriate because they will ultimately have a negative impact on my park experiences
			Corporate sponsorships will over-commercialize the parks experience for me
Melovic et al. (2019)	Sport sponsorship perceptions	Four statements on a 5-point Likert scale	While watching a sports event, I pay attention to a company that is a sponsor of an event or of a sports team
			While watching a sports event, I pay attention to advertising in sports halls/stadiums
			During a visit to a cultural event (fair, concert, etc.), I noticed companies that supported the sponsorship
			Sport sponsorship increases the likelihood of paying attention to other advertising companies (sponsors)
	Attitudes towards sport sponsorship		Sport sponsorship increases the likelihood of remembering the name of the company
			Sport sponsorship should be an integral part of the company's business activities

			The company achieves better results by sponsoring support to a sports team or event organization than by paid advertising
			Sport sponsorship creates a positive image for the company
			Company's sponsorship improves the attitude that I have, as a consumer, about it
			The company's sport sponsorship enhances my perception of its business
			I value more social responsible companies/organizations that invest in sport sponsorship than the one who does not
			I have a positive attitude towards the company that sponsors my favourite sports team/cultural event
Maricic et al. (2018)	Attitudes toward sponsorship	Modified from Alexandris et al. (2008/2009)	Sponsorship is necessary for sport events such as [name] to take place
			Sponsorship offers valuable financial support to events such as [name]
			Sponsorship helps events such as [name] to be successful
			Sponsorship increases commercialization of sport and events such as [name]
			I believe that the quality of [event] would be lower if there were no sponsors
Hickman (2019)	Cynicism regarding sponsorship	Adopted from Edell and Burke (1987) on seven-point Likert scales from strongly agree to strongly disagree	Fed-up with sport sponsorship
			Skeptical of sport sponsorship
Cheong et al. (2019), Pyun et al. (2020)	Belief and attitude for sponsorship/advertising through sport	Same as before, but had sponsorship as an option. In 2020, used "Advertising (sponsorship) through sport...	My general opinion of sport sponsorship is favourable
			Overall, I consider sport sponsorship a good thing
			Overall, I like sport sponsorship
Koronios et al. (2021)	Beliefs about sponsorship	Anchors not provided	Reading about sport in magazines and newspapers?
			Viewing sport on television?
			Sponsorship helps basketball teams to be successful
	Sincerity		Sponsorship is necessary for [sport] teams
			Sponsorship offers valuable financial support to [sport] teams
			Sponsors only want to make money

## **Appendix D: List of Items Sent to Expert Panel**

**Cognitive Dimension** – for all items 1 = strongly disagree, 7 = strongly agree

### Overall beliefs/perceptions about sponsorship

- Sponsorship offers important financial support to sport
- Sport would not be possible without sponsorship
- Sponsorship is bad for the development of sport
- Sport benefits from sponsorship
- Sport is worse because of sponsorship
- Sport properties depend on sport sponsorship to operate

### Beliefs about companies involved in sport sponsorship

- Sport sponsorship is a good thing for companies to do
- Companies should spend money on sport sponsorship
- Companies involved in sport sponsorship are better than others that are not
- It is important for companies to support sport through sponsorship
- Companies should not get involved in sport sponsorship

### Commercialization

- The focus of sport sponsorship is financial gain
- Through sport sponsorship, sport has become more focused on profit
- Sport sponsorship is a positive thing in business today
- Sport sponsorship should not allow sponsors to use sport logos for commercial purposes
- Sponsors should not try to make sport primarily about financial gain

### Goodwill/Sincerity

- Sport sponsorship shows that companies care about sport properties
- Sport sponsorship comes from a genuine interest in the well-being of sport properties
- Sport sponsorship creates a positive image for the companies involved
- Companies involved in sport sponsorship show a genuine interest in sports and their supporters
- Companies involved in sport sponsorship try to improve sport (need to keep this focused on the company otherwise it's the same as an overall belief)
- If a company were to sponsor sport, it would influence how I feel about the company<sup>1</sup>

**Affective Dimension** – 1 = strongly disagree, 7 = strongly agree

### Liking

- I like sport sponsorship
- I feel negative about sport sponsorship
- I approve of sport sponsorship
- Sport sponsorship is a good thing

### Fit/Appropriateness

- Sport sponsorship is appropriate
- Sponsorship and sport fit well together
- Sport sponsorship should not be allowed

### Liking of sponsoring companies

- I like to see companies supporting sport through sponsorship
- I like companies involved in sport sponsorship because they support sport financially

- Sport sponsorship makes me feel more favourable toward the sponsoring companies
- I feel positive about companies involved in sport sponsorship
- I have a positive attitude toward companies involved in sport sponsorship

**Behavioural Dimension** – 1 = strongly disagree, 7 = strongly agree

When answering the following items, please think about the sport teams or organizations that you support:

Attentiveness to sponsorship

- I pay attention to sponsorships while watching sporting events through the media (e.g., television, streaming services)
- I pay attention to sponsorships while attending sporting events
- I pay attention to the sponsorships in the venue while attending sporting events

Attentiveness to sponsoring companies

- Sport sponsorship increases the likelihood of remembering the companies' names
- Sport sponsorship increases the likelihood of noticing the companies' products
- I pay more attention to a company's marketing/advertising efforts outside of their sponsorship if they are a sponsor

Previous behaviour

- I have looked for the logos of sport teams/leagues on the packages of products I have purchased
- I have purchased products from companies involved in sport sponsorship
- I have consumed goods and services from companies involved in sport sponsorship
- I have paid more for the products or services of companies involved in sport sponsorship
- I have actively searched for and use the brands of companies involved in sport sponsorship where possible
- The fact that a company is involved in sport sponsorship has never impacted my purchase decision

What other thoughts/feelings do you have about sponsorship that were not covered in this survey?

<sup>1</sup> Item was removed based on expert panel feedback.

## Appendix E: Pilot Survey and EFA



### CONSENT TO PARTICIPATE IN RESEARCH

Title of Study: *Multidimensional Attitudes toward Sponsorship Scale: Conceptual model and scale development.*

You are asked to participate in a research study conducted by Zachary Evans, a Ph.D. Candidate in the Kinesiology Department at the University of Windsor, in Windsor, ON, Canada. The results of this study will contribute to the completion of Mr. Evans' Ph.D. dissertation. If you have any questions or concerns about the research, please feel to contact Mr. Evans at (519)-253-3000 x4636 or [evans11o@uwindsor.ca](mailto:evans11o@uwindsor.ca) before offering your consent to participate. You are encouraged to print this page for your records.

#### PURPOSE OF THE STUDY

The purpose of this study is to create and refine a scale for measuring consumers' general attitudes toward sport sponsorship, in addition to establishing the reliability and validity of the scale, as well as the standards for interpreting the results provided by the scale.

#### PROCEDURES

If you volunteer to participate in this research study, you will be provided with a paper survey. You are asked to first read and complete the letter of informed consent. Consent will be provided by [checking](#) "I agree to participate in this research" on the next page. If you provide consent, you will then be asked to evaluate a questionnaire on a 7-point Likert scale from 1 (strongly disagree) to 7 (strongly agree) for each statement. Completion of the survey should take about 8 minutes.

**Please note, you must be at least 18 years old to participate in this research.**

#### POTENTIAL RISKS AND DISCOMFORTS

Due to the [time](#) it will take to complete the survey, participation in the study may pose a small inconvenience in your day. Overall, the potential risk or discomfort is considered minimal. To manage the perceived risks associated with participation, you are reminded that participation is voluntary, and you can skip questions, or withdraw from the study at any time before submitting your responses.

#### POTENTIAL BENEFITS TO PARTICIPANTS AND/OR TO SOCIETY

There are no direct benefits to you; however, your participation will inform future academic research on attitudes toward sponsorship and increase our understanding of this important issue.

#### CONFIDENTIALITY

Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission. You will not be asked to provide your name or other identifying information for the survey. The results of the study will be reported at the group level and will not include your individual responses. The data will be stored on a password protected computer. By consenting to participate in this research, you give us permission to use your data in the preparation of published articles and research presentations.

#### PARTICIPATION AND WITHDRAWAL

Participation in this study is completely voluntary. You can choose whether to be in this study or not. If you choose to voluntarily participate in this study, you may withdraw at any time by simply turning in the survey. However, once you have submitted your responses at the end of the survey you can no longer withdraw from the study.

#### FEEDBACK OF THE RESULTS OF THIS STUDY TO THE PARTICIPANTS

Once all of the data have been collected and analysed, you may request a summary of the results by visiting <https://scholar.uwindsor.ca/research-result-summaries/>. We anticipate the summary will be posted during summer 2023, and no later than December 15, 2023.

#### SUBSEQUENT USE OF DATA

These data may be used in subsequent studies, in publications and in presentations.

#### RIGHTS OF RESEARCH PARTICIPANTS

If you have questions regarding your rights as a research participant, contact: The Office of Research Ethics, University of Windsor, Windsor, Ontario, N9B 3P4; Telephone: 519-253-3000, ext. 3948; e-mail: [ethics@uwindsor.ca](mailto:ethics@uwindsor.ca)

#### SIGNATURE OF RESEARCH PARTICIPANT

I understand the information provided for the study *Multidimensional Attitudes toward Sponsorship Scale: Conceptual Model and Scale Development* as described herein. My questions have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form.

**By signing below, you indicate that you are at least 18 years of age and voluntarily consent to participate in this [research](#)**

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
Date

#### SIGNATURE OF INVESTIGATOR

These are the terms under which I will conduct research.

Sport sponsorship is the process through which a company provides a sport team, event, or activity (known as "sport properties") with money or other resources in exchange for permission to use the association with the sport property, and the property's logo, in their marketing communications. Please keep this definition in mind as you complete the remainder of the survey.

**Please Indicate your agreement with the following statements:**

1= strongly disagree, 2 = disagree, 3 = somewhat disagree 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree 7 = strongly agree

	1	2	3	4	5	6	7
Sponsorship offers important financial support to sport	0	0	0	0	0	0	0
Sponsoring sport is a good thing for companies to do	0	0	0	0	0	0	0
The focus of sport sponsorship is financial gain	0	0	0	0	0	0	0
Sport sponsorship shows that companies care about sport properties	0	0	0	0	0	0	0
I like sport sponsorship	0	0	0	0	0	0	0
Sponsors should not try to make sport primarily about financial gain	0	0	0	0	0	0	0
Sport sponsorship is appropriate	0	0	0	0	0	0	0
I like to see companies supporting sport through sponsorship	0	0	0	0	0	0	0
Sponsorship and sport fit well together	0	0	0	0	0	0	0
I feel negative about sport sponsorship	0	0	0	0	0	0	0
Sport sponsorship comes from a genuine interest in the well-being of sport properties	0	0	0	0	0	0	0
I like companies involved in sport sponsorship because they support sport financially	0	0	0	0	0	0	0
Through sport sponsorship, sport has become more focused on profit	0	0	0	0	0	0	0
Companies should spend money on sport sponsorship	0	0	0	0	0	0	0
Sport would not be possible without sponsorship	0	0	0	0	0	0	0
Sponsorship is bad for the development of sport	0	0	0	0	0	0	0
Sport sponsorship makes me feel more favourable toward the sponsoring companies	0	0	0	0	0	0	0
Companies involved in sport sponsorship are better than others that are not	0	0	0	0	0	0	0
I feel positive about companies involved in sport	0	0	0	0	0	0	0
Sport sponsorship is a positive thing in business today	0	0	0	0	0	0	0
Sport sponsorship creates a positive image for the companies involved	0	0	0	0	0	0	0
Companies should not get involved in sport sponsorship	0	0	0	0	0	0	0
I have a positive attitude toward companies involved in sport sponsorship	0	0	0	0	0	0	0
I approve of sport sponsorship	0	0	0	0	0	0	0
Sport sponsorship should not be allowed	0	0	0	0	0	0	0
Sport sponsorship is a good thing	0	0	0	0	0	0	0
Companies involved in sport sponsorship show a genuine interest in sports and their supporters	0	0	0	0	0	0	0
Sport sponsorship should not allow sponsors to use sport logos for commercial purposes	0	0	0	0	0	0	0
It is important for companies to support sport through sponsorship	0	0	0	0	0	0	0
Sport benefits from sponsorship	0	0	0	0	0	0	0
Sport is worse because of sponsorship	0	0	0	0	0	0	0
Companies involved in sport sponsorship try to improve sport	0	0	0	0	0	0	0
Sport properties depend on sport sponsorship to operate	0	0	0	0	0	0	0

**When answering the following items, please think about the sport teams or organizations that you support.**

**Please indicate your agreement with the following statements:**

1= strongly disagree, 2 = disagree, 3 = somewhat disagree 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree 7 = strongly agree



	1	2	3	4	5	6	7
I pay attention to sponsorships while watching sporting events through the media (e.g., television, streaming services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport sponsorship increases the likelihood of remembering the companies' names	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have looked for the logos of sport teams/leagues on the packages of products I have purchased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have purchased products from companies involved in sport sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport sponsorship increases the likelihood of noticing the companies' products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay attention to sponsorships while attending sporting events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay more attention to a company's marketing/advertising efforts outside of their sponsorship if they are a sponsor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fact that a company sponsors sport has never impacted my purchase decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have consumed goods and services from companies involved in sport sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay attention to the sponsorships in the venue while attending sporting events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have paid more for the products or services of companies involved in sport sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have actively searched for the products or services of companies involved in sport sponsorship where possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What other thoughts/feelings do you have about sponsorship that were not covered in this survey?

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How do you self-identify your gender? \_\_\_\_\_

Please indicate your age \_\_\_\_\_

Please indicate your marital status

- ☐ Single (not living common law)
 ☐ Married (not separated)
 ☐ Living Common Law
 ☐ Widowed (not living common law)
 ☐ Divorced (not living common law)
 ☐ Separated (not living common law)

How many children do you have?

- ☐ 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5+

What is your average annual household income?

- ☐ < \$19,999
 ☐ \$20,000 - \$39,999
 ☐ \$40,000 - \$59,999
 ☐ \$60,000 - \$79,999
 ☐ \$80,000 - \$99,999
 ☐ \$100,000 - \$119,999
 ☐ \$120,000 - \$139,999
 ☐ > \$140,000

**Table 1**

Results of Pilot EFA

Factor	1	2	3	4	5	6	7	8
Should not get involved	0.836							
Worse because of sponsorship	0.705							
Should not be allowed	0.575							
Bad for development	0.558							
Sport benefits from sponsorship	0.543					-0.354		
I approve of sport sponsorship	0.405	0.322						0.304
Should not allow logo use	0.382				0.284			-0.328
Good thing for companies	0.377							0.271
I have a positive image about companies involved	0.323					0.252		
I have consumed sponsors' goods and services	0.319				0.469			
I pay more attention to sponsors' marketing outside of the sponsorship	-0.299		0.261				0.334	-0.269
Sport sponsorship is a good thing	0.272	0.280						
Sport sponsorship is a positive thing in business today	0.263						0.478	
Companies should not make sport about financial gain	-0.252							
I like to see companies supporting sport through sponsorship		0.641						
Sponsorship is appropriate		0.611						
I like sport sponsorship		0.504				0.459		
Shows companies care about properties		0.497	0.285					
Sport and sponsorship fit well together		0.495						
I feel negative about sport sponsorship		0.450						
Sport sponsorship offers important financial support		0.368						
Genuine interest in supporters		0.353	0.504					
Genuine interest in property well-being		0.306	0.568					
Like to see companies support sport through sponsorship		0.290				0.285		0.271
Feel favourable towards companies involved		0.262	0.468					0.274
sponsorship								
Paid more for sponsors' products and services		-0.256	0.691		0.269			

Companies involved in sport sponsorship are better	0.612			
Companies involved try to improve sport	0.568			
Like companies involved because they support sport	0.566		0.281	0.310
Actively searched for sponsors' products	0.490	0.409		
I have a positive attitude toward companies involved	0.449		0.275	0.295
I feel positive about companies involved in sport sponsorship	0.381		0.374	
I pay attention to sponsorship while attending events		0.917		
I pay attention to sponsorship in the venue while attending		0.801		
I pay attention to sponsorship while watching sport		0.769		
Looked for sports logos on packages		0.345	0.361	
Sponsorship has never impacted my purchase decision			0.919	
Sponsorship increases the likelihood of noticing sponsors' products			0.718	
Sponsorship increases the likelihood of remembering companies' names			0.691	
I have purchased products from sponsors			-0.662	
Sport would not be possible without sponsorship			-0.608	
Properties depend on sponsorship			-0.262	
Through sponsorship, sport more focused on profit			-0.253	-0.277
Important for companies to support sport through sponsorship			0.664	
The fact that a company is a sponsor has never impacted my purchase decision			0.499	-0.335
Companies should spend money on sponsorship				0.490

## Appendix F: Qualtrics Survey for Prolific Collection 1



### CONSENT TO PARTICIPATE IN RESEARCH

Title of Study: *Multidimensional Attitudes toward Sponsorship Scale: Conceptual model and scale development.*

You are asked to participate in a research study conducted by Zachary Evans, a Ph.D. Candidate in the Kinesiology Department at the University of Windsor, in Windsor, ON, Canada. The results of this study will contribute to the completion of Mr. Evans' Ph.D. dissertation. If you have any questions or concerns about the research, please feel to contact Mr. Evans at (519)-253-3000 x4636 or [evans11o@uwindsor.ca](mailto:evans11o@uwindsor.ca) before offering your consent to participate. You are encouraged to print this page for your records.

### PURPOSE OF THE STUDY

The purpose of this study is to create and refine a scale for measuring consumers' general attitudes toward sport sponsorship, in addition to establishing the reliability and validity of the scale, as well as the standards for interpreting the results provided by the scale.

### PROCEDURES

If you volunteer to participate in this research study, you will be asked to follow the instructions sent to you via Prolific regarding how to access the online questionnaire. You are asked to first read and complete the letter of informed consent. Consent will be provided by clicking "I agree to participate in this research" once you open the Qualtrics link provided. If you provide consent, you will then be asked to evaluate a questionnaire on a 7-point Likert scale from 1 (strongly disagree) to 7 (strongly agree) for each statement. Completion of the survey should take about 8 minutes.

### POTENTIAL RISKS AND DISCOMFORTS

Due to the time it will take to complete the survey, participation in the study may pose a small inconvenience in your day. Overall, the potential risk or discomfort is considered minimal. To manage the perceived risks associated with participation, you are reminded that participation is voluntary, and you can withdraw from the study at any time before submitting your responses.

### POTENTIAL BENEFITS TO PARTICIPANTS AND/OR TO SOCIETY

There are no direct benefits to you; however, your participation will inform future academic research on attitudes toward sponsorship and increase our understanding of this important issue.

### COMPENSATION FOR PARTICIPATION

You will be compensated by Prolific. You must complete the entire survey to receive the completion code. Then you will input the code into your Prolific account to be compensated.

### CONFIDENTIALITY

Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission. You will not be asked to provide your name or other identifying information for the survey. The results of the study will be reported at the group level and will not include your individual responses. The data will be stored on a password protected computer. By consenting to participate in this research, you give us permission to use your data in the preparation of published articles and research presentations.

### PARTICIPATION AND WITHDRAWAL

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### FEEDBACK OF THE RESULTS OF THIS STUDY TO THE PARTICIPANTS

Once all of the data have been collected and analysed, you may request a summary of the results by visiting <https://scholar.uwindsor.ca/research-result-summaries/>. We anticipate the summary will be posted during summer 2023, and no later than December 15, 2023.

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These data may be used in subsequent studies, in publications and in presentations.

### RIGHTS OF RESEARCH PARTICIPANTS

If you have questions regarding your rights as a research participant, contact: The Office of Research Ethics, University of Windsor, Windsor, Ontario, N9B 3P4; Telephone: 519-253-3000, ext. 3948; e-mail: [ethics@uwindsor.ca](mailto:ethics@uwindsor.ca)

### SIGNATURE OF RESEARCH PARTICIPANT/LEGAL REPRESENTATIVE

I understand the information provided for the study *Multidimensional Attitudes toward Sponsorship Scale: Conceptual Model and Scale Development* as described herein. My questions have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form.

**Should you choose to consent, you will be asked for written consent prior to beginning the survey, by checking the box "I agree to participate in this research."**

### SIGNATURE OF INVESTIGATOR

These are the terms under which I will conduct research.

I am at least 18 years of age

☐ Yes

☐ No

I agree to participate in this research

☐ Yes

☐ No

Sport sponsorship is the process through which a company provides a sport team, event, or activity (known as “sport properties”) with money or other resources in exchange for permission to use the association with the sport property, and the property’s logo, in their marketing communications. Please keep this definition in mind as you complete the remainder of the survey.

1= strongly disagree, 2 = disagree, 3 = somewhat disagree 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree 7 = strongly agree

Block 1 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Sponsorship offers important financial support to sport							
Sponsoring sport is a good thing for companies to do							
The focus of sport sponsorship is financial gain							
Sport sponsorship shows that companies care about sport properties							
I like sport sponsorship							
Sponsors should not try to make sport primarily about financial gain							
Sport sponsorship is appropriate							

Block 2 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
I like to see companies supporting sport through sponsorship							
Sponsorship and sport fit well together							
I feel negative about sport sponsorship							
Sport sponsorship comes from a genuine interest in the well-being of sport properties							
I like companies involved in sport sponsorship because they support sport financially							
Through sport sponsorship, sport has become more focused on profit							
Companies should spend money on sport sponsorship							

Block 3 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Sport would not be possible without sponsorship							
Sponsorship is bad for the development of sport							
Sport sponsorship makes me feel more favourable toward the sponsoring companies							
Companies involved in sport sponsorship are better than others that are not							
Please select the “Somewhat agree” option							
I feel positive about companies involved in sport sponsorship							
Sport sponsorship is a positive thing in business today							

Block 4 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Sport sponsorship creates a positive image for the companies involved							
Companies should not get involved in sport sponsorship							
I have a positive attitude toward companies involved in sport sponsorship							
I approve of sport sponsorship							
Sport sponsorship should not be allowed							
Sport sponsorship is a good thing							
Companies involved in sponsorship show a genuine interest in sports and their supporters							

Block 5 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Sport sponsorship should not allow sponsors to use sport logos for commercial purposes							
It is important for companies to support sport through sponsorship							
Sport benefits from sponsorship							
Sport is worse because of sponsorship							
Companies involved in sport sponsorship try to improve sport							
Sport properties depend on sport sponsorship to operate							

When answering the following items, please think about the sport teams or organizations that you support:

Block 6 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
I pay attention to sponsorships while watching sporting events through the media (e.g., television, streaming services)							
Sport sponsorship increases the likelihood of remembering the companies' names							
I have looked for the logos of sport teams/leagues on the packages of products I have purchased							
I have purchased products from companies involved in sport sponsorship							
Sport sponsorship increases the likelihood of noticing the companies' products							

Block 7 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
I pay attention to sponsorships while attending sporting events							
For the following statement, please select "Disagree"							
I pay more attention to a company's marketing/advertising efforts outside of the sponsorship if they are a sponsor							
The fact that a company sponsors sport has never impacted my purchase decision							

What other thoughts/feelings do you have about sponsorship that were not covered in this survey?

---

How do you self-identify your gender?

---

Please indicate your age.

---

Please indicate your marital status:

☐ Single (not living common law)

☐ Married (not separated)

☐ Living Common Law

☐ Widowed (not living common law)

☐ Divorced (not living common law law)

☐ Separated (not living common law)

How many children do you have?

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5+

What is your average annual household income?

☐ < \$19,999

☐ \$20,000 – \$39,999

☐ \$40,000 – \$59,999

☐ \$60,000 – \$79,999

☐ \$80,000 – \$99,999

☐ \$100,000 – \$119,999

☐ \$120,000 – \$139,999

☐ > \$140,000

Thank you for your participation in this study. Please click the button below to be redirected to Prolific and register your submission.

## **Appendix G: Factors and Items Based on Exploratory Factor Analysis**

### **Factor 1 – Negative Beliefs**

- Sport is worse because of sponsorship
- Sport sponsorship should not be allowed
- Companies should not get involved in sport sponsorship
- Sponsorship is bad for the development of sport
- Sport sponsorship should not allow sponsors to use logos for commercial purposes – item removed per expert panel suggestion

### **Factor 2 – Goodwill**

- Companies involved in sport sponsorship show a genuine interest in sports and their supporters
- Sport sponsorship comes from a genuine interest in the well-being of sport properties
- Sport sponsorship shows companies care about sport properties
- Companies involved in sport sponsorship try to improve sport

### **Factor 3 – Behavioural Support / Sponsor support**

- I have actively searched for the products or services of companies involved in sport sponsorship where possible
- I have paid more for the products or services of companies involved in sport sponsorship
- I have looked for the logos of sport teams/leagues on the packages of products I have purchased

### **Factor 4 – Liking and fit – Factor removed at suggestion of expert panel**

- I like to see companies supporting sport through sponsorship
- I like companies involved in sport sponsorship because they support sport financially
- I like sport sponsorship
- Sponsorship and sport fit well together

### **Factor 5 – Sponsorship Attentiveness**

- I pay attention to sponsorship while watching sporting events through the media (e.g., television, streaming services)
- I pay attention to sponsorship while attending sporting events
- I pay attention to the sponsorships in the venue while attending sporting events – item re-introduced per expert panel suggestion
- I pay attention to sponsorships – item introduced per expert panel suggestion

### **Factor 6 – Sponsorship Necessity**

- Sponsorship offers important financial support to sport
- Sport properties depend on sport sponsorship to operate
- Sport benefits from sponsorship

### **Factor 7 – Feelings About Sponsoring Companies**

- I feel positive about companies involved in sport sponsorship
- Sport sponsorship makes me feel more favourable toward the sponsoring companies
- I have a positive attitude toward companies involved in sport sponsorship





## Appendix H: Qualtrics Survey for Prolific Collection 2



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These are the terms under which I will conduct research.

I am at least 18 years of age

☐ Yes

☐ No

I agree to participate in this research

☐ Yes

☐ No

Sport sponsorship is the process through which a company provides a sport team, event, or activity (known as “sport properties”) with money or other resources in exchange for permission to use the association with the sport property, and the property’s logo, in their marketing communications. Please keep this definition in mind as you complete the remainder of the survey.

1= strongly disagree, 2 = disagree, 3 = somewhat disagree 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree 7 = strongly agree

Block 1 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Sport is worse because of sponsorship							
Companies involved in sport sponsorship show a genuine interest in sports and their supporters							
Sponsorship offers important financial support to sport							
I feel positive about companies involved in sport sponsorship							
Sport sponsorship should not be allowed							
Sport properties depend on sport sponsorship to operate							
Sport sponsorship makes me feel more favourable toward the sponsoring companies							
Please select the “Somewhat agree” option							

Block 2 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Companies should not get involved in sport sponsorship							
Sport sponsorship shows companies care about sport properties							
Sport benefits from sponsorship							
I have a positive attitude toward companies involved in sport sponsorship							
Sport sponsorship is bad for the development of sport							
Companies involved in sport sponsorship try to improve sport							
Sport sponsorship comes from a genuine interest in the well-being of sport properties							

When answering the following items, please think about the sport teams or organizations that you support:

Block 3 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
I have actively searched for the products or services of companies involved in sport sponsorship where possible							
I pay attention to sponsorship while watching sporting events through the media (e.g., television, streaming services)							
I have paid more for the products or services of companies involved in sport sponsorship							
I pay attention to sponsorship while attending sporting events							
I have looked for the logos of sports teams/leagues on the packages of products I have purchased							
I pay attention to sponsorship in the venue while attending sporting events							
I pay attention to sport sponsorships							
Please select the “Somewhat agree” option							

How do you self-identify your gender?

---

Please indicate your age.

---

Please indicate your marital status:

- ☐ Single (not living common law)
- ☐ Living Common Law
- ☐ Divorced (not living common law)

- ☐ Married (not separated)
- ☐ Widowed (not living common law)
- ☐ Separated (not living common law)

How many children do you have?

- ☐ 0
- ☐ 2
- ☐ 4

- ☐ 1
- ☐ 3
- ☐ 5+

What is your average annual household income?

- ☐ < \$19,999
- ☐ \$40,000 – \$59,999
- ☐ \$80,000 – \$99,999
- ☐ \$120,000 – \$139,999

- ☐ \$20,000 – \$39,999
- ☐ \$60,000 – \$79,999
- ☐ \$100,000 – \$119,999
- ☐ > \$140,000

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## Appendix I: Descriptive Statistics and Correlations

**Table I.0**

*Descriptive Statistics Prolific Collection 1*

Item	Mean	Std. Dev.	Skewness	Kurtosis
Sponsorship offers important financial support to sport	5.873	1.040	-1.146	2.107
Sport would not be possible without sponsorship	4.177	1.635	-0.107	-0.900
Sponsorship is bad for the development of sport	3.130	1.519	0.528	-0.290
Sport benefits from sponsorship	5.473	1.211	-0.824	0.913
Sport is worse because of sponsorship	3.143	1.529	0.441	-0.435
Sport properties depend on sport sponsorship to operate	4.867	1.345	-0.519	-0.075
Sport sponsorship is a good thing for companies to do	5.367	1.130	-0.632	0.567
Companies should spend money on sport sponsorship	4.747	1.330	-0.325	0.222
Companies involved in sport sponsorship are better than others that are not	3.343	1.625	0.280	-0.700
It is important for companies to support sport through sponsorship	4.690	1.436	-0.454	-0.035
Companies should not get involved in sport sponsorship	3.003	1.553	0.728	-0.036
The focus of sport sponsorship is financial gain	5.787	1.131	-0.928	0.699
Through sport sponsorship, sport has become more focused on profit	5.130	1.293	-0.543	0.060
Sport sponsorship is a positive thing in business today	4.840	1.438	-0.675	0.220
Sport sponsorship should not allow sponsors to use sport logos for commercial purposes	3.043	1.611	0.571	-0.463
Sponsors should not try to make sport primarily about financial gain	4.543	1.574	-0.378	-0.507
Sport sponsorship shows that companies care about sport properties	4.517	1.576	-0.449	-0.433
Sport sponsorship comes from a genuine interest in the well-being of sport properties	3.890	1.608	-0.058	-0.824
Sport sponsorship creates a positive image for the companies involved	4.913	1.346	-0.661	0.418

Companies involved in sport sponsorship show a genuine interest in sports and their supporters	4.153	1.485	-0.253	-0.616
Companies involved in sport sponsorship try to improve sport	4.100	1.503	-0.130	-0.488
I like sport sponsorship	4.660	1.451	-0.516	0.238
I feel negative about sport sponsorship	3.143	1.641	0.615	-0.375
I approve of sport sponsorship	5.043	1.445	-0.759	0.174
Sport sponsorship is a good thing	4.933	1.420	-0.743	0.467
Sport sponsorship is appropriate	5.310	1.168	-0.687	0.644
Sponsorship and sport fit well together	5.053	1.302	-0.694	0.652
Sport sponsorship should not be allowed	2.580	1.507	1.082	0.624
I like to see companies supporting sport through sponsorship	4.820	1.438	-0.537	0.013
I like companies involved in sport sponsorship because they support sport financially	4.760	1.466	-0.399	-0.296
Sport sponsorship makes me feel more favourable toward the sponsoring companies	4.133	1.576	-0.227	-0.611
I feel positive about companies involved in sport sponsorship	4.560	1.492	-0.293	-0.327
I have a positive attitude toward companies involved in sport sponsorship	4.630	1.440	-0.394	-0.134
I pay attention to sponsorships while watching sporting events through the media (e.g., television, streaming services)	3.910	1.755	-0.142	-1.081
I pay attention to sponsorships while attending sporting events	3.980	1.775	-0.241	-1.096
I pay attention to the sponsorships in the venue while attending sporting events	4.027	1.814	-0.244	-1.140
Sport sponsorship increases the likelihood of remembering the companies' names	5.120	1.458	-1.096	1.038
Sport sponsorship increases the likelihood of noticing the companies' products	5.207	1.397	-0.982	0.800
I pay more attention to a company's marketing/advertising efforts outside of their sponsorship if they are a sponsor	3.923	1.631	-0.160	-0.739
I have looked for the logos of sport teams/leagues on the packages of products I have purchased	3.590	1.898	0.159	-1.196
I have purchased products from companies involved in sport sponsorship	4.787	1.626	-0.752	-0.201
I have consumed goods and services from companies involved in sport sponsorship	5.050	1.538	-1.041	0.594

I have paid more for the products or services of companies involved in sport sponsorship	3.215	1.800	0.432	-0.898
I have actively searched for and use the brands of companies involved in sport sponsorship where possible	3.114	1.737	0.468	-0.894
The fact that a company is involved in sport sponsorship has never impacted my purchase decision	4.783	1.726	-0.412	-0.835

Table I.1

## Correlations Prolific Collection 1

Item	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1. Important Financial Support	-														
2. Good thing for Companies to do	0.538**	-													
3. Focus is financial gain	0.156*	-0.072	-												
4. Shows companies care about properties	0.297**	0.479**	-0.285**	-											
5. I like sponsorship	0.475**	0.693**	-0.175*	0.560**	-										
6. Shouldn't make sport about financial gain	-0.001	-0.092	-0.102	0.013	-0.090	-									
7. Sponsorship is appropriate	0.492**	0.661**	-0.112	0.488**	0.623**	-0.096	-								
8. Like to see companies support	0.454**	0.689**	-0.256**	0.565**	0.780**	-0.079	0.629**	-							
9. Fit well together	0.445**	0.650**	-0.138*	0.452**	0.650**	-0.197**	0.620**	0.716**	-						
10. Feel negative about sponsorship	0.411**	0.613**	-0.267**	0.446**	0.686**	-0.205**	0.641**	0.667**	0.645**	-					
11. Genuine interest property well-being	0.182*	0.458**	-0.383**	0.652**	0.593**	-0.009	0.442**	0.609**	0.504**	0.520**	-				
12. Like companies because they support	0.463**	0.623**	-0.202**	0.518**	0.702**	-0.081	0.606**	0.809**	0.629**	0.597**	0.594**	-			
13. Sport more profit-focused	-0.008	-0.143*	0.426**	-0.145*	-0.213**	0.149*	-0.202**	-0.248**	-0.231**	-0.297**	-0.255**	-0.213**	-		
14. Companies should spend on sponsorship	0.465**	0.663**	-0.158*	0.513**	0.676**	-0.150*	0.582**	0.746**	0.680**	0.632**	0.558**	0.732**	-0.216**	-	
15. Sport not possible without	0.348**	0.448**	-0.171*	0.406**	0.467**	-0.069	0.416**	0.494**	0.448**	0.476**	0.399**	0.500**	-0.125*	0.464**	-
16. Bad for development	0.350**	0.556**	-0.176*	0.400**	0.526**	-0.281**	0.571**	0.539**	0.594**	0.720**	0.369**	0.521**	-0.238**	0.545**	0.423**
17. Feel more favourable to companies	0.306**	0.502**	-0.258**	0.490**	0.617**	-0.101	0.490**	0.676**	0.577**	0.551*	0.569**	0.670**	-0.220**	0.627**	0.474**
18. Companies involved are better	0.121*	0.275**	-0.217**	0.454**	0.373**	-0.027	0.303**	0.489**	0.309**	0.283**	0.515**	0.422**	-0.109	0.458**	0.342**
19. Feel positive about companies involved	0.406**	0.626**	-0.264**	0.549**	0.678**	-0.153*	0.606**	0.752**	0.690**	0.710**	0.650**	0.743**	-0.265**	0.744**	0.535**
20. Positive thing in business	0.434**	0.662**	-0.223**	0.521**	0.711**	-0.152*	0.635**	0.749**	0.735**	0.706**	0.561**	0.702**	-0.242**	0.724**	0.554**
21. Positive image companies involved	0.446*	0.637**	-0.181*	0.532**	0.646**	-0.088	0.559**	0.700**	0.653**	0.586**	0.569**	0.655**	-0.213**	0.698**	0.460**
22. Shouldn't get involved	0.414**	0.540**	-0.118*	0.299**	0.534**	-0.283**	0.565**	0.545**	0.595**	0.671**	0.309**	0.511**	-0.246**	0.586**	0.360**
23. Positive attitude companies involved	0.418**	0.612**	-0.252**	0.583**	0.737**	-0.121*	0.611**	0.782**	0.656**	0.722**	0.644**	0.736**	-0.213**	0.704**	0.531**
24. Approve of sponsorship	0.491**	0.687**	-0.174*	0.523**	0.726**	-0.206**	0.687**	0.734**	0.570**	0.739**	0.553**	0.736**	-0.280**	0.744**	0.557**
25. Should not be allowed	0.431**	0.552**	-0.061	0.277**	0.512**	-0.218**	0.583**	0.515**	0.553**	0.664**	0.265**	0.501**	-0.241**	0.516**	0.346**
26. Is a good thing	0.454**	0.635**	-0.211**	0.515**	0.703**	-0.114*	0.694**	0.723**	0.646**	0.701**	0.589**	0.714**	-0.239**	0.705**	0.528**
27. Genuine interest in sport/supporters	0.273**	0.499**	-0.323**	0.635**	0.622**	-0.050	0.536**	0.665**	0.541**	0.556**	0.771**	0.621**	-0.233**	0.581**	0.421**
28. Should not allow logo use	0.298**	0.360**	0.015	0.179*	0.344**	-0.255**	0.326**	0.343**	0.420**	0.432**	0.138*	0.368**	-0.232**	0.402**	0.298**
29. Important for companies to support	0.485**	0.633**	-0.226**	0.534**	0.702**	-0.106	0.574**	0.776**	0.630**	0.627**	0.615**	0.718**	-0.182*	0.724**	0.553**
30. Sport benefits from sponsorship	0.584**	0.650**	-0.009	0.402**	0.564**	-0.086	0.603**	0.589**	0.539**	0.591**	0.363**	0.588**	-0.086	0.556**	0.501**
31. Worse because of sponsorship	0.360**	0.529**	-0.170*	0.321**	0.526**	-0.277**	0.528**	0.522**	0.567**	0.672**	0.340**	0.480**	-0.0352**	0.546**	0.406**
32. Companies involved try to improve	0.327**	0.481**	-0.261**	0.559**	0.599**	-0.200	0.485**	0.617**	0.537**	0.501**	0.638**	0.595**	-0.115*	0.553**	0.461**
33. Properties depend on sponsorship	0.402**	0.356**	-0.021	0.227**	0.335**	0.023	0.329**	0.321**	0.315**	0.288**	0.233**	0.365**	-0.011	0.321**	0.469**
34. Pay attention while watching	0.282**	0.435**	-0.109	0.450**	0.512**	-0.135*	0.433**	0.567**	0.468**	0.433**	0.500**	0.505**	-0.064	0.476**	0.401**
35. More likely to remember company	0.228**	0.337**	-0.009	0.254**	0.364**	-0.030	0.300**	0.403**	0.400**	0.309**	0.267**	0.362**	0.066	0.352**	0.267**
36. Sports logos on packages	0.089	0.278**	-0.145*	0.377**	0.429**	-0.060	0.328**	0.408**	0.366**	0.330**	0.450**	0.372**	-0.063	0.355**	0.319**
37. Purchased products from sponsors	0.293**	0.372**	0.000	0.195**	0.366**	-0.141*	0.332**	0.357**	0.411**	0.338**	0.212**	0.349**	-0.065	0.318**	0.282**
38. Increased likelihood noticing products	0.242**	0.329**	0.028	0.238**	0.334**	-0.030	0.338**	0.318**	0.329**	0.344**	0.181*	0.343**	0.050	0.315**	0.239**
39. Pay attention while attending	0.267**	0.461**	-0.115*	0.422**	0.536**	-0.153*	0.435**	0.542**	0.465**	0.427**	0.515**	0.490**	-0.088	0.502**	0.371**
40. Pay attention to external marketing	0.195**	0.386**	-0.114*	0.389**	0.410**	0.016	0.335**	0.470**	0.396**	0.293**	0.451**	0.464**	-0.032	0.437**	0.322**
41. Never impacted purchase decision	-0.103	-0.230**	0.088	-0.171*	-0.281**	0.160*	-0.215**	-0.281**	-0.252**	-0.205**	-0.233**	0.124*	-0.266**	-0.166*	
42. Consumed from sponsors	0.308**	0.376**	0.072	0.182*	0.329**	-0.125*	0.358**	0.321**	0.438**	0.367**	0.176*	0.339**	-0.024	0.287**	0.262**
43. Pay attention to in-venue sponsorships	0.281**	0.436**	-0.127*	0.424**	0.501**	-0.107	0.371**	0.533**	0.450**	0.415**	0.512**	0.487**	-0.069	0.500**	0.368**
44. Paid more for sponsors products/service	0.178*	0.352**	-0.133*	0.281**	0.366**	-0.045	0.277**	0.375**	0.354**	0.285**	0.414**	0.373**	0.008	0.377**	0.297**
45. Actively searched for products	0.165*	0.339**	-0.154*	0.396**	0.434**	-0.123*	0.325**	0.442**	0.373**	0.342**	0.492**	0.406**	-0.071	0.440**	0.351**



Item	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1. Important Financial Support															
2. Good thing for Companies to do															
3. Focus is financial gain															
4. Shows companies care about properties															
5. I like sponsorship															
6. Shouldn't make sport about financial gain															
7. Sponsorship is appropriate															
8. Like to see companies support															
9. Fit well together															
10. Feel negative about sponsorship															
11. Genuine interest property well-being															
12. Like companies because they support															
13. Sport more profit-focused															
14. Companies should spend on sponsorship															
15. Sport not possible without															
16. Bad for development															
17. Feel more favourable to companies	0.474**	-													
18. Companies involved are better	0.225**	0.613**	-												
19. Feel positive about companies involved	0.656**	0.779**	0.494**	-											
20. Positive thing in business	0.638**	0.688**	0.439**	0.795**	-										
21. Positive image companies involved	0.580**	0.691**	0.456**	0.735**	0.727**	-									
22. Shouldn't get involved	0.739**	0.447**	0.177*	0.616**	0.626**	0.558**	-								
23. Positive attitude companies involved	0.602**	0.791**	0.536**	0.861**	0.781**	0.739**	0.565**	-							
24. Approve of sponsorship	0.659**	0.679**	0.422**	0.800**	0.785**	0.714**	0.654**	0.789**	-						
25. Should not be allowed	0.712**	0.393**	0.150*	0.545**	0.562**	0.519**	0.758**	0.511**	0.672**	-					
26. Is a good thing	0.593**	0.650**	0.439**	0.783**	0.755**	0.709**	0.602**	0.788**	0.825**	0.577**	-				
27. Genuine interest in sport/supporters	0.446**	0.659**	0.533**	0.672**	0.623**	0.663**	0.425**	0.706**	0.647**	0.405**	0.643**	-			
28. Should not allow logo use	0.516**	0.290**	0.080	0.384**	0.391**	0.327**	0.568**	0.357**	0.462**	0.560**	0.350**	0.210**	-		
29. Important for companies to support	0.520**	0.689**	0.540**	0.781**	0.715**	0.723**	0.490**	0.803**	0.753**	0.481**	0.773**	0.683**	0.303**	-	
30. Sport benefits from sponsorship	0.522**	0.505**	0.313**	0.610**	0.648**	0.565**	0.568**	0.605**	0.710**	0.602**	0.635**	0.456**	0.398**	0.619**	-
31. Worse because of sponsorship	0.716**	0.465**	0.209**	0.630**	0.626**	0.569**	0.726**	0.585**	0.676**	0.739**	0.621**	0.440**	0.600**	0.546**	0.545**
32. Companies involved try to improve	0.415**	0.664**	0.524**	0.649**	0.603**	0.662**	0.361**	0.699**	0.609**	0.352**	0.615**	0.740**	0.210**	0.678**	0.446**
33. Properties depend on sponsorship	0.260**	0.316**	0.179*	0.344**	0.363**	0.347**	0.219**	0.339**	0.376**	0.180*	0.342**	0.327**	0.168*	0.400**	0.437**
34. Pay attention while watching	0.392**	0.627**	0.487**	0.614**	0.589**	0.590**	0.358**	0.639**	0.545**	0.313**	0.523**	0.327**	0.226**	0.601**	0.379**
35. More likely to remember company	0.268**	0.438**	0.223**	0.433**	0.418**	0.435**	0.303**	0.437**	0.363**	0.224**	0.311**	0.355**	0.297**	0.405**	0.326**
36. Sports logos on packages	0.247**	0.569**	0.455**	0.491**	0.449**	0.463**	0.219**	0.567**	0.387**	0.177*	0.427**	0.516**	0.162*	0.477**	0.243**
37. Purchased products from sponsors	0.368**	0.501**	0.158*	0.478**	0.389**	0.490**	0.402**	0.449**	0.455**	0.370**	0.404**	0.328**	0.289**	0.348**	0.350**
38. Increased likelihood noticing products	0.309**	0.354**	0.246**	0.398**	0.415**	0.389**	0.337**	0.419**	0.373**	0.232**	0.331**	0.273**	0.285**	0.336**	0.399**
39. Pay attention while attending	0.384**	0.632**	0.456**	0.600**	0.577**	0.586**	0.326**	0.607**	0.530**	0.304**	0.512**	0.556**	0.237**	0.595**	0.403**
40. Pay attention to external marketing	0.217**	0.535**	0.420**	0.471**	0.475**	0.507**	0.187*	0.515**	0.407**	0.197**	0.438**	0.501**	0.106*	0.474**	0.313**
41. Never impacted purchase decision	-0.293**	-0.411**	-0.264**	-0.372**	-0.293**	-0.287**	-0.306**	-0.345**	-0.283**	-0.227**	-0.267**	-0.269**	-0.253**	-0.335**	-0.181**
42. Consumed from sponsors	0.392**	0.398**	0.087	0.449**	0.397**	0.449**	0.381**	0.396**	0.446**	0.375**	0.389**	0.247**	0.314**	0.325**	0.389**
43. Pay attention to in-venue sponsorships	0.344**	0.644**	0.456**	0.584**	0.567**	0.554**	0.311**	0.592**	0.489**	0.246**	0.488**	0.554**	0.232**	0.592**	0.378**
44. Paid more for sponsors products/service	0.262**	0.514**	0.377**	0.477**	0.365**	0.403**	0.202**	0.463**	0.375**	0.168*	0.361**	0.409**	0.090	0.426**	0.247**
45. Actively searched for products	0.260**	0.579**	0.490**	0.525**	0.451**	0.446**	0.245**	0.555**	0.420**	0.155*	0.439**	0.539**	0.127*	0.506**	0.249**

Item	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
1. Important Financial Support															
2. Good thing for Companies to do															
3. Focus is financial gain															
4. Shows companies care about properties															
5. I like sponsorship															
6. Shouldn't make sport about financial gain															
7. Sponsorship is appropriate															
8. Like to see companies support															
9. Fit well together															
10. Feel negative about sponsorship															
11. Genuine interest property well-being															
12. Like companies because they support															
13. Sport more profit-focused															
14. Companies should spend on sponsorship															
15. Sport not possible without															
16. Bad for development															
17. Feel more favourable to companies															
18. Companies involved are better															
19. Feel positive about companies involved															
20. Positive thing in business															
21. Positive image companies involved															
22. Shouldn't get involved															
23. Positive attitude companies involved															
24. Approve of sponsorship															
25. Should not be allowed															
26. Is a good thing															
27. Genuine interest in sport/supporters															
28. Should not allow logo use															
29. Important for companies to support															
30. Sport benefits from sponsorship															
31. Worse because of sponsorship															
32. Companies involved try to improve															
33. Properties depend on sponsorship	0.426**	-													
34. Pay attention while watching	0.213**	0.283**	-												
35. More likely to remember company	0.370**	0.564**	0.223**	-											
36. Sports logos on packages	0.239**	0.343**	0.235**	0.535**	-										
37. Purchased products from sponsors	0.271**	0.529**	0.133*	0.667**	0.470**	-									
38. Increased likelihood noticing products	0.353**	0.365**	0.267**	0.536**	0.479**	0.464**	-								
39. Pay attention while attending	0.279**	0.261**	0.257**	0.489**	0.702**	0.431**	0.413**	-							
40. Pay attention to external marketing	0.367**	0.559**	0.247**	0.833**	0.510**	0.644**	0.504**	0.435**	-						
41. Never impacted purchase decision	0.221**	0.460**	0.313**	0.549**	0.370**	0.501**	0.356**	0.287**	0.590**	-					
42. Consumed from sponsors	-0.316**	-0.284**	-0.136*	-0.495**	-0.383**	-0.509**	-0.307**	-0.306**	-0.462**	-0.259**	-				
43. Pay attention to in-venue sponsorships	0.337**	0.255**	0.299**	0.456**	0.420**	0.344**	0.725**	0.472**	0.439**	0.283**	-0.230**	-			
44. Paid more for sponsors products/service	0.339**	0.532**	0.222**	0.806**	0.519**	0.612**	0.476**	0.402**	0.897**	0.557**	-0.475**	0.409**	-		
45. Actively searched for products	0.172*	0.438**	0.194**	0.567**	0.345**	0.615**	0.450**	0.246**	0.556**	0.487**	-0.418**	0.401**	0.526**	-	
	0.285**	0.537**	0.235**	0.656**	0.365**	0.769**	0.454**	0.305**	0.681**	0.570**	-0.485**	0.337**	0.673**	0.733**	-

Note. \* indicates significance  $p < 0.05$ ; \*\* indicates significance  $p < 0.01$

**Table I.2***Descriptive Statistics Prolific Collection 2*

Item	Mean	Std. Dev.	Skewness	Kurtosis
Sponsorship offers important financial support to sport	5.601	1.137	-1.059	1.774
Sponsorship is bad for the development of sport	2.910	1.362	0.530	-0.229
Sport benefits from sponsorship	5.462	1.258	-1.086	1.439
Sport is worse because of sponsorship	3.030	1.424	0.469	-0.300
Sport properties depend on sport sponsorship to operate	5.206	1.182	-0.649	0.251
Companies should not get involved in sport sponsorship	3.000	1.488	0.581	-0.145
Sport sponsorship shows that companies care about sport properties	3.990	1.478	-0.257	-0.516
Sport sponsorship comes from a genuine interest in the well-being of sport properties	3.721	1.470	-0.117	-0.670
Companies involved in sport sponsorship show a genuine interest in sports and their supporters	4.169	1.417	-0.437	-0.255
Companies involved in sport sponsorship try to improve sport	3.854	1.418	-0.170	-0.527
Sport sponsorship should not be allowed	2.571	1.421	0.949	0.569
Sport sponsorship makes me feel more favourable toward the sponsoring companies	3.924	1.451	-0.321	-0.464
I feel positive about companies involved in sport sponsorship	4.468	1.258	-0.363	0.298
I have a positive attitude toward companies involved in sport sponsorship	4.339	1.316	-0.468	0.317
I pay attention to sponsorships while watching sporting events through the media (e.g., television, streaming services)	3.571	1.724	-0.006	-1.146
I pay attention to sponsorships while attending sporting events	3.615	1.681	-0.069	-1.202
I pay attention to the sponsorships in the venue while attending sporting events	3.645	1.725	-0.090	-1.287
I have looked for the logos of sport teams/leagues on the packages of products I have purchased	3.130	1.709	0.325	-1.144
I have paid more for the products or services of companies involved in sport sponsorship	2.754	1.629	0.705	-0.681
I have actively searched for and use the brands of companies involved in sport sponsorship where possible	2.801	1.575	0.518	-0.919
I pay attention to sponsorship	3.478	1.670	-0.003	-1.227

Table I.3

*Correlations Prolific Collection 2*

Item	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1. Worse because of sponsorship	-																				
2. Genuine interest in sport/supporters	0.443**	-																			
3. Important Financial Support	0.513**	0.278**	-																		
4. Positive attitude companies involved	0.543**	0.574**	0.420**	-																	
5. Should not be allowed	0.583**	0.371**	0.440**	0.467**	-																
6. Properties depend on sponsorship	0.267**	0.250**	0.426**	0.282**	0.247**	-															
7. Feel more favourable to companies	0.444**	0.592**	0.325**	0.734**	0.377**	0.252**	-														
8. Shouldn't get involved	0.705**	0.397**	0.490**	0.575**	0.700**	0.275**	0.491**	-													
9. Shows companies care about properties	0.432**	0.693**	0.289**	0.600**	0.367**	0.190**	0.595**	0.432**	-												
10. Sport benefits from sponsorship	0.610**	0.442**	0.560**	0.501**	0.529**	0.335**	0.405**	0.643**	0.453**	-											
11. Positive attitude companies involved	0.571**	0.631**	0.418**	0.794**	0.475**	0.274**	0.742**	0.601**	0.670**	0.564**	-										
12. Bad for development	0.756**	0.401**	0.445**	0.512**	0.624**	0.222**	0.375**	0.748**	0.406**	0.633**	0.535**	-									
13. Companies involved try to improve	0.377**	0.658**	0.218**	0.530**	0.274**	0.199**	0.560**	0.324**	0.728**	0.350**	0.630**	0.312**	-								
14. Genuine interest property well-being	0.403**	0.684**	0.230**	0.579**	0.324**	0.233**	0.596**	0.427**	0.797**	0.409**	0.674**	0.369**	0.773**	-							
15. Actively searched for products	0.244**	0.330**	0.078	0.401**	0.135*	0.069	0.484**	0.174*	0.389**	0.225**	0.428**	0.184**	0.423**	0.455**	-						
16. Pay attention while watching	0.292**	0.320**	0.207**	0.440**	0.222**	0.160*	0.504**	0.281**	0.400**	0.264**	0.489**	0.236**	0.391**	0.398**	0.624**	-					
17. Paid more for sponsors products/service	0.202**	0.311**	0.114*	0.330**	0.121*	0.051	0.448**	0.099	0.315**	0.220**	0.369**	0.120*	0.399**	0.339**	0.623**	0.561**	-				
18. Pay attention while attending	0.260**	0.271**	0.235**	0.382**	0.209**	0.218**	0.435**	0.292**	0.331**	0.274**	0.432**	0.215**	0.338**	0.338**	0.598**	0.798**	0.465**	-			
19. Sports logos on packages	0.221**	0.274**	0.092	0.390**	0.135*	0.038	0.460**	0.205**	0.337**	0.226**	0.433**	0.163*	0.352**	0.365**	0.749**	0.599**	0.565**	0.561**	-		
20. Pay attention to in-venue sponsorships	0.293**	0.310**	0.225**	0.449**	0.197**	0.201**	0.491**	0.275**	0.399**	0.312**	0.491**	0.224**	0.413**	0.398**	0.630**	0.807**	0.560**	0.862**	0.619**	-	
21. Pay attention to sponsorships	0.244**	0.270**	0.167*	0.397**	0.153*	0.154**	0.480**	0.245**	0.336**	0.250**	0.454**	0.174*	0.363**	0.352**	0.691**	0.836**	0.548**	0.859**	0.628**	0.832**	-

Note. \* indicates significance  $p < 0.05$ ; \*\* indicates significance  $p < 0.01$

## Appendix J: Qualtrics Survey



### CONSENT TO PARTICIPATE IN RESEARCH

Title of Study: *Multidimensional Attitudes toward Sponsorship Scale: Conceptual model and scale development.*

You are asked to participate in a research study conducted by Zachary Evans, a Ph.D. Candidate in the Kinesiology Department at the University of Windsor, in Windsor, ON, Canada. The results of this study will contribute to the completion of Mr. Evans' Ph.D. dissertation. If you have any questions or concerns about the research, please feel to contact Mr. Evans at (519)-253-3000 x4636 or [evans11o@uwindsor.ca](mailto:evans11o@uwindsor.ca) before offering your consent to participate. You are encouraged to print this page for your records.

### PURPOSE OF THE STUDY

The purpose of this study is to create and refine a scale for measuring consumers' general attitudes toward sport sponsorship, in addition to establishing the reliability and validity of the scale, as well as the standards for interpreting the results provided by the scale.

### PROCEDURES

If you volunteer to participate in this research study, you will be asked to follow the instructions sent to you via Prolific regarding how to access the online questionnaire. You are asked to first read and complete the letter of informed consent. Consent will be provided by clicking "I agree to participate in this research" once you open the Qualtrics link provided. If you provide consent, you will then be asked to evaluate a questionnaire on a 7-point Likert scale from 1 (strongly disagree) to 7 (strongly agree) for each statement. Completion of the survey should take about 8 minutes.

### POTENTIAL RISKS AND DISCOMFORTS

Due to the time it will take to complete the survey, participation in the study may pose a small inconvenience in your day. Overall, the potential risk or discomfort is considered minimal. To manage the perceived risks associated with participation, you are reminded that participation is voluntary, and you can withdraw from the study at any time before submitting your responses.

### POTENTIAL BENEFITS TO PARTICIPANTS AND/OR TO SOCIETY

There are no direct benefits to you; however, your participation will inform future academic research on attitudes toward sponsorship and increase our understanding of this important issue.

### COMPENSATION FOR PARTICIPATION

You will be compensated by Prolific. You must complete the entire survey to receive the completion code. Then you will input the code into your Prolific account to be compensated.

### CONFIDENTIALITY

Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission. You will not be asked to provide your name or other identifying information for the survey. The results of the study will be reported at the group level and will not include your individual responses. The data will be stored on a password protected computer. By consenting to participate in this research, you give us permission to use your data in the preparation of published articles and research presentations.

### PARTICIPATION AND WITHDRAWAL

Participation in this study is completely voluntary. You can choose whether to be in this study or not. If you choose to voluntarily participate in this study, you may withdraw at any time by simply exiting the webpage. However, once you have submitted your responses at the end of the survey you can no longer withdraw from the study. You will not receive the compensation from Prolific if you choose to withdraw from the study.

### FEEDBACK OF THE RESULTS OF THIS STUDY TO THE PARTICIPANTS

Once all of the data have been collected and analysed, you may request a summary of the results by visiting <https://scholar.uwindsor.ca/research-result-summaries/>. We anticipate the summary will be posted during summer 2023, and no later than December 15, 2023.

### SUBSEQUENT USE OF DATA

These data may be used in subsequent studies, in publications and in presentations.

### RIGHTS OF RESEARCH PARTICIPANTS

If you have questions regarding your rights as a research participant, contact: The Office of Research Ethics, University of Windsor, Windsor, Ontario, N9B 3P4; Telephone: 519-253-3000, ext. 3948; e-mail: [ethics@uwindsor.ca](mailto:ethics@uwindsor.ca)

### SIGNATURE OF RESEARCH PARTICIPANT/LEGAL REPRESENTATIVE

I understand the information provided for the study *Multidimensional Attitudes toward Sponsorship Scale: Conceptual Model and Scale Development* as described herein. My questions have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form.

**Should you choose to consent, you will be asked for written consent prior to beginning the survey, by checking the box "I agree to participate in this research."**

### SIGNATURE OF INVESTIGATOR

These are the terms under which I will conduct research.

I am at least 18 years of age

☐ Yes

☐ No

I agree to participate in this research

☐ Yes

☐ No

Sport sponsorship is the process through which a company provides a sport team, event, or activity (known as “sport properties”) with money or other resources in exchange for permission to use the association with the sport property, and the property’s logo, in their marketing communications. Please keep this definition in mind as you complete the remainder of the survey.

1= strongly disagree, 2 = disagree, 3 = somewhat disagree 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree 7 = strongly agree

Block 1 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Sport is worse because of sponsorship							
Companies involved in sport sponsorship show a genuine interest in sports and their supporters							
Sponsorship offers important financial support to sport							
I feel positive about companies involved in sport sponsorship							
Sport sponsorship should not be allowed							
Sport properties depend on sport sponsorship to operate							
Sport sponsorship makes me feel more favourable toward the sponsoring companies							
Please select the “Somewhat agree” option							

Block 2 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Companies should not get involved in sport sponsorship							
Sport sponsorship shows companies care about sport properties							
Sport benefits from sponsorship							
I have a positive attitude toward companies involved in sport sponsorship							
Sport sponsorship is bad for the development of sport							
Companies involved in sport sponsorship try to improve sport							
Sport sponsorship comes from a genuine interest in the well-being of sport properties							

When answering the following items, please think about the sport teams or organizations that you support:

Block 3 – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
I have actively searched for the products or services of companies involved in sport sponsorship where possible							
I pay attention to sponsorship while watching sporting events through the media (e.g., television, streaming services)							
I have paid more for the products or services of companies involved in sport sponsorship							
I pay attention to sponsorship while attending sporting events							
I have looked for the logos of sports teams/leagues on the packages of products I have purchased							
I pay attention to sponsorship in the venue while attending sporting events							
I pay attention to sport sponsorships							
Please select the “Somewhat agree” option							

Psychological Attachment – Please indicate your feelings toward the following items:

	1	2	3	4	5	6	7
Watching [sport/team] is important to me							
Watching [sport/team] is one of the most enjoyable activities							
[Sport/team] is an important part of my life							
Most of my friends are in some way connected with [sport/team]							
To me, there is no other [sport/team] like [preferred sport/team]							

Behavioural Intent – How likely are you to:

	1	2	3	4	5	6	7
Think to buy products from the sponsor							
Try to buy products from the sponsor							
Buy products from the sponsor							
Say good things about the sponsor's products							
Please select the "Strongly agree" option							

How do you self-identify your gender?

\_\_\_\_\_

Please indicate your age.

\_\_\_\_\_

Please indicate your marital status:

- ☐ Single (not living common law)
- ☐ Living Common Law
- ☐ Divorced (not living common law)

- ☐ Married (not separated)
- ☐ Widowed (not living common law)
- ☐ Separated (not living common law)

How many children do you have?

- ☐ 0
- ☐ 2
- ☐ 4

- ☐ 1
- ☐ 3
- ☐ 5+

What is your average annual household income?

- ☐ < \$19,999
- ☐ \$40,000 – \$59,999
- ☐ \$80,000 – \$99,999
- ☐ \$120,000 – \$139,999

- ☐ \$20,000 – \$39,999
- ☐ \$60,000 – \$79,999
- ☐ \$100,000 – \$119,999
- ☐ > \$140,000

Thank you for your participation in this study. Please click the button below to be redirected to Prolific and register your submission.

## Appendix K: Descriptive Statistics and Correlations

**Table K.0**

### *Descriptive Statistics*

Item	Mean	Std. Dev.	Skewness	Kurtosis
Should not be allowed	2.177	1.351	1.363	1.629
Worse because of sponsorship	2.947	1.551	0.544	-0.569
Companies should not get involved	2.610	1.437	0.700	-0.351
Bad for development	2.683	1.394	0.707	0.100
Genuine interest in sport and supporters	4.067	1.546	-0.096	-0.569
Genuine interest in property well being	3.647	1.622	0.017	0.141
Shows companies care about properties	4.003	1.583	-0.179	-0.677
Companies involved try to improve sport	4.143	1.432	-0.151	-0.393
Pay attention while watching sport	4.070	1.733	-0.248	-1.078
Pay attention while attending	3.890	1.746	-0.191	-1.088
Pay attention to sponsorships	3.913	1.664	-0.190	-1.003
Actively searched for products or services	3.100	1.763	0.529	-0.836
Paid more for sponsors' products or services	2.830	1.704	0.684	-0.547
Looked for sport logos on the packages of products	3.457	1.927	0.145	-1.348
Offers important financial support	6.017	0.948	-1.525	4.640
Properties depend on sponsorship to operate	5.060	1.138	-0.530	0.351
Sport benefits from sponsorship	5.617	1.090	-0.958	1.172
Feel positive about companies involved	4.773	1.299	-0.374	0.088
Feel more favourable toward companies	4.100	1.509	-0.189	-0.433
Positive attitude toward companies involved	4.633	1.295	-0.231	0.020
Watching [sport/team] is important to me	5.210	1.508	-1.098	0.756
Watching [sport/team] is one of the most enjoyable activities	4.963	1.614	-0.825	0.036
[Sport/team] is an important part of my life	4.443	1.710	-0.331	-0.723
Most of my friends are in some way connected with [sport/team]	4.090	1.855	-0.205	-1.160
To me, there is no other [sport/team] like [preferred sport/team]	4.763	1.833	-0.644	-0.555
Think to buy products from the sponsor	4.077	1.824	-0.138	-1.059
Try to buy products from the sponsor	3.917	1.783	-0.073	-1.020
Buy products from the sponsor	3.973	1.723	-0.184	-0.921
Say good things about the sponsor's products	4.170	1.680	-0.241	-0.642



**Table K.1**

*Item Correlations*

Item	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1. Worse because of sponsorship	-														
2. Genuine interest in sport/supporters	0.439**	-													
3. Important Financial Support	0.277**	0.200**	-												
4. Positive attitude companies involved	0.486**	0.527**	0.280**	-											
5. Should not be allowed	0.613**	0.337**	0.423**	0.408**	-										
6. Properties depend on sponsorship	0.021	0.003	0.247**	0.021	0.109	-									
7. Feel more favourable to companies	0.356**	0.571**	0.183*	0.609**	0.230**	0.004	-								
8. Shouldn't get involved	0.652**	0.353**	0.417**	0.508**	0.682**	0.098	0.331**	-							
9. Shows companies care about properties	0.420**	0.723**	0.194**	0.506**	0.290**	0.000	0.627**	0.288**	-						
10. Sport benefits from sponsorship	0.467**	0.394**	0.408**	0.439**	0.515**	0.140*	0.333**	0.557**	0.385**	-					
11. Positive attitude companies involved	0.539**	0.650**	0.288**	0.740**	0.446**	0.035	0.695**	0.514**	0.678**	0.490**	-				
12. Bad for development	0.682**	0.423**	0.348**	0.494**	0.678**	0.083	0.317**	0.683**	0.357**	0.540**	0.522**	-			
13. Companies involved try to improve	0.457**	0.638**	0.107	0.530**	0.321**	-0.001	0.563**	0.340**	0.719**	0.443**	0.634**	0.420**	-		
14. Genuine interest property well-being	0.336**	0.696**	0.113	0.513**	0.235**	-0.005	0.601**	0.279**	0.770**	0.321**	0.640**	0.366**	0.707**	-	
15. Actively searched for products	0.292**	0.441**	0.163*	0.467**	0.238**	0.049	0.570**	0.323**	0.491**	0.318**	0.530**	0.284**	0.494**	0.518**	-
16. Pay attention while watching	0.266**	0.454**	0.164*	0.447**	0.285**	0.028	0.519**	0.338**	0.467**	0.291**	0.500**	0.273**	0.418**	0.447**	0.635**
17. Paid more for sponsors products/service	0.200**	0.394**	0.045	0.424**	0.107	0.012	0.527**	0.243**	0.450**	0.248**	0.481**	0.196**	0.471**	0.482**	0.634**
18. Pay attention while attending	0.274**	0.384**	0.120*	0.464**	0.219**	0.042	0.532**	0.346**	0.484**	0.261**	0.497**	0.277**	0.433**	0.475**	0.656**
19. Sports logos on packages	0.253**	0.411**	0.100	0.424**	0.180*	0.013	0.543**	0.266**	0.469**	0.299**	0.500**	0.211**	0.479**	0.491**	0.721**
20. Pay attention to sponsorships	0.280**	0.418**	0.160*	0.480**	0.234**	0.015	0.543**	0.346**	0.521**	0.269**	0.545**	0.284**	0.412**	0.468**	0.681**
21. Watching is important to me	0.164*	0.297**	0.096	0.376**	0.174*	0.018	0.363**	0.180*	0.344**	0.157*	0.331**	0.188*	0.291**	0.342**	0.441**
22. Watching is most enjoyable activities	0.154*	0.319**	0.086	0.357**	0.173*	0.076	0.350**	0.212**	0.351**	0.131*	0.339**	0.184*	0.314**	0.384**	0.456**
23. Important part of my life	0.173**	0.357**	0.030	0.387**	0.092	0.041	0.387**	0.153*	0.358**	0.101	0.359**	0.195**	0.328**	0.388**	0.441**
24. Most of my friends are connected	0.045	0.257**	0.087	0.189*	0.020	-0.003	0.279**	0.100	0.289**	0.126*	0.200**	0.056	0.263**	0.317**	0.398**
25. There is no other [sport/team] like it	0.109	0.191**	0.037	0.260**	0.114*	-0.019	0.275**	0.133*	0.245**	0.117*	0.261**	0.147*	0.246**	0.234**	0.350**
26. Think to buy products from the sponsor	0.293**	0.465**	0.150*	0.466**	0.213**	0.062	0.592**	0.258**	0.555**	0.260**	0.551**	0.323**	0.499**	0.553**	0.647**
27. Try to buy products from the sponsor	0.317**	0.473**	0.145*	0.481**	0.215**	0.034	0.597**	0.285**	0.545**	0.278**	0.560**	0.324**	0.513**	0.556**	0.653**
28. Buy products from the sponsor	0.263**	0.424**	0.066	0.449**	0.159*	0.014	0.569**	0.237**	0.541**	0.230**	0.538**	0.267**	0.492**	0.561**	0.603**
29. Good things about sponsor's products	0.367**	0.558**	0.130*	0.488**	0.242**	0.005	0.567**	0.294**	0.655**	0.286**	0.619**	0.358**	0.582**	0.663**	0.632**

Item	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
1. Worse because of sponsorship															
2. Genuine interest in sport/supporters															
3. Important Financial Support															
4. Positive attitude companies involved															
5. Should not be allowed															
6. Properties depend on sponsorship															
7. Feel more favourable to companies															
8. Shouldn't get involved															
9. Shows companies care about properties															
10. Sport benefits from sponsorship															
11. Positive attitude companies involved															
12. Bad for development															
13. Companies involved try to improve															
14. Genuine interest property well-being															
15. Actively searched for products	-														
16. Pay attention while watching	0.635**	-													
17. Paid more for sponsors products/service	0.634**	0.496**	-												
18. Pay attention while attending	0.656**	0.832**	0.520**	-											
19. Sports logos on packages	0.721**	0.603**	0.637**	0.616**	-										
20. Pay attention to sponsorships	0.681**	0.812**	0.554**	0.827**	0.642**	-									
21. Watching is important to me	0.441**	0.358**	0.364**	0.386**	0.365**	0.419**	-								
22. Watching is most enjoyable activities	0.456**	0.307**	0.400**	0.336**	0.357**	0.384**	0.809**	-							
23. Important part of my life	0.441**	0.333**	0.404**	0.388**	0.350**	0.420**	0.760**	0.732**	-						
24. Most of my friends are connected	0.398**	0.319**	0.252**	0.347**	0.359**	0.335**	0.444**	0.464**	0.446**	-					
25. There is no other [sport/team] like it	0.350**	0.219**	0.287**	0.311**	0.277**	0.304**	0.610**	0.618**	0.633**	0.410**	-				
26. Think to buy products from the sponsor	0.647**	0.538**	0.516**	0.535**	0.606**	0.570**	0.483**	0.504**	0.517**	0.402**	0.443**	-			
27. Try to buy products from the sponsor	0.653**	0.519**	0.529**	0.546**	0.615**	0.557**	0.468**	0.487**	0.504**	0.416**	0.440**	0.930**	-		
28. Buy products from the sponsor	0.603**	0.508**	0.495**	0.565**	0.600**	0.557**	0.440**	0.431**	0.446**	0.363**	0.433**	0.875**	0.905**	-	
29. Good things about sponsor's products	0.632**	0.577**	0.474**	0.571**	0.576**	0.581**	0.494**	0.469**	0.444**	0.411**	0.366**	0.762**	0.760**	0.767**	-

*Note.* \* indicates significance  $p < 0.05$ ; \*\* indicates significance  $p < 0.01$

## **VITA AUCTORIS**

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