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Sports Sponsorship

Brand awareness, brand image and purchase intention of sport audience towards
linked and unlinked sponsors

Paper within Bachelor Thesis in Business Administration

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“Today sponsorship needs a thorough deconstruction. ... For a healthy process of criticism and deconstruction, we must not be afraid to pose as questions what we have assumed were answered, and we must not pull back from being radical in every sense. We must go to the practice we call sponsorship and question its very roots, asking questions that will enable a thorough and robust understanding of those roots. We must radical in seeking novel and revolutionary alternatives to our set ideas.”

(Firat, Dholakia and Bagozzi, 1987 cited in Slack, 2004, p.284)

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Key words: Sports Sponsorship, Linked Sponsors, Unlinked Sponsors, Sponsee, Regular Visitors, Non-regular visitors, Brand Awareness, Brand Image, Purchase Intention.

Abstract:

Purpose: The purpose of this thesis is to research in the two different types of sponsors i.e. linked and unlinked sponsors. An investigation of whether a difference between these two types of sponsors exists. This difference is measured in terms of brand awareness and brand image and how these two affect the purchase intention.

Background: Sponsorship is today used by companies as a major marketing tool. A long existence of sponsorship has throughout the years followed the same philosophy, invest for a return. As the rapid growth of sponsorship during the past decades has contributed to a complex measure of its results, this issue has been highlighted by various researchers. A new phenomena of distinguishing between linked and unlinked sponsors has shown to contribute to different result whereas others argue for no difference between these two types of sponsors. Factors have shown to affect the sponsorship deals which are critical to be aware of in order to maximize the effectiveness of sponsorship deals.

Method: JIK and four of its sponsors are selected as a case study of this investigation. Therefore, both qualitative and quantitative methodologies are applied. Qualitative methodology is used in the form of interviews with the sports club to get a deeper understanding of JIK and its sponsors. Contrary, quantitative methodology is applied in the form of questionnaire to measure the brand awareness, brand image and purchase intention of the audience.

Conclusion: It is found that the brand awareness and brand image influence the purchase intention positively for both types of sponsors, linked and unlinked. Interestingly, a difference is proven to be present between the linked and unlinked sponsors. Concluding, the linked sponsors are more effective than unlinked.

Table of Contents

1	Introduction	1
1.1	Background	2
1.2	Floorball	4
1.2.1	Jönköpings Innebandy Klubb (JIK)	4
1.3	Problem discussion	5
1.3.1	Research questions	6
1.4	Purpose	6
1.5	Delimitations	6
1.6	Definitions	7
2	Frame of reference	9
2.1	Sports sponsorship	9
2.2	Regular vs. non-regular visitors	10
2.3	The effectiveness of sponsorship	12
2.3.1	Brand awareness	12
2.3.2	Brand image	13
2.3.3	Purchase intention	13
2.4	Linked and unlinked sponsors	15
2.4.1	Linked sponsors	16
2.4.2	Unlinked sponsors	17
3	Method	19
3.1	Research philosophy	19
3.2	Data collection	20
3.2.1	Secondary data	20
3.2.2	Primary data	21
3.2.3	Sample selection	21
3.3	Deductive research approach	23
3.4	Methodologies	24
3.4.1	Qualitative methodology	24
3.4.2	Quantitative methodology	25
3.5	Quality standards	29
3.5.1	Validity	29
3.5.2	Reliability	29
	Cronbach's Alpha coefficient	30
3.6	Data analysis	31
3.7	Choice of method	32
4	Empirical findings	33
4.1	Sports sponsorship	33
4.2	Regular vs. non-regular visitors	35
4.3	The effectiveness of sponsorship	36
4.4	Linked and unlinked sponsors	40
5	Analysis	42
5.1	Sports sponsorship	42
5.2	Regular vs. non-regular visitors	43
5.3	The effectiveness of sponsorship	44
5.4	Linked and unlinked sponsors	45

6 Conclusion	48
7 Discussion.....	49
References	51
Appendix	59
Appendix (1) Questionnaire:.....	59
Appendix (2) Interviews' Questions and Answers:	60
Appendix (3) Data Descriptive:.....	64
Appendix (4) SPSS Tables:.....	65

Equation:

Equation 1 Multiple regression (Aczel and Sounderpandian, 2009, p.470).....	28
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Figures:

Figure 1: Sponsor's indirect effect on sport audience (conducted by the authors).	5
Figure 2: Types of audience (Dekhil, 2010, p.5).....	11
Figure 3: Deductive research approach (Bryman, 2012, p.24).....	24
Figure 4: The overall purchase intention (conducted by the authors).....	36
Figure 5: Positive association (conducted by the authors).	43
Figure 6: Negative association (conducted by the authors).	43
Figure 7: Buyer decision process (Kotler and Armstrong, 2008, p.265).	45

Tables:

Table 1: Linked and unlinked sponsors (conducted by the authors).	3
Table 2: Types of questions used in questionnaire (conducted by the authors).	27
Table 3: Cronbach's Alpha (conducted by the authors).....	30
Table 4: Cronbach's Alpha Coefficient Consistency (George and Mallery, 2003, p.231).	31
Table 5: The overall purchase intention of regular and non-regular visitors (conducted by the authors).	36
Table 6: Multiple regression of Intersport (conducted by the authors).....	37
Table 7: Multiple regression of HTH (conducted by the authors).	38
Table 8: Multiple regression of Friskis & Svettis (conducted by the authors). ...	38
Table 9: Multiple regression Jönköpings-Posten (conducted by the authors). ...	39
Table 10: Brand Awareness, Brand Image and Purchase Intention for linked and unlinked sponsors (conducted by the authors).	40

1 Introduction

This chapter starts with providing the reader with an overall introduction to the topic of this research paper. Following, the authors provide a background where a clarification of why it is interesting to research in this area. At the end of this chapter the purpose, research questions and definitions of the key concepts are presented.

Many companies have increasingly implemented sponsorship in their marketing strategy as a key success for their businesses. Given that sports sponsorship is the most beneficial and the less damaged kind of sponsorship compared to other marketing tools. It becomes a main attraction for companies to invest in (Slack, 2004). With that said, this study is based on the three main actors involved with sports sponsorship. These actors are the sponsoring companies, the sports club being sponsored and the sports club's audience. They are here-by referred to as sponsors, sponsee and audience respectively.

To measure the effectiveness of sponsorship appears to be a complex procedure. With this in mind, sponsors are continuously entering sponsorship deals. Those sponsors do not have enough knowledge about the various factors accompanied with each actor, which in return could hinder them to achieve their objectives (O'Reilly and Madill, 2007). The authors of this paper classify sponsors in two types. Sponsors that have a match or association with sport are referred to as linked sponsors. Those sponsors can be linked to a sports club in the form of functionality and/or image. Contrary, sponsors that are not affiliated with a particular sport are referred to as unlinked sponsors. These sponsors have a lack of congruence to sport i.e. they do not operate their business within sports (Gwinner and Eaton, 1999; Coppetti et al., 2009).

Two objectives of sponsorship, from the company's perspective, are to enhance brand awareness and brand image in order to stimulate sales (Grohs, Vsetecka and Wagner, 2004). According to previous research papers, having some form of similarity with the sport entity will assure the effectiveness of the sponsorship (Cornwell, Weeks and Roy, 2005; Coppetti et al., 2009). Therefore, the aim of this thesis is to determine which type of sponsor, linked or unlinked, could have a more positive effect on the audience since they are the sponsors' potential customers. It is argued that the audience is the most critical actor affecting sponsorship (Chen and Zhang, 2011).

Most previous research papers written within sponsorship have been applied to big and worldwide sports clubs (Cornwell, Weeks and Roy, 2005; Coppetti et al., 2009; Nickell, Cornwell and Johnston, 2011). Therefore, the authors of this paper are applying the case of linked and unlinked sponsors on a local sports club. This thesis is mainly investigating which of the two types of sponsors that have a more positive effect of brand awareness and brand image on the purchase intention.

An application of this research is conducted on four sponsors of a small and local club in Jönköping, Sweden. The chosen club is Jönköpings Innebandy Klubb (JIK). The selected

sponsors are two of each field; linked and unlinked. The investigation is conducted on how the audience of JIK is affected by the various sponsors. This is in terms of how their brand awareness and brand image result in a purchase of the sponsors' brands. The findings of this research paper is useful for both the sports club and the sponsors for future investments.

1.1 Background

Sponsorship is a marketing tool used within promotion which is included in one of the marketing mix's 4P's: price, product, place and promotion (Kotler and Armstrong, 2008). The promotional mix has increasingly been highlighted in the past years. Marketers seek to promote their brands in order to cope with their competitors. Therefore, it takes various forms depending on its purpose (Brassington and Pettitt, 2007).

Promotional activities are used in advertising, sales promotions, personal selling, public relations and sponsorship (Kotler and Armstrong, 2008). Since the days of the roman emperors, the characteristics of sponsorship have evolved but have followed the same philosophy, to invest for a return (Skinner and Rukavina, 2003). The main objective for marketers is to use promotional activities in order to deliver a message to their customers (Lane, 2001).

Companies continue to increase their expenditures on sponsorship in order to generate positive emotions towards a sponsee (e.g., sporting event, sport team, arts organization). These positive emotions will be transferred onto the sponsoring brands. They are also an element for enhancing brand image and resulting in positive outcomes for the sponsors (Crimmins and Horn 1996; Gwinner 1997; Gwinner and Eaton 1999; Miyazaki and Morgan 2001). Fahy et al. (2004) stress that sponsoring a sponsee does not necessarily provide a guarantee for a successful sponsorship as it was assumed to result in 20 years ago. Sponsorship is still generating a competitive advantage for sponsors through differentiation among other competitors but it is no longer assuring an achievement of their main objectives. It is regarded to be a good business for companies to participate in despite the possible risk factors.

The tremendous increase of sponsorship deals throughout the world has gained attention due to the large sums of money involved. Sponsorship deals worldwide were valued at 46,3 billion dollars in 2010 (Mazodier and Merunka, 2012). Explanations of why sponsorship deals have increased during the past years are demonstrated by Meenaghan (1991). He finds five common factors of why sponsorship is still gaining higher popularity: (1) increasing prices of media advertising, (2) the decrease of traditional marketing strategies due to inefficiency, (3) research among success of sponsorships have spread the reputation of it, (4) more media awareness of sports clubs and (5) leisure activities are creating new opportunities.

The Swedish market portion of marketing in 2011 held 8,8% advertising expenditures within sponsorship accordingly to The Institute of Advertising and Media Statistics (Institutet

för Reklam- och Mediestatistik)¹. This is a great portion of the total amount of advertising activities in Sweden. A clear technique for measuring the effectiveness of sponsorship is not developed yet. Companies invest large sums of money into sponsorship without knowing what they earn in return (Cornwell, 2008).

This thesis concentrates on one single sports club, the floorball club JIK and four of its sponsors. The floorball club JIK is chosen as the case study of this thesis since the authors cannot find any research papers written about floorball or JIK. Therefore, the authors find it interesting to investigate about this sports club.

Do the sponsors have to be linked to the sports club in any form rather than not having any kind of similarity (unlinked) in order to be more effective? In addition, taking into consideration the different types of sponsors and their effect can be more beneficial than not considering the difference between linked and unlinked sponsors. The authors are investigating this issue by conducting a research on a local sports club. This research is conducted from the perspective of the audience (potential customers to the companies) to determine whether their brand awareness, perception of brand image and purchase intention are the same for the different sponsors.

Four different sponsors are selected for the investigation of this research. As the size of the sponsoring companies of JIK is both national and international the authors choose to make use of both in each category, linked and unlinked. This selection provides more diverse data for this research. The linked sponsors are Intersport and Friskis & Svettis. These two linked sponsors are chosen because they operate in the sports industry, and sponsor JIK with sports equipment. Therefore they are linked to JIK in the form of functionality and image. On the other hand, HTH and Jönköpings-Posten are chosen as the unlinked sponsors. That is, because HTH operates in the kitchen industry whereas Jönköpings-Posten operates in the journalism industry. As a result they are not linked to JIK in any form. These four sponsors are selected with the help of Greger Andersson² (see appendix 2). Table (1) illustrates the chosen sponsors.

<i>Sponsors of JIK</i>	<u>International</u>	<u>National</u>
<u>Linked</u>	Intersport	Friskis & Svettis
<u>Unlinked</u>	HTH	Jönköpings-Posten

Table 1: Linked and unlinked sponsors (conducted by the authors).

¹ http://www.irm-media.se/about_irm.aspx (27 March 2013).

² Greger Andersson, interview on 7 March 2013.

Knowledge transfer is related to emotional reactions to a particular sport and sports clubs therefore the audience is likely to transfer positive and negative attributes of a sponsor to the associated sponsors (Tribou, 2011). Thus, the audience is divided into regular and non-regular visitors, where regular visitors have better knowledge about the club compared to other visitors (Quester, 1997).

1.2 Floorball

Floorball is originally a Swedish game; it originated in Gothenburg in the 1960's. A few boys started playing with some plastic clubs and it spread fast. Soon many youth centers started playing and many other sports teams started using it as a warm up before their regular practice. The name varied and so did the rules. It was not until 1979 that the floorball that is played today was born. Christer Gustafsson in Sala³ formed the first floorball team. The news spread fast and many new teams were formed. The first championship was arranged in 1980 and 18 teams participated. Today there are over 130 000 licensed floorball players divided into 1250 clubs in Sweden. The current goal is to make floorball into a sport that is played in the Olympic games. In 2008 the first step towards this goal was made when the international Olympic committee recognized floorball as a sport (Innebandy)⁴.

The highest league in Sweden is named "Swedish super league" and consists of 14 female teams and 14 male teams. Sweden is the country that has won the most gold medals in the World Cup. There is an international organization called International floorball federation (IFF), founded in Huskvarna in 1986 by the floorball associations of Sweden, Finland and Switzerland. Today IFF has a membership of 55 countries (Floorball)⁵.

1.2.1 Jönköpings Innebandy Klubb (JIK)

JIK was founded in 1985. The club consists of 15 youth teams divided by the year they are born and according to their sex, they also have two adult teams, one female team named A-team women and one male team named A-team men. They have about 500 members; the members are the 500 youths who are involved in the club (the players). Parents and other family members have an option to be so called "support members" where they pay a small fee to support the club. The club has always been represented in the national series but no gold medals are won yet. The sponsors are not sponsoring the teams individually; they are sponsoring the whole club (JIK)⁶.

³ Sala is a city in Sweden.

⁴ <https://www.innebandy.se/sv/StatistikHistorik/Innebandyns-fodelse/> (8 March 2013)

⁵ <http://www.floorball.org/default.asp> (8 March 2013)

⁶ <http://www.jik.se/klubben/historia/> (2 February 2013)

1.3 Problem discussion

Sponsorship is a two-way treaty where both the sponsor and the sponsee exchange resources in order to benefit from each other (Slack, 2004). According to Fahy et al. (2004) the desired benefits for the sponsor are not a guarantee anymore. Many research papers have been written within this field but not many researchers shed a light on one critical actor i.e. the audience. The previous mentioned actor plays a critical role to the effectiveness of sponsorship depending on how much they are attached to the sports club (Chen and Zhang, 2011).

Ones attachment to a sports club is correlated by how they respond to sponsorship. Attachment can be when for example if a visitor is regular or non-regular. Figure (1) shows how a company attracts the audience through sponsoring a sports club. In return the audience will be attracted to both the sponsor and the sports club, making it more beneficial for both.

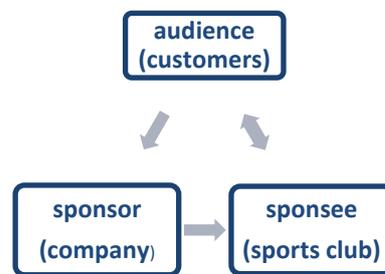


Figure 1: Sponsor's indirect effect on sport audience (conducted by the authors).

The audience's participation, awareness and knowledge of a sponsor and a sponsee take part in the effectiveness of sponsorship. It is therefore essential to investigate how the different types of sponsors are affecting them: linked and unlinked. It is argued that linked sponsors have a better effect on attracting the audience compared to unlinked sponsors due to higher congruence level. A congruence to sport in this case is identified when the sponsors are operating in the sports industry (Cornwell et al., 2006).

The audience's role and perception of sponsors are stated to be a critical factor when predicting the outcome of sponsorship. A study of this topic is helpful to conduct in order to predict a better return on investment from the sponsor's perspective. Thus, the return on investment for sponsors is demonstrated by Dolphin (2003) to be two factors which lead to a purchase intention of the audience. The first factor created by sponsorship is brand awareness. The second factor is a greater reputation about the brand, which is referred to as brand image. These two factors are to stimulate sales of the sponsor.

An example discussed by Cliffe and Motion (2004) is Vodaphone's sponsorship involvements in New Zealand, which mainly used sponsorship as a promotional tool from the promotional mix. This resulted in a sales increase from 0,15 to 2,0 million mobile phones in five years. An exact number of what the return of sponsorship could not be measured since other promotional activities were also used but in smaller scale. A stimulus of sales by

engaging in sponsorship is a complex manner to measure due to engaging in various promotional activities. Another example of a sponsorship deal is discussed in Tribou (2011) article which is the case of BNP-Paribas huge sponsorship amount. BNP-Paribas is the largest bank in France which dedicated 20 million euro corresponding to 25% of their marketing budget to sponsor tennis. One could wonder if the return on investment is more than 20 million euro in this case. Will the audience of tennis generate this amount or more back to the bank? With a lack of knowledge about how to measure the outcome of sponsorship this could be a huge loss for the bank. Apart from the return on investment, is BNP-Paribas aware of that they are not a linked sponsor to tennis and that this could affect the result?

1.3.1 Research questions

The authors' intention is to investigate the result of various sponsors in terms of effectiveness from the perspective of a sports club's audience. The overall purchase intention of regular and non-regular visitors is demonstrated in order to obtain an overview of whether the type of visitors affects the purchase intention towards JIK's sponsors in general. Thus, yes/no question is formulated since no further information is required in order to generate an answer to (RQ1). Further, the effectiveness of sponsorship is measured in terms of the current brand awareness, brand image and purchase intention towards each of the four selected sponsors. That is, to have an insight of how the brand awareness and brand image affect the purchase intention of each sponsor (RQ2). Finally, to investigate whether a difference exists between linked and unlinked sponsors, the two linked sponsors are combined together as well as the two unlinked sponsors (RQ3). This research paper is aiming to provide an explanation and answers for the following research questions:

RQ1: *Is the purchase intention towards JIK's sponsors in general affected by the different types of visitors?*

RQ2: *Do Brand Awareness, and Brand Image have a positive effect on the Purchasing Intention of the four sponsor of JIK?*

RQ3: *Are Brand Awareness, Brand Image and Purchase Intention the same for linked and unlinked sponsors of JIK?*

1.4 Purpose

The purpose of this study is to investigate if there is a difference in the levels of brand awareness, brand image and purchase intention for linked and unlinked sponsors. In addition, whether purchase intention is affected positively by brand awareness, brand image and type of visitors.

1.5 Delimitations

This thesis only aims to investigate the concept of sports sponsorship in the case of a local sports club named JIK and its audience perception of four of the club's sponsors. A highlight on the issue of whether this perception differs when the sponsors are linked or un-

linked is taken into account. An additional factor that is considered when carrying out this research is the case of when the audience is a regular or non-regular visitor at JIK's games. The investigation is conducted from the audience's perspective but is also reviewing sports sponsorship as a marketing tool. The result deriving of this thesis is a reflection of JIK's case of sponsors.

1.6 Definitions

The main theoretical concepts are defined in this section in order to give the reader a better understanding. These concepts are explained more in detail in the next chapter.

Brand awareness: It is the identification of a brand within a specific category when making a purchase decision (Percy and Rossiter, 1992).

Brand image: It reflects the symbolic content of a brand and this is formed in the mind of the customer by various stimuli including brand identity, which results in brand image. It is the brand personality perceived by the customer (Meenaghan and Shipley, 1999).

Linked sponsors: They are those sponsors who have some kind of congruence with the sponsee in the form of functionality and/or image (Gwinner and Eaton, 1999; Coppetti et al., 2009).

Non-regular visitors: They are spectators who do not regularly attend or watch games of a specific sports club. Thus, they have less knowledge of the sports club and its sponsors (Chen and Zhang, 2011).

Purchase intention: People's intention to purchase a good or a service in the future which is followed by a set of steps in the buyer decision process (Kotler and Armstrong, 2008).

Regular visitors: They are those visitors who regularly visit a specific sports club. Those visitors have better knowledge of the sports club and its sponsors compared to other visitors (Chen and Zhang, 2011).

Sponsorship: It is some kind of exchange between two entities (Milne and McDonald, 1999). In the sponsorship process the different interests and values of the different entities are overlapping (Mack, 1999).

Sports sponsorship: By sponsoring a certain club, companies aim to increase their sales by increasing their brand awareness. As well as improving their brand image among a wide range of audience (current and potential customers of the company) by linking themselves to a sports club (Slack, 2004).

Two similarities: A congruence between a sponsor and a sponsee can be identified when one of the two similarities are recognised. These similarities include functional and image. Functional similarity is identified when the sponsor provide the sponsee with products that

are used in the games such as clothes. While, image similarity is identified when both the sponsor and the sponsee share the same brand image to be achieved (Coppetti et al., 2009).

Unlinked sponsors: They are those sponsors who do not have any form of similarity with the sports club being sponsored. In other words, there is a lack of congruence between the sponsor and the sponsee (Coppetti et al., 2009).

2 Frame of reference

This chapter gives the reader an insight to the theoretical background of this research paper. The different theories and literature reviews that are used and applied in this thesis in order to assist the authors reach their purpose are presented in this chapter.

The theoretical part of this thesis starts by providing a clear explanation of sports sponsorship in general. This explanation is used as a base for this research to have a better understanding of the different actors involved in the sponsorship deals i.e. sponsors, sponsee and audience. To reach the main purpose, it is essential to explain theoretically the difference between linked and unlinked sponsors and regular and non-regular visitors. An exploitation of the main objectives of sponsors, brand awareness and brand image, that could affect the effectiveness of sponsorship are presented in order to measure their effect on the purchase intention .

2.1 Sports sponsorship

Various marketing tools exist today in order for companies to reach their potential customers. Two of these tools are seen to be similar with some differences, sponsorship and advertising. Various authors have stated the differences of these two tools. Bill (2001) and Nickell, Cornwell and Johnston (2011) argue that the main difference is the targeted audience's scope. Cornwell (2008) further discusses the concept of sponsorship versus advertising in her article "*State of the art and science in sponsorship-linked marketing*" that besides the range of audience targeted; the message is not the same in these both tools. Sponsorship is a general message of brand association with a sports club whereas advertising deals with specific message of their brand's products/services. For example if Volvo would release a new car then an advertisement would be to promote the car and when entering a sponsorship deal, Volvo would expose their brand to a sports club.

According to Milne and McDonald (1999) an overall definition of sponsorship is an exchange of assets between two entities. Sponsorship is a sort of relationship between the sponsor that provides beneficial resources to the sponsee in terms of money or material and the sponsee, which in return expose the sponsor's brand in order to support commercial benefits. Sports sponsorship is defined by Fahy, Farelly and Quester (2004) as an investment in a sports club by resources to obtain a commercial association with that sports club which is meant to last for three years at least.

The main objectives of sponsorship are to enhance brand awareness and improve brand image in order to stimulate sales effectively (Mazodier and Merunka, 2012). Secondary is for the sponsor to differentiate themselves among competitors. The symbolic value generated through association with a sports club is argued to be most effective when sponsoring exclusively (Tribou, 2011). This added symbolic value through sponsorship is defined as image value. An association with a sports club provides symbolic values such as: youthfulness, achievement, power and prestige (Fahy, Farelly and Quester, 2004).

Roy, Donald and Cornwell (2004) state that most sponsorship deals involve in sport organization, this is referred to as sports sponsorship in this thesis. The reason for why companies sponsor sports specifically is because it is the most beneficial in terms of return on investment due to the popularity of it. Another aspect of their work is the discussion about the concept of brand knowledge. Brand awareness and brand image are the two factors within brand knowledge. As the sports club is in periods of good performance. Pope, Voges and Brown (2009) suggest that the sponsors become more attracted to sponsor due to the fact that the sponsorship becoming a more beneficial deal.

2.2 Regular vs. non-regular visitors

Audience's perceptions play a great role to the effectiveness of sports sponsorship in terms of brand awareness and brand image, which affect the purchase intention. Their perceptions form the main difference between sports sponsorship and traditional advertising tools. It is argued that the reason behind this is that audience considers sponsorship as a supporting tool in which the sports club can benefit from. In addition, through sports sponsorship companies are able to build relationships with the audience. These relationships are based on the association of audience with the sports clubs (McDonald, 1991; Meenaghan, 1991 cited in Chen and Zhang, 2011).

Coppetti et al. (2009) also highlight the importance of the role of the audience. They find that the effective involvement of them has a major effect on sponsorship. Thus, the audience can have a better insight of the sponsors if sponsors could create a memorable sponsorship experience. It also depends on how efficient the audience is, in other words whether they are regular or non-regular visitors.

Dekhil (2010) identifies three segments of audience that can have effect on sponsorship. These segments are "*the participants and organizers of the event; the viewers who attend the event physically and directly (direct audience); and the spectators who follow the event through the media – television, radio, newspapers etc. (indirect audience)*" (p.5). Two of these three segments are identified to have the major effect on the effectiveness of sponsorship are the direct and indirect audience. The direct audience consists of visitors that attend and watch the games physically. Those visitors can be further divided into visitors that regularly visit the games and have high interest and visitors that do not visit games regularly and therefore they have low interest. A difference can be identified between these two types of visitors, which in return will affect their intention to purchase from sponsors. It is argued that the longer time a visitor spends in a game the more brand awareness and brand image he/she will have. On the other hand, indirect audience consists of people who follow games through media such as television or radio.

A positive relationship between interest in a sports club and brand awareness is identified. That is because the more the visitors are interested in a sports club the more they are aware about the different sponsors the sports club has. Thus, the type of visitors has a great impact on brand awareness, which in return will result in a positive effect on purchase intention (Dekhil, 2010).

Dekhil (2010) demonstrates the three segments of the audience in order to examine the critical role of each of these segments. As it is shown below, the direct audience has a higher effect compared to indirect audience.

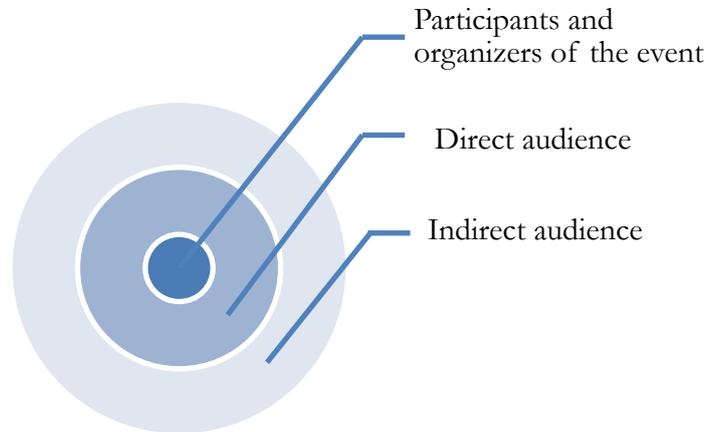


Figure 2: Types of audience (Dekhil, 2010, p.5)

Through sponsoring a sports club, companies seek to build relationships with the audience. The goal or benefit behind this relationship is that the audience will strengthen their attitude toward the sponsors as a result of having a solid relation with a specific sports club or individual athlete. As well as being regular visitors for this club (Chen and Zhang, 2011). Dekhil (2010) argues that the effectiveness of sponsorship depends on the audience. He also argues that sponsors seek to target the largest audience. That is, to target the visitors that regularly visit and have high interest in the sports club.

Regular visitors are visitors who usually watch and attend games for a specific team. Therefore they have better knowledge and perception of the sponsors (Wakefield and Rivers, 2012). Chen and Zhang (2011) argue that regular visitors favour the sponsors' products and services compared to the non-regular visitors and compared to other non-sponsoring companies. Sponsors seek to target regular visitors rather than non-regular and that is because they have more knowledge about the sports club. This knowledge will be easily transferred into positive attitude that can enhance brand awareness and brand image. Quester (1997) also argues that regular visitors are more involved in the sports sponsorship rather than non-regular visitors. That is, regular visitors are more familiar with the sports club and its sponsors. Therefore, they could have a more positive effect on the sponsorship than the non-regular visitors.

The non-regular visitors on the other hand are those visitors that do not often attend and watch sport games in general or for a specific team. They are more likely to be spectators. Therefore, they are less concerned with sports clubs and have less knowledge about the sponsors. They are described as a control group in order to measure the effectiveness of sponsorship in comparison with the regular visitors. Thus, sponsors put less emphasis on this type of visitors (Wakefield and Rivers, 2012).

Hypothesis:

The authors identify a research question derived from this section with the aim of providing additional information to attain the purpose of this paper.

RQ1: *Is the purchase intention towards JIK's sponsors in general affected by the different types of visitors?*

This research question is developed into one hypothesis:

H₀: *The purchase intention towards JIK's sponsors in general is affected by the different types of visitors.*

2.3 The effectiveness of sponsorship

Cornwell and Maignan (1998) suggest that researchers should consider the difference in measuring the effectiveness of sponsorship from advertisement since there are various factors affecting it. Speed and Thompson (2000) argue that the effectiveness of sponsorship is affected by two main factors, brand awareness and brand image, whereas the effectiveness is resulting in a purchase.

Companies invest big amounts of money in order to sponsor sports clubs and the return of this investment is usually expressed in terms of the audience's brand awareness and perception of brand image. Several researchers find that these two communication objectives are the most common in obtaining the goals of sponsorship for the sponsors to increase sales. Therefore, it is argued that effectiveness of sponsorship is directly related to brand awareness and brand image. The achievement of these objectives requires a comprehensive planning and processing. In addition, it is argued that brand image is affected by brand awareness. Audience's decision making is affected by brand awareness, which in return will affect the development of brand image (Jalleh et al., 2002; Grohs, Vsetecka and Wagner, 2004).

2.3.1 Brand awareness

Brand awareness is defined as the ability of identifying a certain brand when purchasing a product or a service within a specific category. It does not always imply the identification of brand name. The buyer may also recognise a brand by its vision image associated with the specific brand. Two major types of brand awareness are identified; brand recall and brand recognition. Researchers discuss the importance of distinguishing between them. The difference between these two types rely on the need and awareness of the buyer. Brand recognition is presented to the buyer first. It is concerned with the buyer's wants rather than needs. On the other hand, brand recall is not presented to the buyer. The buyer recalls different brands before making a decision of which brand that can fulfil his/her need (Percy and Rossiter, 1992).

It is claimed that a brand with high awareness has more market share and better quality evaluation than other brands. That is, brand awareness is an essential factor that affect the purchase decision of customers. Therefore, the higher awareness a brand has among customers the higher the purchase intention (Chi, Yeh and Yang, 2009). Keller (1993 cited in

Chi, Yeh and Yang, 2009) suggests that the most important element in the brand awareness is the name of the brand. *“As a consequence, brand awareness will affect purchase decision through brand association, and when a product owns a positive brand image, it will help in marketing activities”* (p.2).

According to previous research papers most companies enhance their brand awareness through sponsorship. An association can enhance brand awareness among visitors. Thus, visitors will be more aware of the sponsoring brands (Dekhil, 2010).

2.3.2 Brand image

As it is mentioned, companies seek to enhance their brand awareness through sponsorship. The same is done in order to develop brand image in the mind of audience. Brand image is defined as *“perceptions about a brand as reflected by the brand associations held in memory”* (Keller, 1993 cited in Gwinner and Eaton, 1999, p.3). The aim is to build and develop a positive brand image in the mind of customers. It is claimed that brand image affects both the way that customers view a brand and the purchase intention. The more positive perception of a brand image the customers have the more they will be intended to make a purchase (Gwinner and Eaton, 1999) .

Gwinner and Eaton (1999) describe brand image as the transformation of sport’s image to a specific brand. Previous research papers show that this association or transformation of brand image can be affected positively if there is a link between the sports club and the brand. This link could be in the form of image or functional similarity. Buyers will have an association in their minds about a brand when thinking of their favourite sports club or athlete.

A match between a sports club and a brand can generate a more positive attitude of the audience compared to other brands that do not have a match. Researchers also find that the existence of a match can enhance audience attractiveness and knowledge about sponsors (Kahle and Homer, 1985 cited in Gwinner and Eaton, 1999). This match can be in different forms. McDonald (1991) shows that a match between a brand and a sports club could be direct or indirect. Direct match is when the sports club uses products from the sponsoring companies. Indirect match is when the sponsors and the sports club are sharing the same brand image. Gwinner (1997) describes the two forms of match as *“functional based”* and *“image based similarities”* (p.153). Thus, a match in any form between the sponsors and the sponsee will improve the transformation and the development of brand image. Gwinner and Eaton (1999) suggest that *“congruent event-brand information in the form of either functional or image based similarity will lead to enhanced image transfer”* (p.49). They also argue that the existence of congruence between the sponsor and the sponsee enables image transfer in the sponsorship.

2.3.3 Purchase intention

As the two main objectives for the sponsorship are to enhance brand awareness and improve brand image among the audience. When these two factors are successfully obtained

it is shown to stimulate sales. A model that is developed by Kotler and Armstrong (2008) is the Decision Buying Process which demonstrates the five steps towards a final purchase. This model has five steps, which include: need recognition and problem awareness, information search, evaluation of alternatives and finally a purchase by the customers. After a purchase a post-purchase evaluation is conducted. These steps are not always chronologically followed due to the customer's economical background and the products or service functions.

Kotler and Armstrong (2008) describe the five steps of decision buying process as follow:

Need recognition and problem awareness:

Through marketing companies try to create a distance between the current needs and the desired needs. When the costumers identify this distance, which has not been satisfied they tend to seek for a satisfaction and this is what marketers study. By providing a product or service to the costumer's needs, the customer recognizes a solution. These needs and problems are emerged through two stimuli, internal and external. The internal stimulus are factors in the human being such as sleep, hunger etc. The external stimulus on the other hand are factors from the surroundings influencing the costumers such as a friend recommending a product.

Information Search:

The next step after the costumer has developed a need through identifying a problem is to start searching for information in order to satisfy his/her need. As information is to be searched both internally and externally, it is to help them make a decision about suitable alternatives. By internally seeking information the costumers are making use of their own memory about a certain product or service that could match the need. When an external information search takes place the costumer is likely to ask their surroundings or search among commercial sources about suitable products or services.

Evaluation of Alternatives:

Now that the costumer has identified a problem, recognized a need and searched information about suitable products or services these alternatives are to be evaluated in order to make the best decision. When evaluating these alternatives a customer is conducting a pros and cons list in order to select these alternatives with more pros and cons. This evaluation concerns the product or service's various attributes such as price, quality, brand image and location. The individuals perceive these attributes differently. Therefore, the final choice is to be different among the customers.

Purchase:

At the purchase step, the costumer makes the final decision to purchase a product or service where the most important attributes are chosen.

Post-Purchase Behaviour:

This final step after a purchase brings up the level of satisfaction experienced by the customer. It could be positive or negative depending on the level of satisfaction the product or the service provides.

Hypothesis:

The authors identify a research question derived from this section with the aim of providing additional information to attain the purpose of this paper.

RQ2: *Do Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of the four sponsors of JIK?*

This research question is further divided into four hypotheses as followed:

H₂: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Intersport.*

H₃: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of HTH.*

H₄: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Friskis & Svettis.*

H₅: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Jönköpings-Posten.*

2.4 Linked and unlinked sponsors

As the sponsors do not always derive from the same industry there is a division among their origin into two main types (Cornwell, 2008). Cornwell, Weeks and Roy (2005 cited in Frank, 2011) state that congruence of the sponsor is a concept mostly studied in the past years which is related to the audience's "*processing of sponsorship messages*" (p.2). Either they are related to the sponsee or not. This relation has various definitions. A common definition used by researchers is the congruence, in this study addressed as sport congruence. Moreover the congruence is measured as of how much the sponsoring company is related to sports. High sponsor congruence with the sponsee is named linked sponsorship and low sponsor congruence with sponsee is therefore named unlinked sponsorship (Nickell, Cornwell and Johnston, 2011).

Researchers such as Mazodier and Merunka (2012) and Nickell, Cornwell and Johnston (2011) state that these two types have an impact on the effectiveness of the sponsorship for the sponsor. Why these two types of sponsors are affecting the sponsorship differently is described below.

2.4.1 Linked sponsors

When a company's brand is related to sport and is sponsoring a sports club it is said to have a high congruence with the sponsee (Frank, 2009 cited in Cornwell, Weeks and Roy, 2005). For example, Nike and Adidas sponsoring a football club are highly congruent due to that Nike and Adidas are retail stores for sport equipment. The sport related brand has to do with image of the brand based on the industry they are involved in (Olson and Thjømmøe, 2011).

Two types of congruent sponsorship exist: logic and strategic. Congruent logic sponsorship deals with sponsors offering monetary and sport equipment to the sponsee. Due to that the logic sponsors are providing sport equipment to the sponsee, both operate within sport. The congruent strategic sponsorship on the other hand deals with monetary compensation to the sponsee in order to reach their targeted market, which is the audience. Where the strategic sponsor operates within sports and where the audience has an interest to sport because they are supporting the sponsee. Thus, they become the targeted market for the sponsors (Cornwell, 1995 cited in Roy, Donald and Cornwell, 2004).

Cornwell et al. (2006) argue that sponsor and sponsee can be linked through two different forms: functionality or image similarity. Functional similarity exists when the sponsor provides the sponsee with equipment that can be used by the sponsee such as clothes and other sport equipment. Image similarity exists when both the sponsor and the sponsee share or have the same image of sport for example same kind of sport. They also argue that a sponsor and a sponsee can be linked in one form of similarity or more than one form. This similarity between the sponsor and the sponsee can enhance the relationship with the audience.

What it is said about the linked sponsors is that their return on investment is expected to be high. This is explained by the relativity for a company involved with sport equipment to sponsor a sports club. It is shown that this is a major factor affecting the effectiveness of a sponsorship deal (Olson and Thjømmøe, 2011 cited Cornwell et al., 2006; Cornwell, Weeks, and Roy 2005; Roy and Cornwell 2004; Simmons and Becker-Olsen 2006; Speed and Thompson 2000).

A phenomena Cornwell (2008, p.47) discusses in her work "*paired-associated learning task*" which is that two factors trigger the thought of each other. This phenomena is studied within psychology. As the questioning mind of the audience of why the sponsors are sponsoring, it makes sense for them when it is a sport related sponsor that is sponsoring a sports club. That can result in a positive attitude towards the sponsor. This is a recall in the mind of the audience and is likely to emerge when a thought of the sports club they support further takes them into the thought of their congruent sponsors. In short explained by that one factor triggers the thought of another factor. This is why congruent sponsors are more effective due to the fact that once the audience thinks of the sports club they are supporting the thoughts of sport related sponsors are brought up in a positive manner. Both enhanced brand awareness and improved brand image (positive thoughts) is obtained.

2.4.2 Unlinked sponsors

A sponsor with low congruence to a sponsee is identified to be a sponsor that operates in a different industry and therefore it has no involvement with sport equipment. Thus, it has an unlinked brand image with the sponsee (Olson and Thjøme, 2011). A clear example is if an art museum would sponsor a sports club then the art museum is said to be a low congruent sponsor due to the fact that the business industry is not involved with sports in any kind.

The return on investment on these kinds of sponsors is said to be different compared to high congruent sponsors because they operate in an unrelated industry i.e. not within the sports industry. It is argued that the return on investment of unlinked sponsors is either higher or lower than the high congruence sponsors. Various researchers discuss these two cases. Most common arguments highlight the fact that unlinked sponsors are more likely to be less successful than linked sponsors. Thinking of why a sponsor is sponsoring is a question that is brought up in the mind of the audience. There is a risk of low recall or recognition by the audience when the sports club exposes a low congruent sponsor's brand. Recall is lacking since the thought of the sports club does not bring up thoughts about a company unrelated to sports. The second factor is a lack of recognition. This is because the audience's interests are within sports and therefore a higher recognition of companies in the sports industry is said to arouse (Coppetti et al., 2009).

Tribou (2011) demonstrates an alternative action for the low congruent sponsors with a lack of recognition and recall on the sports club's audience. In order for these sponsors to be more effective they must invest more in advertising at the same period, as the sponsorship is active. This will contribute to a higher recall and recognition of the audience due to the fact that the advertisement displays the sponsoring brand with promotional products/services. When a sponsor's brand is associated with a sports club and at the same time advertising on promotional products/services; the result is maximized on affecting the audience.

Mazodier and Merunka (2012) demonstrate that sponsors with low congruence to sponsee have a higher return on investment than a sponsor with high congruence. They argue that this affects the questioning mind of the audience more than an expected sponsor of high congruence. The reason for this possible outcome is explained by that as the audience expects high congruent sponsors to sponsor a sports club, they find it more unusual to see a low congruent sponsor. With an appearance of these unexpected sponsors the audience's mind starts to trigger questions such as why these sponsors are actually sponsoring which in turn would be thought of more. This is therefore more remembered due to the fact that the audience thought about it more.

Hypothesis:

The authors identify a research question derived from this section with the aim of providing additional information to attain the purpose of this paper.

RQ3: *Are Brand Awareness, Brand Image and Purchase Intention the same for linked and unlinked sponsors of JIK?*

This research question is further developed into one hypothesis:

H₆: *The levels of Brand Awareness, Brand Image and Purchase Intention are the same for linked and unlinked sponsors.*

3 Method

This chapter describes the process of collecting the necessary data that are used in this paper. In addition, it shows how this research is done by applying different methodologies, both qualitative and quantitative.

The method part of this thesis starts with taking a position in the research philosophy which brings up the role of positivism and post-positivism. Further on, an overview of the data collected in order to conduct this research is explained, which is both primary and secondary data. As a deductive approach is used throughout this thesis, a linear process of various stages is implemented; this is discussed more in detail later in this chapter. Qualitative and quantitative methodologies are also discussed. A motivation of why these methods are appropriate and how they contribute to the gathered data is provided below.

3.1 Research philosophy

It is argued that the consistency between purpose, research questions, selected methods and the philosophy of the research is a key element of conducting any research (Proctor, 1998). Collins (2010) defines research philosophy as “*the development and nature of knowledge*” (p.36). Thus, it is essential to have a good identification and understanding of the research philosophy that is followed in a research. Following a specific research philosophy means that researchers agree on certain assumptions of how to view a certain subject or problem. These assumptions will form the basis for their research (Collins, 2010).

Three different reasons are presented to highlight the importance of research philosophy (Easterby-Smith et al., 1997 cited in Crossan, 2003):

- It enables researchers to identify and assess the appropriate methodologies that should be used in the research.
- It helps researchers to avoid the unnecessary and unsuitable methodologies.
- It gives researchers the ability to be more innovative in their choice of methodologies.

Proctor (1998) argues that researchers should take into consideration the two major research philosophies, post-positivism and positivism, before selecting research methodologies. Crossan (2003) suggests that post-positivism provides a more in depth research and an interactive process. Therefore, qualitative research is related to post-positivism. Contrary, Positivism focuses on finding the truth by examining and investigating in a certain problem. Therefore, quantitative research is related to positivism philosophy.

Crossan (2003) argues that recently a combination of quantitative research methodology (positivist) and qualitative research methodology (post-positivist) is used, although these methodologies are viewed to be opposite to each other. The choice of these methodologies will depend on the research statement and the research questions. Thus, it is essential to

have a deep understanding of the pros and cons of the different methodologies and philosophies.

To reach the research purpose and provide an explanation for the research problem, positivism and post-positivism philosophies are followed in this research paper. In addition, this investigation requires the use of different methodologies and therefore these two major philosophies enable the authors to identify the appropriate methodologies that should be used.

3.2 Data collection

The choice of which data to collect is a critical factor to consider in order to attain the purpose of a research. The data collected are to serve as a base in order to make the hypothesis testing possible. There are various data sources available such as primary data and secondary data. Both secondary and primary data are gathered and reviewed for this research paper. Two types of data are collected to provide a clear and better understanding of this topic and to eliminate confusion. The gathered data from other researchers' work are known as secondary data. This data is collected at first for another purpose than this thesis but are still considered to be useful (McGinn, 2008). On the other hand, primary data are those facts, information and numbers collected directly by the authors themselves (Persaud, 2010).

Several pros and cons are taken into consideration while collecting secondary and primary data. Secondary data are less costly and not as time consuming compared to primary data. It is also available on several databases, which makes it easy to access (McGinn, 2008). Contrary, primary data are collected at first by the researchers themselves. Thus, these data are specified to accomplish the research purpose (Persaud, 2010).

A detailed explanation of the various sources collected in both primary and secondary data in this research is presented in the following two sections. Further the factors that are taken into consideration when collecting samples from these sources are presented in the "sample selection" section.

3.2.1 Secondary data

Secondary data are gathered in form of books, scientific articles, journals and official websites. The use of secondary data enables the authors to have a better understanding of the main key concepts that are applied in this thesis. In addition, it helps the authors to obtain a full picture of the research problem.

Previous research papers investigate the problem of the audience perception of linked and unlinked sponsors on big and worldwide sports club (Coppetti et al., 2009). As a lack of research within this field of a local sports club, the authors find the necessity to cover this gap. An application of this problem is set on the case of JIK. Thus, authors make use of the official website of the sports club (JIK) to have an overview of the club and its sponsors.

It is also sufficient to mention that secondary data are not always accurate. That is due to the fact that most of these data can be out-dated or they are applied to different study cases. A benefit of using secondary data is that they are easy to access due to various sources available such as books, journals and online platforms. Secondary data are also easy to access and the cost of obtaining these data is considered to be less than primary data (McGinn, 2008). Therefore, for this research the secondary data are used as a complementary part to the primary data..

3.2.2 Primary data

The use of primary data provides more exact and accurate information. The researchers obtain the flexibility to specify and select the objectives for their investigation, which in return provides a more accurate result of the research. Contrary, primary data are time consuming since the authors are collecting the data themselves from the population of interest. Primary data are time consuming to collect directly from the source and this is therefore more costly (Mazzocchi, 2008).

Primary data in this research paper are collected in forms of interviews and a questionnaire. The authors take the pros and cons into consideration when collecting primary data in these two forms. Therefore, several aspects are taken into account, such as the structure and wording of the questions to eliminate error.

Since Swedish is the native language of both the audience and the contact person of JIK, the use of Swedish language when communicating is therefore more convenient. Both interviews and questionnaire are conducted in Swedish in order to eliminate any misunderstandings.

The questionnaire is structured in a way that is easy to read. People with different backgrounds are taken into consideration while formulating the questions. Therefore, the audience answering the questionnaire is divided into regular and non-regular visitors.

The interviews with JIK's contact person are conducted face-to-face instead of email-interviews. This is because face-to-face interviews enable researchers to explain and clarify the questions immediately in response to the interviewee to eliminate any confusion. In addition, this gives the researchers the ability to interpret and ask open-ended questions (Mazzocchi, 2008).

3.2.3 Sample selection

To select a sample group for examination to reach a research purpose is an essential step in a research paper since it gathers evidence for the empirical data and provides answers for the research questions (Morgan, 2008). A sample is “*a subset of elements drawn from a larger population*” (Shapiro, 2008, p.777). The aim is to achieve a certain type of information from the sampling group in order to make assumptions about the whole population (Shapiro, 2008). In this research the aim is to see if the audience perceive various sponsors differently as the theory argues.

Sample selection is yet another key element that should be considered when conducting a research. Advantages of selecting a sample from a whole population are the “*feasibility of the research, lower costs, economy of time, and better organization of the work*” (Trobia, 2008, p.784). In this research paper a list of all the elements in the population is not provided so a use of samples is carried out.

In this research paper sample selections of sports club, sponsors and visitors take place since the main purpose is to measure the brand awareness, brand image and purchase intention of different sponsors from the audience’s perspective.

A further selection of sports club is conducted. Among all floorball clubs, JIK is chosen as the case study to accomplish the research purpose successfully. Since JIK has different types of sponsors, linked and unlinked, and is located in Jönköping (JIK)⁷. Also, four of JIK’s sponsors are chosen to represent the linked and unlinked sponsors. Two linked sponsors are selected against two unlinked in the criteria of size, one international and one national in each field. The selection of this sports club and its sponsors increases the ability to achieve and collect the required information.

However, it is argued that researchers should take into consideration that the sample selection does not reflect the reality of the whole population rather it represents the reality of a sample size only. Therefore, the larger a sample size is the more it reflects the reality of the whole population and vice versa (Trobia, 2008). According to Aczel and Sounderpandian (2009) it is sufficient to sample as much as possible. They argue that the bigger the samples size the less standard error, which means less uncertainty and the more accurate the result is.

Due to limitations such as time and cost, a sample from the entire population of JIK’s audience is selected. With a range of 200-800 visitors for each game (JIK)⁸. The authors decide to hand out a survey to 150 persons attending a tournament of JIK. The participants who answer the survey are aged 18 and above in order to increase the quality of this study since they are more likely to purchase from JIK’s sponsors. There is no list of the entire audience provided so a selection method is used.

The authors of this research paper are interested in the number of people during a game of JIK knowing that a specific sponsor is sponsoring. This contributes to a hand out of the questionnaire during a game (on the two breaks, 15 minutes each). A gain of brand awareness is not measured, as it would require a hand out of questionnaire both before and after the game. As these people are attending a game during the process of answering the questionnaire handed out, an assumption of that they are interested in sport is obtained. Consequently, a question of their interest in sport is not carried out.

⁷ <http://www.jik.se/> (2 February 2013).

⁸ Greger Andersson (7 March 2013).

Two different types of sampling are identified which are probability and non-probability sampling. In probability sampling all participants have an equal chance of being selected. It is also referred as random sampling where participants have non-zero chance of being selected. Contrary, in non-probability sampling subjective methods are applied to select which participants or units should be included in the sample (Trobia, 2008). In this research a probability sampling is used where JIK's visitors and games are selected randomly.

Therefore they have equal chance to be selected. A random sampling strategy reduces the bias and generates a more accurate result since it simplifies the analysis of data (Chow, 2010).

3.3 Deductive research approach

There are two main approaches used when conducting a research, deductive and inductive. The choice of approach is evaluated in accordance with the research purpose. As it is discussed, this thesis investigates the theory behind effectiveness of sport sponsorship but applying it on a case study of JIK. This leads to a use of a deductive approach where a research is conducted on a sample in order to form an opinion upon the general. The general opinion is referred to all the sponsors since this study can help sponsor to obtain a deeper knowledge about sport audience's purchase behaviour in relation to the sponsee's sponsors.

To modify this approach from the start, revising the theories behind a purpose of a study leads to deduct it into premises. This is completed when writing chapter two (frame of references) where the critical factors within sports sponsorship are found. Forming a hypothesis of these premises is what leads to a data collection whereas a specific research strategy is used in order to make it valid. As the aim is to compare whether the linked and unlinked sponsors have the same positive effect on sponsorship, different hypotheses are formulated. The strategy for this research is set into conducting a questionnaire and two interviews.

The data collection is to be observed in a given circumstance and is expected to be tested with the pre-existing theory. A given circumstance in this thesis is conducting the theory of whether linked sponsors have a more positive outcome than the unlinked sponsors on a local sports club. The research technique which is the data collection is discussed in the next section, both interviews and the questionnaire. As a result of a deductive approach, the new hypotheses are to be rejected or accepted and further a reflection on the result is conducted. (Bryman, 2012). Figure (3) demonstrates the six different steps of a deductive research.



Figure 3: Deductive research approach (Bryman, 2012, p.24).

3.4 Methodologies

A research is conducted to investigate in a certain problem. To find a solution or an explanation for this problem, different methodologies are applied to expose the underlying facts. Therefore, qualitative and quantitative methodologies are used to direct this research and the process of gathering information. The use of both qualitative and quantitative methodologies in a research is defined as mixed methodologies or triangulation. It is argued that using different methodologies increase the ability to generate accurate result and a deeper knowledge about the subject in order to answer the research questions. Thus, researchers should be able to identify the appropriate methodologies for their research (Evers and Staa, 2009).

A detailed explanation of the implementation of qualitative and quantitative methodologies in this research paper is presented in the following sections.

3.4.1 Qualitative methodology

The use of a qualitative methodology is indicated when the researcher is aiming to gather a more in-depth knowledge from few elements in a population (Evers and Staa, 2009). This is not the main method used in this research paper but is used as a complementary tool for obtaining more information about JIK and its sponsors.

A data collection is conducted through; interviews, participant observations and focus groups. The qualitative methods are less likely to be structured compared to quantitative methods, which in return can give the researchers flexible ways of gathering data. This flexibility enables them to interact effectively with participants of the case study (Mack et al., 2005).

The main qualitative methodology that is used in this research is through conducting interviews with JIK. The aim of these interviews is to attain an insight and a better knowledge about the sports club and its sponsors. The information that is generated from answering the questions of the interviews is of great importance since it forms the basis for this re-

search paper. This information is presented and analysed more in detail in the following sections.

Interview:

The conducted interviews are with Greger Andersson, who is responsible for the sponsorship deals and negotiations between JIK and the different sponsors. The questions of the interviews are concerned with JIK's sponsors and how they are sponsoring the club. The questions are included in the appendix (2).

Thus, two face-to-face interviews⁹ are arranged with Greger Andersson. The interviews are held in the sport arena named Idrottshuset which is based in Jönköping, Sweden. Each interview lasts for approximately 50 minutes. Questions are sent in advance to Greger Andersson in order to give him an overview of the type of questions. This also enables him to access the information needed in order to answer the questions at the date of the actual interview. As notes are taken during the interviews the authors also make use of a recorder in order to access the information afterwards.

A point between formal and informal interviews is called semi-structured interviews. A formal interview hold a set of standardized questions which are read out by using the same attitude by the interviewer when interviewing the different people. A formal interview is to eliminate a bias result. This method is not proper to use when interviewing Greger Andersson, because these interviews are held with the same person. The formal approach does not suit this case as well because no comparison of other interviews is conducted. Whereas informal interviews are used when a general area is discussed and no pre-determined questions are held. Since this research examines the sponsorship of a sports club, the semi-structured approach is most appropriate. This enables the authors to set pre-determined questions and evaluate more new questions depending on the answers obtained (Zami and Lee, 2009).

3.4.2 Quantitative methodology

Quantitative methodology is likely to be used when analysing a collection of data in numbers such as questionnaires (Antonius, 2003). Developing a questionnaire is chosen as the main tool to measure the perception of the various sponsors from the audience's perspective. Since a questionnaire is conducted in a standardized way, that makes the data easy to follow, gather and analyse. There are various factors affecting the data generated from questionnaire such as the sample size and the researchers' opinion. It is argued that it is essential to have a large sample size and that information gathered is not affected by the researchers' point of view (Tribou, 2011).

⁹ First interview was on 7 March 2013, second interview was on 22 March 2013.

Questionnaire:

The main purpose of this research is to investigate the issue of that the audience's perception of sponsors' brands differs if the sponsors are linked or unlinked as previous theories argue (Cornwell, Weeks and Roy, 2005). A questionnaire is formulated to reach this purpose. An advantage of conducting a questionnaire is that it gives the researchers the ability to test the gathered data in a statistical program named Statistical Package for the Social Sciences (SPSS) by inserting the answers in the form of numbers. Therefore the results are easy to follow, interpret and analyse. On the other hand, a disadvantage of conducting a questionnaire is that the gathered information from the participants' answers may not be correct. They may not be truthful and honest about their answers and this can affect the result generated from questionnaire (Holyk, 2008).

Different aspects are taken into account while formulating the questions, such as the visitors of JIK. Visitors are divided into two groups, regular and non-regular visitors since they have different levels of knowledge about the sports club and its sponsors. Another aspect is formulating the questions in Swedish since it is the native language of the audience as mentioned before. When asking the game visitors to answer a questionnaire the researchers choose the visitors aged 18 and older. The reason for this action is that those visitors are more likely to purchase from the sponsors. As this question is asked orally this question is not stated in the questionnaire.

It is essential to formulate questions in a way so that the answers can generate the appropriate information needed in a research. Thus, researchers should be able to formulate different types or formats of questions in order to collect different types of information. Two different types of questions are identified; close-ended and open-ended (Holyk, 2008). In this research paper close-ended questions are used in constructing questionnaire. In close-ended questions participants are given certain choices to answer. This contributes to that they do not have the ability to use their own words in answering which is the case in open-ended questions. The advantages with formulating close-ended questions are that they are quick and easy to answer (Leung, 2001).

These close-ended questions are in a "yes/no" format, this is called a dummy variable. This format of question can eliminate interviewer bias since it is easy and quick to answer and analyse. Another format is interval measurement. This format included a scale of 1-5, where 1 and 2 are negative, 3 is neutral, 4 and 5 are positive. These questions are used to measure the attitude of audience towards sponsors (Leung, 2001). Different types of questions that are used while conducting the questionnaire are presented in table (2).

Question	Outcomes	Answers	Type of question
How many times per season do you visit a JIK game?	To distinguish between regular and non-regular visitors.	1-3 times 4- more times	Frequency
If you know that a company is sponsoring JIK, does that affect your choice of company when you are to buy a product	To determine the overall purchase intention of both regular and non-regular visitors regardless of whether the sponsor is linked or unlinked.	Yes No	Binary questions
Do you know if XXX is a sponsor to JIK?	To measure the brand awareness.	Yes No	Binary questions
What is your attitude towards XXX?	To measure the brand image.	Negative: 1-2 Neutral: 3 Positive: 4-5	Likert scale
Would you chose XXX before other stores when you are about the purchase XXX if you know that they are sponsoring JIK?	To determine the purchase of each sponsor.	Yes No	Binary questions

Table 2: Types of questions used in questionnaire (conducted by the authors).

Three questions are formulated for each of the four sponsors. These questions follow a current state of knowledge about that a company is sponsoring JIK, attitude towards the sponsor and the purchase intention of audience. The purpose of these questions is to indicate the audience's current perception of brand image and brand awareness resulting in purchase of the different sponsors. Questions of the questionnaire are included in appendix (1).

The researchers attend a weekend tournament named “fair play tournament 2013”¹⁰ where JIK’s various youth teams played in order to hand out the questionnaire to the audience. The Tournament is chosen in order to reach a different and wide range of audience. Questionnaire is handed out and only to JIK’s visitors during the breaks to assure correct and truthful answers. Gender is not taken into account since it is out of interest for this research. Contrary, age is taken into consideration as mentioned before.

Polite test of the questionnaire:

A polite test is carried out to identify and eliminate potential problems that exist in the questionnaire. It is one of the fundamental elements that should be considered in order to conduct an accurate questionnaire. Therefore, questionnaire is handed out to five random students in Jönköping International Business School to test the sensitivity, complexity and understanding of the questions before using them at the tournament (Rothgeb, 2008).

Statistical use of quantitative data:

The data that are obtained from the questionnaire are converted to numbers in order to plug it into excel and further transformed into the program SPSS. To answer RQ2 a multiple regression is conducted. On the other hand, to answer RQ3 a comparison of means is made. The numbers are inserted in excel which corresponds to yes=1 and no=0.

Multiple regression is a model used to predict an outcome of a dependent variable by the input of independent variables. In this case the dependent variable is the purchase intention whereas the answering participants answer yes/no if they would purchase from a specific brand. This is said to be a dummy variable attaining only two values as an answer. The dependent variable is Y in the equation below (Aczel and Sounderpandian, 2009).

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

Equation 1 Multiple regression (Aczel and Sounderpandian, 2009, p.470).

The two independent variables are the brand awareness and brand image. The answer of brand awareness is yes/no, this is a dummy variable as well. The dummy variables yes/no take a value of 1 and 0 respectively. The answer of the brand image is a “likert scale” of 1 (negative) to 5 (positive). The independent variables in the models above is X_1 and X_2 (Aczel and Sounderpandian, 2009). With SPSS the β is estimated which is named beta and this indicates a value which is multiplied by the independent variables X and added up to predict the outcome of Y.

A comparison of two means is conducted on the purchase intention, brand awareness and brand image for the linked and unlinked sponsors. This is to evaluate if there is a difference between these two types of sponsors.

¹⁰ JIK youth team “fair play tournament 2013” on (22 March 2013).

The one sample t-test is a statistical test used to determine “*whether the mean of a population is different from some known (test) value*” (Stone, 2010, p.1557). This type of test requires different assumptions that should be taken into consideration before running it. These assumptions include “*unbiased sampling, independent observations, and normality*” (Stone, 2010, p.1561). Thus, the t-test is applied in this research paper to test the null hypothesis.

3.5 Quality standards

Evaluating the quality of a research requires an intensive work of assessing the gathered information. Researchers should be able to identify errors and limitations. It also requires the identification of the key factors of a research. Data can be found and gathered from different sources, but the quality of these data may not be accurate as it should be. Thus, the quality of a research is affected by the gathered data (Gujarati, 2004).

Gujarati (2004) suggest “*the researcher should always keep in mind that the results of research are only as good as the quality of the data*” (p.30). In order to deliver a high quality research paper two major quality standards are taken into account while constructing this research. These quality standards are validity and reliability. A detailed explanation of these concepts is presented in the following sections.

3.5.1 Validity

Validity is defined as the extent of what should be measured and what is intended to be done. It is argued that the validity of qualitative methods is likely to be higher than quantitative methods and that is due to sample size and target group (Golafshani, 2003).

The result of this research is based on the information generated from questionnaire. Therefore, it is taken into consideration that some of this information may not be fully valid. That is due to the condition and environment when the questionnaire is handed out. It also depends on the credibility of the answers (Knapp, 2008).

Evers and Staa (2009) argue that using mixed methodologies can maximise validity. Therefore different methodologies are used in this research. To assure the validity of the gathered data and result, different theories are gathered and presented. The validity is also increased through conducting interviews and recording them since it eliminates any kind of uncertainties and misunderstandings. In this way information is available whenever it is needed to be reviewed upon. In addition, different groups of audience and sponsors are taken into account to generate an accurate result.

3.5.2 Reliability

Reliability suggests that researchers can confirm and assure the accuracy of previous research papers. They should be able to achieve the same result through applying the same theory under same circumstances. Different factors that can affect the reliability of the research are considered. These factors included; variations in answers due to time differences and the chosen case study (Gushta and Rupp, 2010).

Most research papers that are used as references in this thesis are concerned with big, worldwide sports clubs rather than small local clubs. Therefore, a way to increase the reliability of the research is to conduct interviews with Greger Andersson. He can provide more accurate information regarding the club and its sponsors. Given that, this information cannot be found and gathered in any other way. Another way to increase the reliability is to formulate the same questions for both regular and non-regular visitors. In addition, the questionnaire is handed out in the home arena of JIK. That is because the sponsors of JIK are only exposed in the home arena in addition to that the authors' aim is to target JIK's audience.

Multon and Coleman (2010) suggest that to quantify the reliability of a research, it is essential to estimate Cronbach's Alpha. It is defined as "*estimate of internal consistency reliability*" (p. 160). The Cronbach's Alpha varies between 1 and 0. High values of Cronbach's Alpha (i.e. high reliability) is required when "*make important decisions about people*" (p.163). Contrary, low values of Cronbach's Alpha (i.e. low reliability) may be acceptable when "*looking at group differences*" (p.163).

The researchers take into consideration the different types of questions when using SPSS and make sure that the questions are reliably for the research. Thus, the Cronbach's Alpha of this research paper is estimated to be 0.743 (table 3).

Reliability Statistics	
Cronbach's Alpha	N of Items
0.743	14

Table 3: Cronbach's Alpha (conducted by the authors).

George and Mallery (2003) present different levels of consistency reliability which is shown in the following table (4).

Cronbach's Alpha coefficient	Consistency
>0.9	Excellent
0.89>0.8	Good
0.79>0.7	Acceptable
0.69>0.6	Questionable

0.59>0.5	Poor
<0.5	Unacceptable

Table 4: Cronbach's Alpha Coefficient Consistency (George and Mallery, 2003, p.231).

The reliability value (0.743) is higher than (0.7) which indicates that the reliability of this research is considered to be acceptable. Detailed information about the number of observations can be found in appendix (3).

3.6 Data analysis

After gathering data in different forms by applying both qualitative and quantitative methodologies, the next step is to analyse them. Analysing data is an essential and challenging process. The aim is to be able to answer the research questions and to achieve the main purpose of the research paper. Applying both qualitative and quantitative methodologies offer the researchers a great opportunity to explore the different aspects of the research problem. It also presents more in-depth and focused information (Evers and Staa, 2009).

As mentioned earlier that qualitative data is gathered in the form of interviews with JIK. Analysing these non-numerical data provides an explanation of what a certain thing is about. Analysing quantitative data, which are gathered in the form of a questionnaire, are based on numerical and standardized steps (Miles and Huberman, 1994).

Three different steps are identified in order to analyse data. These steps help the researchers to identify, summarise and structure data. In return this enables the researchers to draw an efficient conclusion (Miles and Huberman, 1994). The first step is “*data reduction*” where the researchers sort and reduce the collected data. As an alternative, a focus is set on only the data that are needed for drawing a conclusion. Next step is “*data display*”, after reducing data researchers have to display the data in an organised and accessible way that make it easy to draw the conclusion. The last step is “*conclusion drawing*”, in this step the researchers should be able to provide a meaning and clear explanation of the research problem.

According to Evers and Staa (2009) lack of analysing data may cause misleading result. Thus, different ways of improving and developing the process of analysing data are identified:

- Have a clear understanding of the data collected.
- Write memos of essential and main operational procedures.
- Analyse the data by different researchers.
- Have a discussion of initial findings.

- Investigate in the different and unusual situations

3.7 Choice of method

This research paper requires the use of mix methodologies. Thus, different methods are applied to reach the research purpose successfully. It is argued that applying different methodologies strengthens the process of both collecting and analysing data. In return this provides a more accurate result of the research paper since it complements each other's strengths and weaknesses. When later drawing conclusions from the collected data it is considered to more credible (Evers and Staa, 2009).

Both primary and secondary data are collected to construct a better understanding of the research problem. Positivism and post-positivism philosophies are followed in this research paper. These research philosophies imply the use of quantitative and qualitative methodologies respectively. Thus, these methodologies are used to direct this research and collect the necessary data in the form of interviews and questionnaires.

4 Empirical findings

This chapter presents the empirical findings of this research. These empirical findings include the answers and information that are gathered and generated from conducting both a questionnaire and interviews.

After presenting the process of how the data are collected and gathered in the previous chapter, the aim of this chapter is to present these data. The collected empirical data are gathered through conducting interviews and questionnaire. Thus, these data are presented with the help of graphs and tables to provide a better interpretation. In addition to the empirical findings that are collected by the researchers, brief backgrounds of the chosen sponsors are also included to give the reader a clear overview of the sponsors.

4.1 Sports sponsorship

For all floorball teams, a common goal is to be on the top of the “Swedish super league”. JIK is one of clubs that are playing in the Swedish floorball league. The club has a wide range of different sponsors, linked and unlinked as well as national and international. Four sponsors, one of each category is chosen for the investigation of this research paper: Inter-sport, HTH, Friskis & Sveltis and Jönköpings-Posten.

As it is mentioned earlier that JIK has different types of sponsors, the club does not take into consideration whether the sponsors are linked or unlinked to the sports club. That is, JIK is not aware of the difference between linked and unlinked sponsors. They only focus on whether the business is beneficial for the sports club. JIK’s sponsors are categorised into different categories depending on the way they are sponsoring the club. They have different sponsorship packages such as gold, silver, bronze and game. Detailed information about all of the packages is included in appendix (2).

A first contact with the potential sponsors is emerged through JIK, in 98% of the cases. One of the advantages that attract the sponsoring companies to sponsor JIK is that the club has been on the top of the floorball league several times. Therefore, a drawback of JIK can affect the sponsorship process. Those companies may stop being sponsors for JIK if the club are starting to lose. The sponsors only want to be seen when the club is on the top and is making good results. In such cases, JIK and the sponsors begin new negotiations about the sponsorship deal.

It is shown that the sponsors are sponsoring the club in different ways. Some of them are sponsoring JIK with sport products that are used by the players and other sponsors are sponsoring the club with money. In some occasions several sponsors offer discounts to the game visitors if they bring the ticket. For example Harrys/Slivers logo is printed on the backside of the game-ticket and if the visitors bring the tickets to the doorman, they get the entrance fee for free. In return on how the logo of the sponsors is being displayed is depending on the sponsors themselves and on the way they are sponsoring the club. For example some sponsors want their brand logo to be displayed at every game or on the cloths of the players. This is due to that the demand of the sponsors differs.

The main goal of the sponsorship process is that both the club and the sponsors want to get something in return. There are no “*stupid businessmen*” left that will sponsor without getting something in return from the sponsorship. Through sponsorship JIK wants to be sponsored and supported by different sponsors in order to continue being a successful floorball club. On the other hand through sponsorship the sponsors want to reach their main objectives of increasing brand awareness and developing brand image to increase purchase intention in the mind of JIK’s visitors (JIK)¹¹.

Intersport:

Intersport is an international company that was established in 1968. It has more than five thousands stores all over the world. The company is specializing in producing and selling sport products, both equipment and clothes. Intersport belongs to Intersport international corporation (IIC) and it is one of the world’s largest sport chains (Intersport)¹². Intersport is chosen as the international linked sponsor of JIK. The company is considered to be the head sponsor of JIK. They are sponsoring the club with all of their equipment. They are the exclusive supplier to JIK. Intersport is a “*gold sponsor*” and in addition to that they are also sponsoring with money. Twice a year Intersport in Jönköping is organizing an event for JIK’s members. In this event, members of JIK have the chance to get discounts and training packages to a special prize. They are also a “*clothes sponsor*” which means that the logo of Intersport is printed and displayed on the cloths of JIK’s players. Intersport has been a sponsor of JIK since the club was formed (JIK)¹³.

HTH:

HTH is an international company that was established in 1966. It has more than 130 stores in 12 different countries all over the world. The company is specializing in producing and selling kitchens (HTH)¹⁴. HTH is chosen as an international linked sponsor of JIK. They are a “*bronze sponsor*” and a “*clothes sponsor*” which means that HTH’s logo is displayed on the player’s clothes (JIK)¹⁵.

Friskis & Svettis:

Friskis & Svettis is a training facility that was established in 1978 in Stockholm. The company is focusing on sport and training in general. They offer different types of training for example gym and spinning to their members in order to help people become healthier. They have more than 535 thousands members in 159 regions in Sweden (Friskis & Svet-

¹¹ Greger Andersson (22 March).

¹² <http://www.intersport.se/om-intersport/> (29 March 2013).

¹³ Greger Andersson (22 March 2013).

¹⁴ <http://www.hth.se/om-hth/historien/> (28 March 2013).

¹⁵ Greger Andersson (22 March 2013).

tis)¹⁶. This company is chosen as the national linked sponsor to JIK. They are a “*gold sponsor*” and in addition to this they are sponsoring JIK with discount their membership fee to the members of JIK. The company is a “*sarge sponsor*” which means that their logo is displayed in the home arena of JIK. The company is a sponsor of JIK since 2010. It is considered to be one of their most important sponsors since they are sponsoring them with both a big amount of money but also offers discounts to the members (JIK)¹⁷.

Jönköpings-Posten:

Jönköpings-Posten is a Swedish national company that was established in 1865. It is a daily newspaper in Jönköping that both sells and distributes newspapers to households and stores (Jönköpings-Posten)¹⁸. Jönköpings-Posten is chosen as national unlinked sponsor of JIK. They are a “*bronze sponsor*” and also a “*clothes sponsor*” which means their logo is displayed on clothes of the players. JIK also gets a reduced prize when they are advertising about their games in Jönköpings-Posten. They have been a sponsor to JIK since the club was formed. (JIK)¹⁹.

4.2 Regular vs. non-regular visitors

Several outcomes are gathered through conducting questionnaire. One of these outcomes is the overall purchase intention of the different types of sponsors and whether it is affected by the type of visitors. As it is argued that the purchasing intention is affected by the visitors’ awareness of a brand and their perception of the brand image. That is, to be able to answer the following research question:

RQ1: *Is the purchase intention towards JIK’s sponsors in general affected by the different types of visitors?*

The outcome shows that 17.3% of the non-regular visitors (blue) and 37.3% of regular visitors (brown) have no intention to purchase from any of the sponsors regardless whether the sponsor is linked or unlinked. The outcome also shows that 5.3% of non-regular visitors (purple) and 40% of regular visitors (green) have intention to purchase from any of the sponsors regardless of whether the sponsor is linked or unlinked. This indicates that the regular visitors have higher purchase intention than non-regular visitors.

A detailed description of the different types of visitors affecting the purchase intention is demonstrated in table (5) and figure (4).

¹⁶ <http://web.friskissvettis.se/om-friskis-svettis/historia> (29 March 2013).

¹⁷ Greger Andersson (22 March 2013).

¹⁸ <http://www.jonkopingsposten.se> (29 March 2013).

¹⁹ Greger Andersson (22 March 2013).

Regular vs. non-regular visitors	Overall purchase intention		
1	0	(1) Green	37.3%
1	1	(2) Brown	40%
0	1	(3) Purple	5.3%
0	0	(0) Blue	17.3%

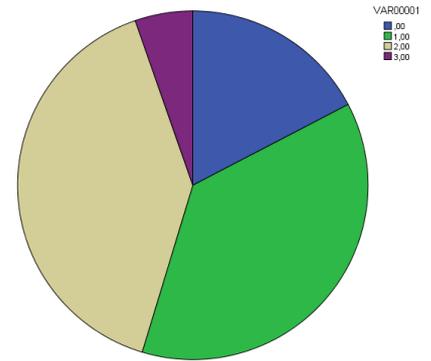


Table 5: The overall purchase intention of regular and non-regular visitors (conducted by the authors).

Figure 4: The overall purchase intention (conducted by the authors).

H₁: *The purchase intention towards JIK's sponsors in general is affected by the different type of visitors.*

Based on the gathered findings, the null hypothesis is accepted implying that the purchase intention is affected by the type of visitors. That is, the regular visitors have more purchase intention than non-regular visitors.

Other outcomes that are gathered through conducting questionnaire are presented in the following sections.

4.3 The effectiveness of sponsorship

To measure the effectiveness of sponsors the authors asked 150 participants of JIK's direct audience about their current brand awareness, brand image and purchase intention for each of the four sponsors. These results will assist the authors to answer the research question:

RQ2: *Do Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of the four sponsors of JIK?*

The collected data are obtained through asking the audience three questions, one about the brand awareness and one about brand image and their effect on the purchase intention as following: (1) Do you know that XXX is sponsoring JIK?, (2) What is your attitude towards XXX? and (3) Would you chose XXX before other stores when you are about the purchase XXX if you know that they are spon-soring JIK? (as it is shown in table 2).

A following multiple regression analysis is conducted by the use of SPSS in order to see if the brand awareness and brand image have a positive effect on purchasing intention of a brand.

This research question is answered by a hypothesis stated for each of the four sponsors:

H₂: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Intersport.*

In the case of Intersport the table below shows the multiple regression results from the questionnaire presented in SPSS. The “ β ” which stands for Beta indicated the negative and positive effect on the dependent variable.

Below is a presentation of the multiple regression of ***Intersport***:

Coefficients^a

Model		Coefficients			95,0% Confidence Interval for B		
		B	Std. Error	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-,220	,198	-1,114	,267	-,611	,171
	Brand awareness_IS	,306	,084	3,659	,000	,141	,471
	brand image_IS	,162	,047	3,417	,001	,068	,255

Table 6: Multiple regression of Intersport (conducted by the authors).

The beta (β in the table above) of brand awareness has a number of 0,306 and the brand image’s beta is 0,162. This means that the influence of these two factors in relation to purchase intention is positive since it is above 0. The beta represents the change in the dependent variable caused by the change in the independent variables. At first, the beta of Intersport’s brand awareness is said to increase the purchase intention by 0.306 given that the characteristics of this participant is *ceteris paribus* (stay the same). For example if they are not aware of that Intersport is sponsoring JIK the independent variable takes a form of 0 which is no. The result is that purchase intention is not increased by 0.306. On the other hand, if the participant knows that Intersport is sponsoring then a yes to an answer give a value of 1 which increases the purchase intention by 0.306. The second independent variable brand image increases by 0.162 for every point in the likert scale moving towards positive (from 1 to 5) in the purchase intention of Intersport.

With this known it is acceptable to not reject the hypothesis, current brand awareness and higher brand image do have a positive effect on the purchase intention.

H₃: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of HTH.*

Below is a presentation of the multiple regression of ***HTH***:

Coefficients^a

Model		Coefficients			95,0% Confidence Interval for B		
		B	Std. Error	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-,111	,099	-1,123	,263	-,306	,084
	Brand awareness_HTH	,303	,077	3,934	,000	,151	,455
	brand image_HTH	,092	,030	3,034	,003	,032	,152

Table 7: Multiple regression of HTH (conducted by the authors).

In this case of HTH as a sponsor the brand awareness' beta has a number of 0,303 and the brand image's beta is 0,092. This means that the influence of these two factors in relation to purchase intention is positive since it is above 0. At first, the beta of HTH's brand awareness is said to increase the purchase intention by 0.303 given that the characteristics of this participant is *ceteris paribus*. For example if they are not aware of that HTH is sponsoring JIK the independent variable takes a form of 0 which is no. The result is that a purchase intention is not increased by 0.303. On the other hand, if the participant knows that HTH is sponsoring then a yes to an answer give a value of 1 which increases the purchase intention by 0.303. The second independent variable brand image increases by 0.092 for every point in the likert scale moving towards positive (from 1 to 5) in the purchase intention of HTH.

With this known it is acceptable to not reject the hypothesis, current brand awareness and higher brand image do have a positive effect on the purchase intention.

H₄: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Friskis & Svettis.*

Below is a presentation of the multiple regression of ***Friskis & Svettis***:

Coefficients^a

Model		Unstandardized Coefficients			95,0% Confidence Interval for B		
		B	Std. Error	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-,564	,151	-3,736	,000	-,863	-,266
	Brand awareness_FS	,283	,070	4,014	,000	,144	,422
	brand image_FS	,227	,037	6,108	,000	,154	,301

Table 8: Multiple regression of Friskis & Svettis (conducted by the authors).

In this case of Friskis & Svettis as a sponsor the brand awareness' beta has a number of 0,283 and the brand image's beta is 0,227. This means that the influence of these two factors in relation to purchase intention is positive since it is above 0. At first, the beta of Friskis & Svettis's brand awareness is said to increase the purchase intention by 0.283 given that the characteristics of this participant is ceteris paribus. For example if they are not aware of that Friskis & Svettis is sponsoring JIK the independent variable takes a form of 0 which is no. The result is that a purchase intention is not increased by 0.283. On the other hand, if the participant knows that Friskis & Svettis is sponsoring then a yes to an answer give a value of 1 which increases the purchase intention by 0.283. The second independent variable brand image increases by 0.227 for every point in the likert scale moving towards positive (from 1 to 5) in the purchase intention of Friskis & Svettis.

With this known it is acceptable to not reject the hypothesis, current brand awareness and higher brand image do have a positive effect on the purchase intention.

H₅: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Jönköpings-Posten.*

Below is a presentation of the multiple regression of *Jönköpings-Posten*:

Coefficients^a

Model		Unstandardized Coefficients			Sig.	95,0% Confidence Interval for B	
		B	Std. Error	t		Lower Bound	Upper Bound
1	(Constant)	-,294	,116	-2,532	,012	-,523	-,065
	Brand awareness_JP	,289	,072	4,033	,000	,147	,431
	brand image_JP	,183	,033	5,606	,000	,119	,248

Table 9: Multiple regression Jönköpings-Posten (conducted by the authors).

In this case of Jönköpings-Posten as a sponsor the brand awareness' beta has a number of 0,289 and the brand image's beta is 0,183. This means that the influence of these two factors in relation to purchase intention is positive since it is above 0. At first, the beta of Jönköpings-Posten's brand awareness is said to increase the purchase intention by 0.289 given that the characteristics of this participant is ceteris paribus. For example if they are not aware of that Jönköpings-Posten is sponsoring JIK the independent variable takes a form of 0 which is no. The result is that a purchase intention is not increased by 0.289. On the other hand, if the participant knows that Jönköpings-Posten is sponsoring then a yes to an answer give a value of 1 which increases the purchase intention by 0.289. The second independent variable brand image increases by 0.183 for every point in the likert scale moving towards positive (from 1 to 5) in the purchase intention of Jönköpings-Posten.

With this known it is acceptable to not reject the hypothesis, current brand awareness and higher brand image do have a positive effect on the purchase intention.

4.4 Linked and unlinked sponsors

After presenting the level of brand awareness, brand image and purchase intention of each of the four different sponsors individually, in this part a combination of the two linked and the two unlinked sponsors is presented. That is, to test the hypothesis of whether there is a difference in the level of brand awareness, brand image and purchase intention between linked and unlinked sponsors. In addition to able to answer the following research question:

RQ3: *Are Brand Awareness, Brand Image and Purchase Intention the same for linked and unlinked sponsors of JIK?*

A two-tailed test is chosen since both sided of the t-distribution are used. Non-directional test is applied rather than directional test because the researchers want to test if the level of brand awareness, brand image and purchase intention for linked and unlinked sponsors are the same or if there is a difference between them.

The two linked sponsors (Intersport and Friskis & Svetis) are combined together and the average mean of each observation is calculated. That is, to determine the brand awareness, brand image and purchase intention for the linked sponsors regardless of whether they are international or national. The same procedure is done for the unlinked sponsors (HTH and Jönköpings-Posten). The aim of this combination is to calculate and observe the difference between the linked and unlinked sponsors in general and whether the purchase intention, which is affected by the brand awareness and brand image, is different for the linked sponsors compared to the unlinked.

One-sample t-test is conducted through SPSS to determine the brand awareness, brand image and purchase intention of both linked and unlinked sponsors. In the following table a comparison between linked and unlinked sponsors is presented.

One-Sample Test						
	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
BA _{Linked} - BA _{Unlinked}	8,969	149	,000	,27667	,2157	,3376
BI _{Linked} - BI _{Unlinked}	9,366	149	,000	,78667	,6207	,9526
PI _{Linked} - PI _{Unlinked}	6,547	149	,000	,22667	,1582	,2951

Table 10: Brand Awareness, Brand Image and Purchase Intention for linked and unlinked sponsors (conducted by the authors).

Brand awareness for linked and unlinked sponsors:

From the table (10) it is concluded that the brand awareness is higher for the linked sponsors compared to the unlinked sponsors. According to the table there is a significance difference between the brand awareness of linked and unlinked sponsors ($0.000 < 0.05$). The mean difference of the brand awareness is positive ($0.6667_{\text{Linked}} - 0.3900_{\text{Unlinked}} = 0.27667$). This indicates that visitors are more aware of the brand of linked sponsors rather than of the unlinked. A detailed table of the brand awareness of both linked and unlinked sponsors can be found in appendix (4).

Brand image for the linked and unlinked sponsors:

From the table (10) it is concluded that the brand image is higher for the linked sponsors compared to the unlinked sponsors. According to the table there is a significance difference between the brand image of the linked sponsors and unlinked sponsors ($0.000 < 0.05$). The mean difference of the brand image is positive ($4.1800_{\text{Linked}} - 3.3933_{\text{Unlinked}} = 0.78667$). This indicates that visitors have a higher perception of the brand image of linked sponsors compared to the unlinked sponsors. A detailed table of the brand image of both linked and unlinked sponsors can be found in appendix (4).

Purchase intention for the linked and unlinked sponsors:

From the table (10) it is concluded that the purchase intention is higher for the linked sponsors compared to the unlinked sponsors. According to the table there is a significance difference between the purchase intention of linked sponsors and unlinked sponsors ($0.000 < 0.05$). The mean difference of the purchase intention is positive ($0.6133_{\text{Linked}} - 0.3867_{\text{Unlinked}} = 0.22667$). This indicates that visitors have a higher intention to purchase from linked sponsors compared to the unlinked sponsors. A detailed table of the brand image of both linked and unlinked sponsors can be found in appendix (4).

The high purchase intention for the linked sponsors can also be concluded from the high brand awareness and the high brand image of the linked sponsors. Since the purchase intention is affected by the brand awareness and the brand image. Therefore, the higher the brand awareness and brand image the higher the purchase intention.

H₆: *The levels of Brand Awareness, Brand Image and Purchase Intention are the same for linked and unlinked sponsors.*

As a result the null hypothesis is rejected implying that the level of brand awareness, brand image and purchase intention are not the same for the linked sponsors and the unlinked sponsors. That is, there is a difference between them and that the linked sponsors have higher level of brand awareness, brand image and purchase intention than unlinked sponsors.

5 Analysis

This chapter presents the analysis of the empirical findings by reviewing the theories presented in the frame of references. The answers for the suggested research question and hypothesis are also presented and analysed in this chapter.

To be able to answer the questions of this research paper and to provide an accurate result, it is essential to analyse the empirical data. Thus, this chapter starts with analysing the sponsorship deals between JIK and its different sponsors and how they benefit from these deals. An analysis of the overall purchase intention of the regular and non-regular visitors is illustrated to determine their intention to purchase from any sponsor regardless of whether the sponsor is linked or unlinked. Further on, a determination of the brand awareness, brand image and purchase intention for each sponsor individually and for the combination of linked and unlinked sponsors is presented.

5.1 Sports sponsorship

According to the information gathered through the conducted interviews, it is concluded that JIK does not take into consideration the different types of sponsors (linked or unlinked) when entering a sponsorship deal. That is, diminishing the club's chances to benefit more from the sponsorship deals. The findings show that Intersport, HTH, Friskis & Svettis and Jönköpings-Posten is currently sponsoring JIK by using sponsorship as a marketing tool.

The linked sponsors in this case are sponsoring with more than just money. They are sponsoring with sport related items such as cloths, training equipment and discounts on memberships. Contrary, the unlinked sponsors do not have any sport related items to offer and therefore they are only sponsoring JIK with money.

The promotion in the marketing mix includes both advertising and sponsorship. These two tools are shown to be similar in various ways where both aim to expose their brands. When using advertising the aim is both to expose the brand and to promote a special product. When using sponsorship, the purpose is to get the audience to perceive their brand positively which in return generates a competitive advantage of the sponsor among competitors. The audience would therefore select JIK's sponsors before other companies because they are sponsoring JIK.

In order for both the sponsors and JIK to reach their goals, it is essential that they recognise and understand each other's goals and reach a deal that benefits them both. The sponsors' overall goal is to enhance their brand awareness and improve brand image which can lead to an increase in the purchase intention of the audience. On the other hand, JIKs goal is to get as much support as possible and to raise money for the club.

A detailed analysis of brand awareness and brand image and their effect on purchasing intention is presented in the following sections.

5.2 Regular vs. non-regular visitors

The audience is taken into consideration in this research paper as a factor affecting the effectiveness of sponsorship. As three different segments of audience are identified (participants and organizers of the event, direct and indirect), this research paper is only taking the direct audience of JIK into account. The direct audience in this case includes two types of visitors: regular and non-regular visitors.

The overall purchase intention of the regular and non-regular visitors is determined regardless of whether the sponsors are linked or unlinked. That is, to have an overview and better understanding of the purchase intention of these two types of visitors. Therefore to obtain a deeper understanding of this issue, the authors conduct a research in order to answer the following research question followed by a hypothesis:

RQ1: *Is the purchase intention towards JIK's sponsors in general affected by the different types of visitors?*

H₀: *The purchase intention towards JIK's sponsors in general is affected by the different types of visitors.*

Based on the case of JIK, it is found that the regular visitors have a higher purchase intention of 40% compared to non-regular visitors in which is only 5%. That is, the regular visitors consider the sponsorship as a tool to support their club and therefore they will choose to purchase from any company only because it is sponsoring JIK. A positive association can be identified, that is, the more the visitors are involved and visiting the games of JIK regularly, the higher their purchase intention to any of the sponsors are (figure 5). Contrary, there is a negative association between non-regular visitors and purchase intention. Non-regular visitors are less concerned in supporting the club and therefore have less interest in the sponsors of JIK (figure 6).



Figure 5: Positive association (conducted by the authors).



Figure 6: Negative association (conducted by the authors).

It can be concluded that the type of visitors can affect the purchase intention. Regular visitors have a higher intention to purchase from sponsors of JIK compared to non-regular visitors. Thus, they can affect the purchase intention which in return will have a positive effect on the sponsorship deals. This contributes to a positive effect for both JIK and its sponsors due to satisfied sponsors.

5.3 The effectiveness of sponsorship

Speed and Thompson (2000) argue that brand awareness and brand image are factors that have a positive effect on the sponsorship which will result in a purchase intention.

Keller (1993 cited in Chi, Yeh and Yang, 2009) argues that the most important factor of the brand awareness is the name of the brand. By sponsoring JIK this can influence the audience to create an association between the sponsors and JIK. Since the audience is positive towards JIK, their perception of the sponsors' brands will be more positive as well. The brand image of a sponsor perceived by the audience can have both positive and negative outcomes. When sponsors are sponsoring JIK their objective is to create a positive brand image in the mind of the direct audience. Therefore a measurement of the current brand image that the audience holds about the sponsors is about to affect their purchase intention of this particular brand.

Later studies of Fahy et al. (2004) state that this positive outcome in purchase intention is not a guarantee anymore. Several factors have shown to affect this outcome and the two main objectives are brand awareness and brand image. Therefore to obtain a deeper understanding of this issue, the authors conduct a research in order to answer the research questions followed by four hypotheses for each individual sponsor.

RQ2: *Do Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of the four sponsors of JIK?*

H₂: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Intersport.*

H₃: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of HTH.*

H₄: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Friskis & Sveltis.*

H₅: *Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of Jönköpings-Posten.*

The betas of both brand awareness and brand image are shown to be positive towards the purchase intention for each one of the sponsors. This is shown in the result when the authors test the gathered data in a multiple regression analysis. Given that Intersport, HTH, Friskis & Sveltis and Jönköpings-Posten are four sponsors of JIK, the audience tends to purchase from them just because they are sponsoring JIK. As the decision buying process is not always followed systematically, it can lead to a purchase through various patterns.

Interestingly, these two factors of brand awareness and brand image could also create a need or problem awareness (step 1 in the decision buying process) for the audience since they are committed to JIK. When a need is identified (step 1) and the customer is searching for information he/she tends to remember the sponsor's brand. This results in an awareness of the sponsor's brand and its attributes which is the brand image associated with JIK.

This is what makes the sponsor’s brand becomes an alternative in the next step. The brand awareness and brand image of the sponsors are tended to be most critical factors when the audience is evaluating the alternatives (step 3 in the buying decision process) before a purchase. The audience tends to purchase from these sponsors when they are evaluating the alternatives because the sponsor’s pro list contains the association with JIK.. In this case the audience has planned to purchase a product/service and choose to purchase from the sponsors of JIK after they searched for information about other brands just because they are sponsoring JIK. This is measured by asking the question of “*Would you chose XXX before other stores when you are about the purchase XXX if you know that they are sponsoring JIK?*”. A demonstration of the different steps in buyer decision process is in figure (7).

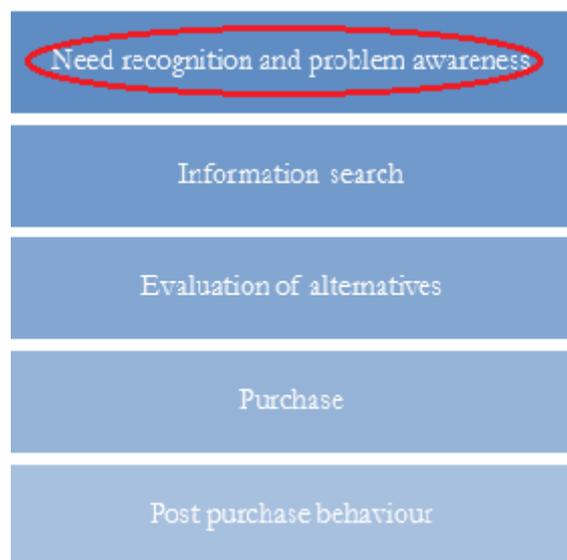


Figure 7: Buyer decision process (Kotler and Armstrong, 2008, p.265).

As the various sponsors are creating a general message to the audience when sponsoring JIK, the message of “*we sponsor the club you are supporting*”, can generate a need for information search (step 2 in the buying decision process). As this general message attains the audience’s attention it can trigger questions to the audience such as “*why are these sponsors sponsoring JIK?*” Mazodier and Merunka (2012). The phenomena of “*paired-associated learning task*” that is discussed by Cornwell (2008, p.47) can in this case of JIK trigger a thought of the sponsors when the audience thinks about JIK. Further the thought of the sponsors can lead to that the audience seeks information about the sponsor in order to answer the question of why the sponsor is actually sponsoring. This new information about a sponsor’s brand can be a starting point in the decision buying process for the audience. As they obtain new information about a brand the brand awareness enhance and a positive image emerges.

5.4 Linked and unlinked sponsors

The two linked sponsors (Intersport and Friskis & Sveltis) are combined together as well as the two unlinked sponsors (HTH and Jönköpings-Posten) in order to conduct a test of

whether the brand awareness, brand image and purchase intention for linked and unlinked are the same. In addition, the result of this test shows which type of sponsors contribute to a more effective sponsorship deal. Therefore to obtain a deeper understanding of this issue, the authors conduct a research in order to answer the research question followed by a hypothesis:

RQ3: *Are Brand Awareness, Brand Image and Purchase Intention the same for linked and unlinked sponsors of JIK?*

H₆: *The levels of Brand Awareness, Brand Image and Purchase Intention are the same for linked and unlinked sponsors.*

The choice of the sponsors is based upon how the sponsors are linked to JIK. Thus, the linked sponsors (Intersport and Friskis & Svettis) are linked with JIK in the form functional and image. That is, these sponsors have a congruence or relation to sport in terms of that the companies operate in the sports industry. On the other hand, the unlinked sponsors (HTH and Jönköpings-Posten) are not linked to JIK in any form and they do not have any involvement in sports.

Based on the case study of JIK, the authors find that both types of sponsors, linked and unlinked, have positive brand awareness, brand image and purchase intention. Though, a difference can be identified between linked and unlinked sponsors in terms of level of brand awareness, brand image and purchase intention. It is shown in the result from the tests of mean difference which correspond to H₆ that linked sponsors have a higher brand awareness, brand image and purchase intention than the unlinked sponsors.

Brand awareness for linked and unlinked sponsors:

It is found that the linked sponsors have a higher brand awareness than the unlinked sponsors. That is, an association or a link between JIK and its sponsors can enhance brand awareness. JIK's visitors are more aware of Intersport and Friskis & Svettis because those sponsors are involved in sport like JIK. As the thought of JIK enhance the thought of its sport related sponsors. It is more beneficial for the linked sponsors to sponsors JIK than it is for the unlinked sponsors due to obtaining a higher brand awareness. Since this is not taken into consideration when entering a sponsorship deal, this new knowledge can in the future assists JIK to negotiate for better sponsorship deals. This also aids the sponsors to know more about what the effect of their sponsorship deals.

Brand image for linked and unlinked sponsors:

It is found that JIK's audience perceive the brand of Intersport and Friskis & Svettis combined together more positively than the brand of HTH and Jönköpings-Posten. Thus, the higher the congruence between JIK and its sponsors (i.e. linked sponsors) the more positive brand image is transferred to the mind of JIK's visitors. Contrary, a low congruence (i.e. unlinked sponsors) will result in a less positive brand image.

Purchase intention for linked and unlinked sponsors:

It is found that JIK's visitors have a higher intention to purchase from the linked sponsors rather than from the unlinked sponsors. That is because of the high brand awareness and the positive brand image that the linked sponsors have. It is concluded that purchase intention is affected positively by the high brand awareness and the high brand image.

These findings support the theory of Olson and Thjømmøe (2011 cited in Cornwell et al., 2006) that the linked sponsors have a higher positive impact on purchase intention compared to the unlinked sponsors. As Coppetti, et al., (2009) support the theory of that unlinked sponsors are less likely to be successful, the findings demonstrate a similar result. Through these findings, the assumptions of Mazodier and Merunka (2012) about that unlinked sponsors can be more successful than linked sponsors is not supported by the findings.

6 Conclusion

This chapter draws a conclusion of this thesis and answers the research questions. At this stage the authors of this paper fulfil the research purpose by presenting the final result.

Three research questions are formulated in order to investigate whether sport audience has better brand awareness, brand image and purchase intention of linked or unlinked sponsors. The authors of this paper start by an overall determination of the purchase intention. A more in depth investigation of the brand awareness, brand image and purchase intention of each of the selected sponsors is made. Finally, to reach the purpose of this paper successfully a comparison between the linked and unlinked sponsors is conducted.

RQ1: *Is the purchase intention towards JIK's sponsors in general is affected by the different types of visitors?*

It is shown that the overall purchase intention is affected by the type of visitors. The regular visitors have a high intention to purchase from any of JIK's sponsors (40%). That is because they are more involved and attached to JIK. Contrary, the non-regular visitors have a low purchase intention (5%). As a conclusion to this, when visitors are regularly visiting and watching games in a sport arena the more knowledge they will have about it. Therefore they will have more intention to purchase from the sponsors

RQ2: *Do Brand Awareness and Brand Image have a positive effect on the Purchasing Intention of the four sponsors of JIK?*

In this case the investigation shows a positive result in the test of whether brand awareness and brand image have a positive effect on the purchase intention. In the multiple regression for the four chosen sponsors of JIK, the outcome is positive both for the brand awareness as well as for the brand image. This indicates that the audience will chose to purchase from the sponsors of JIK just because they are sponsoring. Therefore by this study of JIK, the authors claim that the sponsors attain their objectives of enhancing brand awareness and improving brand image which contribute to a purchase.

RQ3: *Are Brand Awareness, Brand Image and Purchase Intention the same for linked and unlinked sponsors of JIK?*

The final result shows that the effectiveness of sponsorship is affected positively by the two types of sponsors. However, when there is a link between the sponsor and JIK both the brand awareness, brand image and purchase intention are higher compared when there is no link i.e. unlinked sponsors. A conclusion to this, it is more beneficial for a linked company to sponsor than it is for unlinked. Both sponsors and sponsee can benefit more if they take into consideration the different types of sponsors and the higher positive effect that linked sponsors have. A sponsor and a sponsee should therefore operate in the same industry to maximize their outcomes from a sponsorship deal.

7 Discussion

This chapter discusses and critically reflect upon the research paper and whether methods and theories are well used in reaching the purpose of this thesis. In addition, authors discuss what is interesting to be further researched.

As this research aims to provide an explanation of whether a difference exists between linked and unlinked sponsors, the authors aim to investigate in the purchase intention of audience and how it is affected by the brand awareness and brand image towards the two different types of sponsors.

The outcome of this research is generated from a sample size of 150 people and not from the whole population. Thus, the result can be more accurate if the sample size is larger due to a greater reflection of the whole population. In addition, measuring the purchase intention and brand awareness can be done by using a likert scale rather than a yes/no question. That is, to provide more precise answers which cannot be measured by using binary questions. However, the use of the likert scale in this investigation is not desired since attaining a result between the range of yes/no does not meet the aim of this thesis. The authors aim is to attain result of two outcomes; (1) if they are aware of the brand (yes/no) and (2) if they are to purchase from the brand (yes/no).

As the investigation shows that the regular visitors have a higher purchase intention compared to non-regular visitors. Therefore it is more beneficial for the sponsors to target the regular visitors since they have a higher awareness and better perception of sponsors' brand image. It is also valuable for the sponsee since regular visitors are more positive and supportive to the sports club. In this investigation the regular visitors are 77% compared to non-regular visitors which are only 23%. Therefore, the type of visitors is not taken into account while determining brand awareness, brand image and purchase intention for a specific sponsors. This can be further used as another independent variable when estimating the purchase intention of a specific brand.

Brand awareness, brand image and purchase intention are determined for each of the four sponsors separately. That is, to examine and provide a better understanding of how the brand awareness, brand image can affect the purchase intention of audience. The selection of these sponsors is based on the type and size of each sponsor. Therefore, two linked and two unlinked sponsors whereas one international and national in each type are selected. Due to the time limitation the size of sponsors is only taken into consideration during the selection of the four sponsors. This could be interesting to further investigate whether the result differs among different sizes of sponsors

To provide an explanation of whether there is a difference between linked and unlinked sponsors, the two linked and the two unlinked sponsors are combined together. The difference is measured in terms of brand awareness, brand image and purchase intention. That

is, to provide a general overview of the linked and unlinked sponsors regardless of the size and which brand.

To go deeper into this subject of the different types of sponsors (linked and unlinked) and the effectiveness of sponsoring a sports club a further investigation is suggested. Conducting interviews with the sponsors in order to identify and examine their main objectives from their perspective.

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Appendix

Appendix (1) Questionnaire:

1. How many times per season do you visit a JIK game?
1-3 4 or more
2. What is the reason to your visit to the game today?
Relationship to a player No relation, just here to support the club
3. If you know that a company is sponsoring JIK, does that affect your choice of company when you are to buy a product??
Yes No
4. Do you know if Intersport is a sponsor to JIK?
Yes No
Would you chose Intersport before other stores when you are about the purchase sport equipment if you know that they are sponsoring JIK?
Yes No
What is your attitude towards Intersport?
Negative 1 2 3 4 5 Positive
5. Do you know if HTH is a sponsor to JIK?
Yes No
Would you chose HTH before other stores when you are about the purchase a kitchen if you know that they are sponsoring JIK?
Yes No
What is your attitude towards HTH?
Negative 1 2 3 4 5 Positive
6. Do you know if Friskis & Svettis is a sponsor to JIK?
Yes No
Would you chose Friskis & Svettis before other stores when you are about the purchase a gym card if you know that they are sponsoring JIK?
Yes No
What is your attitude towards Friskis & Svettis?
Negative 1 2 3 4 5 Positive
7. Do you know if Jönköpings-Posten is a sponsor to JIK?
Yes No
Would you chose Jönköpings-Posten before other stores when you are about the purchase a newspaper if you know that they are sponsoring JIK?
Yes No
What is your attitude towards Jönköpings-Posten?
Negative 1 2 3 4 5 Positive

Appendix (2) Interviews' Questions and Answers:

Two interviews are conducted with Greger Andersson on 7 March 2013 and 22 March 2013. The two interviews are held in the home arena of JIK (Idrottsbuset).

1. How do you keep track of your members?

We have around 550 members, these consists of the players of JIK who pays a fee to play with us. And their family members. Family members can also pay a fee to be members to support the club.

2. Do you have a fan club?

No, we don't have a fan club where you pay to be a member, only the previous mentioned that is only for the players. We have a Facebook page where fans can go in and "like" us.

3. Is the Facebook page official? (Belongs to JIK)

Yes, we use the Facebook page to market us with. It is a part of our marketing strategy.

4. How many viewers/visitors JIK has on average? Is there a difference depending on which team that is playing?

To the men's A-team there is about 800 visitors and to the women A-team there is about 200 visitors. And for the younger teams, it varies.

5. How many games are there left this season? (Home in Jönköping)

One home-game and two away-games. And one tournament here in Jönköping.

6. When is the seasonal period for your games?

September-April.

7. What is the "Swedish super league" ?

It is the highest league that the A-teams are playing in. All floorball teams goal is to be as high in the floorball league as possible. There are 12 men and 12 women's team playing in the league. Our position in the league this season has not been determined yet. We have played in the highest league for 22 seasons which is very good, no gold medals yet though.

8. Do all teams have the same sponsors?

Yes, the sponsors are sponsoring the whole team although, the "match-clothes" is not the same. The cloths for the A-team for men and women are almost the same. Only Intersport and Unihoc is on everybody's cloths. Then it varies with the younger teams. But we are aiming to get the same cloths for everyone.

9. Do you change sponsors often?

Yes, If we lose one series (placement), sponsors will drop out. The sponsors are very aware of how we are doing. If we lose (the men's A-team) and the season goes bad then the sponsorships will be negotiated again. Both they and we have to evaluate if it is a good deal. Some of them drop of when it is bad and only want to be seen when it is "top notch"

10. Do you consider whether the sponsor is sport related or not (Linked/unlinked)?

No, as long as they want to sponsor us, we don't care which business they are in. I don't really know what linked/unlinked means (we explain the difference) No, it does not matter if they are linked or unlinked, mostly they are sponsoring with money and then it does not matter what kind of company

11. Are the sponsors who contact you or do you contact them?

We contact the sponsors in 98% of the times.

12. What do they want from sponsorship? Does it meet your requirements?

There are no "stupid" business men left, everyone wants something back and make money of it. Either they are using an existing sponsorship package or we negotiate a deal with them individually so it will be beneficial for us both.

13. According to the information on the official website, JIK has different types of sponsors, what are the differences?

Gold sponsors will invest 50 000 SEK and they will receive:

- 2 sarge advertising
- 20 tickets to one home game
- 2 year passes with reserved places with access to the VIP room.
- 1 banner on the short side in the arena
- Logotype on the webpage (clickable), on the gold sponsor banner and on the "klappers"
- 2 seats to an annual event organized by JIK
- Radio-spot during the game
- During one game per season all that is included in "game sponsor"

Silver sponsors will invest 25 000 SEK and will receive:

- 2 sarge advertising
- Company name on the webpage
- 10 tickets to one home game
- 2 year passes with reserved places with access to the VIP room
- 2 seats to an annual event organized by JIK
- Kick-off

Bronze sponsors will invest 10 000 SEK and will receive:

- One banner on the short side in the arena
- Company name on the webpage
- Kick-off

Game sponsors will invest 10 000 SEK and will receive during one game per season:

- Radio-spot your “jingle” will be played during the game.
- Reserved seats
- Chose the player of the game.
- Ad in the game program and get to give out a flyer in the game program.
- Ad in several newspapers.
- The possibility to show your business during the game.

Sponsor rollup: This is only available to the men and women’s team. All of the players here have a 2 m high rollup displayed in the arena during their games. On this rollup there is a full-size picture of the player and the logo of the sponsors that are sponsoring The sponsor will invest 9900 SEK (men’s team) and 6000 SEK (women’s team) and they are sponsoring the players individually. The company’s logo will be displayed on the rollup, in the programs and on the big screen TV when the player is presented.

Sarge advertising: The sarge is the “ring” around the playing field. The sponsor can invest to be shown here during the games. There are three different packages;

- Long-side by the TV: (6 banners) 30 000 SEK
- Short-side (behind the goal) 20 000 SEK
- Long-side: 15 000 SEK

“Clothes sponsor”: The sponsors can buy a spot on the cloths the players are wearing during the game. There are several places on the cloths to “buy” and the prize differs depending on place and which of the teams they want to sponsor. The men and women’s team are displayed on TV and newspapers during the whole season.

14. Who are the local sponsors of JIK? (companies from Jönköping)

See the website, all of the sponsors are listed there.

15. Name two sponsors that are national, one unlinked and one linked

Intersport and HTH.

16. Name two sponsors that are international, one unlinked and one linked

Friskis & Svettis and Jönköpings-Posten.

17. Do you have different discounts with the different sponsors?

Right now we have free entrance to Harrys/Sliver if you show them the ticket. We want to expand in the fall with a whole night at Harrys. It is under development.

Kickback at Holmgrensbil, if you mention JIK there, JIK will get it back. (He did not say what) The only thing the customer gets is a safety that they have a contact person there. A face to recognize. We have had other companies on the back of the ticket but we have terminated the cooperation with them since they didn't pay in time. But those companies will be anonymous.

18. How is HTH sponsoring you? What kind of sponsor are they?

They are a "bronze sponsor" and a "clothes sponsor".

19. How is Friskis & svettis sponsoring you? What kind of sponsor are they?

Gold and "sarge sponsor". They are offering a discount on the membership for our members. They are one of our most important sponsors since they are sponsoring with both money and a discount.

20. How is Jönköpings-Posten sponsoring you? What kind of sponsor are they?

Bronze and "clothes sponsor". We get a discount when we are advertising in their newspaper about the club and our games.

21. How is Intersport sponsoring you? What kind of sponsor are they?

Gold and "clothes sponsor". Money and equipment. They are the main sponsor for JIK and are sponsoring us exclusively with equipment. They organize a "club evening" twice a year for our members. 550 members will shop at your store and their families, about 1500 SEK/time and in return they offer discount with member nights twice a year.

22. How long have these four been sponsoring you?

Intersport and Jönköpings-Posten have been sponsors since the club was formed. HTH and Friskis & svettis have been sponsors for three years

23. Tell us about the evening that Intersport is organizing every year.

The players in the A-teams are there to give autographs to the younger children. Discounts and special price on training packages.

Appendix (3) Data Descriptive:

Item Statistics			
	Mean	Std. Deviation	N
REGULAR/NON REGULAR	,77	,420	150
OVERALL PURCHASE	,45	,499	150
brand image_IS	4,31	,743	150
Brand awareness_IS	,77	,420	150
purchase intention_IS	,71	,454	150
brand image_HTH	3,21	1,139	150
Brand awareness_HTH	,27	,447	150
purchase intention_HTH	,27	,444	150
brand image_FS	4,05	,944	150
Brand awareness_FS	,56	,498	150
purchase intention_FS	,51	,501	150
brand image_JP	3,57	1,101	150
Brand awareness_JP	,51	,502	150
purchase intention_JP	,51	,502	150

Appendix (4) SPSS Tables:

- **Brand awareness for linked and unlinked:**

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brand awareness_UNLINKED	13,059	149	,000	,3900	,331	,449
Brand awareness_LINKED	21,836	149	,000	,6667	,606	,727

- **Brand image for linked and unlinked:**

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
brand image_UNLINKED	43,776	149	,000	3,3933	3,240	3,547
brand image_LINKED	75,154	149	,000	4,1800	4,070	4,290

- **Purchase intention for linked and unlinked:**

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
purchase intention_UNLINKED	12,745	149	,000	,3867	,327	,447
purchase intention_LINKED	18,688	149	,000	,6133	,548	,678