

MEASURING THE EFFECTIVENESS OF COMMERCIAL SPONSORSHIPS IN  
INTERCOLLEGIATE ATHLETICS

By

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by

Windy Dees

This document is dedicated to my late father, Tommy Dees, and to the rest of my family.  
Thank you for making me who I am today. I love you all.

## ACKNOWLEDGMENTS

I would like to thank my entire committee for all of their knowledge and guidance. It has been a long, winding journey, but it has led me to a better place. They have all my gratitude and respect.

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Abstract of a Thesis Presented to the Graduate School  
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MEASURING THE EFFECTIVENESS OF COMMERCIAL SPONSORSHIPS IN  
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Commercial sponsorship (CS), also known as corporate sponsorship, is currently one of the most utilized forms of marketing communication. Commercial sponsorship has become a preferred and viable force for many companies determined to expand and leverage products in today's lucrative sports market. Commercial sponsorship marketing communication is "an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity." The purpose of this study was to evaluate the effectiveness of CS of an elite intercollegiate football program by analyzing the constructs of awareness, favorable disposition, goodwill, fan involvement, and purchase intentions. The results of the study indicated that, with the exception of awareness, all of the constructs positively and significantly impacted consumers' attitudinal and behavioral responses to CS. Therefore, corporations and

sports marketers alike can benefit from investing in CS. Scholars would also benefit from further research in this important facet of marketing communication.

## CHAPTER 1 INTRODUCTION

Marketing communication takes various forms that serve different purposes depending on the product, company, consumer, and event. Commercial sponsorship (CS), also known as corporate sponsorship, is currently one of the fastest growing forms of marketing communication (Meenaghan, 2001). CS has become the driving force for many companies determined to expand and leverage products in today's lucrative sports market. CS marketing communication is "an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity" (Madrigal, 2001, p.147; Meenaghan, 1991, p.36).

CS has become an integral part of the marketing strategy of many companies. Corporations are investing large percentages of their advertising dollars into sporting event sponsorships in hopes of attracting sports consumers to their respective products and services (Mullin, Hardy, & Sutton, 2000; Nicholls, Roslow, & Laskey, 1994). The amount of advertising dollars spent in the United States on corporate sponsorships increased from \$850 million in 1985 to \$8.7 billion in 2000 (International Event Group, 2000). These amounts only represent the price associated with the purchase of property rights required to secure the event and do not include the almost equal amount spent on the utilization and development of the entire activity. Clearly, CS has become an integral and strategic investment for many industries seeking to target the sports consumer.

A major rationale for the use of corporate sponsorships is to connect with consumers and create a desire within those consumers, via the event medium, to purchase

products or services from these corporations. Sponsors anticipate that the emotional connection consumers feel toward the event will link them to their company, and the positive feelings will transfer to their products and services (Madrigal, 2001). When consumers make the decision to purchase these products and services from a sponsoring company, then that company has produced what is called a Return on Investment (ROI). Daniels and Radebaugh (1998, p.9) define ROI as “the amount of profit, sometimes measured before and sometimes after the payment of taxes, divided by the amount of investment.” ROI is an important goal for a commercial sponsor because it means that the marketing message has not only reached the target audience, but the funds invested to produce the message have returned a profit.

The effect an advertisement has on consumers is important to businesses, advertisers, and scholars alike due to the desire to understand the relationship between advertising and purchase decisions or ROI. Marketing and advertising scholars have made an exhaustive effort to understand the effectiveness of advertising on the consumer. Many of these scholars list cognitive, affective, and experience effects as central and important effects of advertising (Hall, 2002). Recently, scholars have theorized that sponsorship affects consumers in a distinctive manner. For example, Meenaghan (2001) suggests the variables of awareness, favorable disposition, goodwill, and fan involvement can specifically affect consumers' purchase intentions.

As a form of marketing communications, commercial sponsorships are separate and unique from traditional advertising. For example, traditional advertising includes television commercials and print ads in magazines or newspapers. In comparison,

sponsorship typically includes on site event signage, verbal recognition, and media guides.

There are four distinct ways in which sponsorship differs from advertising (Meenaghan, 2001). First, sponsorship can be viewed as more beneficial to consumers than advertising. When a company sponsors an event, team, or cause, they are seen as a contributor to the community (Meenaghan, 2001). Consumers believe the sponsor is supporting an activity and the individuals involved. Consumers often view advertising as less altruistic because the perceived goal is to generate revenue, whereas sponsorship places more emphasis on the benefits to society.

Second, sponsorship can be viewed as indirect and subtle, comparatively to advertising, which is usually viewed as being more direct and forceful (Meenaghan, 2001). Sponsorship messages are less conspicuous than those found in conventional advertising. The sponsorship communication normally consists of the company's name and logo with a brief slogan to catch the spectators' attention (Lardinoit & Derbaix, 2001). Advertising is directed at consumers with the purpose of maintaining their full attention for the duration of the message.

Third, the intent to persuade in sponsorship is usually disguised while the intent to persuade in advertising is overt (Meenaghan, 2001). Sponsorship messages or communications often give consumers the impression that the company is only seeking recognition or affiliation with the event. Advertising openly propositions the consumer to purchase products or services through commercials that often interrupt the flow of the game.

Lastly, sponsorship communications generally create a low state of alertness within the consumer during exposure, whereas advertising seeks to grasp the individual's attention and retain their alertness. Sponsorships emerge from the relaxing environment of a social or sporting event and allow the consumer to scan the message on his or her own accord (Madrigal, 2001). This puts the consumer at ease and lowers his or her defense mechanisms (Meenaghan, 2001). Advertising consistently reminds the consumer why he or she should purchase a product or service, and this repeated persuasion can result in elevated defense mechanisms of the viewer.

Sponsorship originated from the field of advertising, and although there is extensive research and scholarship on the latter, sponsorship requires further exploration. A need exists to further analyze CS and examine how it affects consumers and their attitudes and behaviors. CS and its effectiveness on consumers' purchase intentions is a relatively novel concept, and only within the last decade was a theoretical basis for this process proposed.

### **Theoretical Framework**

Theories describing how advertising works have been formulated for over a century. The original model was AIDA (Attention-Interest-Desire-Action) which was developed by E. St. Elmo Lewis in 1898 (Vakratsas & Ambler, 1999). This model introduced the idea that consumers apply previous beliefs, attitudes, and experiences in a hierarchical manner to form their behaviors, including purchase intentions. Consumers receive the message that is presented, they recall prior feelings or knowledge of a product or service, and formulate a decision about the advertising message.

The Persuasive Hierarchy Model is another way to explain consumers' reactions to an advertising message in a systematic manner. In the concept of a hierarchy of effects,

things must take place in a specific order to achieve certain results. The purpose of this type of model is to first inform and then persuade (Vakratsas and Ambler, 1999). This means the earlier effects are precursors to later effects and are the most important facet of the model (Aaker & Day, 1984; Colley, 1961; Greenwald, 1968; Lavidge & Steiner, 1961; McGuire, 1968; Robertson, 1971; Rogers, 1962; Wright, 1973). Therefore, a sponsorship activation must inform consumers what brand, product, or service is being promoted, create a positive emotion within the consumer, and then persuade them to display a specific behavior, such as intent to purchase. The pattern demonstrated here, which is the foundation for the persuasive hierarchy model as well as this research study, is Cognition – Affect – Behavior. Vakratsas and Ambler (1999) refer to these three facets as intermediate responses. Intermediate responses begin with the mental effects of advertising and move to the behavioral effects of advertising. This systematic, hierarchical process also includes two mediating factors and they are awareness and attitude-toward-ad or favorable disposition. These two factors of individual responses to advertising directly affect the outcomes of this hierarchical model (MacKenzie & Lutz, 1989; MacKenzie, Lutz, & Belch, 1986). Sponsorship, like advertising, is a message or input for the consumer, and these modes of marketing communication create various outputs or responses. According to Madrigal (2001), “The central feature of a beliefs – attitude – intentions hierarchy is that beliefs represent the basis for an attitude toward engaging in a specific behavior” (p.150).

Building upon the effects of advertising on consumers as described by Vakratsas and Ambler (1999), Meenaghan (2001) described the specific effect of sponsorship on the consumer. Meenaghan (2001) identifies goodwill, image transfer, and fan

involvement as the three central variables that differentiate sponsorship from advertising. Sponsorship differs from traditional advertising that utilizes blatant sales strategies (e.g. television commercials). These sponsorship traits and their relationships to one another create a unique environment where the consumer is subtly introduced to the marketing message. Meenaghan's (2001) model served as the theoretical foundation for this investigation.

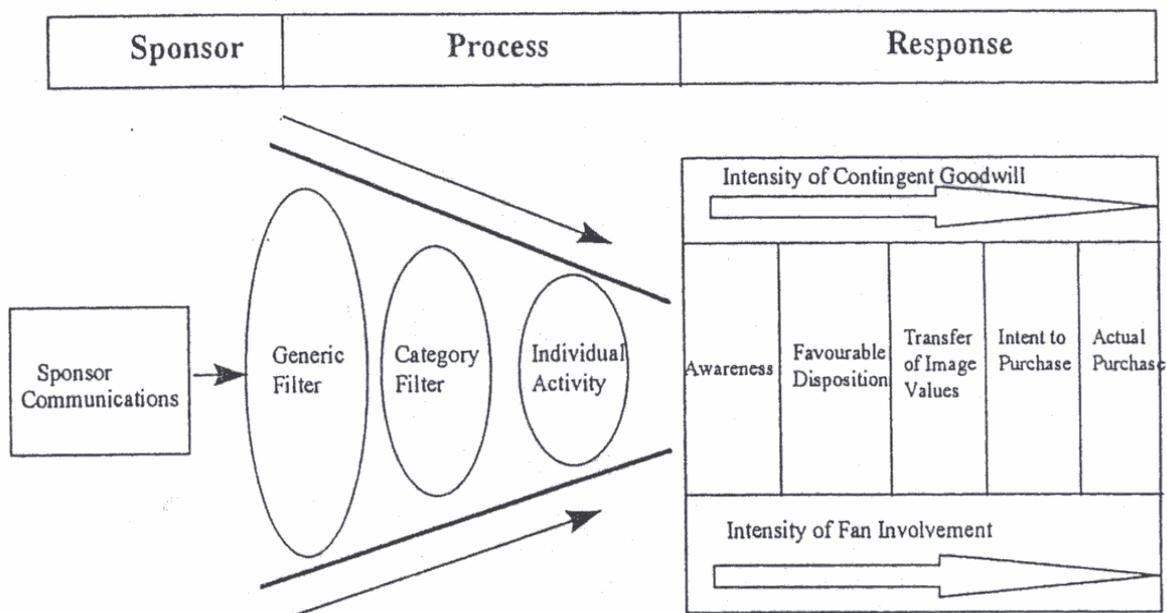


Figure 1-1. Meenaghan's (2001) Framework of Sponsorship Effects.

### Statement of Problem

Due to the fact that commercial sponsorship has become a major form of marketing communication, it is necessary to continually study this phenomenon in an effort to determine its impact on consumers and their perceptions of commercial sponsors and their products and services. There is a plethora of original research, position papers, and theoretical manuscripts exploring the topic of advertising effectiveness (Vakratsas & Ambler, 1999). While there is a wealth of scholarship on sponsorship, a relative paucity

of original research exists on the effectiveness of CS. An even greater disparity exists regarding the effects of awareness, favorable disposition, goodwill, fan involvement, and purchase intentions as they relate to CS.

The purpose of this study was to analyze the effects of intercollegiate sport sponsorship of an elite intercollegiate football program. Meenaghan's (2001) framework for understanding the process of sponsorship effects served as the theoretical foundation for the study. Thus, awareness, favorable disposition, goodwill, fan involvement, and purchase intentions are the independent variables in the investigation.

### **Rationale for the Study**

The review of literature indicates that commercial sponsorship has become an integral part of marketing communications. This phenomenon warrants further research seeking to better understand the effects of sport sponsorship and the advantages it possesses over conventional advertising methods. With additional information and evidence on sport sponsorships, the understanding of this area and the scope of its effectiveness could be improved.

This study will focus on the five constructs affecting sponsorship effectiveness, namely, awareness, favorable disposition, goodwill, fan involvement, and purchase intentions. Because these constructs can impact consumer perceptions of sponsors as well as their products and services, more attention and analysis is needed to determine how they can be enhanced within sport sponsorship. Based upon a review of relevant literature, the following model was modified from Meenaghan's (2001) model of sponsorship effects to display how the five constructs would be examined in relation to one another in this study.

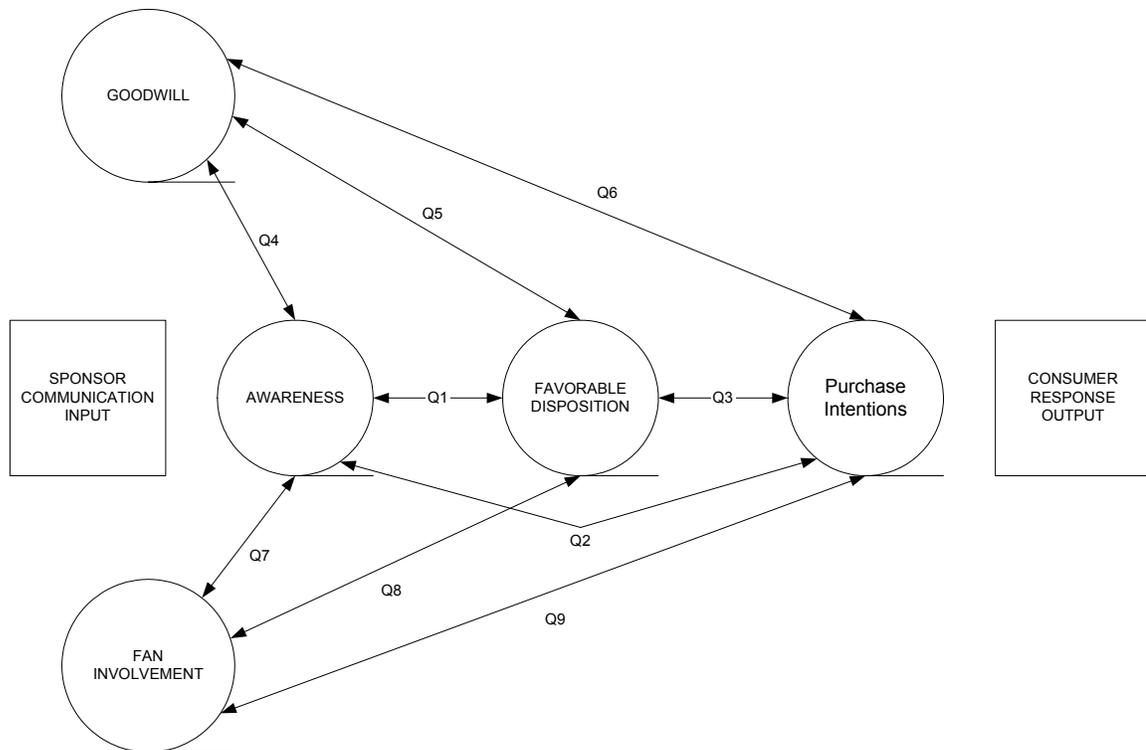


Figure 1-2. Model of the Process of Sponsorship Effectiveness.

### Research Questions

The following research questions will be explored in this study:

- Q<sub>1</sub> – Will participants who have higher levels of awareness of corporate sponsorships display a more favorable disposition than participants with lower levels of awareness?
- Q<sub>2</sub> – Will participants who have higher levels of awareness of corporate sponsorships display stronger purchase intentions than participants with lower levels of awareness?
- Q<sub>3</sub> – Will participants who have higher levels of favorable disposition display stronger purchase intentions than participants with lower levels of favorable disposition?
- Q<sub>4</sub> – Will participants who have higher levels of goodwill display higher levels of awareness of corporate sponsorships than participants with lower levels of goodwill?
- Q<sub>5</sub> – Will participants who have higher levels of goodwill display higher levels of favorable disposition than participants with lower levels of goodwill?
- Q<sub>6</sub> – Will participants who have higher levels of goodwill display stronger purchase intentions than participants with lower levels of goodwill?
- Q<sub>7</sub> – Will participants who have higher levels of fan involvement display higher levels of awareness of corporate sponsorships than participants with lower levels of fan involvement?

- Q<sub>8</sub> – Will participants who have higher levels of fan involvement display higher levels of favorable disposition than participants with lower levels of fan involvement?
- Q<sub>9</sub> – Will participants who have higher levels of fan involvement display stronger purchase intentions than participants with lower levels of fan involvement?

### **Definitions of Terms**

The terms used throughout this study are defined below:

**Awareness** is the consumer's ability to recall or recognize the sponsor communications input, either completely from memory, or with verbal or written cues (du Plessis, 1994).

**Commercial Sponsorship** is “an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity” (Madrigal, 2001, p.147; Meenaghan, 1991, p.36).

**Construct** is a theoretical entity; a working hypothesis or concept (Merriam - Webster Website).

**Factor** is a number or symbol that divides another number or symbol (Merriam – Webster Website).

Fan Involvement - “the extent to which consumers identify with, and are motivated by, their engagement and affiliation with particular leisure activities” (Meenaghan, 2001, p.106).

**Favorable Disposition** is the consumer's perception of a sponsorship or attitude toward the sponsorship (Lutz, 1985).

**Goodwill** is the positive attitude that consumers convey toward a sponsor who supports and facilitates an event, team, or cause in which they are passionate (Meenaghan, 2001).

**Purchase Intentions** are the expressed likelihood of consumers to purchase products or services from the event sponsors (Peyrot et al., 1998).

## CHAPTER 2 LITERATURE REVIEW

The purpose of this study was to evaluate the effectiveness of commercial sponsorships of an elite intercollegiate football program by analyzing the effects of awareness, favorable disposition, goodwill, fan involvement, and purchase intentions on sport consumers. The manner in which these variables influence consumer perceptions of intercollegiate sport sponsorships will be central to this analysis. The sections that are covered in this chapter include:

- Advertising Effectiveness
- Sponsorship Effectiveness
- Sport Sponsorship
- Awareness
- Favorable Disposition
- Goodwill
- Fan Involvement
- Purchase Intentions

### **Advertising Effectiveness**

Since CS is a form of advertising, it is important to understand the effectiveness of this marketing communication (Percy & Rossiter, 1997). There are various models and theories that can provide a framework for studying how advertising works. Vakratsas and Ambler (1999) developed a taxonomy that progresses from models with no intermediate effects, to models with one or more intermediate effects, then to hierarchical models, and finishes with hierarchy-free models. There are 7 models in the taxonomy.

The first is the Market Response Model and it relates advertising and promotional measures to the behavioral patterns of consumers. The second model in the taxonomy is

the Cognitive Information Model. This “thinking” model assumes that consumers make purchasing decisions based on rational thought rather than feelings or emotions (Bharadwaj, Varadarjan, & Fahy, 1993; Nelson, 1970). Third, is the Pure Affect Model which does assume that consumers base their purchasing decisions on feelings and emotions rather than cognitions (Aaker & Day, 1984; Alwitt & Mitchell, 1985; Peterson, Hoyer, & Wilson, 1986). Fourth, the Persuasive Hierarchy Model which is central to advertising research, is based on the idea that advertising must inform and then persuade. It introduced the concept of a hierarchy of effects where things must take place in a systematic fashion (Aaker & Day, 1984; Colley, 1961; Greenwald, 1968; Lavidge & Steiner, 1961; McGuire, 1968; Robertson, 1971; Rogers, 1962; Wright, 1973). The framework of sponsorship effectiveness, the theoretical basis for this study, is encompassed by this category. The framework is a persuasive hierarchy model that also progresses systematically from the sponsor communication input to the consumer response output. Low-Involvement Hierarchy Models are the fifth category described in the taxonomy. These models involve consumers with less awareness of advertisements and less involvement (Vakratsas & Ambler, 1999). Integrative Models are the sixth category. Integrative models use varying hierarchies of cognition, affect, and experience depending on the advertising message that is being communicated. The seventh and final category in the taxonomy is the Hierarchy-Free Models. This section includes any other models that do not fall into the previous six sections. It is the smallest group of models and places little emphasis on persuasion (King, 1975; Lannon, 1994; Lannon & Cooper, 1983).

### **Sponsorship Effectiveness**

As opposed to advertising effectiveness which has been carefully and extensively researched, sponsorship effectiveness remains relatively unexplored, due in part to its close association with advertising and promotions (Pham, 1991). Cornwell and Maignan (1998) indicated that sponsorship effectiveness research was still in its early stages, and that a theoretical framework to provide a foundation for this research had not yet been constructed. Until recently, rather than being systematically studied, sponsorship had been examined on a case-by-case basis and therefore a comprehensive model of its effectiveness was not existent in the literature (Lee, Sandler, & Shani, 1997; Crowley, 1991). Meenaghan's (2001) framework of sponsorship effects attempts to describe the process of CS in a plausible, hierarchical manner that is inclusive of the entire progression from the initial sponsor communication, through the filtering process of the audience, all the way to the consumers' responses to the actual marketing message.

In the past, CS research has placed most of its emphasis on the sponsoring companies and their goals and objectives (McDonald, 1991; Meenaghan, 1991; Polonsky, Sandler, Casey, Murphy, Portelli, & Van Velzen, 1996; Shanklin & Kuzma, 1992). In early studies of CS, findings suggested corporate sponsors wanted to focus on media objectives, namely company exposure (Abratt, Clayton, & Pitt, 1987; Waite, 1979). Subsequent investigations noted that companies involved with CS began to emphasize corporate image and brand awareness as additional objectives of sponsorship relationships and activations (Javalgi, Traylor, Gross, & Lampman, 1994; Keller, 1993; Nebenzahl & Jaffe, 1991). However, the reason behind this shift in focus and the effects of these marketing endeavors on consumers were not thoroughly investigated (McDonald, 1991). According to Lee et al., (1997), there have been few experimental

research studies that have analyzed the effectiveness of CS and how it impacts consumers.

According to Cornwell and Maignan (1998), the best way to analyze the effectiveness of sponsorship is to determine its commercial impact. In order to do this, researchers say that businesses need to measure the effects of their CS marketing efforts on targeted consumers (Abratt et al., 1987; McDonald, 1991). Cornwell and Maignan (1998) outline two different ways to measure these effects: Exposure-Based Methods and Tracking Methods.

In the Exposure-Based Methods, there are two separate techniques used to examine CS. The first technique requires that sponsors monitor the quantity and nature of the media coverage they are using at an event. The second technique used in this method requires that sponsors estimate any direct or indirect audiences being exposed to their marketing message. Even though exposure-based methods are often employed by businesses, Pham (1991) questions the fact that media coverage is still a goal of CS, and believes that these methods are ineffective in producing significant results.

With Tracking Methods, there are several ways in which to evaluate the effectiveness of CS. Awareness and favorable disposition are only a few of the measures used by researchers in their surveys to assess the impact of CS on consumers. Scholars in this area have also “assessed recall of sponsors’ ads, awareness of and attitudes toward sponsors and their products, and image effects which can be subdivided in terms of corporate image, brand image, and country image” (Cornwell & Maignan, 1998, p.7). These methods have been met with more success than the exposure-based methods in CS research. This study will use tracking methods to test CS effectiveness.

### **Sport Sponsorships**

Despite the limited research in the area of sponsorship effectiveness, sport sponsorship remains one of the most legitimate and cost effective modes of marketing communication (Kiely, 1993; Sandler & Shani, 1993; Sleight, 1989). Because consumers are constantly exposed to advertising messages of many forms, and the environment is cluttered, it has become increasingly difficult for corporations to set themselves apart from the competition in terms of the uniqueness of their marketing strategies (Maloney, 2002). Sport sponsorship has become a distinctive approach companies use to reach consumers that can benefit from targeting this exclusive market (Meir, Arthur, Tobin, & Massingham, 2001).

Advertising campaigns can be extremely expensive and time-consuming to develop, so sport sponsorships provide a simple and inexpensive alternative to larger advertising investments (Meir et al., 2001). Other benefits of sport sponsorships can include increased brand awareness and image, hospitality opportunities, product promotions, and community exposure and influence (Sleight, 1989). Scott and Suchard (1992) found that there were three main factors that influenced a corporation's decision to allocate a portion of their advertising budget to sport sponsorship. Those factors included improved company/product awareness, improved market share, and lastly, the cultivation of client relationships through hospitality opportunities.

Some research has been conducted to determine if sport sponsorships are worth the advertising dollars they necessitate when compared to traditional advertising methods such as television commercials (Maloney, 2002). Gupta and Lord (1998) found that prominent product placement was more effective at eliciting a consumer's recall response than a TV commercial displaying the same product for the same length of time. In a

similar study on the impact of sport sponsorships on NASCAR fans, Levin, Joiner, and Cameron (2001) found that consumers recalled more brands after viewing only the racecars than they did when viewing TV commercials for the same brands. This phenomenon may suggest that the intrusive or persuasive nature of the TV commercials causes the marketing message to be ineffective, whereas, the subtlety of the sponsorships on the racecars allows them to be more effective. Bennett (1999) states that sports sponsorship reaches a large, diverse audience which can positively enhance national brand awareness, and it also benefits the local communities where the events take place.

It has become apparent that sport sponsorship is a viable and potentially profitable approach to achieving advertising objectives while also building strong product or brand equity (Aaker, 1991; Marshall & Cook, 1992). In order to determine the effectiveness of sport sponsorships and how these response outputs are elicited, the five constructs of awareness, favorable disposition, goodwill, image transfer, and fan involvement were analyzed.

### **Awareness**

The first stage in the response phase of Meenaghan's (2001) framework is awareness. Awareness involves the consumer's ability to recall or recognize the sponsor communications input, either completely from memory, or with verbal or written cues (du Plessis, 1994; Singh, Rothschild, & Churchill, 1988, Turco, 1995).

Recall, also termed unaided recall, is a method used to measure a participant's awareness by asking them to retrieve from memory the names of event sponsors or brands (Bennett, Henson, & Zhang, 2002; Johar & Pham, 1999, p.299). According to Lardinoit and Derbaix (2001, p.171), unaided recall is a "two-stage process requiring both retrieval and discrimination tasks and it depends on both the availability and

accessibility of information". According to Wells (2000), a person's ability to recall an advertising communication message is an indicator of the meaningfulness of the message or how well the brand registers in the consumers mind. Although recall scores are generally lower than recognition scores, research indicates that they are higher than recognition scores when the ad successfully registers the sponsor's name (Wells, 2000). Even when other aspects of the message are weak, if brand name recognition is strong, then recall scores are likely to be high (Gibson, 1983).

One key advantage recall measures have is that they are objective (Wells, 2000). If a person is not given a visual aid, like they are with the recognition method, then any information the individual recalls is from memory and not from the message provided. A disadvantage of this method is that high recall scores can be obtained from an ad that is extraordinary or stunning, but relays nothing meaningful about the product, brand, or sponsor (Wells, 2000).

Wells (2000) suggests that a person's ability to recognize an ad gauges his or her interest in the message. Recognition, also referred to as aided recall, asks the consumers to correctly identify the sponsors of an event from a list of actual sponsors and dummy foils (false sponsors) (Bennett et al., 2002). Consumers draw from their available memory in order to distinguish one sponsor from another (Lardinoit & Derbaix, 2001). While recognition scores are generally higher than unaided recall scores, they can be less indicative of the meaningfulness of the message (Wells, 2000). This method is advantageous for companies who already have a strong corporate image and/or brand recognition and simply want to market a new product or service. An ad that is appealing or attractive to a consumer tends to generate high recognition scores, because it is easier

for the person to identify it when they see it again. An issue with this tracking method is that aided recall scores reveal the level of interest in the ad, and consumers can often identify a sponsor's message, though they cannot recall the sponsor's name (Wells, 2000). Therefore, high recognition scores can be somewhat misleading when determining and describing consumer awareness levels.

### **Favorable Disposition**

The second stage in the response phase of Meenaghan's (2001) model is favorable disposition. Also referred to as consumer perception or attitude-toward-ad ( $A_{ad}$ ), favorable disposition has been extensively researched in the fields of advertising and marketing. Within these research disciplines, the importance of attitudes towards advertising in general and towards a specific ad has long been researched. Thirty years ago, Greyser (1972) noted that attitude-toward-advertising impacted the effectiveness of advertising. Attitude-toward-ad has been defined as a "predisposition to respond in a consistently favorable or unfavorable manner to advertising in general," (Lutz 1985, p. 53).

Later research showed that attitude-toward-advertising in general is important because it influences  $A_{ad}$ . Attitude-toward-ad has been defined as a "predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation" (Mackenzie, et al. 1986, p. 130).

Attitude-toward-ad, in turn, is important because it is an antecedent of brand attitude (Lutz, 1985; Mackenzie & Lutz, 1989; Mehta, 2000; Shimp, 1981). Research efforts then focused on conditions that impact ad effectiveness, the determinants of ad attitudes, and tests of causal models of ad attitudes and outcomes (Brown & Stayman, 1992). Research on these constructs was performed using traditional media.

More recently, there have been attempts to research these constructs in light of new advertising media (Gallagher, Parsons & Foster, 2001, Lee & Katz 1993). Most notably, several studies have been conducted on web page advertising. For example, Shamdaani, Stanaland and Tan (2001) found that ad location on a web page does impact  $A_{ad}$ , brand attitude, and intent to act. Similarly, Stevenson, Bruner and Kumar (2000) found that simpler backgrounds have significantly more positive impacts on  $A_{ad}$ , attitude-toward-the-brand, and purchase intention.

Within the context of this general process, sponsorship presents some unique theoretical research questions (Pope, 1998; Pope & Voges, 1994). Ultimately, the advertiser is interested in the issue of ad effectiveness – how well  $A_{ad}$  transfers to brand attitude or favorable disposition (Sandage, 1983). Consumers form both positive and negative dispositions about advertising and sponsorships at generic and personalized levels (Reid & Soley, 1982). Following a person's experience at a sporting event, he or she will form an opinion of the sponsors of that event. These opinions, whether positive or negative, can reflect the consumer's feeling of sponsorship as a whole or of that particular event. If the consumer has formed a decision overall regarding sponsorship, then his or her favorable disposition is generic. If the consumer's opinion is only reflective of his or her experience at a single event, then the favorable disposition is personalized.

According to Madrigal (2001), favorable disposition is vital to understanding sponsorship effects because consumers develop beliefs concerning a sponsorship, as well as a perceived level of importance of the sponsorship, and the two combined determine how supportive the consumer's attitude is of the sponsor. According to attitude theory,

new and old beliefs are combined to form current attitudes about a particular object. The strongest and most consistent beliefs form the attitudes, and these attitudes are what consumers utilize when processing information, forming intentions, and performing behaviors (Boninger, Krosnick, & Berent, 1995; Fishbein & Ajzen, 1975). An attitude is defined here as “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor” (Eagly & Chaiken, 1993, p.1). These attitudes are said to be linked to other attributes, outcomes, or goals (Fishbein & Ajzen, 1975).

### **Goodwill**

Goodwill is the positive attitude that consumers convey toward a sponsor that supports and facilitates an event, team, or cause in which they are passionate. The first variable and the largest factor distinguishing sponsorship from advertising is goodwill (Meenaghan, 2001). Sponsorships serve, not only to benefit the contributing organization, but also to promote the event where the sponsorship takes place. Advertising primarily serves the purpose of promoting a company’s business and attempting to boost sales. Consumers recognize and appreciate when corporations support an activity they enjoy, because they believe it is helping elevate that activity and not just exploit it to produce a profit (Meenaghan, 1991). Meenaghan (2001) delineates the concept of goodwill into three different levels: *generic*, *category*, and *individual activity*.

The *generic level* is the initial stage of goodwill. This level includes the positive feelings consumers possess toward sponsorship of any kind. The generic level serves as the foundation of a pyramid or hierarchy that becomes less inclusive, but encompasses much stronger feelings of goodwill, as it reaches its peak. At the generic level, the

feeling of goodwill is broad and spans a variety of events. The consumer simply views sponsorship as a positive notion in any arena. Whether it contributes to sports, arts, or social causes, sponsorship is seen as something beneficial. The individual will exhibit some degree of benevolence toward a company for supporting a good cause. Because sponsorship at the foundation of the pyramid is not connected to a specific or emotionally meaningful event for the individual, it is the lowest level of goodwill.

The next stage of the pyramid is the called the *category level*. When an activity relates to the consumer and he or she has a direct interest in it, then the category that includes this activity warrants a greater display of goodwill toward its sponsors. For instance, a sports fan that loves the game of football will display more goodwill toward an NFL sponsor than to a company who sponsors multiple sporting events. Here, the expression of goodwill becomes more apparent in the consumer. The sponsor has tapped into a particular activity in which the consumer is engaged. Since consumers have diverse preferences in their social activities, companies must choose the category for their sponsorships wisely. It has been found that various activities invoke more goodwill from consumers than others. For example, corporations that sponsor social causes are viewed more favorably than those who support athletics or the arts by some consumers (Irwin, Lachowetz, Cornwell, & Clark, 2002; Meenaghan, 2001). At this stage, the consumer has more invested in the activity or event than at the generic level, and therefore they feel more benevolence toward the sponsor.

The upper echelon of the goodwill pyramid is the *individual activity level*. This is where the greatest amount of goodwill is rewarded to the sponsor. When the activity or event becomes even more of an emotional involvement for the consumer, they

demonstrate the greatest amount of gratitude toward the company that sustains and promotes his or her event. For instance, an individual at the category level may experience goodwill toward a sponsor of NASCAR, but if that same sponsor endorses the individual's favorite driver, the level of goodwill toward the sponsor will intensify. The more emotionally attached a consumer is to a specific event, team, or player, the more receptive and supportive the consumer will be of their sponsor. For example, Pitts (1998) found consumers at the Gay Games were more likely to purchase products from corporate sponsors of the event than consumers of similar events.

No matter how engaged a consumer is with an event, there is still the possibility that goodwill is not conveyed to the sponsor. Within the construct of goodwill in sponsorship, there is also an understanding that this goodwill is contingent. Contingent goodwill means that, "...goodwill is earned by the total behavior of the sponsor toward all aspects of the sponsored activity and this is registered and judged by fans of that activity" (Meenaghan 2001, p. 109). Even if the consumer demonstrates goodwill at the upper-most level, this behavior has many different contingencies based on the actions of the sponsor. Some of the contingencies that Meenaghan (2001) lists include the time of entry/exit of the sponsorship, level of commitment to the event or team, and the amount of caring displayed to the event or team. If corporate sponsors do not properly adhere to these aspects, they will cause consumers to withdraw their feelings of goodwill regardless of their commitment level.

### **Fan Involvement**

The third and final variable of sponsorship is the concept of fan involvement. The definition of fan involvement is "...the extent to which consumers identify with, and are motivated by, their engagement and affiliation with particular leisure activities"

(Meenaghan, 2001, p. 106). Fan involvement is a central concept in commercial sponsorship, because the various emotional levels of commitment fans have with the sponsored event will affect how attentive they are to that event's sponsors. Depending on how involved consumers are with their coveted events, they can establish a range of relationships with the commercial sponsors.

Fan involvement is a component of social identity theory (Madrigal, 2001). Similar to personal identity theory, where an individual forms characteristics and ideas of his or her specific personality, social identity theory consists of the characteristics and ideas that an individual derives from his or her association with a group. Fan involvement refers to an individual's level of association, attachment, or concern with a particular sports team or sporting event (Wann & Branscombe, 1993). Fans who are highly attached to or involved with their sports team often have difficulty distancing themselves from their coveted group or event. Due to their desire to achieve a strong affiliation with the team, highly involved fans often purchase more licensed team merchandise (Fisher & Wakefield, 1998; Wann & Branscombe, 1993) and attend more games (Fisher & Wakefield, 1998; Schurr, Wittig, Ruble, & Ellen, 1988) than fans with low involvement.

Highly involved consumers are those individuals who are often most knowledgeable about their favored event, team, or player (Meenaghan, 2001). These individuals are generally aware of the sponsor and whether or not that sponsor is helping or hindering the progress of the sport. Highly involved consumers are extremely sensitive to the behavior of corporate sponsors with respect to the treatment of their favored activity, and they will react positively or negatively according to this behavior. If

a sponsor is viewed as a partner or supporter of an event, the consumer will exhibit more goodwill toward that company. If, however, the same company is seen as exploiting the event in some way, the consumer will reject that company and the purpose of the sponsorship will be ineffective.

Highly involved consumers display more goodwill or benevolence toward commercial sponsors, depending on the situation, than less involved consumers. Due to this fact, consumers who exhibit high levels of fan involvement are the prime targets of commercial sponsorship. These fans pay close attention, not only to the game and the players, but also to advertising and sponsorship. These consumers will be the most loyal to a sponsor if that company positively affects their experience at the event. The only disadvantage is that the company can also ruin a potential relationship with that consumer if they negatively affect the individual's experience at the event.

Less involved consumers do not have the awareness of sponsorship that highly involved consumers possess. Because they are not as emotionally attached to their leisure activities as the more serious fans, less involved consumers do not respond to corporate sponsors with the same level of goodwill. They may exhibit goodwill to some degree based on the situation, but not in the same scope as the highly involved consumers.

Individuals who exhibit lower levels of fan involvement can still be potential targets of commercial sponsorship. It simply becomes more difficult to connect with these fans and relay the marketing message. One advantage to targeting these consumers is that they do not have a strong attachment to their favored activities, so they are less likely to reject a sponsor following a negative experience.

### **Purchase Intentions**

According to Peyrot, Alperstein, Van Doren, and Poli (1998), consumers draw on past experiences when forming purchase intentions, and their purchasing behaviors are often repeated. Rosenberg and Czepial (1984) indicate that marketing to current customers and increasing customer retention is easier than attempting to attract new clientele. A central component of this investigation is the concept of purchase intentions which are linked to perceived value and satisfaction of customers. Previous research has shown that consumer satisfaction can be a reliable predictor of (re)purchase intentions (Patterson & Spreng, 1997). When studying consumer behaviors in a large-scale sporting event, it is important to analyze purchase intentions, because a primary goal of sports marketers is to create customer satisfaction, develop loyal fan bases, and generate repeat purchases (Ostrowski, 2002; Petrecca, 2000). For this investigation, obtaining data on the likelihood of consumers to purchase products or services from the event sponsors, or data on actual purchases from sponsors, constitutes purchase intentions and behaviors. Therefore, it is important to understand the perceived and actual purchase intentions of intercollegiate football consumers at these events.

CS not only generates revenue streams that fund sporting events, but it also serves to promote these activities within their respective communities. Many sports rely on corporate sponsors to finance events and event broadcasts. One such example is the action sports segment of the sport industry (Bennett et al., 2002; Ostrowski, 2002). In 2001, the Summer X Games sold approximately \$30 million in corporate sponsorships (Bennett et al., 2002; Petrecca, 2000). Arguably, action sports events, like many sporting events, would not be possible if it were not for the revenue generated from CS. Corporations not only choose to sponsor sporting events to generate sales, but they also

use these settings to facilitate product awareness and strengthen brand image (Lee et al., 1997; Shanklin & Kuzma, 1992). Sponsors first seek to create awareness of their product or brand, then generate sales and produce a profit, and finally, build brand equity and a loyal consumer base (Pope, 1998; Pope & Voges, 1994). Since the sales effects, or return on investment (ROI), are a key concept in CS marketing communication, it is necessary to investigate purchase intentions and behaviors.

As the objectives of CS evolve, so should the research in regard to how these sponsorships affect the sports consumer (Lee et al., 1997). Since there is an abundance of studies examining CS through recall and recognition rates, or intermediate measures of memory, and a lack of scholarship exists in the area of CS affects on the consumer, it is important to investigate this phenomenon. Scholars have conducted several studies at large-scale events and utilized intermediate measures to examine consumer attitudes and behaviors (Bennett et al., 2002; Cuneen & Hannan, 1993; Johar & Pham, 1999; Pitts, 1998; Sandler & Shani, 1993; Stotlar & Johnson, 1989; Stotlar, 1993). These studies have provided a plethora of information describing the ability of consumers to recall or recognize commercial sponsors, but there is a lack of empirical evidence with regard to the relationship between sports event sponsors and consumer purchase intentions (Lee et al., 1997; Meenaghan, 2001). Even though consumer recall and recognition rates have been successful indicators of sponsorship awareness (Bennett et al. 2002;, 1996; Meenaghan, 1991; Nicholls et al., 1999; Otker & Hayes, 1987; Stotlar, 1993), they are not necessarily a strong gauge for consumer satisfaction or intent to purchase based on event sponsorships. Previous research by conducted by Johar and Pham (1999) suggests

that aided and unaided recall rates serve as better indicators of brand-event relatedness and market prominence.

In Meenaghan's (2001) model of sponsorship effects, he implies that the concepts of contingent goodwill, transfer of image values, and fan involvement each influence consumers to respond to sponsorships of sporting events. The level of intensity of goodwill consumers possess toward the event sponsors, combined with the level of intensity of fan involvement with the sponsored event or activity, directly affects their assessment of the sponsors and their degree of purchase intention. Highly involved consumers display higher awareness levels of sponsorship, and there is a greater chance they will express a preference for the sponsor's product because of its affiliation with the event (Bennett, 1999; 1985; Meenaghan, 2001). An example of this would be individuals who, have either participated in or enjoy watching intercollegiate football, giving more positive assessments of college football sponsors than individuals who do not follow these activities. The positive perceptions of these highly involved consumers may influence their purchase intentions toward the sponsors of their favored event.

Sponsorship differs from advertising because it portrays an alternative set of values (Gwinner, 1997; McDonald, 1991). Past research indicates that consumers are more accepting of advertising if it comes in the form of sustaining or promoting an event that they enjoy (Meenaghan, 2001). Consumers who demonstrate an affinity toward a certain activity, and develop a sense of goodwill toward the sponsors of that activity, are more likely to transfer those positive attitudes and beliefs onto the company's products or brand (Gwinner, 1997; Meenaghan, 2001). Meenaghan (2001) also notes that goodwill is contingent upon the sponsors' actions within the realm of the event. For example, if a

corporate sponsor excessively promotes and virtually interrupts the activity, consumers will display negative emotions, and this can produce negative image transfer among consumers which likely affects purchase intentions. The action sports segment has faced this challenge. In the beginning stages of action sports events and event broadcasts, fans were skeptical of the need for CS (Bennett et al., 2002). Therefore, CS of action sports was initially a risky marketing strategy (Bennett, 1999; Ostrowski, 2002). With the increase in attendance and the emergence of action sports as a popular spectator sport, CS in this segment has flourished and been successful.

Fan involvement includes the “extent to which consumers identify with, and are motivated by, their engagement and affiliation with particular leisure activities” (Meenaghan, 2001, p. 106). One significant way to measure the effectiveness of CS is to evaluate the relationship between event sponsors and purchase intentions. It has been stated previously that highly involved sports fans are more likely to demonstrate a preference toward sponsors of their coveted events. The identification with a preferred intercollegiate team or event can be a powerful influence for sponsors, as well as connecting with fans through goodwill. Therefore, it could be concluded that increased goodwill toward the event sponsors and fan involvement with the activity will lead to greater purchase intentions.

## CHAPTER 3 METHODOLOGY

A cross-sectional, non-experimental, exploratory study was conducted in an attempt to determine the effectiveness of commercial sponsorships of an elite intercollegiate football program. The purpose of this investigation was to evaluate the effectiveness of CS of an elite intercollegiate football program by analyzing the constructs of awareness, favorable disposition, goodwill, fan involvement, and purchase intentions. The following methods were utilized based upon the purpose of this investigation:

- Setting
- Pilot Test Results
- Data Collection
- Sampling Procedures and Selection of Subjects
- Instrumentation
- Operationalization of the Constructs
- Sample Profile
- Development of Measures
- Data Analysis
- Descriptive Statistics

### **Setting**

Data were collected at three football games hosted by the University of Florida (UF), an NCAA Division IA institution. Universities competing in NCAA Division IA are considered elite competitors since just over 100 institutions compete on this level. Furthermore, UF is a member of the Southeastern Conference (SEC) which is one of the Bowl Championship Series (BCS) qualifying conferences. These facts make the football program at UF an elite program. Several aspects of the setting at the University of Florida

create an unrivaled atmosphere and distinguish it from other athletic programs. Some of these aspects include revenue generation, seating capacity, location, and history.

Three home football games at UF were used for data collection. The University Athletic Association (UAA) at UF is one of the largest and most successful in the country annually finishing in the top ten in final Sears Cup standings. The operating budget for the UF's athletic department in the 2001-2002 season was \$44,234,795 (University of Florida Website). In the 2002-2003 season, operating expenses for the football team were over \$7.8 million, but the sport created \$19,703,486 in revenue. This amounts to almost one-third of the total revenue for the UAA (Florida Football Guide, 2003).

UF's football stadium, also known as "The Swamp", has existed since 1930. It has been expanded several times and currently holds 88,548 fans (Florida Football Guide, 2003). Recent additions to the venue brought the total number of skyboxes to 74. Because of its continued expansion and upgrades, the Swamp attracts new sponsors and fans every season.

The size of the university itself is another contributing factor to the paramount feeling of its sporting events. The undergraduate and graduate populations combine for a total student population of over 48,000 (Florida Football Guide, 2003). UF has the 4th largest university population in the United States.

The successful recent history of the football program at UF helps to generate revenue through sponsorships. Since 1990, the football team has spent the most consecutive weeks (220) in the AP or coaches' polls (active), has been in the most January Bowl Games (10) in the past decade, and has had the most Top 15 finishes in the final poll (12) (Florida Football Guide, 2003). The program is also third in most wins

since 1990 with 130, second in Top 10 finishes since 1990 with 10, and had the most former players appear on NFL rosters in the 2002-2003 season with 39 (Florida Football Guide, 2003).

### **Pilot Test Results**

The validity and reliability of expected responses to the questionnaire were evaluated using a panel of experts, a pilot test, and an internal consistency measure (Cronbach, 1951). The content validity of the initial survey was evaluated first by a panel of experts who were asked to judge the items content validity. The panel consisted of three Sport Management professors, one Advertising professor, and one statistical measurement expert in the field of Exercise and Sport Sciences. Additionally, 12 graduate students in a research seminar class evaluated the instrument for face validity and item construction. The professor of this particular class likewise examined the scale construction of the questionnaire. Each of the experts were asked to comment on the relevance, representativeness, and clarity of items and provide suggestions for improving the questionnaire. After following these steps the questionnaire was modified according to feedback from the experts and students.

The survey was then pilot tested prior to data collection on all items. Research participants (N=49) were attendees of a UAA sporting event. First, frequency measures were calculated for each of the three constructs to determine the levels of goodwill, purchase intentions, and fan involvement displayed by the participants. For the 7 goodwill items (N=47), there was a minimum score of 3.3, a maximum score of 4.4, and a mean of 3.8. For the 7 purchase intentions items (N=46), there was a minimum score of 3.3, a maximum score of 4.1, and a mean of 3.8. For the 10 fan involvement items (N=44), there was a minimum score of 3.5, a maximum score of 4.7, and a mean of 4.1.

Frequency measures were also conducted on the unaided recall section of the survey. Of the five major brands studied, the maximum number of times each one was recalled was listed. Coke was recalled by 17 of the 49 participants. Gatorade was recalled by 8 of the participants. Alltel, Publix, and Dodge was recalled by 9 participants. The least number of brands recalled by a participant was 0, and the highest number of brands recalled was 5.

Next, a reliability analysis was conducted on each of the constructs. The 7 goodwill items, which included statements like “I think favorably of companies who sponsor sporting events,” had a reliability of  $\alpha = .72$ . The 7 purchase intentions items, which included statements like “I would try a new product or service if I saw it at a sporting event,” had a reliability of  $\alpha = .66$ . One item, “Companies who sponsor sporting events have a lot of money,” was then removed in order to create a more reliable measure. After the statement was deleted, the reliability of the remaining 6 purchase intentions items increased to an alpha level of  $.74$ . The 10 fan involvement items, which included statements like “I see myself as a strong fan of this athletic team,” had a reliability of a  $\alpha = .87$ .

### **Data Collection**

The data for this study were collected through an informed consent web-based questionnaire. Mail-out surveys were not used due to the time allotment needed to receive the surveys back in the mail as well as the cost of postage required for a mail-out questionnaire. Furthermore, the web-based questionnaire allowed participant responses to immediately be stored into a database for analysis. This advantage was important to the researcher. Permission was received from the University Athletic Association (UAA)

(Appendix D), event coordinators, and the Institutional Review Board (Appendix A) before data collection began. Data collection was conducted at the first three home football games of the 2003-2004 season.

Individuals (n=900) were approached at random in pre-game tailgating areas outside the stadium prior to the three football games. These individuals were asked to give informed consent to participate in the study by providing information on a card that was provided by the data collector. Each individual was given an index card printed with the details of the study, his/her rights as a participant and whom to contact with questions, and spaces for his/her demographic information including e-mail address and signature. The data collector informed those individuals who completed the index card that they would be contacted via e-mail after the game and asked to complete a web-based survey. They were then informed that they were in no way obligated to participate and that they would be contacted via email after the game seeking their participation in the study.

There were 300 index cards distributed and collected by trained data collectors prior to each game for a total of 900 potential participants. The 10 trained surveyors were asked to collect 30 index cards from individuals willing to fill them out before the first three UF football games for a total of 900 possible participants (300 per game). These individuals were trained by an expert in sport management based upon mall-intercept methodologies common to survey research. They were provided with an assent script to read to individuals that they approached. Everyone that was approached did not agree to fill out the index card, and no statistics were computed on how many individuals chose not to complete this task.

In order to obtain a random sample, every fourth or tenth person was approached and asked if they would be willing to participate in a study investigating the sponsorship of UF athletics. Spectator flow into the venue, based upon time prior to the event, predicated which sampling technique was utilized. Every fourth person was asked to participate in the study if game time was more than an hour from commencing. Data collectors were asked to solicit responses from every tenth person an hour or less prior to game time due to heavy traffic flow.

Immediately following the games, the investigator e-mailed those individuals (n=900) who completed the demographic information and asked them to participate in the study by filling out the attached web-based questionnaire linked to the e-mail. Therefore, 900 (300 per game) emails were sent to possible participants immediately following the games. A response rate of 44% was attained resulting in a final sample of 394 participants. This number of responses was used to control for sampling error and also allowed for patterns to be seen in the data.

### **Sampling Procedures and Selection of Subjects**

Random sampling techniques were employed for the selection of respondents. This method of sampling is often used in designs when the goal of the research is to randomly select a sample of information rich subjects who can provide an in-depth analysis of the phenomenon being studied. The selection of the participants was based on their location in relation to the stadium and their willingness to participate in the study. Only participants 18 and older who attended the football games were eligible to participate in the study. Ten data collectors were trained to randomly sample 30 respondents each prior to three football games. Each data collector was instructed to count nine people who walked by, then select the tenth person, and ask them to be a participant. Each

participant who was selected, and agreed to take part, was asked to sign an informed consent document prior to participating. Once they filled out the informed consent card, they were told that the survey would be sent to them via e-mail following the game, and they were asked to complete and submit it promptly.

### **Instrumentation**

The survey (Appendix C) used in this study consists of three parts. The first section of the questionnaire measured consumer awareness of the sponsorships through recall (unaided recall) and recognition (aided recall).

The second section of the questionnaire asked respondents about their expressed favorable disposition toward the five major sponsors of the football program. The second half of this section obtained data relevant to consumer purchase intentions of the five major sponsors' products.

The third section of the questionnaire measured goodwill and fan involvement, but included additional items on favorable disposition and purchase intentions. There were 17 total items on favorable disposition, 15 items on goodwill, 4 on fan involvement, and 29 total on purchase intentions. This amounted to 65 items measuring all four constructs. The final section of the questionnaire included 5 items related to the demographics of the respondents. These responses were coded and entered numerically for data analysis.

### **Operationalizing the Constructs**

Some of the measures of the constructs were modified or adapted from previous studies through a literature review involving all the constructs. The fan involvement and purchase intention items were modified from Madrigal's (2001) study of the belief – attitude – intentions hierarchy, which included the concepts of fan identification as well as purchase behaviors. The favorable disposition items were modified from attitudinal

measures used by Quester and Thompson (2001) in their study of arts sponsorship effectiveness. The rest of the measures were developed specially for this inquiry after a review of the relevant literature. The majority of the variables in the analysis were measured using a five-point Likert-scale ranging from 5 (Strongly agree) to 1 (Strongly disagree). The following constructs were measured in this analysis:

### **Awareness**

Awareness was measured using one unaided recall question and five aided recall questions. First, participants were asked to list all the corporate sponsors they could remember from the event (unaided recall). Next, they were asked to select all of the sponsors for that day's game from a list of correct and incorrect sponsors (aided recall/recognition). This section was used to determine the participants' levels of cognition which is based on research conducted by Bennett, et al (2002) and Wells (2000). These items are listed in Table 3-1.

Table 3-1. Awareness Items

**Unaided Recall Item**

As you watched the football game, you may have recognized some of the companies sponsoring this event. These sponsorships could have been in the form of signage around the field, logos on clothing, or advertisements over the PA system. What are some of the companies you recall from the game?

**Aided Recall Items**

From the list below, please check all of the companies that sponsored today's football game.

Pepsi_____	Mountain Dew_____	Coke_____	Minute Maid_____
Cingular_____	Verizon_____	Nextel_____	Alltel_____
Winn Dixie_____	Publix_____	Kash 'N Karry_____	Albertson's_____
Ford_____	Chevrolet_____	Dodge_____	Jeep_____
Gatorade_____	Powerade_____	Red Bull_____	Propel_____

### **Favorable Disposition**

Favorable Disposition was measured using 15 brand-specific questions and 2 non-brand-specific questions (for a total of 17 items). They were all measured on a five-point Likert-scale ranging from 5 (Strongly agree) to 1 (Strongly disagree). The items asked participants about their dispositions toward the top 5 corporate sponsors of the event and about their disposition regarding sponsorship in general. The items in this section were developed based on research conducted by MacKenzie & Lutz (1989) and Reid & Soley (1982). These items are listed in Table 3-2.

Table 3-2. Questionnaire Items

<b>Favorable Disposition Items</b>
I think favorably of companies that sponsor Florida football.
I think favorably of Alltel because they sponsor Florida football.
I think favorably of Coke because they sponsor Florida football.
I think favorably of Gatorade because they sponsor Florida football.
I think favorably of Publix because they sponsor Florida football.
I think favorably of Dodge because they sponsor Florida football.
Companies who sponsor Florida football provide quality products/services.
I like the brand Alltel.
I like the brand Coke.
I like the brand Gatorade.
I like the brand Publix.
I like the brand Dodge.
Alltel is a very good brand.
Coke is a very good brand.
Gatorade is a very good brand.
Publix is a very good brand.
Dodge is a very good brand.

### **Goodwill**

Goodwill was measured with 15 items based on Meenaghan's (2001) theoretical model outlining the Sponsor-Process-Response sequence. A 5-point Likert-type scale, ranging from 5 (Strongly agree) to 1 (Strongly disagree), was used to measure consumers' perceptions of the corporate sponsors of the event. These items are displayed in Table 3-3.

Table 3-3. Questionnaire Items

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<b>Goodwill Items</b>
Florida football sponsors are involved with their community.
Companies that sponsor Florida football are successful.
Companies that sponsor Florida football are professional.
Florida football sponsors are only after consumers' money.
Corporate sponsorships detract from the enjoyment of this event.
Corporate sponsors try to improve Florida football.
This sporting event benefits from corporate sponsors.
Florida football should not have corporate sponsors.
Companies who do not sponsor Florida football are not involved with their community.
I do not pay attention to the corporate sponsors of Florida football.
Sponsorships of Florida football are better than regular advertising.
Corporate sponsors care about the fans of Florida football.
Florida football would not be possible without sponsors.
Florida football sponsors are only after consumers' money.
Corporate sponsors do not care about the fans of Florida football.

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### **Fan Involvement**

Fan involvement levels were measured using 4 items on a five-point Likert-scale.

These items were used to determine how closely the participants identified with the team they were watching. This was based on work by Madrigal (2001) and his social identity theory and belief-attitude-intentions hierarchy. These items are listed in table 3-4.

Table 3-4. Questionnaire Items

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<b>Fan Involvement Items</b>
I see myself as a strong fan of Florida football.
My friends view me as a strong fan of Florida football.
It is very important to me that Florida football games are played.
It is important to me to be a part of Florida football.

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### **Purchase Intentions**

Purchase intentions were measured with 29 items on a five-point Likert-scale, based on research conducted by Peyrot and Van Doren (1998). These items were used to measure consumers' intent to purchase or actual purchase of the various brands advertised in the corporate sponsorships at the event. These items are displayed in Table 3-5.

Table 3-5. Questionnaire Items

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**Purchase Intentions Items**


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Whenever possible, I try to purchase products/services from companies that sponsor Florida football.

I do not base my purchasing decisions on the corporate sponsorship of Florida football.

I think it is good to purchase products/services from companies that sponsor Florida football.

I would consider purchasing products/services from the corporate sponsors of this event.

I would try a new product/service if I saw it at a Florida football game.

I would definitely purchase products/services from the corporate sponsors of Florida football.

I try to purchase products/services from companies that sponsor Florida football.

My overall attitude toward purchasing products/services from companies that sponsor this event is positive.

I will try to buy at least one product/service from a company that sponsors this event within the next 3 mos.

I would consider purchasing products/services from Alltel because they sponsor Florida football.

I would consider purchasing products/services from Coke because they sponsor Florida football.

I would consider purchasing products/services from Gatorade because they sponsor Florida football.

I would consider purchasing products/services from Publix because they sponsor Florida football.

I would consider purchasing products/services from Dodge because they sponsor Florida football.

I would purchase products/services from Alltel because they sponsor this event.

I would purchase products/services from Coke because they sponsor this event.

I would purchase products/services from Gatorade because they sponsor this event.

I would purchase products/services from Publix because they sponsor this event.

I would purchase products/services from Dodge because they sponsor this event.

I would buy the brand Alltel.

I would buy the brand Coke.

I would buy the brand Gatorade.

I would buy the brand Publix.

I would buy the brand Dodge.

The next time I need to purchase a product of this type, I would consider buying Alltel.

The next time I need to purchase a product of this type, I would consider buying Coke.

The next time I need to purchase a product of this type, I would consider buying Gatorade.

The next time I need to purchase a product of this type, I would consider buying Publix.

The next time I need to purchase a product of this type, I would consider buying Dodge.

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### Sample Profile

The fans who attended these intercollegiate football games and responded to the questionnaire (n=394) provided a wealth of information concerning their attitudes, beliefs, and experiences with commercial sponsorship. A total of 900 questionnaires (300 per game) were submitted to individuals who returned an index card to data collectors immediately following three UF football games. A total of 394 individuals filled out the questionnaire online, resulting in a 44% response rate. The socio-

demographic information provided by the participants was useful in determining who attends these sporting events and what their perceptions are of commercial sponsorship.

The demographic variables analyzed in this study were gender, age, ethnicity, marital status and education level. In this study (N=394), the following demographic characteristics of the sample were found. The gender of the participants was split almost evenly with 52% males and 48% females. The age groups included 71% in the 18-24 range, 28% in the 25-49 range, and 1% in the 50-74 range. The race of the participants included 77% Caucasians, 8% African Americans, 7% Hispanics, 5% Other, and 3% Asians. The majority of the participants in the study were single (81%). The marital status of the remainder of the respondents was married (6%), divorced (1%), and widowed (1%). Most of the respondents had some college education (55%), while the remainder reported some high school (.3%), high school graduate (3%), college graduate (20%), and graduate degree (10%). The results are listed in Table 3-6.

The results of the demographic information collected indicates that the majority of the sample were college-age students. This may have been due to the fact that the majority of individuals were approached in the Northeast tailgating area outside of the stadium. This area includes one of the two major gates utilized by UF students. Also, the fact that this demographic tends to be more computer-savvy than the other age groups may have influenced the final sample.

Table 3-6. Sample Profile for Participants of 3 Intercollegiate Football Games

<b>Socio-Demographic Characteristics</b>	<b>Frequency</b>	<b>Valid Percentage</b>
<b><u>Gender</u></b> (N=394)		
Male	205	52.0
Female	189	47.9
<b><u>Age</u></b> (N=394)		
18-24	278	70.5
25-49	111	28.1
50-74	5	1.2
75 and older	0	0.0
<b><u>Race</u></b> (N=394)		
Caucasian	302	76.6
African American	30	7.6
Hispanic	26	6.5
Asian	13	3.2
Native American	0	0.0
Other	23	5.3
<b><u>Marital Status</u></b> (N=347)		
Single	318	80.7
Married	24	6.1
Divorced	3	.8
Widowed	2	.5
Other	0	0.0
<b><u>Level of Education</u></b> (N=349)		
Some High School	1	.3
High School Graduate	11	2.8
Trade/Tech Degree	0	0.0
Some College	217	55.1
College Graduate	80	20.3
Graduate Degree	40	10.2

The number (N) may vary due to missing values or responses  
Percentages may not add up to 100 due to rounding

### **Development of Measures**

Due to the exploratory nature of this study, the four constructs of favorable disposition, goodwill, fan involvement, and purchase intentions were factor analyzed using a principal components technique with varimax rotation to identify underlying

relationships or factors. The use of factorial analysis for each of the constructs (favorable disposition, goodwill, fan involvement, and purchase intentions) developed for this study ensures that the items used create unidimensional measures of the four constructs of interest. Component analysis is often used when the primary objective is to identify the minimum number of factors in an instrument that account for the maximum portion of the variance in an original data set (Hair, Anderson, Tatham, & Black, 1995; Morton & Friedman, 2002). The factor analysis that included the original items for favorable disposition suggested six factors. The first factor accounted for 28.83% of the variance. The items that loaded in factor one were regarded as the unidimensional construct of general favorable disposition. The items that loaded in factor two were considered brand-specific favorable dispositions toward Alltel and accounted for 13.69% of the variance. Factor three included the brand-specific favorable dispositions toward Publix and explained 11.27% of the variance. Factor four included the brand-specific favorable dispositions toward Dodge and explained 9.91% of the variance. The items that loaded in factor five included the brand-specific favorable dispositions toward Gatorade (8.13% of variance), and the items that loaded in factor six included the brand-specific favorable dispositions toward Coke (7.10% of variance). The results are listed in Table 3-7.

Table 3-7. Exploratory Factor Analysis Results for Favorable Disposition

Favorable Disposition Items	Factor					
	1	2	3	4	5	6
I like the brand -Alltel	.061	<b>.935</b>	.068	.042	-.035	.024
It is a very good brand -Alltel	.082	<b>.934</b>	.048	.016	-.045	.022
I like the brand-Coke	.120	.006	.095	.004	.123	<b>.932</b>
It is a very good brand-Coke	.145	.047	.193	.010	.144	<b>.904</b>
I like the brand-Gatorade	.139	-.041	.023	.004	<b>.938</b>	.101
It is a very good brand-Gatorade	.112	-.032	.131	.029	<b>.923</b>	.164
I like the brand-Publix	.119	.054	<b>.950</b>	.017	.097	.143
It is a very good brand-Publix	.122	.082	<b>.953</b>	.053	.059	.142
I like the brand-Dodge	.095	.076	.009	<b>.940</b>	.009	-.013
It is a very good brand-Dodge	.131	.013	.048	<b>.936</b>	.016	.021
I think favorably of companies that sponsor Florida football.	<b>.564</b>	.153	.149	.180	.219	.162
I think favorably of Alltel because they sponsor Florida football.	<b>.614</b>	.448	.018	.134	-.014	-.025
I think favorably of Coke because they sponsor Florida football.	<b>.864</b>	.035	.055	-.034	.054	.230
I think favorably of Gatorade because they sponsor Florida football.	<b>.771</b>	-.049	.045	.000	.197	.007
I think favorably of Publix because they sponsor Florida football.	<b>.844</b>	.044	.153	-.028	.006	.038
Companies who sponsor Florida football provide quality products/services.	<b>.356</b>	.282	.117	.246	.159	.222
I think favorably of Dodge because they sponsor Florida football.	<b>.802</b>	.030	-.022	.259	-.018	.042
<b>Eigenvalues</b>	4.90	2.33	1.92	1.69	1.38	1.21
<b>Cronbach alpha (Reliability)</b>	.868	.909	.907	.955	.908	.899
<b>Factor means</b>	3.12	2.68	3.00	4.55	4.63	4.23
<b>Percentage of variance explained</b>	28.83	13.68	11.27	9.91	8.13	7.10
<b>Cumulative variance explained</b>	28.83	42.52	53.79	63.70	71.83	78.93

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

A similar procedure was employed to find the unidimensional constructs of goodwill, fan involvement and purchase intentions. Three factors were uncovered for goodwill, and the items that loaded in factor one, which accounted for 25.34% of the variance, were regarded as the unidimensional construct of caring goodwill. The items that loaded in factor two were considered to be the unidimensional construct of negative goodwill. This factor accounted for 11.68% of the variance. The items that loaded in the third factor were regarded as the unidimensional construct of corporate goodwill. This factor accounted for 9.98% of the variance. After eliminating single items and items that double-loaded, factors four and five were no longer included in the study due to having only one item in each factor. The results are listed in Table 3-8.

Table 3-8. Exploratory Factor Analysis Results for Goodwill

Goodwill Items	Factor				
	1	2	3	4	5
Florida football sponsors are involved with their community.	<b>.466</b>	.116	.451	.257	.041
Companies that sponsor Florida football are successful.	.133	.168	<b>.776</b>	-.054	-.015
Companies that sponsor Florida football are professional.	.232	.173	<b>.762</b>	-.085	-.013
Companies who do not sponsor Florida football are not involved with their community.	.055	.132	-.099	-.161	<b>.827</b>
Corporate sponsorships detract from the enjoyment of this event.	-.073	<b>.741</b>	.261	.117	.137
Florida football sponsors are only after consumers' money.	.152	.204	-.049	<b>.768</b>	.159
Corporate sponsors try to improve Florida football.	<b>.688</b>	.172	.209	.079	-.121
This sporting event benefits from corporate sponsors.	<b>.537</b>	.227	.171	-.448	.069
Florida football should not have corporate sponsors.	.192	<b>.759</b>	.115	-.140	.070
I do not pay attention to the corporate sponsors of Florida football.	.134	<b>.588</b>	.094	.165	-.165
Florida football sponsors are only after consumers' money.	-.310	.001	-.019	<b>-.701</b>	.286
Corporate sponsors do not care about the fans of Florida football.	<b>.568</b>	.442	-.122	.202	.325
Sponsorships of Florida football are better than regular advertising.	<b>.556</b>	-.182	.213	.109	-.077
Corporate sponsors care about the fans of Florida football.	<b>.720</b>	.164	.128	.225	-.082
Florida football would not be possible without sponsors.	.402	.202	-.208	-.220	<b>-.636</b>
<b>Eigenvalues</b>	3.80	1.75	1.50	1.13	1.02
<b>Cronbach alpha (Reliability)</b>	.637	.600	.646	--	--
<b>Factor means</b>	3.11	3.70	4.06	--	--
<b>Percentage of variance explained</b>	25.34	11.68	9.98	7.51	6.80
<b>Cumulative variance explained</b>	25.34	37.02	46.99	54.50	61.30

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

There was only one factor identified for fan involvement, and these items explained 74.46% of the variance. The items that loaded in this factor were considered to be the unidimensional construct of fan involvement. The results are listed in Table 3-9.

**Table 3-9. Exploratory Factor Analysis Results for Fan Involvement**

<b>Fan Involvement Items</b>	<b>Factor</b>
	<b>1</b>
It is very important to me that Florida football games are played.	<b>.808</b>
I see myself as a strong fan of Florida football.	<b>.929</b>
My friends view me as a strong fan of Florida football.	<b>.906</b>
It is important to me to be a part of Florida football.	<b>.802</b>
<b>Eigenvalues</b>	2.98
<b>Cronbach alpha (Reliability)</b>	.884
<b>Factor means</b>	4.09
<b>Percentage of variance explained</b>	74.46
<b>Cumulative variance explained</b>	74.46

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Finally, there were seven factors revealed for purchase intentions, and the first factor explained 34.87% of the variance. The items that loaded in this factor were considered to be the unidimensional construct of general purchase intentions. The items that loaded in factor two were regarded as the Dodge purchase intentions and accounted for 10.81% of the variance. Factor three included the Alltell purchase intentions and explained 8.20% of the variance. Factor four included various other purchase intentions which accounted for 6.78%. Factor five included the Coke purchase intentions (5.00% of variance), factor six the Publix purchase intentions (4.57% of variance), and factor seven the Gatorade purchase intentions (3.51%). The results are listed in Table 3-10.

Table 3-10. Exploratory Factor Analysis Results for Purchase Intentions

Purchase Intentions Items	Factor						
	1	2	3	4	5	6	7
I would buy this brand - Alltel	0.01	0.06	<b>0.89</b>	0.07	0.03	0.05	-0.01
I would consider this brand-Alltel	-0.02	0.06	<b>0.90</b>	0.15	0.01	0.05	-0.00
I would buy this brand-Coke	0.06	-0.05	-0.04	0.08	<b>0.92</b>	0.15	0.11
I would consider this brand-Coke	0.07	-0.05	0.04	0.10	<b>0.92</b>	0.15	0.12
I would buy this brand-Gatorade	0.12	0.00	-0.03	0.06	0.08	0.04	<b>0.92</b>
I would consider this brand-Gatorade	0.14	-0.01	-0.02	0.05	0.15	0.11	<b>0.90</b>
I would buy this brand-Publix	0.08	0.00	0.05	0.03	0.14	<b>0.93</b>	0.10
I would consider this brand-Publix	0.06	0.01	0.04	0.04	0.14	<b>0.94</b>	0.04
I would buy this brand-Dodge	-0.04	<b>0.93</b>	0.05	0.10	-0.01	0.03	0.00
I would consider this brand-Dodge	-0.03	<b>0.93</b>	0.10	0.10	-0.02	0.04	-0.01
Whenever possible, I try to buy products/services from companies that sponsor Florida football.	<b>0.66</b>	0.08	0.17	0.24	-0.02	0.04	0.07
I would consider purchasing products/services from Alltel because they sponsor Florida football.	<b>0.58</b>	0.15	0.54	0.15	-0.13	0.00	0.10

Table 3-10. Continued

Purchase Intentions Items	Factor						
I would consider purchasing products/services from Dodge because they sponsor Florida football.	0.59	0.65	0.15	0.03	-0.07	-0.07	0.04
I would purchase products/services from Publix because they sponsor this event.	<b>0.86</b>	0.06	0.07	0.10	0.10	0.10	-0.04
I would purchase products/services from Dodge because they sponsor this event.	0.54	0.70	0.12	0.00	-0.10	-0.06	-0.01
I think it is good to purchase products/services from companies that sponsor Florida football.	<b>0.63</b>	0.07	-0.03	0.36	0.06	0.05	0.16
I would consider purchasing products/services from Publix because they sponsor Florida football.	<b>0.87</b>	0.07	0.05	0.19	0.06	0.09	-0.00
I would purchase a product/service from Coke because they sponsor this event.	<b>0.88</b>	0.02	-0.01	0.11	0.24	0.04	0.03
I would consider purchasing products/services from the corporate sponsors of this event.	0.48	0.07	-0.03	<b>0.55</b>	0.10	-0.04	0.09
I would consider purchasing products/services from Gatorade because they sponsor Florida football.	<b>0.81</b>	0.06	-0.06	0.17	-0.01	-0.04	0.18
I would purchase a product/service from Alltel because they sponsor this event.	0.51	0.26	0.58	0.05	-0.01	-0.01	-0.02
I would try a new product/service if I saw it at a Florida football game.	0.26	0.04	0.23	<b>0.60</b>	0.07	-0.10	-0.06
I would consider purchasing products/services from Coke because they sponsor Florida football.	0.84	0.02	0.05	0.20	0.19	-0.02	0.00
I would definitely purchase products/services from the corporate sponsors of Florida football.	0.49	0.14	0.10	<b>0.59</b>	0.05	0.05	-0.05
I try to purchase products/services from companies that sponsor Florida football.	<b>0.70</b>	0.13	0.19	0.32	-0.00	0.02	0.04
My overall attitude toward purchasing products/services from companies that sponsor this event is positive.	0.32	0.09	0.12	<b>0.67</b>	0.04	0.17	0.12

Table 3-10. Continued

<b>Purchase Intentions Items</b>	<b>Factor</b>						
I will try to buy at least one product/service from a company that sponsors this event within the next 3 mos.	<b>0.48</b>	-0.02	0.02	0.47	0.05	0.06	0.14
I would purchase a product/service from Gatorade because they sponsor this event.	<b>0.75</b>	0.08	0.02	0.24	-0.03	-0.01	0.23
I do not base my purchasing decisions on the corporate sponsorship of Florida football.	<b>0.65</b>	-0.03	0.04	0.13	-0.19	0.07	0.03
<b>Eigenvalues</b>	10.11	3.13	2.38	1.97	1.45	1.32	1.02
<b>Cronbach alpha (Reliability)</b>	.942	.951	.893	.503	.913	.916	.869
<b>Factor means</b>	2.85	2.67	2.46	3.21	4.34	4.66	4.65
<b>Percentage of variance explained</b>	34.87	10.81	8.20	6.78	5.00	4.57	3.51
<b>Cumulative variance explained</b>	34.87	45.68	53.88	60.65	65.65	70.22	73.73

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Reliability measures were also calculated for each of the four constructs of the instrument. For the 6 items in the first factor of favorable disposition items,  $\alpha = .868$ . For the two items in factor two,  $\alpha = .909$ . For the two items in factor three,  $\alpha = .907$ . For the two items in factor four,  $\alpha = .955$ . For the two items in factor five,  $\alpha = .908$ . For the two items in factor six,  $\alpha = .899$ . For the three items in factor one of goodwill,  $\alpha = .637$ . For the three items in factor two of goodwill,  $\alpha = .600$ . For the two items in the third factor of goodwill,  $\alpha = .646$ . For the 4 fan involvement items,  $\alpha = .884$ . For the 10 purchase intentions items in factor one,  $\alpha = .942$ . For the two items in factor two of purchase intentions,  $\alpha = .951$ . For the two items in factor three of purchase intentions,  $\alpha = .893$ . For the two items in factor four of purchase intentions,  $\alpha = .503$ . For the two items in factor five of purchase intentions,  $\alpha = .913$ . For the two items in factor six of purchase intentions,  $\alpha = .916$ . For the two items in factor seven of purchase intentions,  $\alpha = .869$ . Therefore, coefficient alpha reliability tests run for each factor, except for factor four of purchase intentions, satisfied Nunally's (1978) criterion of .60 or higher as a standard for an exploratory research study. However, future research on the construct of goodwill should include a confirmatory factor analysis to test for higher reliability.

In order to make statistical comparisons between the means of the constructs being studied, indexes were mathematically created for each factor of favorable disposition, goodwill, fan involvement, and purchase intentions. To create these indexes, all of the items concerning each factor were added together and divided by the number of items for that same factor. For example, all of the respondents' answers for the 6 general favorable disposition items were added together, and that number was divided by 6. This created a mean value for this sample's level of general favorable disposition toward the sponsors of

this event. The same procedure was repeated for the factors of goodwill, fan involvement, and purchase intentions.

### Data Analysis

The data analysis in the study included a factor analysis, descriptive statistics (i.e., frequencies, means, and standard deviations), a correlational analysis, and analyses of variance for the research questions involving awareness.

### Descriptive Statistics

For the recall (unaided recall) and recognition (aided recall) items, frequency measures were also calculated. The results for the recall question were as follows: Coke 40%, Publix 24%, Gatorade 21%, Alltel 20%, and Dodge 11%. The results are listed in Table 3-11.

Table 3-11. Recall (Unaided) Results

<b>Sponsors</b>	<b>N</b>	<b>Percentage</b>	<b>SD</b>
Coke	158	.40	.491
Publix	96	.24	.430
Gatorade	81	.21	.405
Alltel	79	.20	.401
Dodge	45	.11	.318

The results for the recognition (aided recall) questions were as follows: Gatorade 99%, Coke 94%, Publix 92%, Alltel 78%, and Dodge 76%. The results are listed in Table 3-12.

Table 3-12. Recognition (Aided recall) Results

<b>Sponsor</b>	<b>Missing</b>	<b>N</b>	<b>Percentage</b>
Gatorade	40	350	98.9
Coke	39	334	94.1
Publix	41	324	91.8
Alltel	42	273	77.6
Dodge	41	268	75.9

Favorable Disposition was measured using 5 brand-specific questions (related to each of the five major commercial sponsors) and 1 non-brand-specific questions (not related to one of the five major commercial sponsors) for a total of 8 items. Items that loaded in the first factor were considered to be general favorable disposition. The remaining five factors were regarded as favorable disposition toward the particular brand that loaded in each factor. They were all measured on a five-point Likert-scale ranging from 5 (Strongly agree) to 1 (Strongly disagree). The items asked participants about their dispositions toward the top 5 corporate sponsors of the event and about their disposition regarding sponsorship in general. The items in this section were developed based on research conducted by MacKenzie and Lutz (1989) and Reid and Soley (1982). The results from these 17 items are displayed in Table 3-13.

Table 3-13. Frequencies for the 17 Favorable Disposition (FD) Items

	<b>FD<sup>1</sup></b>	<b>FD<sup>2</sup></b>	<b>FD<sup>3</sup></b>	<b>FD<sup>4</sup></b>	<b>FD<sup>5</sup></b>	<b>FD<sup>6</sup></b>	<b>FD<sup>7</sup></b>
N	352	352	350	350	351	351	349
Missing	42	42	44	44	43	43	45
Mean	2.65	2.70	4.27	4.16	4.59	4.66	4.55
SD	.84	.84	.91	1.01	.68	.60	.76
Range	4	4	4	4	4	4	4
Min.	1	1	1	1	1	1	1
Max.	5	5	5	5	5	5	5

	<b>FD<sup>8</sup></b>	<b>FD<sup>9</sup></b>	<b>FD<sup>10</sup></b>
N	349	347	347
Missing	45	47	47
Mean	4.56	2.97	3.02
SD	.76	1.02	1.02
Range	4	4	4
Min.	1	1	1
Max.	5	5	5

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<sup>1</sup> I like the brand Alltel.

<sup>2</sup> Alltel is a very good brand.

<sup>3</sup> I like the brand Coke.

<sup>4</sup> Coke is a very good brand.

<sup>5</sup> I like the brand Gatorade.

<sup>6</sup> Gatorade is a very good brand.

<sup>7</sup> I like the brand Publix.

<sup>8</sup> Publix is a very good brand.

<sup>9</sup> I like the brand Dodge.

<sup>10</sup> Dodge is a very good brand.

	<b>FD<sup>11</sup></b>	<b>FD<sup>12</sup></b>	<b>FD<sup>13</sup></b>	<b>FD<sup>14</sup></b>	<b>FD<sup>15</sup></b>	<b>FD<sup>16</sup></b>	<b>FD<sup>17</sup></b>
N	351	351	351	350	346	345	346
Missing	43	43	43	44	48	49	48
Mean	3.91	3.52	3.79	3.11	2.47	2.94	2.63
SD	.88	1.25	.811	1.18	1.03	1.18	1.08
Range	4	4	4	4	4	4	4
Min.	1	1	1	1	1	1	1
Max.	5	5	5	5	5	5	5

Goodwill was measured with 3 factors based on Meenaghan's (2001) theoretical model outlining the Sponsor-Process-Response sequence. Items that loaded in the first factor were regarded as caring goodwill. Items in the second factor were regarded as negative goodwill. And items that loaded in the third factor were considered to be corporate goodwill. A 5-point Likert-scale, ranging from 5 (Strongly agree) to 1 (Strongly disagree), was used to measure consumers' goodwill of the corporate sponsors of the event. The results from these 15 items are displayed in Table 3-14.

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<sup>11</sup> I think favorably of companies that sponsor Florida football.

<sup>12</sup> I think favorably of Gatorade because they sponsor Florida football.

<sup>13</sup> Companies who sponsor Florida football provide quality products/services.

<sup>14</sup> I think favorably of Publix because they sponsor Florida football.

<sup>15</sup> I think favorably of Alltel because they sponsor Florida football.

<sup>16</sup> I think favorably of Coke because they sponsor Florida football.

<sup>17</sup> I think favorably of Dodges because they sponsor Florida football.

Table 3-14. Frequencies for the 15 Goodwill (GW) Items

	<b>GW<sup>18</sup></b>	<b>GW<sup>19</sup></b>	<b>GW<sup>20</sup></b>	<b>GW<sup>21</sup></b>	<b>GW<sup>22</sup></b>	<b>GW<sup>23</sup></b>	<b>GW<sup>24</sup></b>
N	351	351	351	350	352	351	351
Missing	43	43	43	44	42	43	43
Mean	3.42	4.06	2.98	3.81	3.04	4.32	4.05
SD	.93	.78	1.17	1.01	1.17	.80	.85
Range	4	4	4	4	4	4	4
Min.	1	1	1	1	1	1	1
Max.	5	5	5	5	5	5	5

	<b>GW<sup>25</sup></b>	<b>GW<sup>26</sup></b>	<b>GW<sup>27</sup></b>	<b>GW<sup>28</sup></b>	<b>GW<sup>29</sup></b>	<b>GW<sup>30</sup></b>	<b>GW<sup>31</sup></b>	<b>GW<sup>32</sup></b>
N	349	349	349	348	349	349	346	346
Missing	45	45	45	46	45	45	48	48
Mean	4.26	4.26	3.04	3.32	2.99	3.19	3.90	3.46
SD	.98	.98	1.07	.95	1.02	1.26	1.01	1.01
Range	4	4	4	4	4	4	4	4
Min.	1	1	1	1	1	1	1	1
Max.	5	5	5	5	5	5	5	5

<sup>18</sup> Florida football sponsors are involved with their community.

<sup>19</sup> Companies that sponsor Florida football are successful.

<sup>20</sup> Florida football sponsors are only after consumers' money.

<sup>21</sup> Corporate sponsorships detract from the enjoyment of this event.

<sup>22</sup> Corporate sponsors try to improve Florida football.

<sup>23</sup> This sporting event benefits from corporate sponsors.

<sup>24</sup> Companies that sponsor Florida football are professional.

<sup>25</sup> Florida football should not have corporate sponsors.

<sup>26</sup> Companies who do not sponsor Florida football are not involved with their community.

<sup>27</sup> I do not pay attention to the corporate sponsors of Florida football.

<sup>28</sup> Sponsorships of Florida football are better than regular advertising.

<sup>29</sup> Corporate sponsors care about the fans of Florida football.

<sup>30</sup> Florida football would not be possible without sponsors.

<sup>31</sup> Florida football sponsors are only after consumers' money.

<sup>32</sup> Corporate sponsors do not care about the fans of Florida football.

Fan involvement levels were measured using only one factor on a five-point Likert-scale ranging from 5 (Strongly agree) to 1 (Strongly disagree). All four items loaded in the first factor. These items were used to determine how closely the participants identified with the team they were watching. This was based on work by Madrigal (2001) and his social identity theory and belief-attitude-intentions hierarchy. The results from these 4 items are listed in Table 3-15.

Table 3-15. Frequencies for the 4 Fan Involvement (FI) Items.

	<b>FI<sup>33</sup></b>	<b>FI<sup>34</sup></b>	<b>FI<sup>35</sup></b>	<b>FI<sup>36</sup></b>
N	350	350	349	348
Missing	44	44	45	46
Mean	3.99	3.89	4.42	4.10
SD	1.19	1.19	.96	1.12
Range	4	4	4	4
Min.	1	1	1	1
Max.	5	5	5	5

Consumer purchase intentions were measured using 7 factors, and all of the items were measured on a 5-point Likert-scale, ranging from 5 (Strongly agree) to 1 (Strongly disagree). Items that loaded in the first factor were considered to be general purchase intentions. Items that loaded in the second factor were Dodge purchase intentions. Items that loaded in factor three were Alltel purchase intentions. Factor four included various other purchase intentions. Items that loaded in factor five were Coke purchase intentions. Items that loaded in factor six were Publix purchase intentions, and items that loaded in factor seven were Gatorade purchase intentions. These questions were based on research by Peyrot and Van Doren (1998). The results for these 29 items are displayed in Table 3-16.

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<sup>33</sup> It is important to me to be a part of Florida football.

<sup>34</sup> My friends view me as a strong fan of Florida football.

<sup>35</sup> It is very important to me that Florida football games are played.

<sup>36</sup> I see myself as a strong fan of Florida football.

Table 3-16. Frequencies for the 29 Purchase Intentions Items

	<b>PI1<sup>37</sup></b>	<b>PI2<sup>38</sup></b>	<b>PI3<sup>39</sup></b>	<b>PI4<sup>40</sup></b>	<b>PI5<sup>41</sup></b>	<b>PI6<sup>42</sup></b>	<b>PI7<sup>43</sup></b>	<b>PI8<sup>44</sup></b>
N	349	349	350	350	348	348	350	350
Missing	45	45	44	44	46	46	44	44
Mean	2.43	2.50	4.39	4.30	4.62	4.68	4.66	4.65
SD	1.01	1.09	.94	1.01	.74	.64	.67	.70
Range	4	4	4	4	4	4	4	4
Min.	1	1	1	1	1	1	1	1
Max.	5	5	5	5	5	5	5	5

	<b>PI9<sup>45</sup></b>	<b>PI10<sup>46</sup></b>	<b>Q2<sup>47</sup></b>	<b>Q3<sup>48</sup></b>	<b>Q6<sup>49</sup></b>	<b>Q7<sup>50</sup></b>	<b>Q12<sup>51</sup></b>	<b>Q16<sup>52</sup></b>
N	347	347	352	352	351	350	350	350
Missing	47	47	42	42	43	44	44	44
Mean	2.69	2.65	2.86	2.16	2.21	2.95	2.16	3.21
SD	1.18	1.17	1.05	1.09	1.05	1.27	.97	.99
Range	4	4	4	4	4	4	4	4
Min.	1	1	1	1	1	1	1	1
Max.	5	5	5	5	5	5	5	5

<sup>37</sup> I would buy the brand Alltel.

<sup>38</sup> The next time I need to buy a product of this type, I would consider buying Alltel.

<sup>39</sup> I would buy the brand Coke.

<sup>40</sup> The next time I need to buy a product of this type, I would consider buying Coke.

<sup>41</sup> I would buy the brand Gatorade.

<sup>42</sup> The next time I need to buy a product of this type, I would consider buying Gatorade.

<sup>43</sup> I would buy the brand Publix.

<sup>44</sup> The next time I need to buy a product of this type, I would consider buying Publix.

<sup>45</sup> I would buy the brand Dodge.

<sup>46</sup> The next time I need to buy a product of this type, I would consider buying Dodge.

<sup>47</sup> Whenever possible, I try to buy products/services from companies that sponsor Florida football.

<sup>48</sup> I would consider purchasing products/services from Alltel because they sponsor Florida football.

<sup>49</sup> I would consider purchasing products/services from Dodge because they sponsor Florida football.

<sup>50</sup> I would purchase products/services from Publix because they sponsor this event.

<sup>51</sup> I would purchase products/services from Dodge because they sponsor this event.

<sup>52</sup> I think it is good to purchase products/services from companies that sponsor Florida football.

	Q17 <sup>53</sup>	Q19 <sup>54</sup>	Q21 <sup>55</sup>	Q22 <sup>56</sup>	Q24 <sup>57</sup>	Q25 <sup>58</sup>	Q29 <sup>59</sup>	Q34 <sup>60</sup>
N	349	350	350	348	351	346	349	346
Missing	45	44	44	46	43	48	45	48
Mean	2.96	2.86	3.50	3.18	1.86	2.08	3.01	2.85
SD	1.23	1.22	.97	1.27	.99	.95	.96	1.17
Range	4	4	4	4	4	4	4	4
Min.	1	1	1	1	1	1	1	1
Max.	5	5	5	5	5	5	5	5

	Q35 <sup>61</sup>	Q37 <sup>62</sup>	Q38 <sup>63</sup>	Q40 <sup>64</sup>	Q45 <sup>65</sup>
N	348	347	347	347	347
Missing	46	47	47	47	47
Mean	2.92	2.57	3.41	3.17	3.11
SD	1.00	.99	.80	1.24	1.22
Range	4	4	4	4	4
Min.	1	1	1	1	1
Max.	5	5	5	5	5

<sup>53</sup> I would consider purchasing products/services from Publix because they sponsor Florida football.

<sup>54</sup> I would purchase products/services from Coke because they sponsor this event.

<sup>55</sup> I would consider purchasing products/services from the corporate sponsors of this event.

<sup>56</sup> I would consider purchasing products/services from Gatorade because they sponsor Florida football.

<sup>57</sup> I do not base my purchasing decisions on the corporate sponsorship of Florida football.

<sup>58</sup> I would purchase products/services from Alltel because they sponsor this event.

<sup>59</sup> I would try a new product/service if I saw it at a Florida football game.

<sup>60</sup> I would consider purchasing products/services from Coke because they sponsor Florida football.

<sup>61</sup> I would definitely purchase products/services from the corporate sponsors of Florida football.

<sup>62</sup> I try to purchase products/services from companies that sponsor Florida football.

<sup>63</sup> My overall attitude toward purchasing products/services from companies that sponsor this event is positive.

<sup>64</sup> I will try to buy at least one product/service from a company that sponsors this event within the next 3 mos.

<sup>65</sup> I would purchase products/services from Gatorade because they sponsor this event.

## CHAPTER 4 RESULTS

There were nine research questions proposed in this study. These questions guided the exploration of the effectiveness of commercial sponsorship, and the results of each of the questions are outlined below.

### **Research Question 1: Will Participants Who Have Higher Levels of Awareness of Corporate Sponsorships Display A More Favorable Disposition Than Participants With Lower Levels of Awareness?**

For each research question involving awareness (Q1, Q2, Q4, and Q7), one-way analyses of variance (ANOVA's) were conducted for the recall and recognition measures of the five sponsoring companies compared to each construct. Each commercial sponsor of the event (Alltel, Coke, Gatorade, Publix, and Dodge) was compared to each factor in the construct being studied for those four research questions.

For question 1, only one of the unaided recall ANOVA's was significant. Respondents that remembered Alltel as one of the commercial sponsors demonstrated a favorable disposition toward that brand ( $F(1, 78) = 6.954, p < .05$ ). While some consumers' could recall many of the companies sponsoring the event, they did not necessarily form more positive feelings or beliefs about those companies. There were four aided recall ANOVA's that were significant. Respondents that recognized Publix as a commercial sponsor demonstrated a general favorable disposition toward sponsorship ( $F(1, 309) = 4.364, p < .05$ ) and also a favorable disposition toward that particular brand ( $F(1, 320) = 3.336, p < .05$ ). Respondents that recognized Dodge as a commercial sponsor also demonstrated a general favorable disposition ( $F(1, 257) = 2.689, p < .05$ ) and a brand-

specific favorable disposition toward Dodge ( $F(1, 264) = 2.679, p < .05$ ). However, there was not sufficient overall evidence to support Q1. It was partially supported. The results of these ANOVA's are displayed in Tables 4-1 and 4-2.

Table 4-1. One-Way ANOVA's for Question 1  
Unaided recall for Alltel, Dodge, Publix, Gatorade, and Coke

	Alltel		Dodge		F Value	Sig.
	Yes Mean	SD	No Mean	SD		
Factor 1: General Favorable Disposition	(n= 72) 3.15	0.92	(n= 265) 3.10	0.85	0.229	.633
Factor 2: Alltel Favorable Disposition	(n= 78) 2.47	0.86	(n= 273) 2.74	0.78	6.954	.009*
	<b>Dodge</b>					
Factor 1: General Favorable Disposition	(n=42) 3.27	0.79	(n=296) 3.08	0.87	1.796	.181
Factor 3: Dodge Favorable Disposition	(n=44) 3.23	1.06	(n=303) 2.96	0.06	2.851	.092
	<b>Publix</b>					
Factor 1: General Favorable Disposition	(n=88) 3.14	0.77	(n=250) 3.09	0.89	0.213	.645
Factor 4: Publix Favorable Disposition	(n=95) 4.56	0.79	(n=254) 4.55	0.73	0.003	.958
	<b>Gatorade</b>					
Factor 1: General Favorable Disposition	(n=79) 3.09	0.83	(n=259) 3.11	0.87	0.061	.805
Factor 5: Gatorade Favorable Disposition	(n=81) 4.68	0.61	(n=270) 4.61	0.62	0.800	.372
	<b>Coke</b>					
Factor 1: General Favorable Disposition	(n=148) 3.09	0.84	(n=189) 3.11	0.88	0.041	.840
Factor 6: Coke Favorable Disposition	(n=156) 4.28	0.90	(n=193) 4.17	0.93	1.079	.300

\*Significant at the .05 level

Table 4-2. One-way ANOVA's for Question 1  
 Aided recall for Alltel, Dodge, Publix, Gatorade, and Coke

	Correct		Foil 1		Alltel Foil 2		Foil 3		F Value	Sig.
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Factor 1: General Favorable Disposition	(n=261) 3.15	0.84	(n=26) 2.81	1.04	(n=31) 2.96	0.97	(n=19) 3.21	0.70	1.600	.189
Factor 2: Alltel Favorable Disposition	(n=272) 2.65	0.83	(n=27) 2.67	0.72	(n=31) 2.82	0.80	(n=20) 2.75		0.473	.701
<b>Dodge</b>										
Factor 1: General Favorable Disposition	(n=257) 3.17	0.88	(n=48) 2.95	0.80	(n=28) 2.75	0.77	(n=4) 3.13	0.32	2.689	.046*
Factor 3: Dodge Favorable Disposition	(n=264) 3.05	0.96	(n=50) 2.84	0.98	(n=28) 2.63	1.04	(n=4) 3.63	0.63	2.679	.047*
<b>Publix</b>										
Factor 1: General Favorable Disposition	(n=309) 3.15	0.84	(n=18) 2.87	0.94	(n=3) 2.72	1.06	(n=8) 2.15	0.76	4.364	.005*
Factor 4: Publix Favorable Disposition	(n=320) 4.59	0.71	(n=18) 4.28	1.06	(n=3) 4.67	0.58	(n=8) 3.88	0.99	3.336	.020*
<b>Gatorade</b>										
Factor 1: General Favorable Disposition	(n=334) 3.11	0.86	(n=1) 2.00	0.00	(n=3) 3.17	0.17	(n=0) 0.00	0.00	0.836	.434
Factor 5: Gatorade Favorable Disposition	(n=347) 4.63	0.62	(n=1) 5.00	0.00	(n=3) 4.33	0.58	(n=0) 0.00	0.00	0.523	.593
<b>Coke</b>										
Factor 1: General Favorable Disposition	(n=317) 3.13	0.86	(n=20) 2.82	0.89	(n=1) 2.17	0.00	(n=0) 0.00	0.00	1.846	.159
Factor 6: Coke Favorable Disposition	(n=329) 4.23	0.92	(n=20) 3.98	0.82	(n=1) 3.00	0.00	(n=0) 0.00	0.00	1.651	.193

\*Significant at the .05 level

**Research Question 2: Will Participants Who Have Higher Levels of Awareness Display Stronger Purchase Intentions Than Participants With Lower Levels of Awareness?**

For question 2, two of the unaided recall ANOVA's were significant. Specifically, the respondents that recalled Alltel displayed significantly higher purchase intentions for that particular brand than respondents that did not remember seeing Alltel ( $F(1, 77) = 5.337, p < .05$ ). Respondents that recalled Dodge displayed significantly higher general purchase intentions than those who did not remember seeing the brand ( $F(1, 41) = 4.205, p < .05$ ). Therefore, Q2 was partially supported. The results of these ANOVA's are displayed in Tables 4-3 and 4-4.

Table 4-3. One-Way ANOVA's for Question 2  
 Unaided recall for Alltel, Dodge, Publix, Gatorade, and Coke

	<b>Alltel</b>		<b>No</b>		F Value	Sig.
	Yes		Mean	SD		
Factor 1: General Purchase Intentions	(n=73) 3.00	0.95	(n=264) 2.81	0.91	2.539	.112
Factor 2: Alltel Purchase Intentions	(n=77) 2.23	0.98	(n=271) 2.53	0.99	5.337	.021
	<b>Dodge</b>					
Factor 1: General Purchase Intentions	(n=41) 3.12	0.82	(n=297) 2.81	0.93	4.205	.041
Factor 3: Dodge Purchase Intentions	(n=45) 2.87	1.32	(n=302) 2.65	1.15	1.460	.228
	<b>Publix</b>					
Factor 1: General Purchase Intentions	(n=87) 2.87	0.84	(n=251) 2.84	0.95	0.050	.824
Factor 4: Publix Purchase Intentions	(n=96) 4.67	0.67	(n=254) 4.65	0.66	0.036	.849
	<b>Gatorade</b>					
Factor 1: General Purchase Intentions	(n=76) 2.87	0.87	(n=262) 2.84	0.94	0.050	.823
Factor 5: Gatorade Purchase Intentions	(n=81) 4.70	0.60	(n=267) 4.63	0.67	0.689	.407
	<b>Coke</b>					
Factor 1: General Purchase Intentions	(n=150) 2.83	0.94	(n=187) 2.86	0.91	0.068	.794
Factor 6: Coke Purchase Intentions	(n=157) 4.40	0.91	(n=192) 4.30	0.96	1.030	.311

Table 4-4. One-Way ANOVA's for Question 2  
 Aided recall for Alltel, Dodge, Publix, Gatorade, and Coke

	Correct		Foil 1		Foil 2		Foil 3		F Value	Sig.
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Factor 1: General Purchase Intentions	(n=260) 2.90	0.93	(n=26) 2.47	0.97	(n=30) 2.61	0.85	(n=20) 3.02	0.83	2.717	.045
Factor 2: Alltel Purchase Intentions	(n=269) 2.45	1.03	(n=27) 2.34	0.89	(n=31) 2.50	0.92	(n=21) 2.79	0.75	0.858	.463
	<b>Dodge</b>									
Factor 1: General Purchase Intentions	(n=258) 2.92	0.94	(n=48) 2.63	0.87	(n=27) 2.57	0.78	(n=4) 2.68	0.47	2.226	.085
Factor 3: Dodge Purchase Intentions	(n=267) 2.75	1.15	(n=49) 2.39	1.08	(n=26) 2.38	1.19	(n=4) 2.50	0.41	2.062	.105
	<b>Publix</b>									
Factor 1: General Purchase Intentions	(n=309) 2.88	0.92	(n=18) 2.68	0.89	(n=3) 2.57	0.95	(n=8) 2.23	0.93	1.630	.182
Factor 4: Publix Purchase Intentions	(n=320) 4.67	0.64	(n=18) 4.50	0.98	(n=3) 4.83	0.29	(n=8) 4.38	0.74	0.926	.428
	<b>Gatorade</b>									
Factor 1: General Purchase Intentions	(n=334) 2.85	0.93	(n=1) 1.20	0.00	(n=3) 3.03	0.32	(n=0) 0.00	0.00	1.667	.190
Factor 5: Gatorade Purchase Intentions	(n=344) 4.65	0.66	(n=1) 5.00	0.00	(n=3) 5.00	0.00	(n=0) 0.00	0.00	0.576	.563
	<b>Coke</b>									

Factor 1: General Purchase Intentions	(n=317) 2.87	0.92	(n=20) 2.52	0.90	(n=1) 2.10	0.00	(n=0) 0.00	0.00	1.750	.175
Factor 6: Coke Purchase Intentions	(n=329) 4.36	0.94	(n=20) 4.08	0.99	(n=1) 3.50	0.00	(n=0) 0.00	0.00	1.296	.275

**Research Question 3: Will Participants Who Have Higher Levels of Favorable Disposition Display Stronger Purchase Intentions Than Participants With Lower Levels of Favorable Disposition?**

A correlational analysis was performed in order to answer the remaining five research questions regarding favorable disposition, goodwill, fan involvement, and purchase intentions (Q3, Q5, Q6, Q8, and Q9). The results indicated that general favorable disposition was significantly ( $p < .01$ ) and positively correlated to general purchase intentions (Pearson's  $r = .872$ ) and other purchase intentions (Pearson's  $r = .601$ ). The results also indicated that certain brand-specific favorable dispositions were also significantly and positively correlated to brand-specific purchase intentions, while others were not significant. The results of this correlational analysis are displayed in Table 4-5.

Table 4-5. Correlational Analysis for Favorable Disposition (FD) and Purchase Intentions (PI)

		General PI	Dodge PI	Alltel PI	Other PI	Coke PI	Publix PI	Gatorade PI
General FD	Pearson Correlation	.872(**)	.175(**)	.178(**)	.601(**)	.217(**)	.189(**)	.227(**)
	Sig. (2-tailed)	.000	.001	.001	.000	.000	.000	.000
	N	331	334	338	337	336	336	334
Alltel FD	Pearson Correlation	.130(*)	.159(**)	.763(**)	.254(**)	.033	.162(**)	-.010
	Sig. (2-tailed)	.017	.003	.000	.000	.538	.002	.848
	N	337	346	348	346	348	348	346
Dodge FD	Pearson Correlation	.104	.784(**)	.088	.128(*)	-.011	.075	.028
	Sig. (2-tailed)	.059	.000	.104	.018	.834	.163	.605
	N	334	343	345	343	345	345	343
Publix FD	Pearson Correlation	.188(**)	.032	.087	.141(**)	.306(**)	.830(**)	.112(*)
	Sig. (2-tailed)	.001	.560	.106	.009	.000	.000	.037
	N	336	344	346	344	347	347	346
Gatorade FD	Pearson Correlation	.244(**)	-.004	-.100	.134(*)	.260(**)	.214(**)	.857(**)
	Sig. (2-tailed)	.000	.944	.063	.013	.000	.000	.000
	N	337	346	348	346	349	349	347
Coke FD	Pearson Correlation	.214(**)	-.008	.030	.212(**)	.851(**)	.275(**)	.232(**)
	Sig. (2-tailed)	.000	.882	.574	.000	.000	.000	.000
	N	336	345	347	345	349	348	346

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

**Research Question 4: Will Participants Who Have Higher Levels of Goodwill Display Higher Levels of Awareness of Corporate Sponsorships Than Participants With Lower Levels of Goodwill?**

Following the results of the ANOVA's for question 4, it was found that there were ten significant results. The respondents that recalled Alltel as a sponsor scored significantly higher in the factor of corporate goodwill ( $F(1, 79) = 7.523, p < .05$ ). Respondents who recalled Dodge's sponsorship scored significantly higher in the factors of negative goodwill ( $F(1, 43) = 6.308, p < .05$ ) and corporate goodwill ( $F(1, 45) = 4.194, p < .05$ ). Respondents who remembered Coke's sponsorship of the event also scored significantly higher in negative goodwill ( $F(1, 155) = 5.147, p < .05$ ) and corporate goodwill ( $F(1, 157) = 4.428, p < .05$ ). For the aided recall section, respondents who recognized Alltel as a sponsor scored significantly higher in the factor of negative goodwill ( $F(1, 268) = 2.836, p < .05$ ). Those who recognized Dodge's sponsorship also scored significantly higher in negative goodwill ( $F(1, 265) = 6.684, p < .001$ ). The respondents who recognized Publix as a commercial sponsor displayed significantly higher results in the factor of corporate goodwill ( $F(1, 320) = 3.524, p < .05$ ). When Coke's sponsorship was recognized by the participants, they also scored significantly higher in both negative goodwill ( $F(1, 326) = 7.084, p < .001$ ) and corporate goodwill ( $F(1, 329) = 5.349, p < .05$ ). Therefore, Q4 was partially supported. The results of these ANOVA's are displayed in Tables 4-6 and 4-7.

Table 4-6. One-Way ANOVA's for Question 4  
 Unaided recall for Alltel, Dodge, Publix, Gatorade, and Coke

	Alltel		Dodge		F Value	Sig.
	Yes Mean	SD	No Mean	SD		
Factor 7: Caring Goodwill	(n=77) 3.06	0.76	(n=270) 3.13	0.81	0.403	.526
Factor 8: Negative Goodwill	(n=77) 3.77	0.71	(n=269) 3.68	0.78	0.783	.377
Factor 9: Corporate Goodwill	(n=79) 4.25	0.64	(n=270) 4.00	0.71	7.523	.006*
<b>Dodge</b>						
Factor 7: Caring Goodwill	(n=43) 3.16	0.69	(n=305) 3.10	0.81	0.207	.649
Factor 8: Negative Goodwill	(n=43) 3.97	0.63	(n=304) 3.66	0.77	6.308	.012*
Factor 9: Corporate Goodwill	(n=45) 4.26	0.67	(n=305) 4.03	0.71	4.194	.041*
<b>Publix</b>						
Factor 7: Caring Goodwill	(n=94) 3.07	0.71	(n=254) 3.12	0.82	0.273	.601
Factor 8: Negative Goodwill	(n=94) 3.79	0.70	(n=253) 3.67	0.78	1.763	.185
Factor 9: Corporate Goodwill	(n=96) 4.08	0.64	(n=254) 4.05	0.73	0.203	.653
<b>Gatorade</b>						
Factor 7: Caring Goodwill	(n=79) 3.10	0.74	(n=269) 3.14	0.81	0.032	.858
Factor 8: Negative Goodwill	(n=79) 3.70	0.72	(n=268) 3.70	0.77	0.001	.978
Factor 9: Corporate Goodwill	(n=80) 4.13	0.67	(n=270) 4.04	0.71	1.003	.317
<b>Coke</b>						
Factor 7: Caring Goodwill	(n=155) 3.13	0.81	(n=192) 3.09	0.78	0.186	.667
Factor 8: Negative Goodwill	(n=155) 3.80	0.75	(n=191) 3.61	0.76	5.147	.024*
Factor 9: Corporate Goodwill	(n=157) 4.14	0.69	(n=192) 3.98	0.71	4.428	.036*

\*Significant at the .05 level

Table 4-7. One-Way ANOVA's for Question 4  
 Aided recall for Alltel, Dodge, Publix, Gatorade, and Coke

	Correct		Foil 1		Foil 2		Foil 3		F Value	Sig.
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
<b>Alltel</b>										
Factor 7: Caring Goodwill	(n=268) 3.14	0.78	(n=26) 2.90	0.86	(n=31) 3.15	0.91	(n=21) 2.97	0.70	1.008	.389
Factor 8: Negative Goodwill	(n=268) 3.75	0.73	(n=26) 3.51	0.84	(n=31) 3.39	0.93	(n=20) 3.62	0.74	2.836	.038*
Factor 9: Corporate Goodwill	(n=271) 4.09	0.70	(n=26) 4.02	0.69	(n=30) 3.92	0.76	(n=21) 3.90	0.72	0.975	.405
<b>Dodge</b>										
Factor 7: Caring Goodwill	(n=266) 3.17	0.79	(n=49) 2.91	0.83	(n=28) 2.90	0.71	(n=4) 3.00	0.27	2.161	.092
Factor 8: Negative Goodwill	(n=265) 3.79	0.73	(n=49) 3.31	0.83	(n=28) 3.49	0.72	(n=4) 3.5	0.88	6.684	.000**
Factor 9: Corporate Goodwill	(n=267) 4.09	0.69	(n=50) 3.93	0.78	(n=28) 3.86	0.61	(n=4) 4.63	0.48	2.362	0.71
<b>Publix</b>										
Factor 7: Caring Goodwill	(n=319) 3.14	0.80	(n=18) 2.74	0.80	(n=3) 2.89	0.69	(n=8) 2.79	0.31	1.992	.115
Factor 8: Negative Goodwill	(n=318) 3.70	0.75	(n=18) 3.46	0.94	(n=3) 4.56	0.19	(n=8) 3.92	0.85	2.083	.102

Table 4-7. Continued

	Correct		Foil 1		Foil 2		Foil 3		F Value	Sig.
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Factor 9: Corporate Goodwill	(n=320) 4.08	0.69	(n=18) 3.92	0.81	(n=3) 3.83	0.76	(n=8) 3.31	0.37	3.524	.015*
<b>Gatorade</b>										
Factor 7: Caring Goodwill	(n=344) 3.12	0.79	(n=1) 1.67	0.00	(n=3) 2.56	0.19	(n=0) 0.00	0.00	2.428	.090
Factor 8: Negative Goodwill	(n=343) 3.69	0.76	(n=1) 4.33	0.00	(n=3) 4.00	0.67	(n=0) 0.00	0.00	0.589	.556
Factor 9: Corporate Goodwill	(n=346) 4.06	0.70	(n=1) 5.00	0.00	(n=3) 3.67	0.58	(n=0) 0.00	0.00	1.359	.258
<b>Coke</b>										
Factor 7: Caring Goodwill	(n=327) 3.12	0.80	(n=20) 3.05	0.62	(n=1) 2.33	0.00	(n=0) 0.00	0.00	0.547	.579
Factor 8: Negative Goodwill	(n=326) 3.73	0.76	(n=20) 3.22	0.59	(n=1) 2.00	0.00	(n=0) 0.00	0.00	7.084	.001**
Factor 9: Corporate Goodwill	(n=329) 4.08	0.70	(n=20) 3.70	0.57	(n=1) 0.00	0.00	(n=0) 0.00	0.00	5.349	.005*

\*Significant at the .05 level

\*\* Significant at the .001 level

**Research Question 5: Will Participants Who Have Higher Levels Of Goodwill Display Higher Levels Of Favorable Disposition Than Participants With Lower Levels Of Goodwill?**

A correlational analysis was performed to test this research question. All three factors of goodwill were significantly ( $p < .01$ ) and positively correlated to general favorable disposition (Pearson's  $r = .604, .247, \text{ and } .366$ ). Some of the brand-specific favorable dispositions were also significantly and positively correlated to certain factors of goodwill while others were not significant. The results are displayed in Table 4-8.

Table 4-8. Correlational Analysis for Favorable Disposition (FD) and Goodwill

		Caring Goodwill	Negative Goodwill	Corporate Goodwill
General FD	Pearson Correlation	.604(**)	.247(**)	.366(**)
	Sig. (2-tailed)	.000	.000	.000
	N	338	338	337
Alltel FD	Pearson Correlation	.158(**)	.070	.125(*)
	Sig. (2-tailed)	.003	.197	.020
	N	346	346	348
Dodge FD	Pearson Correlation	.135(*)	.048	.076
	Sig. (2-tailed)	.012	.380	.157
	N	343	342	345
Publix FD	Pearson Correlation	.094	.122(*)	.245(**)
	Sig. (2-tailed)	.081	.024	.000
	N	346	345	347
Gatorade FD	Pearson Correlation	.110(*)	.105	.232(**)
	Sig. (2-tailed)	.040	.050	.000
	N	347	346	349
Coke FD	Pearson Correlation	.176(**)	.211(**)	.312(**)
	Sig. (2-tailed)	.001	.000	.000
	N	346	345	348
	Sig. (2-tailed)	.000	.000	.
	N	347	346	350

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

**Research Question 6: Will Participants Who Have Higher Levels Of Goodwill Display Stronger Purchase Intentions Than Participants With Lower Levels Of Goodwill?**

Table 4-9 also indicates that goodwill was significantly ( $p < .01$ ) and positively correlated to general purchase intentions (Pearson's  $r = .564$ ). Various facets of goodwill were also significantly and positively correlated to some of the brand-specific purchase intentions.

Table 4-9. Correlational Analysis for Goodwill and Purchase Intentions (PI)

		Caring Goodwill	Negative Goodwill	Corporate Goodwill
General PI	Pearson Correlation	.564(**)	.225(**)	.363(**)
	Sig. (2-tailed)	.000	.000	.000
	N	338	337	337
Doge PI	Pearson Correlation	.143(**)	-.001	.043
	Sig. (2-tailed)	.008	.986	.422
	N	343	342	345
Alltel PI	Pearson Correlation	.156(**)	.008	.124(*)
	Sig. (2-tailed)	.004	.881	.021
	N	345	344	347
Other PI	Pearson Correlation	.594(**)	.325(**)	.363(**)
	Sig. (2-tailed)	.000	.000	.000
	N	346	345	346
Coke PI	Pearson Correlation	.124(*)	.146(**)	.258(**)
	Sig. (2-tailed)	.021	.007	.000
	N	346	345	348
Publix PI	Pearson Correlation	.077	.212(**)	.222(**)
	Sig. (2-tailed)	.155	.000	.000
	N	346	345	348
Gatorade PI	Pearson Correlation	.119(*)	.107(*)	.179(**)
	Sig. (2-tailed)	.027	.047	.001
	N	344	343	346

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

**Research Question 7: Will Participants Who Have Higher Levels Of Fan Involvement Display Higher Levels Of Awareness Of Corporate Sponsorships Than Participants With Lower Levels Of Fan Involvement?**

For question 7, two analyses of variance that were performed showed significant results between fan involvement and awareness level. Respondents that recalled Dodge as an event sponsor scored significantly higher in fan involvement than those who did not remember Dodge ( $F(1, 44) = 6.155, p < .05$ ). For those respondents that recognized Publix as an event sponsor, they also scored significantly higher in fan involvement ( $F(1, 315) = 6.888, p < .001$ ). Therefore, Q7 was partially supported. The results of these ANOVA's are displayed in Tables 4-10 and 4-11.

Table 4-10. One-Way ANOVA's for Question 7  
 Unaided recall for Alltel, Dodge, Publix, Gatorade, and Coke

	Yes		Alltel No		F Value	Sig.
	Mean	SD	Mean	SD		
Factor 10: Fan Involvement	(n=77) 4.18	0.89	(n=267) 4.07	1.00	0.799	.372
	<b>Dodge</b>					
Factor 10: Fan Involvement	(n=44) 4.43	0.82	(n=301) 4.04	0.98	6.155	.014*
	<b>Publix</b>					
Factor 10: Fan Involvement	(n=94) 4.02	0.99	(n=251) 4.12	0.96	.742	.390
	<b>Gatorade</b>					
Factor 10: Fan Involvement	(n=80) 4.25	0.76	(n=265) 4.05	1.02	2.776	.097
	<b>Coke</b>					
Factor 10: Fan Involvement	(n=154) 4.10	0.99	(n=190) 4.09	0.96	.001	.970

\*Significant at the .05 level

Table 4-11. One-Way ANOVA's for Question 7  
 Aided recall for Alltel, Dodge, Publix, Gatorade, and Coke

	Correct		Foil 1		Alltel Foil 2		Foil 3		F Value	Sig.
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Factor 10: Fan Involvement	(n=268) 4.11	0.97	(n=24) 4.00	1.14	(n=31) 3.93	0.88	(n=20) 4.24	0.98	0.543	.653
	<b>Dodge</b>									
Factor 10: Fan Involvement	(n=264) 4.14	0.99	(n=48) 3.86	0.88	(n=28) 3.98	0.99	(n=4) 4.69	0.38	1.726	.161
	<b>Publix</b>									
Factor 10: Fan Involvement	(n=315) 4.13	0.93	(n=18) 4.08	0.93	(n=3) 4.33	0.38	(n=8) 2.59	1.53	6.888	.000**
	<b>Gatorade</b>									
Factor 10: Fan Involvement	(n=341) 4.09	0.98	(n=1) 5.00	0.00	(n=3) 4.41	0.14	(n=0) 0.00	0.00	0.602	.548
	<b>Coke</b>									
Factor 10: Fan Involvement	(n=325) 4.12	0.97	(n=19) 3.64	0.99	(n=1) 3.00	0.00	(n=0) 0.00	0.00	2.857	.059

\*\*Significant at the .001 level

**Research Question 8: Will Participants Who Have Higher Levels Of Fan Involvement Display Higher Levels Of Favorable Disposition Than Participants With Lower Levels Of Fan Involvement?**

The correlational analysis also showed that fan involvement is significantly ( $p < .01$ ) and positively correlated to general favorable disposition (Pearson's  $r = .419$ ), Publix favorable disposition (Pearson's  $r = .234$ ), Gatorade favorable disposition (Pearson's  $r = .286$ ), and Coke favorable disposition (Pearson's  $r = .197$ ). The results are displayed in Table 4-12.

Table 4-12. Correlational Analysis for Fan Involvement and Favorable Disposition (FD)

		Fan Involvement
General FD	Pearson Correlation	.419(**)
	Sig. (2-tailed)	.000
	N	334
Alltel FD	Pearson Correlation	.101
	Sig. (2-tailed)	.062
	N	343
Dodge FD	Pearson Correlation	.063
	Sig. (2-tailed)	.250
	N	340
Publix FD	Pearson Correlation	.234(**)
	Sig. (2-tailed)	.000
	N	342
Gatorade FD	Pearson Correlation	.286(**)
	Sig. (2-tailed)	.000
	N	344
Coke FD	Pearson Correlation	.197(**)
	Sig. (2-tailed)	.000
	N	343

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

**Research Question 9: Will Participants Who Have Higher Levels Of Fan Involvement Display Stronger Purchase Intentions Than Participants With Lower Levels Of Fan Involvement?**

The results also indicated that fan involvement was significantly ( $p < .01$ ) and positively correlated to general purchase intentions (Pearson's  $r = .390$ ), other purchase intentions (Pearson's  $r = .280$ ), Coke purchase intentions (Pearson's  $r = .155$ ), Publix purchase intentions (Pearson's  $r = .217$ ), and Gatorade purchase intentions (Pearson's  $r = .329$ ). These results of this correlational analysis are displayed in Table 4-13.

Table 4-13. Correlational Analysis for Fan Involvement and Purchase Intentions (PI)

		Fan Involvement
General PI	Pearson Correlation	.390(**)
	Sig. (2-tailed)	.000
	N	334
Dodge PI	Pearson Correlation	-.002
	Sig. (2-tailed)	.976
	N	340
Alltel PI	Pearson Correlation	.058
	Sig. (2-tailed)	.284
	N	342
Other PI	Pearson Correlation	.280(**)
	Sig. (2-tailed)	.000
	N	343
Coke PI	Pearson Correlation	.155(**)
	Sig. (2-tailed)	.004
	N	343
Publix PI	Pearson Correlation	.217(**)
	Sig. (2-tailed)	.000
	N	343
Gatorade PI	Pearson Correlation	.329(**)
	Sig. (2-tailed)	.000
	N	341

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

## CHAPTER 5 DISCUSSION AND CONCLUSION

The purpose of this study was to analyze the effectiveness of commercial sponsorships (CS) as they pertain to an elite intercollegiate athletic football program. More specifically, the problem included analyzing the constructs of CS, which were defined as awareness, favorable disposition, goodwill, fan involvement, and purchase intentions. This chapter discusses the results of the study, their relevance to the literature and industry and, finally, areas for further investigation. The four major sections of this chapter include:

- Summary of Methods
- Discussion of Findings
- Implications
- Limitations
- Delimitations
- Suggestions for Further Research

### **Summary of Methods**

The data for this study were collected through a web-based questionnaire which was administered following three home football games at the University of Florida during the 2003-2004 season. The participants in the study were randomly selected by trained data collectors and asked to fill out an informed consent card prior to participating. At the completion of each game, the investigator distributed the survey via e-mail to all those individuals who completed the index card. At the conclusion of the data collection, a total of 394 participants had completed the 15-minute survey and submitted it. This

web-based questionnaire consisted of 76 total items measuring the constructs of awareness, favorable disposition, goodwill, fan involvement, and purchase intentions.

## **Discussion of Findings**

### **Sample Profile**

The sample profile in this study was used to provide some insight as to what types of individuals made up the audience at the intercollegiate football games. The percentages for gender were split almost equally, but there were slightly more males (52.1%) than females (47.9%) who responded to the survey. The majority of the respondents were Caucasian (76.6%) and between the ages of 18-24 (70.5%) and 25-49 (28.1%). One of the most interesting findings in this sample's sociodemographic data was that virtually as many females attended the games as males. In the past, football has often been stereotyped as having primarily a male audience. If this sample was an accurate representation of the population at elite intercollegiate football games, then the results of the study would indicate that females are in attendance at intercollegiate football games roughly as much as males.

### **Research Question 1: Will Participants Who Have Higher Levels Of Awareness Of Corporate Sponsorships Display A More Favorable Disposition Than Participants With Lower Levels Of Awareness?**

According to Meenaghan (2001), consumers who demonstrate higher levels of awareness of commercial sponsorships should also demonstrate more favorable dispositions toward those sponsors. In other words, participants who see and remember more sponsorship messages should also view those commercial sponsors more positively. The results of this investigation, however, revealed that participants' awareness levels were not consistently significant indicators of their levels of favorable disposition. None of the companies that sponsored this event created more positive attitudes within the

consumers simply by generating awareness of their brands. In fact, some participants in the survey exhibited negative attitudes toward the commercial sponsors for which they were most aware.

This suggested that awareness alone should not be the only measure used by sponsors to gauge a consumer's interest in or favorable disposition toward their brand or their products and services. Other factors, or combinations of those factors, may better determine a consumer's favorable disposition or perceptions of the sponsor.

**Research Question 2: Will Participants Who Have Higher Levels Of Awareness Of Corporate Sponsorships Display Stronger Purchase Intentions Than Participants With Lower Levels Of Awareness?**

Meenaghan (2001) also suggests that consumers who recall and recognize sponsorships should also display stronger purchase intentions than consumers who do not recall as many messages. The results of this study were not in support of this suggestion. One ANOVA, comparing the means for awareness and purchase intentions regarding the brand Dodge, showed a significant result. In other words, the participants who recalled the Dodge ads were also more likely to purchase the Dodge brand or indicated that they would consider purchasing the Dodge brand. The results for the remaining sponsors, including Alltel, Coke, Gatorade and Publix, did not reveal any consistent significant relationships between the awareness of sponsorships and the purchase of these specific brands. This outcome supports the literature on aided and unaided recall in that awareness levels are not solely indicative of consumer purchase intentions. They are better suited for revealing brand exposure. Even though consumer recall and recognition rates have been successful indicators of sponsorship awareness (Bennett et al. 2002; Meenaghan, 1991; Nicholls et al., 1999; Otker & Hayes, 1987; Stotlar, 1993), they are not necessarily a strong gauge for consumer satisfaction or intent to purchase based on

event sponsorships. A person's ability to recall an ad is an indicator of the meaningfulness of the message or how well the brand registers in the consumers mind (Wells, 2000). Just because the target market recognizes a company or their brands does not necessarily mean they prefer that brand and will purchase it over another. These findings are supported by previous research conducted by Johar and Pham (1999) who propose that aided and unaided recall rates serve as better indicators of brand-event relatedness and market prominence.

**Research Question 3: Will Participants Who Have Higher Levels Of Favorable Disposition Display Stronger Purchase Intentions Than Participants With Lower Levels Of Favorable Disposition?**

According to Peyrot et al. (1998), consumers develop their purchase behaviors based on past experiences, and they tend to repeat these behaviors. If these previous experiences are positive, based on Meenaghan's (2001) model, it is more likely that the consumer will transfer these positive feelings to the sponsors of the event. This means that if consumers develop favorable dispositions toward the sponsors of a particular sporting event, and then have the opportunity to purchase products or services that have an affiliation with that previous positive experience, they will generally purchase those same brands. The results support the notion that a central component of future (re)purchase intentions is the perceived value and satisfaction of customers. Previous research has shown that consumer satisfaction can be a reliable predictor of (re)purchase intentions (Patterson & Spreng, 1997). There was a strong positive correlation between the feelings and emotions consumers displayed toward the event sponsors and their purchase intentions and behaviors. Many participants indicated that they look favorably upon the companies that invested in their favored activity. For this reason, they would also consider making purchases from them (or had already done so).

These results are extremely important because previous theory has indicated that consumers tend to view sponsorships more favorably than they do traditional advertising (Meenaghan, 2001). If consumers also repeat purchases after having positive experiences at a sporting event, as this study has indicated, then commercial sponsorships may be equal to or more beneficial in producing purchase behaviors than conventional advertising methods. Meenaghan (2001) suggests that investing in commercial sponsorships allows companies to promote their brands in a pleasant, entertaining atmosphere, which can generate favorable attitudes and perception within consumers, and, consequently, increase the likelihood of purchase intentions and behaviors.

**Research Question 4: Will Participants Who Have Higher Levels Of Goodwill Display Higher Levels Of Awareness Of Corporate Sponsorships Than Participants With Lower Levels Of Goodwill?**

The model utilized as a frame for this study suggests that consumers who exhibit higher levels of goodwill will recall more sponsors from the event. This suggestion was partially supported by the results. The results from this study showed no significant difference between the participants' levels of goodwill toward the sponsors and their abilities to recall, through aided or unaided measures, the brands Gatorade and Publix. However, significant results were revealed when the means for goodwill and the means for awareness of Alltel, Coke, and Dodge were compared. The results indicated that consumers who demonstrated higher levels of goodwill recognized Alltel and Dodge sponsorship activations the most. In the literature, Meenaghan (2001) stated that consumers are more aware of and display benevolence and appreciation toward commercial sponsors for supporting an event in which they are passionate. However, this study indicates that the consumers were not more aware of the commercial sponsors of the event, even though they felt positively about the overall idea of sponsorship. Alltel

and Dodge may have been highly identified because they are less prominent or preferred brands, and consumers who appreciated the sponsors' contribution to the football program took notice. Another explanation could be the combination of this sponsorship and Alltel and Dodge's involvement with other sporting events attended by the same participants, since these two companies sponsor the entire athletic program. Despite the positive outcomes for Alltel and Dodge, the overall results are indicative of the fact that awareness alone does not necessarily increase levels of goodwill or other variables in the study, which was also determined in Research Questions 1 and 2. Companies considering sponsorship endeavors should not focus solely on brand recognition, but also incorporate into their strategies other constructs like goodwill and favorable disposition in order to connect emotionally with their target market.

**Research Question 5: Will Participants Who Have Higher Levels Of Goodwill Display Higher Levels Of Favorable Disposition Than Participants With Lower Levels Of Goodwill?**

Meenaghan (2001) and the modified model used for this investigation both suggest that participants who display higher levels of goodwill will also display higher levels of favorable disposition. The data in this study strongly supported this concept. As the means for general goodwill increased, the means for general favorable disposition also significantly increased. The participants who stated that commercial sponsorship in general was positive for these events also displayed positive feelings and emotions toward the individual sponsoring companies and their brands. Not only did the participants demonstrate that commercial sponsors were an important aspect of the activity, they also suggested that this particular activity's sponsors were charitable companies. They demonstrated appreciation toward these businesses for promoting and sustaining their event, and they also highly rated their products and services. This

outcome is extremely important for commercial sponsors because it has been noted for years that favorable disposition, also known as attitude-toward-ad or consumer perception, is an essential aspect in the effectiveness of the advertising message (Greyser, 1972). Since the consumer can form both positive and negative dispositions about the ad (Reid & Soley, 1982), it is crucial for the sponsor to incorporate a sense of goodwill into their marketing message to enhance the positive emotions within their consumers and improve the overall effectiveness of their sponsorship message.

**Research Question 6: Will Participants Who Have Higher Levels Of Goodwill Display Stronger Purchase Intentions Than Participants With Lower Levels Of Goodwill?**

The largest factor distinguishing sponsorship from advertising is goodwill (Meenaghan, 2001). Because sponsors are contributing to the participants in the activity, as well as the local community, they receive goodwill from the consumers of that activity. Throughout this process, event sponsors are also hoping that the goodwill consumers feel will persuade them to make purchases from their companies or brands. This was apparent in the results of the study. When the two sets of means were correlated, there was a strong positive outcome. The means for general consumer purchase intentions rose significantly with the increase in the participants' levels of general, negative, and caring goodwill. This means that the more goodwill consumers convey toward commercial sponsors, the more likely they are to purchase from those same companies due to their affiliation with these sporting events. As opposed to advertising, sponsorship aids in the production and promotion of an event that consumers enjoy and in which they can take part. Consumers recognize and appreciate when corporations support an activity they enjoy, because they believe it is helping elevate that activity and not just exploit it to produce a profit (Meenaghan, 1991). The literature

suggests, as do the results herein, that consumers will reward commercial sponsors with their business for contributing to their preferred event, team, or cause.

**Research Question 7: Will Participants Who Have Higher Levels Of Fan Involvement Display Higher Levels Of Awareness Of Corporate Sponsorships Than Participants With Lower Levels Of Fan Involvement?**

It was predicted that participants who expressed higher levels of fan involvement would also have higher levels of awareness of corporate sponsorships. It was assumed that if the respondents rated themselves as strong fans of the team or event that they would be more likely to recognize the commercial sponsors and remember a considerable number of them. The results of the study were in partial support of this premise. Dodge and Publix were the only brands that showed significant purchase behaviors by highly involved fans. In fact, many of the respondents who ranked themselves high in the area of fan involvement were not able to recall any of the commercial sponsors of the event. The data showed that there was no significant difference between the participants who rated high in fan involvement and those who rated low in fan involvement in comparison with their awareness levels in both recall and recognition measures for the other four sponsors (Alltel, Coke, and Gatorade). This suggests that even though many consumers are highly involved with an event, team, or cause, these consumers are not necessarily more successful at recalling the commercial sponsors surrounding them. These results are in opposition to the literature since it suggests that highly involved fans pay more attention to commercial sponsors as well as their behavior (Meenaghan, 2001). Overall, it has been expressed that awareness measures should not be the only types of items utilized when assessing the effectiveness of the sponsorship message. Even highly vested consumers who are aware of ads may not develop positive attitudes or behaviors that will

advance them along the sponsorship effects continuum until other mediating factors such as goodwill and favorable disposition are developed.

**Research Question 8: Will Participants Who Have Higher Levels Of Fan Involvement Display Higher Levels Of Favorable Disposition Than Participants With Lower Levels Of Fan Involvement?**

It was suggested that as fan involvement increases among consumers, that favorable disposition would also increase. It was predicted that the respondents who stated they were highly vested or involved with the football program would also express high levels of favorable disposition toward the sponsors of the event. The results of the study were in agreement with this assumption. When these two constructs were correlated, the means for general favorable disposition significantly increased as the means for fan involvement increased. This means that the participants who showed loyalty and allegiance to the team or event were also strong supporters of the commercial sponsors of the activity and their brands.

Fan involvement is a central concept in commercial sponsorship, because the various emotional levels of commitment fans have with the sponsored event will affect how attentive they are to that event's sponsors. Depending on how involved consumers are with their coveted events, they can establish a range of relationships with the commercial sponsors (Madrigal, 2001). The literature proposed that highly involved fans are the most committed and knowledgeable of the event and should be the targets of commercial sponsorship (Meenaghan, 2001). These fans are most likely to purchase from event sponsors and they are also highly likely to switch brands if a company becomes a sponsor for an activity they follow. These consumers will not only display commitment and constancy to the activity they enjoy, but will also support the companies who assist in its production.

**Research Question 9: Will Participants Who Have Higher Levels Of Fan Involvement Display Stronger Purchase Intentions Than Participants With Lower Levels Of Fan Involvement?**

The conceptual framework which guided this investigation suggests that highly involved fans would display stronger purchase intentions than fans that were less invested in the football program. For instance, fans who regularly attend games, buy merchandise, and follow the team in the media, would be more inclined to purchase from sponsors who support their particular team. This was supported by the results of this analysis. There was a strong positive correlation between these two constructs. The means for general purchase intentions significantly increased as the fan involvement means increased. These results are in strong support of previous literature measuring the influence of fan involvement on purchase intentions (Peyrot et al., 1998). However, some of the variances for fan involvement were minimal, as little as 3%. This may have occurred because of the strength of brand image and brand loyalty experienced by certain sponsoring companies. Brands like Coke and Gatorade have such a large share of the beverage market that many consumers will buy their products regardless if they sponsor the consumers' favorite team or not.

Due to their desire to achieve a strong affiliation with the team, highly identified fans often purchase more licensed team merchandise (Fisher & Wakefield, 1998; Wann & Branscombe, 1993) and attend more games (Fisher & Wakefield, 1998; Schurr, et al, 1988) than fans with low involvement. In this study, highly vested fans were willing to purchase products and services from the companies associated with the activity. In accordance with previous research, fans who demonstrated high levels of identification were probably the most knowledgeable of the event and appreciated the commercial sponsorships associated with their team. Because of these traits, highly involved fans

make excellent primary targets for sponsors' marketing messages. They are more likely than the less involved fans to demonstrate purchase behaviors based on CS.

### **Implications**

The implications of this study affect more than just the companies seeking to invest in CS. There are four segments, or groups, which are involved in this process and can benefit from the effectiveness of CS marketing communications. These four segments include the corporations (buyers), marketing departments (sellers), consumers (purchasers), and academicians (researchers).

Overall, the results of this study were encouraging for the first segment, which include corporations seeking to invest in CS of sporting events. Research has indicated that most consumers realize CS exists and view it positively. However, awareness of the brand is not enough to motivate consumers' purchase behaviors. As many scholars have previously determined, brand recognition is a key concept in the realm of advertising, but it is not the only concept needed for success in CS. Simply getting one's company name out in the sports market will not suffice. Sports consumers are extremely knowledgeable and competitive, and this study has demonstrated that other factors such as favorable disposition, goodwill, and fan involvement should be introduced and/or combined to influence the purchase behaviors of sports consumers.

The three key concepts just mentioned (favorable disposition, goodwill, and fan involvement) should be incorporated into a sponsor's marketing strategy if they are striving to enhance brand image. Favorable disposition helps a commercial sponsor connect with the consumer on an emotional level, secure them as a customer, and generate purchase or repurchase behaviors. Consumers who have positive experiences tend to make purchases from the companies involved with their experiences. They also

repeat the behaviors they learned during these favorable occasions. The strongest and most consistent beliefs form the attitudes, and these attitudes are what consumers utilize when processing information, forming intentions, and performing behaviors (Boninger, et al, 1995; Fishbein & Ajzen, 1975). Goodwill serves to distinguish the CS from traditional advertising messages. Companies who make a point of giving back to the community, providing a civic service, or supporting a local event will generally be regarded as more favorable and appreciated than businesses who only advertise in order to produce revenue and generate an ROI. Consumers tend to purchase brands from event sponsors because they associate their positive feelings of the activity with these brand names (Gwinner, 1997). Fan involvement provides commercial sponsors with consumers of different identification levels within an event, and gives them more specific niches in which to target. Highly involved fans display more positive emotions toward CS and are more likely to buy from event sponsors. If companies can identify which consumers are the most vested and committed to the event they sponsor, they may have a better chance of selling their products and services.

Corporations like Alltel and Dodge, who may wish to increase brand image or equity, should consider CS endeavors. They not only increase awareness of their brand names, but also demonstrate to consumers that their businesses help produce and sustain activities the consumers enjoy while giving something back to the community (Aaker, 1991). These added efforts, combined with the conventional advertising exposure that CS provides, will attract attention from sports consumers and elicit positive cognitive and behavioral responses.

Previous research has shown that CS is one of the most rapidly growing forms of marketing communication (Meenagahan, 2001). This is an encouraging statistic for the next segment that is involved in this business, which are the marketing departments who solicit CS in order to help fund elite intercollegiate athletic programs. The marketing departments are in charge of creating ways to recruit new businesses to become supporters of their athletic programs, and also servicing existing sponsors and maintaining strong relationships with them so they remain supporters of these programs.

In order for either of these two things to happen, marketing directors and their staff must provide sound, reliable reasons why a company's affiliation with their program and its events will benefit them and improve their marketing efforts. Some of these reasons include, but are not limited to, fostering awareness of the brand name, promoting the company positively within the community, generating revenue via sales, and contributing to the event while providing a philanthropic service. These motives for investing in CS are similar, if not identical, to the ones analyzed in this study (awareness, favorable disposition, purchase intentions, and goodwill). As this study has indicated, with the exception of awareness measures, the rest of these constructs can provide invaluable results to a corporation striving to enhance their brand image or equity, build or maintain a loyal consumer base, and generate revenue streams.

Continued research on CS effectiveness in intercollegiate and other sporting events could provide marketing departments with even stronger reasons why companies should incorporate this type of advertising into their budgets. If consumers are accepting and appreciative of CS, if the benefits go beyond that of traditional advertising methods, and

there is at least an equal ROI to advertising, then this segment, the marketers of intercollegiate athletics, could have a much easier sell to their sponsors in the future.

The third segment influenced by this analysis includes the sports consumers. This group is potentially the most important of the four, because if the sponsorship message is not effective and consumers do not respond, then the purpose of the message and the overall investment can be lost. The consumers in this study, and in previous studies, have indicated they are in support of CS if it serves more than one purpose. If the sponsorship message is provided, not just to make them aware or spend money, they generally have a positive outlook on the sponsorship process. When the sponsorship also provides a sense of support for the event, or the consumers feel that someone other than the company is benefiting from the investment, then consumers tend to display favorable dispositions and purchase behaviors toward the sponsors.

Consumers are important for another key reason – their involvement as fans. As the results have indicated, consumers can be immersed in their favorite activity on a variety of different levels. The highly vested and committed fans are the ones who contribute most to the effectiveness of CS. They recognize the contributors to their coveted events and reward them with their loyalty and their business. Highly involved fans provide the sponsors with the brand equity and ROI they are seeking, and this, in turn, further promotes the activity the consumers enjoy by backing the CS investment.

Finally, the fourth segment that is affected by the implications of this research is the academicians. Since research in the area of CS effectiveness is relatively new, scholars need to continually study this phenomenon in various settings and under different conditions. There is a plethora of research on advertising effectiveness, but

little is known regarding CS and whether or not companies are going about this process in the most effective manner. This study indicates there are many constructs which shape the process of CS effectiveness. It also indicates that various combinations of these constructs may provide more significant results than others, depending on what goals the sponsors wish to accomplish. With this study and continued research, academicians can begin to better understand how this complicated process works, and build a research base that will explain how to make it even more effective in the future.

### **Limitations**

There were several limitations that took place in the course of this study. The most foreseeable barrier was that all surveys that were administered were not filled out completely. This could have been the result of the length of the survey or the nature of the questions, but it was controlled for as much as possible in the design of the survey. In addition, this was a web-based survey and participants must have had access to the Internet in order to complete the questionnaire. Another limitation was that the results from an elite intercollegiate program were not completely generalizable to all intercollegiate athletic programs or other sporting endeavors. Using the brand Gatorade in the study may also have been a limitation. Since this sports drink was invented at the University of Florida and contains the word “Gator” in the brand name, it may have been more recognizable and preferable than the other brands in the study. Finally, the use of the phrase “Florida football” in some of the survey items may have prompted different responses from the participants than the items that read “this event.”

### **Delimitations**

The primary delimitation of this study was the section of the survey that asked participants to recall commercial sponsors and provide a brief description of the

sponsorship activation in order to gather information regarding cognition and memory. The questions did not ask for specific numbers or examples, however, the generality of the answers should have made the results as accurate as possible. Therefore, the cross sectional nature of this study was an accepted delimitation. Although a longitudinal design may more accurately depict levels of aided and unaided recall, this section of the survey provided useful data for the purpose of this study. The study was also restricted to consumers who attended the three football games used for analysis. Only attendees that agreed to complete the survey were selected so this may have also skewed the process of random selection.

### **Suggestions for Future Research**

This study has provided significant insight into the effectiveness of CS in elite intercollegiate athletics. It has also uncovered many new research questions that can be investigated and answered in order to enhance scholarship in the field of sponsorship effectiveness.

Further analysis is required regarding awareness and the relationship of awareness to additional constructs. In previous studies, and throughout the literature, it was stated that awareness measures were used to indicate the level of involvement consumers had with a particular activity, and since these measures did not provide any significant results in this study, there is a need to research this in more depth. It is possible that a different sample would score higher in aided and unaided recall measures, or that the scores may also be significant indicators of other constructs, even though they were not in this particular study.

An additional aspect that requires analysis is that of image transfer. Image transfer is one of the constructs within the model of sponsorship effects by Meenaghan (2001).

Image transfer serves to strengthen the relationship between favorable disposition and purchase intentions (Gwinner, 1997). Since this construct was the only one absent from the analysis, due to the lengthy nature of the instrument, it would be beneficial to give that concept attention in future studies.

Future research should also include an in-depth investigation of highly involved, rabid fans, such as Harley Davidson riders. These types of consumers tend to be so vested that they represent the pinnacle of fan involvement. Therefore, their responses to CS may differ greatly from the average sports or leisure consumer.

The study of CS effectiveness in other settings is also a suggestion for future research. Other areas where an analysis would be of interest include:

- High school football programs
- Additional elite intercollegiate football programs
- Non-elite intercollegiate football programs
- Other intercollegiate sports (including women's and men's non-revenue programs)
- Professional sports
- Non-traditional sports (such as NASCAR or Action sports)

Since sports at the various levels mentioned above receive different funding, attract different demographics, and provide different forms of entertainment, it would be very interesting to study how CS is sold, who buys it, who is exposed to it, and how effective it is in each of these diverse settings.

It would also be advantageous to further analyze the various constructs with different measurement designs, especially structural equation modeling or path modeling to determine more scientifically the relationships of these constructs. Additionally, a larger sample, increased minority participation, and further analysis of the constructs' reliability and validity would ideally need to be addressed.

APPENDIX A  
INFORMED CONSENT

## Measuring the Effectiveness of Commercial Sponsorships in Intercollegiate Athletics

### To the participant:

Please read the following document carefully before agreeing to participate in this study.

The purpose of this study is to determine if the aspects of awareness, favorable disposition, goodwill, image transfer, and fan involvement increase the effectiveness of commercial sponsorships in intercollegiate athletics. Your responses to the questionnaire will help to formulate an analysis of whether consumers' experiences at an intercollegiate sporting event will influence their views of commercial sponsorships.

### Your role as a participant:

This study involves a short web-based survey which will take approximately 10-15 minutes to complete. The questions can be answered regardless of your level of interest in the sport itself. There are no 'correct' or 'incorrect' answers so respond according to your true feelings.

### Risks and Benefits:

Some individuals may deem a few of the questions on this survey inappropriate. The main benefit of participating in this study is the opportunity to share your past experience and interest in intercollegiate athletics and provide others with insight that will form a foundation for future research about commercial sponsorships.

### Compensation:

None.

### Confidentiality:

All responses to the questionnaire WILL BE KEPT CONFIDENTIAL to the extent provided by law. Results of this study will be shared only with my thesis chair and committee and the University Athletic Association. Your answers will be averaged with other respondents and will not be connected with you as an individual.

### Voluntary Participation:

Your participation in this study is completely voluntary. You can stop the survey at any time and do not have to answer any questions that you feel are inappropriate. There is no penalty for not participating.

### Whom to contact about your rights as a research participant in this study:

Windy Dees, The University of Florida, College of Health and Human Performance, Department of Exercise and Sport Science, 100 Florida Gym, Gainesville, FL 32611, Phone: (352) 335-4526, Email: [wldees@ufl.edu](mailto:wldees@ufl.edu)

### Whom to contact about your rights as a research participant in this study:

UFIRB Office, Box 112250, University of Florida, Gainesville, FL 32611-2250, Phone: (352) 392-0433

### Agreement:

I have read the procedure described above and voluntarily agree to participate in this study.

E-mail: \_\_\_\_\_

Participant: \_\_\_\_\_ Date: \_\_\_\_\_

Principal Investigator: \_\_\_\_\_ Date: \_\_\_\_\_

APPROVED BY  
University of Florida  
Institutional Review Board (IRB 02)  
Protocol# 2003-4-687 rev  
For Use Through 8-21-04

APPENDIX B  
IRB PROTOCOL FORM

## IRB PROTOCOL FORM

1. **TITLE OF PROTOCOL:** Measuring the Effectiveness of Commercial Sponsorships in Intercollegiate Athletics
2. **PRINCIPAL INVESTIGATOR:**  
Windy Dees  
Department of Exercise and Sport Science  
College of Health and Human Performance  
100 Florida Gym, PO Box 118208  
Phone: (352) 335-4526  
Email: wldees@ufl.edu
3. **SUPERVISOR:** Dr. Gregg Bennett
4. **DATES OF PROPOSED PROTOCOL:** From 4/9 – 4/15
5. **SOURCE OF FUNDING FOR THE PROTOCOL:** Unfunded
6. **SCIENTIFIC PURPOSE OF THE INVESTIGATION:** The purpose of this project is to determine if the aspects of awareness, favorable disposition, goodwill, fan involvement, and purchase intentions increase the effectiveness of commercial sponsorships in intercollegiate athletics. This project is also in partial fulfillment of my degree of Master of Science in Exercise and Sport Science.
7. **DESCRIBE THE RESEARCH METHODOLOGY IN NON-TECHNICAL LANGUAGE:** The methodology includes a web-based survey which will take approximately 10-15 minutes to complete. A random sample of fans attending University of Florida football games will be asked to participate at the gate. They will be given an index card where they can provide some demographic information including their e-mail address and telephone number. A web-based survey will be e-mailed to them at the given address. The questions in the survey should not pose any threat to the respondent (See the attached survey instrument).
8. **POTENTIAL BENEFITS AND ANTICIPATED RISK:** The risks are minimal including only a slight chance of discomfort resulting from a few of the topics asked about on the survey. The benefits are that the results of the study will provide a base for the study of commercial sponsorships in intercollegiate athletics.
9. **DESCRIBE HOW PARTICIPANTS WILL BE RECRUITED, THE NUMBER AND AGE OF THE PARTICIPANTS, AND PROPOSED COMENSATION (if any):** Only respondents over the age of 18 who agree to participate will be used in the study. There will be no compensation provided.
10. **DESCRIBE THE INFORMED CONSENT PROCESS. INCLUDE A COPY OF THE INFORMED CONSENT DOCUMENT (if applicable):** Potential respondents will be made aware that participation is completely voluntary and told to read the informed consent before starting the web-based survey. All interviewers will have to agree to participate in the study before they can proceed with questionnaire (See Informed Consent Document).

Principal Investigator's Signature: \_\_\_\_\_

Supervisor's Signature: \_\_\_\_\_

I approve of this protocol for submission to the UFIRB:

Dept. Chair/Center Director: \_\_\_\_\_ Date: \_\_\_\_\_

APPENDIX C  
SURVEY INSTRUMENT

## Commercial Sponsorship Questionnaire

As you watched the football game, you may have recognized some of the companies sponsoring this event. These sponsorships could have been in the form of signage around the field, logos on clothing, or advertisements over the PA system. What are some of the companies you recall from the game?

---

*From the list below, please check all of the companies that sponsored today's football game.*

Pepsi\_\_\_\_ Mountain Dew\_\_\_\_ Coke\_\_\_\_ Minute Maid\_\_\_\_

Cingular\_\_\_\_ Verizon\_\_\_\_ Nextel\_\_\_\_ Alltel\_\_\_\_

Winn Dixie\_\_\_\_ Publix\_\_\_\_ Kash 'N Karry\_\_\_\_ Albertson's\_\_\_\_

Ford\_\_\_\_ Chevrolet\_\_\_\_ Dodge\_\_\_\_ Jeep\_\_\_\_

Gatorade\_\_\_\_ Powerade\_\_\_\_ Red Bull\_\_\_\_ Propel\_\_\_\_

For each of the following brands, please circle the appropriate box for each statement:

Strongly Agree 5      Somewhat Agree 4      Neither Agree Nor Disagree 3      Somewhat Disagree 2      Strongly Disagree 1

The next time I need to buy a product of this type, I would consider buying this brand.



	I like the brand.	It is a very good brand.	I would buy this brand.	The next time I need to buy a product of this type, I would consider buying this brand.
a.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
b.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
c.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
d.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
e.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

Please answer the following questions using this scale:

<b>Strongly</b>	<b>Somewhat</b>	<b>Neither</b>	<b>Agree</b>	<b>Somewhat</b>	<b>Strongly</b>
<i>Agree</i>	<i>Agree</i>	<i>Nor</i>	<i>Disagree</i>	<i>Disagree</i>	<i>Disagree</i>
<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	

1.) I think favorably of companies that sponsor Florida football.	5	4	3	2	1
2.) Whenever possible, I try to buy products/services from companies that sponsor Florida football.	5	4	3	2	1
3.) I would consider purchasing products/services from Alltel because they sponsor Florida football.	5	4	3	2	1
4.) Florida football sponsors are involved with their community.	5	4	3	2	1
5.) Companies that sponsor Florida football are successful.	5	4	3	2	1
6.) I would consider purchasing products/services from Dodge because they sponsor Florida football.	5	4	3	2	1
7.) I would purchase products/services from Publix because they sponsor this event.	5	4	3	2	1
8.) Florida football sponsors are only after consumers' money.	5	4	3	2	1
9.) I think favorably of Gatorade because they sponsor Florida football.	5	4	3	2	1
10.) It is important to me to be a part of Florida football.	5	4	3	2	1
11.) Companies who sponsor Florida football provide quality products/services.	5	4	3	2	1
12.) I would purchase products/services from Dodge because they sponsor this event.	5	4	3	2	1
13.) Corporate sponsorships detract from the enjoyment of this event.	5	4	3	2	1
14.) I think favorably of Publix because they sponsor Florida football.	5	4	3	2	1
15.) Corporate sponsors try to improve Florida football.	5	4	3	2	1
16.) I think it is good to purchase products/services from companies that sponsor Florida football.	5	4	3	2	1
17.) I would consider purchasing products/services from Publix because they sponsor Florida football.	5	4	3	2	1
18.) This sporting event benefits from corporate sponsors.	5	4	3	2	1
19.) I would purchase products/services from Coke because they sponsor this event.	5	4	3	2	1
20.) Companies that sponsor Florida football are professional.	5	4	3	2	1
21.) I would consider purchasing products/services from the corporate sponsors of this event.	5	4	3	2	1
22.) I would consider purchasing products/services from Gatorade because they sponsor Florida football.	5	4	3	2	1
23.) My friends view me as a strong fan of Florida football.	5	4	3	2	1
24.) I do not base my purchasing decisions on the corporate sponsorship of Florida football.	5	4	3	2	1
25.) I would purchase products/services from Alltel because they sponsor this event.	5	4	3	2	1
26.) I think favorably of Alltel because they sponsor Florida football.	5	4	3	2	1

27.) Florida football should not have corporate sponsors.	5	4	3	2	1
28.) Companies who do not sponsor Florida football are not involved with their community.	5	4	3	2	1
29.) I would try a new product/service if I saw it at a Florida football game.	5	4	3	2	1
30.) I do not pay attention to the corporate sponsors of Florida football.	5	4	3	2	1
31.) It is very important to me that Florida football games are played.	5	4	3	2	1
32.) I see myself as a strong fan of Florida football.	5	4	3	2	1
33.) Sponsorships of Florida football are better than regular advertising.	5	4	3	2	1
34.) I would consider purchasing products/services from Coke because they sponsor Florida football.	5	4	3	2	1
35.) I would definitely purchase products/services from the corporate sponsors of Florida football.	5	4	3	2	1
36.) Corporate sponsors care about the fans of Florida football.	5	4	3	2	1
37.) I try to purchase products/services from companies that sponsor Florida football.	5	4	3	2	1
38.) My overall attitude toward purchasing products/services from companies that sponsor this event is positive.	5	4	3	2	1
39.) Florida football would not be possible without sponsors.	5	4	3	2	1
40.) I will try to buy at least one product/service from a company that sponsors this event within the next 3 mos.	5	4	3	2	1
41.) Florida football sponsors are only after consumers' money.	5	4	3	2	1
42.) I think favorably of Coke because they sponsor Florida football.	5	4	3	2	1
43.) I think favorably of Dodge because they sponsor Florida football.	5	4	3	2	1
44.) Corporate sponsors do not care about the fans of Florida football.	5	4	3	2	1
45.) I would purchase products/services from Gatorade because they sponsor this event.	5	4	3	2	1

*Please provide the following information about yourself by circling an answer:*

**Age** \_\_\_\_\_ yrs.

**Gender:**        M        F

**Race:**        Caucasian                      African American                      Hispanic  
                   Asian                              Native American                      Other

**Marital Status:**    Single    Married    Divorced    Widowed    Other

**Level of Education:**    Some high school                      High school graduate  
                                   Trade/Tech degree                      Some college  
                                   College graduate                        Graduate degree

APPENDIX D  
UAA LETTER OF PERMISSION



February 12, 2004

To Whom It May Concern:

This is to confirm that Windy Dees received permission from the University Athletic Association to conduct market research and collect data at multiple home football games on the University of Florida campus last fall, including the following dates:

Sept. 13 (Florida A&M)  
Sept. 20 (Tennessee)  
Oct. 4 (Ole Miss)

Should you have any further questions, feel free to contact me at 352-375-4683, ext. 6610, or at [mikeh@gators.uaa.ufl.edu](mailto:mikeh@gators.uaa.ufl.edu).

Sincerely,

A handwritten signature in dark ink, appearing to read "Mike Hill", written over a light blue background.

Mike Hill  
Assistant Athletics Director/  
External Affairs

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