

ISCTE Business School

**Influence of different sponsorship contexts in the  
Bios\*-Consumer Brand Relationship Model (BCBR model)  
Mutualism and Antagonism Clusters and Purchase Intention**

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\*from the Greek *Bios*: Life, indicating or involving life or living organisms

*Aos meus Filhos, Pedro e João, luzes da minha vida*

*To my Sons, Pedro and João, Lights of my life*

## ACKNOWLEDGEMENTS

It is difficult to remember all the help and support that I had without getting emotional. Writing a thesis while working and proudly being a mother that likes to participate and actively accompany the children is an almost impossible task, only viable due to the persistence and help of some very special people.

I've always had this dream of accomplishing a PhD and my life's journey made it possible in the Management path of my working life instead of my early years' scientific academic path. It was a goal that I had planned to achieve whenever life had an open window for me to take. This is a 4 years' work, and looking back, I could never dream that I would learn so many new things: from other researches to new analytical tools and new softwares. There was a time that I thought that I could not find time to do it and I was overwhelmed with work load. These were the main responsible for my achievement:

I would like to start to thank those that recommended my integration in this program, Professor Doutor Pedro Celeste e Dr. António Pires de Lima. Their belief gave me strength in rougher times.

Than I would like to thank my supervisors, Professor Doutor Pedro Dionísio, my supervisor from day one, and one of the reasons for me to join ISCTE PhD program, for his guidance, coordination and support in all this long process, and to an amazing Human being, Professora Doutora Catarina Marques, for all she taught me, for all the hours around so many big and small things, for never giving up on me and always lifting me up, giving me courage to pursuit my dream. Hope I can make you proud of our team work.

To UNICER, responsible for giving me the opportunity to enter in the program and supporting the first years of my attendance, with sincere interest in my work progress, mainly Dr. João Abecasis, Dr. Rui Lopes Ferreira, Dr<sup>a</sup> Joana Queiroz Ribeiro e Dr. Tiago Brandão.

To Alvaro Roquette Morais my appreciation for his persuasion in my PhD registration.

To all my friends, CEO's, CMO's, that took some time of their lives to be interviewed in the first part of my thesis, my deep appreciation.

To dearest Ana Freire and Madalena Lupi from Consumer Channel (now Netsonda), my deep thank you for lending me their focus group facilities and also for the groups recruitment.

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To my beloved parents, my life guiders and main responsible for what I have become, my deep thank you for their support and interest in all this process.

And finally, my most hearted reference to the two big lights of my life, my stars, my sons Pedro and João, for being the main reason for making me want to be better every day. Thank you for making me believe that it could be possible. This is for you.

## ENLARGED RESUME

Main objective of this research was to evaluate the effect of different sponsorship contexts, Music and Football, in the Bios-Consumer Brand Relationship Model (BCBR), a new model presented in this thesis, resulting from the application to Brands and Consumers of a biological and ecological interaction classification between two organisms, based on positive/negative/neutral effect as a result of interactions, first presented by Haskell in 1949 (Lidicker, 1979). From the BCBR model, the constructs Mutualism and Antagonism were the ones analyzed, via Brand Affect, Brand Trust and Brand Attitudinal Loyalty and also in Purchase Intention.

The research was focused on two main Portuguese beer Brands: Super Bock and Sagres that sponsor the main Portuguese football clubs and music festivals.

The adopted methodology, a mixed method approach, has two phases: Phase I a BCBR model validation through a triangulation of methods: individual interviews, focus group and internet/digital research; and Phase II, a quantitative method approach, to analyze if there were mutualism and antagonism effects in different sponsoring contexts as well as in the purchase intention. The research questions were answered using the application of questionnaire in an experimental design approach for each of the sponsoring contexts.

Results show that the BCBR Model and its different new language are valid. The sponsorship influences the CBR constructs and different contexts lead to different influences. Music enhances Brand Trust whilst football has a higher influence in Brand Affect.

These brand constructs reinforcements are not dramatically directly translated into purchase intention increase. There is an increase in the Brand Purchase Intention in both the different sponsoring contexts but not in a large scale. Sponsoring football or music, beyond being a communication media and a way of increasing brand awareness enhances consumer brand relationships, in music more via Brand Trust and in Football more via Brand Affect.

When analyzing correlations, music reinforces the emotional relationship with the sponsoring brand via stronger CBR constructs correlations, whilst in the football territory/context correlations between purchase intention and CBR constructs appear stronger than in the music territory context, however does not influence only the sponsoring brand, reflecting more the territory/context influence than the brand as in the case of music.

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When choosing to be in the football sponsoring context, although brand affect increases for the sponsoring brand, correlations between consumer brand relationship constructs and purchase intention for the category are strengthened, turning relationship into purchase intention. We can also conclude that there is no antagonism between consumers and the non-sponsoring brand for music but it tends to occur in football.

Another important conclusion refers to the CBR constructs correlations to purchase intention. Although brand affect is always the construct with a higher influence in purchase intention, in the case of music sponsoring context, brand trust becomes the construct with a higher purchase intention influence. Music territory seems therefore to be a better managerial option in case of seeking to reinforce consumer and brand relationship constructs and to increase mutualism between brand and consumer.

## **ABSTRACT OF THE DISSERTATION**

Main objective of this research was to evaluate the effect of different sponsorship contexts, Music and Football, in the Bios-Consumer Brand Relationship Model (BCBR), mainly in its Mutualism and Antagonism constructs, via Brand Affect, Brand Trust and Brand Attitudinal Loyalty and also in Purchase Intention, focused on two main beer Brands: Super Bock and Sagres.

The adopted methodology, mixed method approach, has two phases: Phase I, a BCBR model validation through a triangulation of methods: interviews, focus group and internet/digital research, and Phase II, a quantitative method approach, to analyze if there were mutualism and antagonism effects and purchase intention in different sponsoring contexts, answering to the research questions with the application of questionnaires in an experimental design approach for both sponsoring contexts.

Results show that the BCBR Model and its different new language are valid. The sponsorship influences the CBR constructs and different contexts lead to different influences. Music enhances Brand Trust whilst football has a higher influence in Brand Affect. However, these brand constructs reinforcements are not directly translated into purchase intention in a large scale.

When analyzing correlations, music reinforces the emotional relationship with the sponsoring brand via stronger CBR constructs correlations. When analyzing football, correlations between CBR constructs and purchase intention for the category are strengthened.

There is a slight antagonism between consumers and the non-sponsoring brand for football.

Music territory appears to be a better managerial option in case of seeking to reinforce CBR and increase mutualism between brand and consumer mainly brand trust.

**KEY-WORDS:** consumer, brands, relationship, ecology, purchase intention

**JEL:** M31 and M37



## RESUMO DA DISSERTAÇÃO

O principal objetivo desta investigação prende-se com a avaliação de diferentes contextos de patrocínio, música e futebol, no modelo BCBR (Bios-Consumer Brand Relationship Model), nomeadamente nos construtos de Mutualismo e Antagonismo, via Afeto, Confiança e Lealdade Atitudinal pela Marca e também Intenção de Compra, baseado em duas grandes Marcas de cerveja: Super Bock e Sagres.

A metodologia adoptada baseada no método misto, tem duas fases: Fase I, centra-se na validação do modelo BCBR através da triangulação dos seguintes métodos: entrevistas, focus groups e investigação internet/digital, a Fase II, baseada numa abordagem de método quantitativo, permite analisar e avaliar a existência de efeitos de mutualismo e antagonismo assim como efeitos na intenção de compra nos diferentes contextos de patrocínio. Responde deste modo às questões de investigação através da aplicação de um inquérito usando uma abordagem de desenho experimental para cada um dos contextos de patrocínio.

Os resultados demonstram que o Modelo BCBR e a sua inovadora linguagem específica são válidos, que os patrocínios influenciam os construtos CBR e, que diferentes contextos de patrocínio levam a diferentes influências. A música reforça a Confiança na Marca enquanto que patrocinar um clube de futebol tem uma maior influência no Afeto pela Marca, sendo o efeito direto na intenção e compra apenas ligeiro.

Quando se avaliam as correlações, a música reforça a relação emocional com a marca patrocinadora dado que as correlações entre os construtos CBR com a Marca são mais fortes. No contexto de futebol, as correlações entre estes construtos e a intenção de compra são reforçadas.

Existem sinais de antagonismo entre consumidores e a marca não patrocinadora no caso do futebol.

O território da música parece ser uma melhor opção de gestão no caso de procura de reforço de CBR e aumento de mutualismo entre marca e consumidor.

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## CHAPTER 1-INTRODUCTION

### **1.1 Project Theme**

Sponsorship in Marketing is increasing and its relevance in Companies' Marketing activities and planning. In the last decades, sponsoring budgets has increased its percentage, within the total brand budget, replacing traditional advertising.

With this budget allocation increase, demands on budget control and investment return, are being addressed and required by Top Management.

Within different sponsorship contexts, Sports and Music are those that generate more investment interest by several companies. In countries where football is highly popular (as in Portugal) it really becomes the most relevant sports sponsoring, and this means higher investment awareness.

Music is also a key player in a sponsorship context, mainly regarding music festivals. In Portugal, music festivals are increasing in number and dimension, consequently companies' investment is increasing too, mainly for returning purposes and brand increase awareness trend. Therefore, one of the objectives of this Theses is to evaluate the effect of these two main sponsorship contexts, music and football; both for the sponsoring brand and for the non-sponsoring brand. In the football context, the rival club sponsor is considered as the non-sponsoring brand. Ten years of intense professional work in these areas help me understand the relevance of these territories, the quest for their increase ad consequent investment return.

Fast moving consumer goods in general, and specifically alcoholic beverages are main sponsors of both the music and the football contexts. Communication limitations that alcoholic drinks are facing during day time increase football sponsorship attractiveness, mainly jerseys and other main communication touch point supports. The increase attractiveness of music festivals for the youngsters have been turning this sponsoring as a good recruitment option. Hence the thesis is based on two different beer brands that have together more than 95% of market share: Super Bock and Sagres.

There are several different possibilities for evaluating these two different sponsoring contexts from both the sponsoring and non-sponsoring brand perspective. However, we have chosen the Bios Consumer Brand Relationship Model (BCBR), a new model proposed in this thesis that

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has its genesis in the ecological and biological model of inter-relationships comprehending 4 different clusters: Mutualism, Commensalism, Antagonism and Amensalism whether the relationship results in positive, negative or neutral for each of the species. From these four clusters we will focus on the Mutualism and Antagonism clusters in order to evaluate both the positive and negative reactions, namely when one of the brands sponsors the rival club.

In addition, influence of both sponsoring contexts in purchase intention will be analysed, since increasing sales is the ultimate goal of any marketing investment as the sponsoring one.

Therefore, fully understanding the influence of different sponsorship contexts, namely music and football, in the Bios-Consumer Brand Relationship (BCBR) model of mutualism and antagonism clusters and purchase intention is the main subject of this thesis.

This study and analysis involves different research areas, such as consumer-brand relationships, biological/ecological interaction model between two organisms, sponsorships and their effect (mainly sports and music) and purchase intention.

### **1.2 Research Objectives and Questions**

Research objectives and Research questions were developed after a literature review of consumer brand relationships, biological and ecological interaction classification between two organisms and also sponsorship effects in consumer brand relationships and purchase intention. Concerning the biological and ecological classification between two organisms, the main focus was on understanding the positive, negative and/or neutral effect resulting from the interaction between two organisms of different species and the application of these concepts in consumer and brand relationships.

Sponsorship effects in consumer brand relationship were evaluated taking into consideration the constructs Brand Affect, Brand Trust and Brand Attitudinal Loyalty. The aim is to compare sponsorships effect within each context for the sponsoring brand as well as for the non-sponsoring brand.

There is also the purpose to analyse the sponsorship effect for both contexts, music and football, and for the sponsoring brand and the non-sponsoring brand, concerning Purchase Intention.

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Comparison between sponsoring contexts is also one of the goals in order to help management decide which is the preferential sponsoring context depending on the brand main objective.

When comparing sponsoring contexts, both mutualism and antagonism will be analysed, in order to understand if non-sponsoring both territories generates any negative feelings in the consumer.

In this thesis we also seek the validation of this new Model. To measure the Consumer Brand Relationship, namely its negative, positive and neutral interactions between consumer and brand. Based on this, we suggest a new model to measure the Consumer Brand Relationship: The BCBR Model.

Research question can therefore, be translated into the following sentence: ‘What is the influence of different sponsorship contexts in the Bios-Consumer Brand Relationship Model (BCBR model) Mutualism and Antagonism clusters and Purchase Intention’.

In resume, two research objectives have been identified. One concerns the BCBR Model and its theoretical development and validation. The second refers to the effect of different sponsorship contexts (sports, namely football and culture, more specifically, music) in this model, mainly regarding mutualism and antagonism BCBR model clusters and in the purchase intention, for both the sponsoring brand and the non-sponsoring brand.

### **1.3 Project Research Focus and Problem Definition**

The focus of the project research will be on the new BCBR Model validation and on the effect of two different sponsorship contexts (football and music) on the mutualism and antagonism clusters of the BCBR Model and purchase intention. Comparison between the two sponsorship contexts, both for the sponsoring brand and the non-sponsoring brand, will be analyzed.

Phase I of the thesis involves the Bios-Consumer Brand Relationship Model validation, (model that results from the application of the biological/ecological interactions model between two organisms to the relationship between Brand and Consumer).

BCBR Model is a completely new approach in the consumer brand relationship world: the merger between the biological interactions between two organisms’ model and the consumer brand relationship world. By opening several new and different research windows, it enables to

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analyse consumer brand relationships, like commensalism, antagonism and amensalism, so far not extensively exploited in the consumer brand research area.

Phase II concerns the effect of the two different sponsorship contexts in the BCBR Mutualism and Antagonism Clusters and its translation into purchase intention.

When managing brands, different sponsorship contexts (areas) are presented and proposed in a massive way, brand managers having to select the ones which can bring on better brand and purchase performance. It is, therefore, relevant to understand what is the effect of two different sponsorships contexts, one more universal like Music, and another more emotionally extremist like football, in the BCBR Model mutualism and antagonism clusters and the purchase intention. Results will help future management decision.

When sponsoring football clubs, brands must be aware that, while enhancing the relationship between fans and the brands (mutualism), this same sponsorship and brand association may create an opposite effect in non-fans or club rivals (antagonism). It is important to understand if the mutualism effect compensates the antagonism one, being therefore relevant to measure the effect of this sponsorship in the consumer brand relationship and in the purchase intention, both for the sponsoring brand and the non-sponsoring brand.

Phase II adds new data to the way of analysing the sponsorship effect in order to better support management decisions between different contexts sponsorships. Based on conclusions drawn from different literature sources, purchase intention comparison between two different contexts or the balanced effect between fans and rivals/non fans is a new research area that needs to be addressed. Also, the research method via a true experimental design, and therefore assuring causality, is a completely new approach to the sponsorship research.

Overall, and considering Phase II as the phase that directly answers the research question, and also the broad substantive area which my research comprises (Mason, 2002), we can consider that this thesis follows a positivism approach, with a deductive nature of explanation and statistical nature of generalisation, where the role of theory involves hypothesis generation and has support to decision-making as a form of management.

### **1.4 Thesis Structure**

The thesis is designed in a conventional approach containing, on one hand, the theoretical and literature review fundamentals and, on the other hand, the data analysis. It is divided into the

following chapters: Introduction, Literature Support and Gaps, Research Hypothesis and model framework, Methodology, Qualitative and Quantitative data analysis and Conclusions.

Below is a brief summary of each chapter:

## **CHAPTER 1- INTRODUCTION**

It presents the focus and domain of the research, introducing the project theme general overview, the research objectives, research focus and problem definition and the main relevant questions conceptually and in a managerial perspective that justify the research need. Afterwards methodology and thesis structure is presented.

## **CHAPTER 2- LITERATURE SUPPORT AND GAPS**

In this chapter, conceptual evolution of the research focus is reviewed, mainly consumer-brand relationship, ecology interactions, sponsorships, generally and sports perspective, and its relationship with CBR constructs and Purchase intention. It connects the ecological interaction world between two different species with the consumer-brand relationship world giving brands an anthropological view. It also establishes the fundamental process of sponsorship and its effect in consumer-brand relationship, namely Brand Affect, Brand Trust and Brand Loyalty (Brand Attitudinal loyalty) and also sponsoring effect in purchase intention.

In this chapter, also main gaps from literature are presented, concerning consumer-brand relationship research and also sponsorship.

## **CHAPTER 3- RESEARCH HYPOTHESIS AND RESEARCH MODELS FRAMEWORK**

Having as a base the literature review and strong relations support to the thesis research work, this chapter details the research hypothesis, how they will be measured and also the two conceptual models: the BCBR new model and the different contexts sponsorship effect in mutualism and antagonism model.

## **CHAPTER 4- METHODOLOGY**

This chapter describes the methodological options adopted in the several stages of the research: the qualitative triangulation of methods study and the quantitative methodology. Describes all

the three triangulation methods: the interviews, the focus group and the digital/internet research and the quantitative experimental design method, the control group and the experimental group sample procedure, the questionnaire application and data collection and finally statistical analysis and methods data analysis options.

## **CHAPTER 5- QUALITATIVE STUDIES RESULTS: BCBR MODEL**

Contents the analysis and results of each of the triangulation methods: interviews, focus groups and internet/digital research, whose results together with scientific, ecological and consumer brand relationship literature review leads to validation of the BCBR conceptual model, and its language and constructs like mutualism and antagonism to be evaluated quantitatively. From this conceptual model language and constructs, together with the literature review concerning sponsorship effect in consumer-brand relationship, the questionnaire is developed.

## **CHAPTER 6- QUANTITATIVE STUDIES RESULTS**

In the beginning of this chapter it is presented and analysed the results of the questionnaire pretest and its fine tuning to the ending questionnaire, followed by the quantitative results of both the experimental design sponsoring contexts, music and football, and applied techniques for the hypothesis testing and also the equation model.

## **CHAPTER 7- RESULTS DISCUSSIONS AND MAIN CONCLUSIONS**

In this chapter results from the previous chapter are analysed and discussed and together with literature support refers to the main conclusions of the project and main contribution of the research in a managerial and also an academic perspective, as well as limitations and suggestion for further studies.

The thesis ends with main bibliographic references taken into consideration during the research process, and also attachments/appendixes that include supporting documents and information to the qualitative study process and BRBC model validation and also to the questionnaire application and quantitative results for all the different contexts and groups of the experimental processes.



## **CHAPTER 2- LITERATURE SUPPORT AND GAPS**

The literature review chapter includes first the Consumer Brand Relationship and the Bios-Consumer Brand Relationship literature support based on CBR and the biological and ecological interaction classification between two organisms. After the CBR literature review both sponsorships state of the art can be found. In the sponsorships situation, sports sponsorship is highlighted as well as consumer brand relationship and sponsorship literature review.

The chapter closes with a purchase intention literature review and its relation with the sponsorship world.

### **2.1. Consumer Brand Relationship (CBR)**

#### **2.1.1 Overall Review**

Creating a strong image of a Brand in the mind of the consumer depends on the generation of a positive brand assessment, an accessible brand approach, and also a valid and well-founded brand representation (Farquhar, 1989, Malik et al 2013).

When developing research concerning brand equity, researchers have found a link between brand value and the length of interaction between customer and brand (Aaker, 1991, 1996; Rosca, 2013). The more attached and connected a consumer or customer feels towards a brand, the more stories they tell others about it, allowing brand reputation increase. Brand Managers should support the formation and enhancement of these sharing groups, in order to encourage brand discourse amongst customers and consumers, allowing consumers to come together to share experiences, feelings, knowledge and even recommendations about the brand. This corresponds to the systematic relationship marketing concept, where consumers are brought together in order to create brand added value (Rosca, 2013).

Chang and Chieng (2006) had already referred that being aware of consumers' and customers' response to the brand should be key when considering brand management, also including brand marketing activity, and other information sources regarding the brand (Keller, 2001) allowing the development of a closer relationship between consumers and the brand, having sponsorships a key role in answering these objectives.

The brand relationship concept emerged due to the supposed lack of success in brand image research when trying to estimate the consumer behaviour. This resulted both from the enhanced

consciousness of brand managers to protect their brand assets when facing a competitive environment, but also from the brand concept personality introduction and its anthropomorphization (Sreejesh and Mohapatra 2014).

Consumer Brand Relationship (CBR) can be perceived as the result of mutual interchanges between consumer and brand, allowing for humanlike emotions and intentions to emerge. It is a process that can vary its form over time (Sreejesh and Mohapatra, 2014; Fournier, 1998) presenting itself with extreme complexity when assuming that brands can share feelings and objectives, exercising their will and power to act according to these feelings (Sreejesh and Mohapatra, 2014; Fournier and Alvarez, 2012).

Some proponents argued that consumers are able to develop relationships with brands similarly to the way they connect with other people in social and interpersonal contexts. This led to the rise of academic theoretical models and concepts in consumer-brand relationships (Tsai, 2011), as the brand relationship quality (Fournier, 1998), Brand Commitment (Sreejesh and Mohapatra, 2014; Park et al, 2013; Thomson et al, 2005) and Brand Love (Batra et al, 2012).

CBR is analogous as interpersonal relationships by assuming characteristics that are anthropomorphic, adding a characters to a brand allowing it to be perceived as a person who can engage in a reciprocal and equivalent trading relationship (Sreejesh et al, 2014). Huber et al (2010) studied the role of brand misconduct on CBR, generating antagonism. The authors defined brand misconduct as the behavior of the brand that disappoints the consumers' expectations. Park et al in 2013 have introduced positive (mutual) and negative (antagonist) aspects of emotional and non-emotional interpersonal characteristics. Building on the previously developed work of Fournier (1998) BRQ model, and also from Park et al (2010) BA Model and Batra et al (2012) Brand Love model, Park et al (2013) proposed a new model of consumer-brand relationships, called AA model (Attachment-Aversion Model). As stated by this model, the consumer will feel closer and more devoted to a brand when the brand is understood as a means for self-expansion. If, however, the consumer perceives the brand as an intimidation of self-contraction, the consumer will feel a distance to the brand and consequently an aversion to it.

These terms of attachment and aversion, would represent counter extremes of the relationship spectrum. Sreejesh and Mohapatra (2014) presented some hard comments against the conceptualization of the AA model of Park et al (2013). First, according to the researchers, distant brand-self relationships should not always inevitably be translated into a negative

consumer-brand relationship. Terms of its formulation of negative aspects are more appropriate to explain positive aspects of brand relationships rather than negative aspects. The AA model failed in capturing the negative aspects of CBR and in order to capture this there is a need to develop and secure other relevant dimensions (Sreejesh and Mohapatra, 2014).

It has also been acknowledged that a stronger brand market share and a higher brand profit can be generated when in the presence of a deeper rooted relationship between the brand and the consumer, facilitating better marketing decisions and higher volume of purchase, with a positive effect over brand purchase intention (Sreejesh and Mohapatra, 2014).

Mazodier and Merunka (2012) and Madrigal (2000) have stated Meenaghan (1983) sponsorship definition as the most accepted one, when defining commercial sponsorship as an investment in cash or similar in an event, person, or idea with the intention of capitalizing on the commercial potential of this association.

According to researchers, there are several advantages of sponsorship over mass advertising (Mason, 2005; Meenaghan, 2001). Sponsorship functions through distinctive cognitive processes when comparing with advertising, once it engages the consumer by showing benefit on an activity that arises in the consumer an intense emotional response. As a broad form of marketing communication, commercial sponsorship is perceived as implicating benefit to the society. Advertising, in opposition, is seen as being selfish and developed in the exclusive interest of the advertiser, with no benefit to the society. Sponsors' investment generates a goodwill that positively influences consumers' attitude and behavior toward the sponsors' brand (Meenaghan, 2001; Madrigal, 2000). Wang et al (2011) refer that sponsorship is a communication medium that completes the firm's advertising, promotion and activations programs having been in recent years extensively used as an important marketing tool.

A more concerted globally practiced commercial version of sponsorship has been developed in the last three decades, highly pragmatic in business terms and greater in scale (Meenaghan, 2001). For example, North American corporations in 1999 invested billions of dollars in sponsorship, having sports 67% of this sponsorship investment share (Mason, 2005; Meenaghan, 2001; Madrigal, 2000). Papadimitriou et al (2008) mentioned that global spending on sponsorship was estimated to reach 28 billion dollars in 2004, of which, according to the International Events Group, 69% concerned sporting events.

## **2.2 Consumer Brand Relationship: the BCBR Model**

The brand relationship quality model (BRQ) model, was first proposed by Fournier (1998), including several dimensions that influence relationship stability and durability (Fournier, 1998). She defended that theories of love, commitment and trust were already receiving the researchers' attention whilst other important relationship constructs were not included. The BRQ construct is therefore conceived and designed to enrol six different facets: love/passion, self-concept connection, commitment, interdependence, intimacy and brand partner quality. It measures the strength and depth of the relationship between consumers and brands (Fournier, 1998).

Fournier (1998) discloses that consumers are able to develop and maintain strong relationships with brands. The researcher includes love and passion in the proposed six major categories of relationships, defining this feeling as richer, deeper and more enduring than the simple brand preference. She refers that people relate to brands in a similar way as to how they relate with people.

Chang and Chieng (2006) revealed that individuals run through brand association, brand personality, brand attitude and brand image to form a first order of consumer-brand relationship. It is also important to refer that although brand meanings (i.e. brand personality, brand association, brand attitude and brand image) are known to be relevant mediators between consumer-brand relationship and brand experience, only a handful of studies have looked into the effects of their context. The authors' model specified direct and indirect paths between brand experiences and consumer-brand relationships, the latter was directly affected by the mediators (brand association, brand personality, brand attitude and brand image) and had 6 relationship dimensions (functional exchange, love, commitment, attachment, self-concept connection and partner quality).

Thomson et al (2005) presented a 10 scale items in what they referred as responsible for the emotional attachment between consumers and brands, in a first order factors labelled affection, passion and connection that map into the 10 scale item (affectionate, loved, peaceful, friendly, attached, bonded, connected, passionate, delighted, captivated). According to Tsai (2011), in Smit et al (2007) found that BRQ is antecedent by eight (passionate attachment, intimacy, self-connection, nostalgic connection, love, partner quality, personal commitment and trust) instead of the 6 Fournier (1998) components. Additionally, they found that, in the case of service brand

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loyalty, there were three components (satisfaction of affective attributes, trust, and self-concept connection) also exercising a direct influence. Batra et al (2012) proposed a model with 14 factors: Passionate desire to use, willingness to invest resources, things done in the past (involvement), desired self-identity, current self-identity, life meaning, attitude strength 1: frequent thoughts, intuitive fit, emotional attachment, positive affect, long-term relationship, anticipated separation distress, overall attitude valence, Attitude strength 2: certainty/confidence.

Academic research has demonstrated the positive association between brand love and Word of Mouth (WOM) and brand loyalty (Carroll and Ahuvia, 2006; Thomson et al, 2005; Fournier, 1998). Also the increasing willingness shown to pay a price premium (Thomson et al, 2005).

Ahuvia (2005) research established that identity issues were fundamental to consumers' experiences with loved objects and brands. A wide and dynamic stream of research has dealt with brand identity due to its relevance.

The extent to which individuals are highly attached to a person or to a brand, determines their depth of commitment to the relationship and the degree of admission of sacrifices required in the relationship. Having the process of establishing and constructing an emotional bonding being leveraged through consistent experiences with an entity (a person or a brand) positively contributes to the degree of comfort perceived in the relationship (Hwang and Kandampully, 2012).

Consumers become emotionally attached to a brand they love (Albert et al, 2008; Thomson et al 2005). They exhibit brand loyalties similar to marriages in their passionate commitments (Fournier and Yao, 1997). Carroll and Ahuvia (2006) concur with this brand personalization when defining love for a brand as "The degree of passionate emotional attachment that a person has for a particular trade name". However, although this interest in brand love suggests that it is an important marketing topic there is still little agreement as to what brand love is. As Albert and al (2008) note, further studies to understand how consumers experience brand love are still needed. Batra et al (2012) stated their own limitations, referring that more work is required to determine how the components of brand love identified interact with one another, adding that no correlation determination between factors have been studied. To understand what is more relevant for a strong consumer-brand relationship, the strength of the attachment, the commitment or love between a consumer and a brand and to realize the consequences if these break down is vital. Huber et al (2010) have approached this through product quality

misconduct in their 2010 research as has Steinman (2013), but as mentioned by the author, there are still many brand misconduct territories to be exploited regarding brand consequences, supporting further research when analysing sponsoring rival clubs' antagonism consequences. The more a consumer loves a brand and expects from it, the greater the responsibility a brand has towards the consumer in order to avoid disappointment, or transforming the love relation into a more negative one.

A brand, however, is a perception, rather than a material propriety or possession, and therefore brand bonding and tangible possession attachment differ (Hwang and Kandampully, 2012).

Over almost the last two decades, numerous tests of the applicability to brand consumption of the relationship metaphor have encouraged the validity of this approach (Hwang and Kandampully, 2012). Consumers become emotionally attached to a brand they love (Albert et al, 2008; Thomson et al, 2005) and is important to recall what was mentioned previously, that they exhibit brand feelings and relations that are similar to marriages in their passionate commitments (Fournier and Yao, 1997). Carroll and Ahuvia (2006) concur with this brand personalization when defining love for a brand as "The degree of passionate emotional attachment that a person has for a particular trade name".

Furthermore, there is no relevant reference as far as my main consumer brand relationship (CBR) state of the art literature evaluation, to brand hate or to the consequences of brand deception or trust break in a consumer.

### **2.2.1 The Bios Consumer-Brand Relationship Model**

As mentioned by Fournier and Alvarez (2012) a relationship can be perceived as a mutually co-created entity, and a richer and more valid understanding of consumer-brand interaction can be achieved by recognizing that, at least, two entities come together in the brand relationship and that it can involve a person's commitment to a relationship (Breivik and Thorbjorsen, 2008). It is also referred by Chang and Chieng (2006) that in 1992 other researchers mentioned that understanding the relationship between the brand and the consumer demands taking into consideration two things: the consumer attitude toward the brand and the brand attitude toward the consumer. Therefore, consumers develop a relationship with the brand, which becomes a replacement for human direct contact between the organization, or entity that owns the brand, and its consumers (Seth and Parvatiyar, 1995; Delgado-Ballester and Munera-Aleman, 2005).

According to Sreejesh and Mohapatra (2014), recently, a new current of literature referred that consumers often do not differentiate brands based on how they perceive them, but rather on how they relate with them (e.g. Fournier, 1998). An ideological move from transactional relationship to a long-term liaison induced marketers' efforts to stimulate consumers to think their brand as a person, a living entity, making use of personification exercises, reciprocal interchanges, anthropomorphization as well as applying and merging human characters to brands (Aggarwal and McGill, 2007; Fournier, 1998). The acknowledge of a brand as a living entity drove consumers to consider brand as an active and an interdependent partner in a relationship duo (Fournier, 1998). This brand consideration as a living entity licensed the attachment of personalities to it, which would grow and develop over time, allowing the possibility of having relationships with the brands (Patterson and O'Malley, 2006).

One of the most important subjects and areas in the Biology sciences, are the interrelations between two organisms or two populations (Pianka, 2011; American Society of Naturalists, 1876) since the most important attributes of a system are the regular interactions of its parts. According to Lidicker (1979), Haskell in 1949 proposed an ingenious classification of co-actions (interactions) which were defined on the basis of whether the interacts/organism experience a positive, negative or neutral effect as a result of interaction. Since then, this symbolic approach has been used to explain several of the interactions between two organisms or populations: Mutualism (+,+); Commensalism (+,0), antagonism/parasitism/predation (+,-); amensalism (-,0) (Pianka, 2011; Wang et al, 2011; Tomnsend et al, 2001).

In Mutualism each interacting species obtains from its partner resources that it would obtain less efficiently if alone (Roux et al, 2011), and so derives a net benefit for both organisms, a favourable interaction for both populations (Pianka, 2011). There are many examples in nature of these interactions.

Sable (2013) defended mutualism between animals and human beings referring that pets are not only good for humans but that humans are also good for the pets. This supports assertion that animals have 'a series of emotional behavior patterns' resembling humans. They became regarded and considered as family members.

Daly and Morton (2006) referred that of 26 pet owners, 70% of dog owners considered their pets to be family members as opposed to only 30% of cat owners.

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Some researchers have clearly shown a positive relationship between children and pets (Daly and Morton, 2006), whilst according to Ebertstein and Worthman (2008), for the elderly, in particular, the relationship with a pet is often especially intimate, anchoring their world.

From the product branding perspective, a brand is a name as well as a set of perceptions based on functional and emotional values and benefits (Iglesias et al, 2013) that help to differentiate a product (Iglesias et al, 2013; Aaker, 1996). When an experience is positive, consumers are more likely to establish long-term relationships with the brand (Iglesias et al, 2013).

Commensalism is a widely accepted interconnection (Lidicker, 1979) where one of the entities benefits while the other is not affected (Pianka, 2011). It can exist, for example, when one species lives inoffensively in some shelter provided by a second species (Schwarz, 1939), like the case of the Cancroideae and the swimming Crab (America Society of Naturalists, 1876) or the deer mouse and the dusky footed woodrat (Lidicker, 1979) or the chironomid and their hosts (Callisto and al, 2006).

Antagonism where one population exploits the other in benefit of one of them and prejudice of the second (Pianka, 2011), including situations where two organisms compete for resources and even actively defend against each other (Klepzig et al, 2001). Competition can be also perceived as a (+,-) relationship according to Nale (2010) when stating that Darwin ends up by subscribing to a kind of evolutionary progress where 'Better' varieties push lower forms to extinction. This is also supported by Connell (2007), when stating that most of the evidence for the occurrence of interspecific competition in animals has been achieved from laboratory populations. According to Aerts (1999), a surprising aspect of many papers on competition is that it is not specified for which resources species are competing. This certainly contributes to much of the confusion about the traits of successful competitors.

Amensalism is presumed to occur when one species produces a waste product that is toxic to a second (Lidicker, 1979) or when a population is inhibited while the other is not affected (Pianka, 2011). Such depressants are particularly widespread among bacteria, parasites and planktonic organisms but also in animal situations (Tomnsend et al, 2001).

If we consider the two entities as the Brand and the Consumer, many of the studies refer to MUTUALISM relationships. Human beings tend to like people to whom they share common traits. The same notion applies to brand-consumer interactions (Hwang and Kandampully, 2012; Aaker, 1996).



We have several examples of the consumer-brand relationship mutualism, some even developed in a deeper way, like Ariel when developing campaigns of solidarity (Give Water with Ariel) or L'Oréal with the claim 'Because I'm worth it'. A consumer being worth of the relationship is a strong statement. But what about the other three types of relationships: commensalism, antagonism and amensalism? What examples can we find of the other relationship clusters?

Applying COMMENSALISM to the Brand-Consumer relationship we can consider, for example, a case of a consumer using a Brand just due to the endorser of the Brand. The relationship between the consumer and the endorser is stronger than the relationship between the consumer and the Brand. Using the product or the brand would be a positive for the consumer, but it would be neutral, null and void for the brand. What happens when the endorser changes brand? There are several examples of the commensalism bio-consumer relationship, being the Marilyn Monroe and Chanel n°5 a well-known one. What would happen if she changed the brand?

Following a similar idea, how can we apply ANTAGONISM to a Brand-Consumer Relationship? When a consumer begins hating a brand, bending to group pressures, the consumer benefits socially from this 'hate', but for the brand it has an extremely negative effect. Examples can be given like the 'I'm Hating it' campaign developed against McDonalds by animal rights activism, or any relationship with a Brand that sponsors the competitor's club whatever the sport. The hate towards the brand allows the consumer to be a member of a group, gaining from this relationship, whilst for the brand this has a negative effect. Steinman (2013) defends brand transgression as a negative impact result in CBR.

According to Lee et al (2013), designating individuals into groups motivates them to have in-group bias, which can be addressed by social identity theory, proposing that the groups to which individuals belong such as social class, family and friends group, and sports team are important sources of pride and self-regard. This theory also proposes that individuals comprise their social world as two types of group: intergroup that the individuals belong to; out-group that they do not belong to.

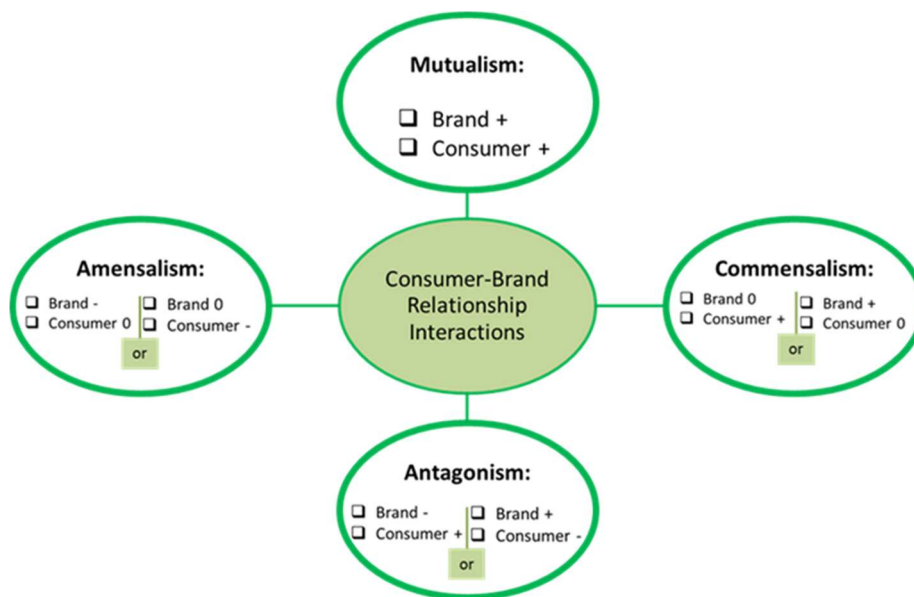
AMENSALISM can be applied in situations where the consumer has developed a rejection relationship with a Brand, with no specific benefits and with an exceptionally negative effect for the Brand. Good example of amensalism is the case of Benetton. The way that the brand develops its bold but rather shocking campaigns can lead to dislikes from more sensitive

consumers with a projected negative effect for the brand whilst the consumers have nothing to gain.

Can a Brand have consumers at the same time in all clusters? This Bios-Consumer Brand Relationship Model contributes to a new paradigm in the Consumer and Brand relationships via a new approach when comparing CBR to biological organisms' relations, enhancing the gaps in literature and presenting new important areas for research yet to be explored in the consumer and brand interactions, going way beyond the mutualistic outcome and the most explored areas so far studied in depth by researchers.

In the below Figure 1, is presented the Bios-Consumer Brand Relationship Model (BCBR Model) resulting from the application of the biological/ecological inter-relations models in consumer brand relationships taking into consideration Brand as a living entity.

Figure 1: Bios-Consumer Brand Relationship Model (BCBR Model)



### **2.2.2 The Constructs to be Analyzed**

Consumer-brand relationship is the bond between a person and a brand that is spontaneous or is interdependently enforced between the person and the brand (Chang and Chieng, 2006; Blackston 2000, 1992; Fournier, 1998). A relationship between the brand and the consumer results from the aggregation of consumption experience and enhances with a positive experience, considered in the BCBR model as mutualism. Fournier (1998) indicated that emotional experience can strengthen consumer-brand relationship and noted that brand actions, activations and experiences have clear implications for the consumer relationship.

According to Chang and Chieng (2006), consumer-brand relationships depends, largely, on consumer experiences. Experiences are particular events that occur as reaction to stimulation and frequently result from direct observation or engagement in events (Schmitt, 1999). Brand experiences are therefore generated in response to brand incentive and stimuli during the encounter (Davis et al, 2000). Sponsorships can therefore play an important role in this and further studies must be developed. According to Rosca (2013), Relationship Marketing can be described as a form of managing an organization by guiding it to the market; the basic principle of relationship marketing consists in developing, implementing, feeding and maintaining relationships beneficial to all entities included in the deal (Morgan and Hunt, 1994). Research on brand equity has found a connection between brand value and the deepness to which consumers interface with the brand (Aaker, 1996, 1991). The more attached consumers feel towards a brand, wider the stories they tell about it, improving and cultivating brand reputation (Rosca, 2013).

When analysing mutualism and antagonism, as human beings we lean to feel more loyal and devoted to what we feel deeply connected with, attached to, and in love with. In a branding scenery, this inclination and tendency can transform into the consumer-brand relationship. Stronger and deeper consumer-brand relationships enlarge consumers' brand loyalty (Hwang and Kandampully 2012; Park et al, 2006).

Emotional aspects are determinative in expanding relationship quality in that individuals who are emotionally attached to a brand display deeper commitment to it (Thomson et al, 2005).

Wang et al (2011) refer that there is room for future research comparison between the effect of sponsorship and brand equity long-term and short-term perspectives. Studying long term relationships will make possible the introduction of relationship factors such as trust,

commitment and loyalty into the current context. Brand affect and brand loyalty are fundamental aspects in brand management (Matzler et al, 2006; Chaudhuri and Holbrook, 2001). Matzler et al (2006) recall that affective responses to Brands are of major importance. It has been expressed that brand affect is a strong driver of brand loyalty (Chaudhuri and Holbrook, 2001). Brands that make the consumer happier, more pleased or caring cause stronger attitudinal commitment and purchase loyalty, tailoring the way to the mutualism increase in the BCBR model. Thomson et al (2005) supported by Tsai (2011) designate affection as one of the main emotional attachment antecedents of brand loyalty. Sreejesh and Mohapatra (2014) refer that brand management literature the concept of brand equity has been determined as the added value associated to a product as a result of past investments in the marketing of a brand (Keller, 1998). Brand equity can be contemplated as the main determinant of brand loyalty (Keller 1998, 1993; Aaker 1991) and loyalty has been determined to be an important outcome of brand equity. Sreejesh and Mohapatra (2014), state brand loyalty to be defined as the purchase proportion of the same brand on a same sequence of purchase.

According to Matzler et al (2006), the term affect usually refers to recognized feeling states and emotions. A number of studies grounded that brand affect presents itself as an incremental predictor of consumer behaviour and the researchers suggest that in the process and determination of making brand decisions, consumers generally do not apply any specific attribute or quality information, but simply choose the brand for which their brand affect is most positive. Brand affect can be seen as a consumer's overall favourable or unfavourable evaluation of the brand and following Chaudhuri and Holbrook (2001), Mazodier and Merunka (2012) define brand affect as the positive emotional feelings of consumers towards the brand. Brand Affect describes the relationship between consumers and brand under a certain category and it can be considered as the generic evaluation of the consumer for the brand (Geçti and Zengin, 2013; Mazler et al ,2006).

Brand Affect definition allows it to be interpreted as Mutualism as it can be defined as a brand's potential to draw a positive emotional reaction in the standard consumer as a result of its use (Chaudhuri and Holbrook, 2001). Therefore, positive attitudes towards the brand, which are the outcome of the perceived fit between the event and the brand, result in higher brand affect (Olson 2010). It is established that under the conditions when the brand affect is substantial, brand loyalty also needs to be higher. Studies discussed that brand affect has a significant impact on attitudinal loyalty (Mazler et al, 2006; Taylor et al, 2004).

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Chaudhuri and Holbrook (2001) underlined that brand affect is the emotional determinant of brand loyalty and needs to be separately considered (Song et al, 2012), supported also by Sreejesh and Mohapatra (2014) when stating that attachment is a construct composed of three dimensions: affection, connection and passion.

Brand loyalty has been a very important subject for most of the enterprises. Therefore, value of the brand increases as much as the consumer loyalty to the Brand (Geçti and Zengin, 2013).

Loyalty is a multidimensional construct which has been the focus of much research in its own right. The operationalization of brand loyalty can be based on behavior, attitude or combination of both (Krishnamurthi and Raj, 1991). According to Krishnamurthi and Raj (1991), Loyalty is an important segmentation variable and a key component of brand's long term viability. According to Malik et al (2013), the brand loyalty can be described as the measure of closeness of a consumer to a specific brand, expressed by their repeated purchase regardless of marketing stress created by the competitor brands.

The customers or consumers can turn loyal to the brand due to its singularity, its taste, easiness and convenience when using that particular brand or service, have enough understanding about that brand and feel confident while making a purchase or evaluating price and quality factor. Brand loyalty is very important for the organization to reach its objectives, so they try to make consumers or customers happy and also solve the problems if they feel related to their particular product and service.

Due to brand loyalty their occasional purchase becomes regular by increasing frequency of purchase (Malik et al, 2013). There is a significant difference between repurchase and brand loyalty because repurchase or replication purchase is buying of brand frequently and loyalty is the result of actions (Malik et al, 2013). Brand loyalty occurs when a client has a significant relation with the brand expressed by the repetition of purchase. The customers who are brand loyal do not assess and rate the brand, they just make a purchase confidently on the basis of the sum-up of their experiences (Malik et al, 2013). However, in the purchasing process, consumers and clients are not only concerned about the price, functionality or quality of a product, brand or service, but also other key variables such as the brand equity or value. The equity of a brand is widely influenced by brand loyalty. Aaker (1996) and Keller (1993) suggest that the value or equity of a brand, service or product depends on the percentage of consumers or clients who are purchasing the product or service in a regular basis. Moreover, brand loyalty has been found to have a direct and positive role in affecting brand equity. Therefore, Porral et

al (2013) have determined that when analysing beer category that brand loyalty enhances the brand equity.

Strong positive feelings toward objects or brands can also generate consumer loyalty (Hwang and Kandampully, 2012; Fournier, 1998), therefore it is important to analyse the effect of sponsorship on brand loyalty. According to Hwang and Kandampully (2012), Brand loyalty, the core of brand equity, is a key indicator of the sustainability of a brand since being loyal to a brand makes its consumers less likely to change to competitive brands even when they offer more benefits or lower prices. Still, understanding that loyalty is a two dimensional construct involving attitudinal and behavioral aspects has been widely accepted. Specifically, attitudinal loyalty is defined as the degree to which an individual commit to the brand and behavioral loyalty refers to the readiness to purchase the same brand (Chaudhuri and Holdbrook, 2001).

There are several researchers who analyse the determinants of the brand loyalty concept and the factors that affect it (Jensen and Hansen, 2006; Kim and Yoon, 2004). The large interest of the researchers to the brand loyalty concept is based on the fact that it is a quite important concept due to its theoretical pragmatic context. Although there is not a common consensus on the method for how to measure the brand loyalty, when the relevant literature is reviewed one can see that measurements for the brand loyalty are usually classified under two categories namely as attitudinal and behavioral measurements and it is therefore understood that loyalty is a dimensional concept.

Concerning CBR constructs and Sponsorship effect measures, brand trust (Chauldhuri and Holbrook, 2001) and Brand Loyalty (Jacoby and Chesnut, 1978), distinguish among different consumer-brand relationship concepts and segment consumers into groups on the basis of the intensity and magnitude of those relationships (Albert et al, 2008; Fournier, 1998,). According to Hwang and Kandampully (2012), results demonstrate that younger consumers' emotional aspects improve the brand loyalty and therefore the same hypothesis will be considered in the thesis, defending brand loyalty mutualism in the case of music sponsoring.

Chaudhuri and Holbrook (2001) defend that there is a positive relationship between brand affect and brand loyalty, based on the bonds between assertive emotional feelings and close interpersonal relationships. Two critical aspects of a close emotional relationship are the magnitude of the affect (intensity) and its hedonic sign, positive or negative. Therefore, brands that induce consumers with happier feelings or more affectionate ones, should result in greater purchase and attitudinal loyalty, leading to the hypothesis of CBR mutualism and purchase

intention increase for the sponsoring brands in the thesis. People may not always purchase the brands they love for other reasons like pricing, however brands that are higher in brand affect should be purchased more often and should encourage greater attitudinal commitment. Therefore, Brand affect is positively related to attitudinal loyalty in the case of the sponsoring brand and is negatively related to attitudinal loyalty in the case of non-sponsoring brand.

According to Palumbo and Herbig (2000), a perfect example of how important brand loyalty is for some products occurs in the beer industry. When beer drinkers are asked about their preference for a certain brand of beer, they inevitably always say spontaneously that it's due to the liquid taste. Blind taste tests, however, have shown that beer drinkers often have different taste reactions when they are confronted with the liquids without brand reference. This indicates that beer consumers are actually being sold on the image of the product and not the product itself.

Much of the research on Brand Loyalty has tended to focus on constructs such as attitudinal loyalty and behavioral loyalty (Richardson and O'Dwyer, 2003; Fournier, 1998).

Concerning loyalty, attitudinal brand loyalty is an important construct to analyse in the BCBR model mainly concerning sponsorships' effect. Attitudinal brand loyalty is an immediate outcome of consumers' emotional responses and this emphasis is applicable given that in this thesis we are interested in how emotional aspects of brand relationship influence consumers' attitudinal commitment rather than their willingness to repeat the purchase (Hwang and Kandampully, 2012). Chaudhuri and Holbrook (2001) refer that there are two brand loyalty different aspects: purchase loyalty and attitudinal loyalty. Purchase loyalty is defined as the goodwill of the normal and regular consumer to repurchase the brand; attitudinal loyalty is the level of commitment and engagement of the consumer toward the brand. Trusted brands should be purchased more frequently and should involve a higher degree of attitudinal commitment as defended in the thesis.

Attitudinal Loyalty, according to Geçti and Zengin (2013) approaches brand loyalty frequently as an attitude and focuses on the psychological engagement of the consumer. Attitudinal loyalty concept refers to consumers' deal with the intensive problem solving behavior that covers the brand and attributes comparisons, and leads to strong brand preferences. Within this context, attitudinal loyalty is an analysis of the consumer attitudes that comprises the consumer psychological loyalty for the brand, and its measurement uses the attitudinal data which indicate the affective factors within the structure of brand loyalty. It is referred that these estimations

are associated to the commitment and loyalty feelings and consequently to consumer-brand relationships and may be affected by mutualism or antagonism. Behavioral loyalty is an apparent result of attitudinal loyalty and can be defined as a behavior that is shown by a consumer to a brand within the form of repeated purchases, with no direct fit into the bios consumer-brand relationship model. According to Sreejesh and Mohapatra (2014), the CBR relationship is comprised of attitudinal aspects, which consist of cognitive as well as affective elements, therefore the main aspect of relationship building from the consumers' point of view is the formation of attitudes (Moliner et al, 2007). It is important to examine the attitudinal aspects of relationships on behavioral in CBR model building.

When consumers are satisfied with a brand they develop emotional bonds with the brand and this brand affect conducts to greater commitment in the form of attitudinal loyalty (Song et al, 2012; Chaudhuri and Holbrook, 2001). Brand affect has to be considered an important antecedent of brand loyalty (Matzler et al, 2006). Drawing on the emerging theory of brand commitment in relationship marketing (Fournier, 1998), Chaudhuri and Holbrook (2001) propose a strong impact of brand affect on attitudinal and purchase loyalty.

According to Lee et al (2013), many argue that trust is a key element in relational commitment. The importance of trust as a building block of relationships is even greater and of more relevance in the sport context, since support from fans for players, coaches, and teams is essentially based on the created relationships. In order to build the long term relationship, mutual trust between seller and buyer or consumer is needed (Rosca, 2013).

Consideration that brand trust is not altered in the music sponsorship is related to Chaudhuri and Holbrook (2001) when referring that the construct of trust encompasses an estimation process based on the ability of an object or party to continue to meets its responsibility and on an estimation of the costs versus rewards of remaining in the relationship. They view brand trust as involving a process that is well thought out and thoroughly considered, while the development of brand affect is more unconstrained and immediate, and less deliberately reasoned in nature.

Fournier (1998), Chaudhuri and Holbrook (2001) and Song et al (2012), have stressed that brand trust is a key determinant of brand loyalty. Brand Trust importance has been theoretically highlighted in the branding literature (Delgado-Ballester and Munuera-Aleman, 2005; Ambler, 1997; Sheth and Parvatiyar, 1995) and according to Delgado-Ballester and Munuera-Aleman (2005) concerning the brand trust contribution to brand equity, to accomplish the aim of



analysing the role of brand trust in the development of brand equity, researchers examined the relationships network in which brand trust is enrolled and mainly the relationship it has with its major antecedent and the essential asset of brand equity: brand loyalty.

In the literature there are several studies on brand trust (Mohammad, 2012; Kim et al, 2008; Delgado- Ballester and Munuera-Aleman, 2005). It is stated (Geçti and Zengin, 2013) that brand trust is an essential mediator factor on the customer behaviors before and after the purchase of the product and therefore important to include in this PhD thesis. Also brand trust causes long term loyalty and enhances the relation between two entities and therefore translating consumer-brand relationship and mutualism or antagonism. Brand Trust definition according to Chaudhuri and Holbrook (2001) is the goodwill of the average consumer to count on the capacity and competence of the brand to perform its stated functions. Brand trust is one of the significant variables that has an impact on brand affect (Chaudhuri and Holbrook, 2001). One of the most important factors that influence brand loyalty is brand trust. Trust plays an important role in increasing brand loyalty and also has an influence on the factors such as maintaining market share and price flexibility which are related with marketing results (Geçti and Zengin, 2013).

Chaudhuri and Holbrook (2001), Delgado et al (2003) state that trust is the main driver of loyalty since it generates exchange relationships that are highly valued (Delgado and Ballester, 2005). Companies must build brand trust in order to appreciate the substantial competitive and economic advantages provided by brand equity as a relational market-based asset. To that purpose a commitment focus and centred approach is needed when managing the brand (Delgado-Ballester and Munuera-Aleman, 2005).

When considering Brand Trust, Morgan and Hunt (1994) supported by Sreejesh and Mohapatra (2014), stated that the shortage of trust or presence of mistrust reduces compromise and engagement and leaves the transaction as a short-term trade, and trust plays a decisive role in the breeding and maintenance of long-term relationship with the entity. Trust is a key factor for the facilitation of interchanged relationships. Delgado et al (2003) explored the conceptual relation of trust with satisfaction and loyalty in Consumer Brand Relationship. The results sustained that the brand trust would conduct to brand loyalty which in turn influences brand equity.

Concerning brand trust, brand loyalty and brand affect connection, Chaudhuri and Holbrook (2001) refer that Brand-loyal consumers may be disposed and ready to pay more for a brand or

service if they perceive some unique value in this brand or service that no alternative competitor can present. This uniqueness may result from greater trust in the reliability of a brand or from more favourable affect when customers use the brand. This loyalty in turn may be determined by trust in the brand and by feelings or affect induced by the brand. Aaker has discussed the role of loyalty in the brand equity process and has specifically considered that brand loyalty leads to determined marketing advantages such as reduced marketing costs, new consumer recruitment and greater trade advantage.

Brands that make consumers pleased, content and affectionate drive purchase and attitudinal loyalty (Matzler et al, 2006; Chaudhuri and Holbrook, 2001).

Researchers defend the connection between the three constructs Brand Trust, Brand Affect and Brand Loyalty and suggest that the product-category characteristics will influence brand-level effects in these constructs (Chaudhuri and Holbrook, 2001). Furthermore, according to Chaudhuri and Holbrook (2001), additional measures of brand trust, brand affect and attitudinal loyalty should be identified which would lead to better understanding of brand performance outcomes. Despite the relevance of the concept, brand loyalty measurement has not flourished in the marketing literature.

According to Chaundhuri and Holbrook (2001) and Mazodier and Merunka (2012), both brand trust and brand affect positively influence brand loyalty, and therefore, expectations are that a positive sponsorship influence to brand affect can have the same effect in brand loyalty and vice-versa. Brand trust and brand affect also are well established determinants of brand loyalty and purchase intention (Thomson et al, 2005; Morgan and Hunt, 1994). Geçti and Zengin refer that results indicate that there is a positive relationship between brand trust and brand affect and brand trust is also positively related to attitudinal loyalty with brand affect exerting no significant impact in behavioral loyalty. Literature states that brand loyalty increases as brand trust increases (Geçti and Zengin, 2013; Matzeler et al 2008, 2006). Geçti and Zengin (2013) also test relations between brand trust, brand affect, and both brand loyalties. In most studies brand loyalty is measured and evaluated concerning two different categories namely as attitudinal loyalty and behavioral loyalty. In the case of attitudinal loyalty there are studies which determine and explain the significant impacts of brand trust (Matzeler et al 2008, 2006).

Chaudhuri and Holbrook (2001) showed that brand affect had a positive influence on attitudinal loyalty. Song et al (2012) refer that also brand loyalty should be greater under the conditions of more positive emotions, supporting mutualism in sponsorship and the opposite in

antagonism. Defending mutualism in sports is Rosca (2013) when defining that people are driven by the need to form and be connected to social bonds.

According to Steinman (2013), Brand transgression, that can lead to antagonism between brand and consumers, had an immediate negative impact on consumer relationship and in consumer perceptions of brand when using explicit measures, being transgression defined as violations or breaches of consumer-brand relationship significant rules, and refer to the infraction of the norms guiding relationship performance and rating (Steinman, 2013; Aaker, Fournier and Brasel, 2004). Taking into consideration Steinman (2013), Brand transgression had an immediate negative impact in consumer relationship when using explicit measures. Conversely, if people have negative attitudes and expectancies of a consumer object, then they tend to describe that object tendentially with narrow positive and broad and strong negative features and characters.

According to Malik et al (2013), due to brand loyalty the occasional purchase becomes normal by increasing frequency of purchase allowing purchase to become regular. Brand loyalty occurs when the customer has a significant and meaningful relation towards the brand expressed by the replicate purchase or repurchase. The customers or consumers who are brand loyal do not rate or measure the brand, they just make a purchase confidently on the foundation of their experiences. According to Malik et al (2013), brand loyalty has a strong positive association with purchase intention and therefore businesses must create brand loyalty. According to Malik and al (2013), it costs 5 times more to attract and recruit a new consumer or customer than maintaining the old one. Less cost will be incurred on the product with higher brand loyalty, a very important factor to brand managers.

People feel comfort when they sense that the brand fits and is identified with their self-concept (Aaker, 1999). Recently in the Marketing area (Lee and Kang, 2013), it has been an important issue for the brand managers to sustain strong consumer-brand relationships. Keller (2001) proposed that the consumer-brand relationship was the last step in the determination of brand equity. Brand attitude predicts brand consideration, intentions to purchase and purchase behaviors.

## **2.3 Sponsorship and Sports Sponsorship**

This literature review will start by approaching the sponsorship importance in the world, diving into the sports sponsorship, followed by sponsorship relation with Consumer Brand Relationship and also with Antagonism and Mutualism. Sponsorships relationship with purchase intention will later be addressed.

### **2.3.1 The sponsorship world**

It was already included in chapter 2.1 Meenaghan sponsorship definition presented in 1983 and stated by Mazodier and Merunka (2012) and Madrigal (2000) as the most accepted one, when defining commercial sponsorship as an investment in cash or similar in an event, person, or idea with the intention of capitalizing on the commercial potential of this association.

The last three decades have seen the development of a more aligned and determined commercial version of sponsorship, which is more pragmatic, considered in a larger scale and globally practiced, allowing higher brand and sponsorship capitalization (Meenaghan, 2001). For example, North American corporations, in 1999, invested billions of dollars in sponsorship with 67 percent of the money going on sports (Mason, 2005; Meenaghan, 2001; Madrigal, 2000). More recently Papadimitriou et al (2008) mentioned that global spending on sponsorship was estimated to reach 28 billion dollars in 2004, of which, according to the International Events Group, 69% relates to sporting events.

Sponsorship has a particular importance for specific industries where communication and publicity have high law restrictions, such as alcohol and tobacco, evidenced by Anheuser Busch and Philip Morris, each spending in excess of 135 million on sponsorship in 1998 (Meenaghan, 2001). Coca-Cola worldwide expenditures on the Atlanta Games were as high as 650 million dollars and their expenditure on the soccer world cup was estimated at 250 million dollars.

In Portugal brewers have a very active participation in sponsoring, mainly in the sports and music areas. In their market duopoly, Unicer and Heineken/Central de Cervejas sponsor the soccer league, the 5 major football clubs, the Portuguese national football team, the Rugby National team and all the music events, including naming sponsor in the case of Unicer with the Brand Super Bock in the Super Bock Super Rock music festival, in a partnership that spans almost twenty years.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Sponsorship has several advantages over mass and general publicity advertising (Mason, 2005; Meenaghan, 2001) since it is not considered selfish and in the interest of the advertiser, but contrariwise, it shows benefit on an activity which the consumer has an intense emotional response to, altering public perception and allowing the brand to become involved with the community (Greenhalgh and Greenwell, 2013). Sponsors' investment generates goodwill which in turn influences their attitude and behavior toward the sponsors' brand (Meenaghan, 2001; Madrigal, 2000).

According to Meenaghan (2001) and supported by Papadimitriou et al (2008), the growing trend in sports' corporate investment may be explained by the decreasing corporate trust in the efficiency of traditional media advertising channels like television, radio, press and posters. Mazodier and Merunka (2012) refer that the main communication sponsorships' objectives are to increase brand awareness and improve brand image or consumer attitudes concerning the brands.

Danylchuk and MacIntosh (2009) concluded that attitudes toward food and non-alcoholic beverage sponsorships of sporting events were more favourable than alcohol sponsorships, followed by tobacco sponsorships. However, reason for alcoholic brands to sponsor sports are highlighted by Smith (2004) when referring that brands have a similar level of emotional attachment or sensory pleasure. It is possible that the large number of drinks companies that sponsor male team sports seek to link the pleasures of socializing with those of the sport and alcohol.

According to Meenaghan (2001) it must be acknowledged that sponsor awareness and association analysis are simply first-line measures of sponsorship impact since image transfer represents a much-sought-after and profound sponsorship objective. Smith (2004) defends that image development is a primary reason for undertaking sponsorship, introducing a framework of how consumers transfer images from the sponsored property to the sponsor, having fit as a moderator. Greater perceived fit and higher recognized quality result in greater brand image transfer.

Mazodier and Merunka (2012) also defended fit as having a positive effect on brand affect and on brand trust such that it ultimately influences brand loyalty, often the core of brand equity (Baldinger and Rubinson, 1996). Brand affect was also identified during the research as an important mediator of sponsorship effects.

Same author also mentions that the main communication purposes of sponsorships are to increase brand awareness and improve brand image or consumer attitudes regarding the brands. The latter being enhanced via encouraging positive brand attitudes (also supported by Gwinner and Eaton, 1999), increase brand equity and purchase intention (also considered by Olson, 2010).

Meenaghan (1998), supported by Madrigal (2000), encouraged researchers to extend beyond studying sponsorship effects concerning simple awareness by considering how the association between sponsor and property affects the consumer since previous work had addressed the transfer effect that occurs from a property to a sponsor in general terms.

Meenaghan (2001) defended that consumer response to sponsorship is essentially driven by the consumer's degree of involvement with the sponsored activity and the related extent of commitment directed towards the sponsor which Mason (2005) corroborates by defending that corporate sponsor hopes that consumer's feelings for the sponsored event will become linked with the company creating a 'halo effect', in a somewhat similarity to Meeaghan's (2001) goodwill, may then suggest to consumers that the sponsors' products are better than the competition. Therefore, this feeling of 'good corporate citizen' for sponsoring the event may lead consumers to assume that the company produces better goods, defending the hypothesis of mutualism and win-win situation addressed in the PhD research.

There is however a need for a more thorough understanding of the sponsorships effect in the consumer brand relationship constructs: Mazodier and Merunka (2012) referred, when analysing only a few of the CBR constructs that "additional research should add other predictors that might increase the explained variable in brand loyalty".

### **2.3.2 Sports Sponsorship**

Papadimitriou et al (2008) refer that sport sponsorship can serve as an instrument for supporting brand management objectives as an alternative to mass marketing, being sports sponsorship's role in enhancing brand image (Greenhalgh and Greenwell, 2013) and reputation, increasing brand awareness, closeness and familiarity, and altering public perceptions (Madrigal, 2000; Gwinner and Eaton, 1999).

According to Meenaghan (2001), in a halo of goodwill, a football fan may consider that sponsorship generically is a good thing for society, supported by Greenhalgh and Greenwell (2013), and may have a positive attitude toward a sports sponsor at the category level, but the

fan's response to the sponsor of the team with which he is intimately involved will be more deeply felt, obviously generating greater levels of goodwill and gratitude towards that sponsor, including purchase intention.

Defending mutualism between brand and consumer in sports sponsoring, Madrigal (2000), already mentioned that in the case of sports sponsorship an especially relevant secondary association is the social alliance formed between a fan and property, also supported by Greenhalgh and Greenwell (2013). In effect, according to the researcher, highly identified individuals are more likely to be influenced by the perceived expectations of other group members and to act in ways that reinforce their membership to the group. Also Dionisio et al (2008) refer that the associate behavior of football fans is influenced by affiliation through the need for social recognition, socialization and symbolism. This affiliation and love towards the sponsored brand sets the scenario for the sponsorship effect measurement between the fans (mutualism) and the non-fans or the non-fans towards the sponsoring brand of the main competitor.

Also Wang et al (2011) have referred that the purpose of individuals' connectedness to their favorite sports team is to define themselves as a member of the team and to maintain their identification with the team (Fisher and Wakefield, 1998). Fans seek strong association with the team and view the fate of the team as their own (Gwinner and Swanson, 2003).

Mutualism in sponsoring is also supported by Madrigal (2000), when referring that in the case of sport sponsorship, a particularly relevant secondary association is the social alliance existing between a fan and a property. The term social alliance is conceptualized here using a social identity framework (Hogg, 2001; Hogg and Abrams, 1988). This perspective suggests that discrete social categories such as organizational memberships, age cohorts and religious groups often become incorporated inextricably with a person's sense of self. Such a person is likely to say that the group is 'a part of me'.

Through the sponsorship of a specific sports team, the sponsor will be perceived as aiding the team in accomplishing its goals (Gwinner, 2008). Thus the sponsor can obtain association with the sports team (Meenaghan, 2001) and will be recognized as an important partner and in group member by fans (Gwinner and Swanson, 2003). Therefore, fans are likely to show their favouritism and feel well disposed towards the sponsor. The mutualism in sponsorship is also sustained by Hwang and Kandampully when recalling that consumer-brand relationships

provide benefits to the participants, such as perceived commitment (Aaker, 1996; Smith et al, 2008).

Henseler et al (2011) refer that in a management perspective, Sport Sponsorship in particular has become a popular tool for the management and development of brand image, brand personality and other dimensions of brand equity across a wide scope of companies.

Smith and al in 2008 stated that Madrigal (2001) research lead to that emotional connection of consumers was interpreted through a social identity theory lens where a consumer's self-image results from belonging to a group. Madrigal also counselled that consumer passion for the sports team is the pivotal variable and concluded that favourable convictions about the benefits provided to the sport property from the sponsor are positively associated to attitudes toward purchasing products from the sponsor. This leads us to suggest the opposite: when sponsoring the rival club unfavourable beliefs and negative effects in buying products may arise.

According to Chang and Chieng (2006), from a strategic brand management and development point of view, brand marketers must thoroughly and sharply develop an experiential plan in order to create and enhance positive and deep brand relationship. It is important for brand marketers to bond with consumers by developing and implementing holistic brand experiences and thus the music territory fits these goals.



## **2.4 Sponsorship and Consumer Brand Relationship**

### **2.4.1 General Overview**

As mentioned in 2.3, sponsorship is of particular relevance for determined industries such as alcohol and tobacco as well as other industries, particularly those that have communication restrictions, not able to communicate in certain time periods or in determined media touch points and supports. This is a major factor for the Portuguese breweries brand management.

In Portugal brewers have a very active participation in sponsoring, mainly in the sports and music areas, key areas to reach communication target beyond the consumption ones, since communication in TV for any alcoholic brand is only possible after the 10:30 P.M. period. In their market duopoly, Unicer and Heineken/Central de Cervejas sponsor the soccer league, the 5 major football clubs, the Portuguese national football team, the Rugby National team and all the music events, including naming sponsor in the case of Unicer with the Brand Super Bock in the Super Bock Super Rock music festival. Brands from those two companies also sponsor regional parties and city hall events, and also students' association initiatives and music parties, like the one covered in this PhD.

Palumbo and Herbig (2000) defend sponsorship in beer categories, referring that by associating a determined brand with a good cause, the brand is considered different from competition by adding a benefit to the product. Consumers will believe that by purchasing the product, they are also helping a good cause. Those fundamentals include identifying, attracting, defending, and strengthening brand loyalty. On top, a company should be able to establish whether the marketing efforts are enhancing or preventing brand loyalty (Palumbo and Herbig, 2000). Taking into consideration the brewery sector, a major economic industry within the European agribusiness scenario, there are very few studies on beer brand value from the consumers' standpoint (Porral and al, 2013).

However, although sponsorship is a potentially powerful medium, it is frequently used without any apparent goal (Henseler et al, 2011). Most important, brand managers should periodically revise changes in brand relationship for deeper insights into brand experiences in order to develop as sustain an optimal brand relationship (Chang and Chieng, 2006). A comprehensive and thorough understanding of the brand relationship model also helps the academic and marketing community to identify the roles of brand and sponsorship in consumers' lives,

serving as an important instrument to communicate and share with others through self-presentation (Sreejesh and Mohapatra, 2014; Breivik and Thorbjornsen, 2008).

The highly loyal consumers are the main motivation of source inspiring brand launches, new product ideas, product rejuvenation, brand restyling and modification of existing products. Therefore, it has become essential to comprise the process by which customers form long-term, and deep relationships with certain brands and not the same with other brands (Sreejesh and Mohapatra, 2014). Establishment of consumer-brand relationships would provide an important competitive advantage for the company or brand, particularly consumer-focused.

Building strong brand relationships is also a tool that prompts the managers to seek mutually beneficial relationships with consumers (Sreejesh and Mohapatra, 2014). For companies, retaining the existing customer is considered to be one of the economically profitable and viable options other than constantly seeking new customers (Sheth and Parvatiyar, 1995). For the firm, the benefits are mainly derived through less customer acquisitions and its related costs, as the retained customers would act as brand ambassadors.

According to Greenhalgh and Greenwell (2013), we can refer several sponsorships objectives: i) Enhance corporate image, as through sport sponsorship, in the hope that the positive image fans associate with the sport property be transferred to the sponsor (Mullin et al, 2007). The literature has demonstrated an abundance of sponsors who indicated image enhancement was one of their most revered objectives (Papadimitriou et al, 2008; Apostopoulou and Papadimitriou, 2004; Meenaghan, 2001); ii) it can also alter public perception when sponsorship allows the brand to get involved in the community (Apostopoulou and Papadimitriou, 2004; Lough and Irwin, 2001, McCarthy and Irwin, 2000); iii) increase in overall brand awareness, being sport sponsorship an important vector within the sponsors' target market (Greenhalgh and Greenwell, 2013); iv) sport sponsorship has been found to be a primary and important alternative to mass marketing 'Companies today are most interested in tailoring specific messages to small, targeted segments' (Irwin et al, 2008); v) sport sponsorship sometimes allows companies to target a niche market with very little taste on spectators outside of their target market (Irwin et al, 2008; Meenaghan, 2001).

However, the ultimate goal of nearly all sponsors is to increase sales and /or increase market share (Greenhalgh and Greenwell, 2013; Fullerton and Merz, 2008; Mullin et al, 2007; Irwin and Asimakopoulos, 1992). According to Irwin et al (2008) sales and market share objectives are the most popular within sport sponsorship. First, studies have demonstrated that fans of

many sports are more prone to purchase products of brands who sponsor activities they value as opposed to competing non-sponsor products (Fullerton and Merz, 2008; Irwin et al, 2008).

In the review of sponsorship research, Cornwell (2008), supported by Henseler et al (2011), underlines the intricacy of sponsorship decision-making and also the urge for this area to be strengthened in research.

Madrigal (2000) found that through sports sponsorship a company can connect the brand or its product, to the strong and deep feelings a consumer has towards the sponsored team, similar to a direct transfer.

Of several sponsorship activities, sports sponsorship is one of the media most widely used to reach and communicate with target audiences (Wang et al, 2011; Roy and Cornwell, 2004), to increase positive perception of industries and to strengthen industries' competitive advantages (Wang et al, 2011; Simmons and Becker-Olsen, 2006).

Brand sports association can have several forms. From visibility in stadium or other media supports and touch points connected to the sports, to event sponsoring and even naming event sponsoring, to federations associations or athletes' support.

Regarding the Portuguese beer brands mentioned earlier and enrolled in this PhD, when concerning the football club sponsoring territory, both brands communicate their commitment to the team via jersey brand name insertion, while assuring stadium visibility in TV, including touch points that are covered by TV. Also activities in the sponsoring matches are developed.

Music sponsoring usually includes brand visibility in music festivals and brand experiences are developed via strong brand activities. Brand sponsoring can come in several ways: from sponsoring brand to stage naming sponsoring or even to total event naming sponsor like in the Super Bock Super Rock event.

Sponsorships are increasing in importance in Portugal both for the brand managers as for the promoters, allowing the development throughout the country.

### **2.4.2. Main Sponsorship Gaps**

Although sponsorships are increasingly more strategic in their approach to searching and extracting value from sponsorship opportunities, literature review presented no notable

contributions or ways and paths for managers to evaluate or measure how variable aspects of a sponsorship can contribute to brand equity (Henseler et al, 2011).

Gaps have been found concerning sponsorship impact analysis in consumer brand relationship and purchase intention that need to be further addressed. Research on branding industrial products has been limited (Delgado-Ballester and Munuera-Aleman, 2005). Also gaps have been found in analysing negative sponsoring (antagonism) or between different sponsorship contexts (Geçti and Zengin, 2013). This gap had already been addressed by Mazodier and Merunka (2012), mainly deeper analysis of sponsorship effect on brand trust and brand loyalty, also influence measurement concerning purchase intention. Both academics and professionals have called for further research on the effects of sponsorships on brand loyalty (Mazodier and Merunka, 2012; Cornwell et al, 2001). Research has established sponsorship effect on outcomes such as brand affect and purchase intent (Mazodier and Merunka, 2012; Cornwell, 2008), however, no different context comparisons were addressed (like sports or music). Olson (2010) emphasises that most sponsorship research remains focused on a reduced number of causal relationships; there is therefore a need for additional comprehensive models with several causal relationships in order to comprehend and explain sponsorship effect more fully. Besides sponsorship, literature research has revealed that brand affect and brand trust influence brand loyalty (Kim et al, 2008; Chaudhuri and Holbrook, 2001).

Therefore, in the thesis the relationship of research on both sponsorship literature and consumer-brand relationship is established as well as the ecology connections between organisms to extend previous models of sponsorship effect and at the same time extend models for consumer-brand relationships with the BCBR model.

Concerning sports sponsorship, there is still room for more studies: sponsor's brand equity is relatively ignored and still in its infancy. Nevertheless, the ways in which these associations benefit the sports sponsor's brand equity are either unclear or inconclusive (Wang et al, 2011). The existing literature in sports sponsorship is confined to developed economies/countries (Wang et al, 2011; Olson, 2010; Gwinner and Swanson, 2003) or only pays attention to a single-country context without cross-cultural comparisons (Olson, 2010).

When zooming into youngsters, Hwang and Kandampully referred (2012) that although being a critical segment of consumption in various brands, they have been somewhat neglected in branding literature.

## **2.5 Sponsorship and Purchase Intention**

In general, consumer decision to purchase can be differentiated into planned and unplanned buying. The frequency of unplanned buying is 90% as stated by Prawono et al (2013). Impulsive buying is indicated with spontaneous and unconscious buying decision, which usually is the case of the fast moving consumer goods (FMCG). A purchase decision is envisaged as consisting of two distinct but related decisions (Krishnamurthi and Raj, 1991), namely a brand choice decision-sponsorship can influence brand decision choice and a purchase quantity decision. Consumers' purchase intention depends on the brand awareness and brand loyalty of a particular brand: An intention to make an upcoming purchase or a repurchase of a specific product or service (Malik et al, 2013).

According to Malik et al (2013), consumer's feelings and an impulsive circumstance may affect and drive their purchase intention. Consumer's feelings consist on personal preference, sympathy or even affection. Brand awareness increases brand loyalty, consumer's confidence as well as consumer's purchase intention (Aaker, 1990).

Prawono et al (2013) in a beverage category research have stated that impulsive buying is indicated by a spontaneous and unconscious buying decision, which usually occurs to low involvement products or, as stated before, to FMCG. Impulsive buying is an unplanned purchase made by consumers, spontaneously, without assessing the products and learning about the consequences of the purchase (Mihic and Kursan 2010). There can be several factors influencing impulsive buying like: the desire to try a new product, advertisement and brand communication, display and product packaging, persuasion, and attractive promotion from the sales (Prawono et al, 2013). According to Prawono et al (2013), there are three different domains of consumer involvement: advertising, product and purchase decision. The involvement drives the gathering of multiple information. In each stage the stimuli are advertising, previous usage, WOM (Word of Mouth), shopping, and digital information. Various types of marketing clues are introduced on brand communication: reflections on past experiences, consumer driven marketing and also in some situations the interaction between the sales person or other brand representative. The interaction is critical for brand managers to understand how consumers come in touch with the brand during the entire decision journey (Prawono et al, 2013).

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

People feel well-being when they sense that the brand fits with their self-concept or how they perceive themselves (Aaker, 1999). Recently in the Marketing area, it has been an important issue for the brand managers to maintain strong consumer-brand relationships (Lee and Kang, 2013). Keller (2001) proposed that the consumer-brand relationship was the ultimate step in the building of brand equity. Brand attitude predicts brand consideration, purchase intention and purchase behaviors.

Madrigal (2001) research lead to the course that emotional connection of consumers can be explained through a social identity scope where a consumers' self-concept can be derived from membership to a group. Madrigal also suggested that consumer passion for the sport team is the main variable and concluded that positive feelings would emerge in consumers when satisfied with the benefits provided to the sport property from the sponsor, leading to favorable attitudes toward purchasing products from the sponsor (Smith et al, 2008). The opposite can be suggested: when sponsoring the rival club unfavourable beliefs and negative effects in buying products may arise.

Lee et al (2013) refer that negative incidents, in what is considered antagonism, can negatively affect attendance and merchandising sales of the involved organization. This opens the hypothesis that sponsoring a rival club can reduce purchase intention. The opposite is also supported by Lee et al (2013) when stating that many people are emotionally involved with sports teams and events (Madrigal and Dalakas, 2008) defining that 'an orientation of the self in regard to other objects including a person or group that results in feelings or sentiments of close attachment', fan identification is an important fact in explaining sport fan behavior. According to Smith et al (2008) the nature of team support has also been defined as a forerunner to consumers' purchase intentions. Gwinner and Swanson's (2003) data supported the hypothesis that highly identified sport fans are more likely to display a positive attitude toward the sponsor and also a positive way toward those that support the club with a consequent purchase intention increase.

Mason in 2005 stated, later supported by Greenhalgh and Greenwell (2013), that the main and ultimate goal of corporate sponsorship is to change the entire attitude toward the brand resulting in positive consumer behaviors (as for example shopping and purchases). Madrigal (2000) suggested that favourable purchase intentions are more likely to occur as an identification with the team deepens and when such intentions are perceived as a group standard. Meenaghan (2001) goes further when stating that goodwill provides the trigger for the consumer's affective

response and related buying, and that respondents expressed a strong preference for the particular sponsors product. Furthermore, fans are twice more likely to remain brand loyal to the sponsor of their sport or club compared with non-fans (Meenaghan, 2001). Consumers who are highly involved and are followers are therefore likely to be prime sales prospects for the sponsors' products.

It is natural to expect that an intention to purchase products from a brand or entity that allows financial support to the object of a psychological group's affection it has a higher probability to be greater when such an intention is perceived as an informal norm that is supported by members of the group as in the case of sponsorships (Madrigal, 2000).

According to Malik and al (2013), sponsorship leads to brand awareness that enhances brand loyalty and its impact on purchase intention, having both brand awareness and brand loyalty a strong positive association with purchase intention. Malik and al (2013) recall that a higher level of brand awareness can positively influence the purchase decision of the consumers.

Compared to those low in identification, highly identified individuals with the teams exhibit greater psychological excitement while watching a match featuring their favorite team. Specifically, as the affiliation with a favoured object increases among those who recognize that a company is providing financial support to that object, so too will their goodwill be to purchase that company's products (Greenhalgh and Greenwell, 2013; Madrigal, 2000).

Madrigal (2000) also opens the door to mutualism when sponsoring context involves identity matching when referring that acting in ways that promote the group's best interests is based on one's social identity rather than personal identity. Fundamental to the idea of social identity is that groups follow informal group norms in order to control and judge member's behavior.

Regarding alcoholic drinks production companies and sports sponsorship support, when analysing fit between sports sponsorship and several different product categories, Danylchuk and MacIntosh (2009) concluded that attitudes toward food and non-alcoholic beverage sponsorships of sporting events were more favourable than alcohol sponsorships, followed by tobacco sponsorships. However, reasons for alcoholic brands to sponsor sports are highlighted by Smith (2004), when referring that brands have a similar level of emotional attachment or sensory pleasure. It is possible that the large number of drinks companies that sponsor male team sports seek to associate the benefits of socializing with those of the sport and alcohol. According to Rosca (2013), by entering in a natural dialogue with the brand, fans have the

possibility to co-create value. Information and experiences produced by fans, which carry the legacy of the sponsors brand, are seen as added-value offerings to the brand equity.

Smith et al (2008) although measuring sport sponsorship, team support and purchase intention, centre their research in the difference between different types of fans: positive and passionate and has no mentioning whatsoever of rival club sponsoring purchase effect or negative consumer brand relationship aspects (antagonism). However, the same researchers found that team support represents a more important set of explanatory variables and therefore passionate supporters have significantly higher purchase intentions and we can also expect that non-supporters may behave in the opposite way, lowering the purchase intention. We can therefore consider that team support and consumers' purchase intentions are intertwined and the hypothesis generation regarding football in the PHD thesis has a theoretical support.

The effect of sponsorship in antagonism and purchase decision by sponsoring a rival club can be expected when translating brand quality misconduct results and translating to sponsorship effects. Huber et al (2010) refer that brand misconduct can damage brand image and reputation also supported by Steinman (2013) when analysing Brand transgression. Negative consequences occur not only for the consumer-brand relationship quality but also for its antecedents and repurchase intention. The author also defends that future research should consider other factors influencing the extent of negative consequences of brand misconduct and therefore supporting the need for my research. Dalakas and Levin (2005) have approached this theme, however no attempt has been done in comparing influence of different sponsorship contexts in purchase decisions and little has been studied regarding the negative consequences that some of them may have when sponsoring rival clubs or teams (Dalakas and Levin, 2005).

Olson (2010) has proven that a more cultural and a sports sponsorship can work in the same way regarding the sponsorships effects (not quantified in his research work) and therefore setting the ground in allowing valid direct comparison of both contexts that can be quantitatively compared like in this thesis.

Although the fanatics of football club members and its relevance and impact for the sponsorship brand has been researched (Greenhalgh and Greenwell, 2013; Dionisio et al, 2008; Smith et al, 2005), the 'other side of the coin' of sponsorships when sponsoring a rival club or an athlete, is still to be addressed in a deeper way and consequently the net result effect in the purchase intention and CBR constructs consumer brand relationship (mutualism and antagonism).



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

In resume, and concerning the effect of sponsorships in purchase intention, several researchers have proven that sponsorships increases willingness to buy brands for a reason different than its benefit (Greenhalgh and Greenwell, 2013; Harvey, 2001), via brand awareness by exposing the brand to as many potential consumers as possible (Malik et al, 2013; Madrigal, 2000) and also by enhancing brand image (Madrigal, 2000; Gwinner and Eaton, 1999). Choi et all (2011) on the other hand consider goodwill as key factor to positively increase purchase intention as well as satisfaction, an important measure not only due to its positive and direct enhancement of the purchase intention but also its indirect effect via a direct goodwill positive influence. Concerning sports' sponsorship and purchase intention Smith et al (2008) suggested that sponsor success can be amplified by enhancing enthusiasm for the team, with a positive impact on perceived integrity and receptiveness, the primary factors, according to the author, influencing purchase intention with no refute of their outcomes since 2008.

When considering the sponsorship effects in purchase intentions Choi et al (2011) clearly state that "Future studies may want to focus on individual brands sponsorship and its effect on generating goodwill, satisfaction and purchase intentions".

Porrall et al (2013) refer that for the beer brands Netemeyer (2004) the following items had been analysed:

1) 'I would buy brand x Beer', 2) 'Definitively I would consider buying the brand x beer', 3) 'I am likely to buy brand x beer'

Theory resume concerning state of the art for both Phase I and II, of what is known, references and questions still to be addressed for BCBR, Sponsorships and Purchase Intention can be found in table 1.

# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 1: Literature/References resume for each hypothesis

Phd Phase	Perspective	Key Words and Their Relationship	Hypothesis/What has to be evaluated	What is known	References	Still to be Addressed
Phase I		Bio Consumer Relationship Model	Model Validation	Relationship between Brand and Consumer are regarded as relationship between two entities	Fournier et Alvarez 2012, Tsai 2009, Smit et al 2007, Chang and Chieng 2006, Carrol and Ahuvia 2006, Ahuvia 2005, Thomson et al 2005, Fournier 1998	The Biology Interaction Model was never applied to Brand and Consumer Relationships
				The Biological Interaction Model is a known and applied model in Biology/Ecology field	Pianka 2011, 1978, Roux et al 2011, Wang et al 2011, Callisto et al 2006, Tommsend et al 2001, Lidicker 1979, American Society of Naturalists 1876	
Phase II	Reductionist Perspective	Effect of Sponsorships on CBR Models (Mutualism & Antagonism)	H1, H3, H5, H6, H8, H9	Several authors have shown that brand awareness (R1), Brand Image (R2) and Brand Equity (R2) influencing brand loyalty have been constructs affected by sponsorships. It has been found as a significant sponsorships effect predictor (R3), image transfer (R4) and goodwill (R5)	R1- Harvey 2001, Madrigal 2000; R2- Papadimitriou et al 2008, Mason 2005, Smith 2004, Madrigal 2000, Gwinner and Eaton 1999, R3- Lee et Kang 2013, Mazodier and Merunka 2012, Olson 2010, Dany/chuck and McIntosh 2009, Smith et al 2008, Gwinner and Eaton 1999; R4- Smith 2004, Meenaghan 2001, Madrigal 2000; R5- Meenaghan 2001	There is still a gap in comparing different sponsorship contexts effect taking into consideration the sponsor of the club/rival club and quantitative comparison effect between cultural sponsoring brand results and sports sponsoring brand
				A sponsorship model was considered for sports and culture in Norway	Olson 2010	No measurement between both contexts and also no reference to the negative association of sports sponsorship
				The effect of sponsorships in the consumer relationship was addressed in 2012 mainly in the constructs brand affect and brand trust. Consequences of Quality issues Brand Misconduct in CBR was reviewed	Mazodier and Merunka 2012; Huber et al 2010	The effect of sponsorships in CBR was only superficially and partially addressed. In the sports context there is no comparison between the effect on club sponsor brand (mutualism)vs. rival club sponsors (antagonism) brand and the net quantified result of comparison. Misconduct was only analyzed in a quality scope and no reference to sponsorships
			H2, H4, H7	Several authors have proven that sponsorships has an effect in purchase intention via brand awareness (R6), Brand Image (R7), Goodwill (R8), Social Alliances and Team Support (R9) Sponsorship attitude/Equity (R10) and also brand loyalty (Malik et al 2013)	R6- Malik et al 2013, Harvey 2001, Madrigal 2000; R7- Madrigal 2000, Gwinner and Eaton 1999; R8- Choi et al 2011; Meenaghan 2001; R9- Greenhalgh and Greenwell 2013, Smith et al 2008, Dalakas and Levin 2008, Madrigal 2000; R10- Olson 2010	Still no attempt has been done in comparing and quantifying the influence of different sponsorship contexts in purchase intention and little has been studied regarding the negative consequences of sponsoring rival teams

**Resume:** Although several studies have been developed in the last years regarding Sponsorships influence (from Madrigal, 2000 or Gwinner et Eaton, 1999), brand equity, brand awareness and brand image (Greenhalgh and Greenwell, 2013; Rosca, 2013; Papadimitriou et al, 2008; Mason, 2005; Smith, 2004; Madrigal, 2000; Gwinner et Eaton, 1999) have been considered the main constructs affected by sponsorships, ultimately influencing brand loyalty and creating a goodwill effect (Mason, 2005; Meenaghan, 2001). Through the research years fit has been found as a significant sponsorships effect predictor by several researchers (Lee and Kang, 2013; Mazodier and Merunka, 2012; Danylchuk and McIntosh, 2009; Smith et al, 2008; Olson, 2008; Gwinner and Eaton, 1999), others have proposed sponsorship attitude or involvement as important predictors (Olson, 2010) or sponsorship sincerity (several researchers mentioned by Olson, 2010). This has been leading to different models, although very little has been done in order to understand and evaluate the impact of sponsorships in the Brand Consumer Relationship models. Being BCBR a proposed new model, no sponsorship effect has been identified. However, concerning sponsorship effects on other later CBR models very little has been done. Only Mazodier and Merunka (2012) and recently Rosca (2013) have addressed this relationship, analysing the constructs brand affect, brand trust and brand loyalty.

## **2.6 Gaps still to be addressed**

Research gaps were already addressed in the document, however there are still other references to these gaps to be considered.

Sreejesh and Mohapatra (2014) refer that there are sparse studies giving importance to attitudinal aspects of Consumer brand relationship during the conceptualization (Blackston 1992). Delgado-Ballester and Munuera-Aleman (2005) add that research on branding industrial products has been limited.

A gap in further Brand Trust studies was detected by Delgado-Ballester and Munuera-Aleman (2005) and this gap was also later recalled for future studies by Mazodier and Merunka (2012). Authors refer that Brand trust is another well established determinant of brand loyalty (Morgan and Hunt, 1994) and it has been suggested, by signalling theory, that sponsorship influences brand trust. Sponsorships' effect in brand trust, both in terms of antagonism or mutualism relationship sponsoring, has not been addressed as well as a comparison between sponsorship context.

Academics and professionals have both called for more research on the effects of sponsorships on brand loyalty (Mazodier and Merunka, 2012; Cornwell et al, 2001). The sustainability of brand loyalty has become increasingly difficult to obtain and consumer-brand relationship is critical to the building of brand loyalty (Fournier, 1998). Chang and Chieng referred, in 2006, that few empirical studies have examined how to establish the consumer-brand relationship.

Research has established sponsorship effect on outcomes such as brand affect and purchase intent (Mazodier and Merunka, 2012; Cornwell, 2008), however no brand loyalty was addressed during the research, no different contexts like positive and negative sponsoring or any comparison with different sponsorships contexts (like sports and music). Olson (2010) highlights that most sponsorship research remains focused on a limited number of causal relationships; thus there is a need for further comprehensive models with several causal relationships to understand and explain sponsorship effect more fully.

Beyond sponsorship literature research has revealed that brand affect and brand trust influence brand loyalty (Mazodier and Merunka, 2012; Kim et al, 2008; Chaudhuri and Holbrook, 2001). Therefore, in this thesis is established the relationship between both sponsorships literature and consumer brand relationship research as well as ecology and biology research, in order to

extend previous models of sponsorship effect and at the same time extend models for consumer-brand relationships with BCBR Model.

Geçti and Zengin (2013) have studied the relationship between Brand Trust, Brand Affect and Attitudinal Loyalty, however the study was only done in sports shoes' consumers and no negative sponsoring (antagonism) analysis or comparison between antagonism and mutualism or between different sponsorship contexts was ever conducted and only recurring to on line survey.

According to Wang et al (2011) there is still room for more studies: sponsor's brand effect is relatively ignored and still in its infancy and the ways in which these associations benefit the sports sponsor's brand equity are unclear or inconclusive. The existing literature in sports sponsorship is confined to developed economies/countries (Gwinner & Swanson 2003, Olson, 2010; Gwinner & Swanson, 2003) or only pays attention to a single-country context without cross-cultural comparisons (Olson, 2010).

Concerning CBR and Sponsorships, Mazodier and Merunka (2012) have shown that sponsorship has a positive influence on brand trust and brand loyalty, however the reverse was not evaluated, nor the comparison between different sponsorship contexts (only Olympic brand sponsors) and there was no influence measured concerning purchase intention.

### **CHAPTER 3- RESEARCH HYPOTHESIS AND RESEARCH MODELS FRAMEWORK**

In order to analyse the possible impact of different sponsorship contexts like music and football in the Bios-Consumer Brand Relationship Model, and taking into consideration the constructs Brand Affect, Brand Trust and Brand Attitudinal Loyalty, and also concerning Purchase intention, several hypothesis were developed, based on the literature. These hypotheses had also the concurrence of both the top Management and also the focus groups, in the qualitative Phase I of the thesis.

When addressing hypothesis and research models framework a review of the BCBR Model and its constructs is recommended. The Bios-Consumer Brand Relationship Model has its origin in the ecological/biological model of the consumer brand relationships interaction classification between two organisms, based on positive/negative/neutral effects resulting from these interactions which lead to the constructs/clusters Mutualism (+,+), Commensalism (+,0), Antagonism (+,-) and Amensalism (0,-) (Pianka, 2011; Lidicker 1979).

Both proposed models, BCBR and the Different Context Sponsorship effect in Mutualism and Antagonism model, are in line with literature review and construct selection. The variables included took into account the following considerations:

- 1- Ecological relationship between species and consumer brand relationship understanding of the in-depth emotional relation between brand and consumers;
- 2- Consistency and relevance of the studies developed over time, mainly those concerning sponsorship and its relation to the CBR constructs;
- 3- Literature concerning qualitative and quantitative methods and the need for validity and reliability;
- 4- Open questions and work still to be developed in order to bring in new managerial and academic contributions

The first part of the thesis, Phase I, the BCBR Model (figure 1), is a theoretical model that is developed with basis on the consumer brand relationship theory and the ecology/biology theory. This model is a clear breakthrough as since it not only opens several research windows yet to be explored, but also highlights the importance of analysing brand and consumer relationship consequences before taking important managerial decisions regarding brand positioning,

endorsement, sponsorships and communication. A qualitative approach of induction was developed to validate the model recurring to methods triangulation.

The second phase of the thesis, the sponsorships effect in the BCBR Model (mainly in mutualism and antagonism) and Purchase intention is a deductive approach, where several hypothesis were evaluated via an experimental design and quantitative questionnaire approach. Several hypothesis were evaluated.

According to Madrigal and Dalakas (2008) many people are emotionally involved and connected with sports teams and sport events. Wang et al (2011) defend that the purpose of individuals' connectedness to their favourite sports team is to define themselves as a member of the team and to maintain their identification with the team. Madrigal (2000) found that through sports sponsoring, the company can link the Brand to the strong bonding that consumers with the sponsored team, recognising the team sponsoring brand as an important partner (Gwinner and Swanson, 2003). Furthermore, fans are more likely to remain loyal to the sports club sponsoring brand than non-fans (Meenaghan, 2001). Also taking into consideration the fact that strong positive feelings towards a brand can generate consumer loyalty (Fournier, 1998) and higher brand affect (Mazodier and Merunka, 2012; Olson, 2010), the following hypothesis can be supported:

**H1: Football Club Sponsorship has a positive effect in the Mutualism cluster of the BCBR Model for the club sponsoring brand CBR Constructs.**

CBR constructs to be evaluated are Brand Affect, Brand Trust and Brand Attitudinal Loyalty. These significant positive mean differences can be attributed to the sponsorship effect and can be considered as mutualism between brand and consumer. If only one CBR construct outcome shows a positive effect with no negative significant effect on another cluster attributed to sponsorship, we can go as far as saying that we have a case of mutualism.

Matzeler et al (2006) supported Chaudhuri and Holbrook (2001) view that brands which make a consumer 'happy', 'joyful' or 'affectionate' cause stronger commitment, which in turn lead to higher purchase intention. Madrigal (2000) suggested that a favourable purchase intention is more likely to occur as identification with the team increases and when such an intention is perceived as a group norm. Meenaghan (2001) supports this when stating that goodwill provides the trigger for the consumer's affective response and related purchase and that consumers

register stronger preference for the particular sponsors' product. Consumers who are highly involved and are active team followers, are thus more likely to be prime sales prospects for the sponsors' products (Hwang and Kandampully, 2012; Smith et al, 2008; Matzeler et al, 2006; Dalakas and Levin, 2005; Gwinner and Swanson, 2003; Meenaghan, 2001) and therefore supporting the hypothesis that sponsoring a football club has a positive effect in the purchase intention for the sponsoring brand (H2), as presented below.

**H2: Football Club Sponsorship has a positive effect in purchase intention for the club sponsoring brand.**

For this to occur, Purchase Intention Construct must show a positive effect resulting from the football club sponsoring.

Dionisio et al (2008) refer that the associate behaviour of football fans is influenced by affiliation through the need for social recognition and socialization. Hwang and Kandampully (2012) go even further, suggesting that individuals perceive their social world as two different types of group: the intergroup that the individuals belong to and the out-group that they not belong to. If we take also into consideration that the effect of sponsorship can be expected when translating brand misconduct damaging brand image and reputation with negative consequences for the consumer-brand relationship (Huber et al, 2010), we can elaborate on a third hypothesis supporting a negative effect in the consumer-brand relationship for the non-sponsoring brand, or the sponsoring brand of the rival club.

**H3: Football Club Sponsorship has a positive effect in the Antagonism cluster of the BCBR Model for the rival club sponsoring brand.**

This should be translated into negative mean effects in at least one of the CBR constructs due to sponsoring the rival brand, that, in the analysed case, is the same as the non-sponsoring brand. The two brands analysed, Super Bock and Sagres, are exclusive sponsors in the beer category of the three major Portuguese Football Clubs: SCP, FCP and SLB, the first two sponsored by Super Bock and the third by Sagres.

Huber et al (2010) refer that negative consequences of brand misconduct, translated to sponsorship effects, occur in purchase intention or repurchase intention. This is also supported by Lee et al (2013) when stating that negative incidents can negatively affect sales of the organisation involved and, also, by Smith et al (2008) when defending that different levels of passion drive different purchase intent results. Based on this information, we can formulate a



new Hypothesis, H4, supporting the possibility that sponsoring a rival club can generate a negative effect in the purchase intention.

**H4: Football Club Sponsorships has a negative effect in purchase intention for the rival sponsoring brand.**

Sponsoring the rival club leads to a decrease in the purchase intention construct of the sponsoring brand, translated into a negative effect in its items, assuming that sponsorship is fully accountable for this effect.

Emotional aspects are crucial in terms of enhancing relationship quality in individuals who are emotionally attached to a brand and show great commitment to it (Thomson et al, 2005; Hwang and Kandampully, 2012). Olson (2010) defended that positive attitudes towards the brand, which are the consequences of the perceived fit between the event and the brand, result in higher consumer-brand relationship, considering it as a tie between a person and the brand that is voluntary or is enforced independently between the person and the brand (Chang and Chieng, 2006; Fournier, 1994; Blackston, 1992).

Meenaghan (2001) referred that consumers' response to sponsorship is fundamentally driven by the latter's involvement with the brand, level of knowledge of the sponsored activity and related extent of goodwill towards the sponsored brand, with Mason (2005) agreeing on this too, when stating that sponsorship creates a positive 'halo effect' towards the sponsoring brand, suggesting it to be better than competition. Olson (2010) has defended that cultural sponsoring can also enhance consumers' attitude towards the sponsoring brand, setting the path for the development of H5 as indicated below:

**H5: Music sponsorship has a positive effect in the Mutualism Cluster of the sponsoring Brand.**

Sponsoring a music event is expected to have a positive effect in the consumer brand relationship constructs. Positive average mean scores after the manipulation/event can be attributed only to the sponsoring in at least one of the CBR constructs: Brand Affect, Brand Trust and Brand Attitudinal Loyalty.

When brands are subsumed within an entertainment experience, the sponsoring brand and the brand that is the entertainment mutually reinforce each other and provide a rich context for identity formation of the brand and associated marketing, becoming embedded in the lives of

consumers (Olson 2010). However, Rowley and Williams (2008) suggest that music sponsorship is associated with a high level of brand recall, but there is no belief that sponsorship affects consumers' engagement with the brand in a deep and significant extent like in the football context (Lee et al, 2013; Henseler et al, 2011; Wang et al, 2011; Smth et al, 2008; Meenaghan, 2001; Madrigal, 2000). There is no reference to strong affiliation or rivalry or antagonism as the contexts of football club sponsoring and therefore there is no expectation that non sponsoring the music event can create a negative attitude towards the consumer brand relationship constructs of the non sponsoring brand, and therefore, in accordance with this principle, hypothesis H6 is presented below.

**H6: Music sponsorships have no effect in the Antagonism Cluster of the non-sponsoring brand.**

This hypothesis, supported by managerial interviews and focus groups, defends that non-sponsoring music events does not create a negative effect between the brand and the consumer when analysing CBR constructs, meaning that it does not generate antagonistic effects.

As previously mentioned in this chapter, brands responsible for making consumers 'affectionate' or 'happy' should prompt greater purchase intention (Chaudhuri and Holbrook, 2001), encouraging positive brand attitudes and purchase intention (Gwinner and Eaton, 1999). Mason (2005) stated that the ultimate goal of sponsorship is to increase purchases. Meenaghan (2001) goes deeper in stating that goodwill provides the trigger for the consumers' affective response and related purchase intention. Several researchers have proven that sponsorship increases willingness to buy brands for a reason different than its benefit (Harvey, 2001), by exposing the brand to as many potential consumers as possible (Madrigal, 2000), by enhancing brand image (Gwinner and Eaton, 1999) and by creating a goodwill towards the sponsoring brand (Choi et al, 2011). Based on this information, the hypothesis supporting purchase intention for the sponsoring brand in the music sponsoring context can be developed (H7) and is presented below.

**H7: Music Sponsorships have a positive effect in purchase intention of the sponsoring brand.**

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

This hypothesis suggests that purchase intention increases due to the sponsoring effect. Though, mean scores increase in purchase intention construct items that can be attributed only to this effect due to the use of a control group and a pre-intervention/manipulation evaluation.

Previous research focused on football, shows that this is a passionate context where individuals' connectedness to their favourite sports team allows them to define themselves as a member of the team (Mason, 2005; Madrigal, 2000; Fisher and Wakefield, 1998) and view the fate of the team as their own (Gwinner and Swanson, 2003). Highly identified individuals show greater psychological arousal while watching a game featuring their favourite team (Madrigal, 2000). Sponsoring the team will allow the brand to be perceived as aiding the team to accomplish its goals (Gwinner, 2005) and be recognized as an important partner and a group member by fans (Gwinner and Swanson, 2003; Madrigal, 2000). This strong goodwill and gratitude towards the sponsored brand which arises from this football club fan identification and affiliation (Smith et al, 2008), leads us to believe that there can be a higher positive attitude and consumer relationship towards the sponsoring brand in the football context than in the music context.

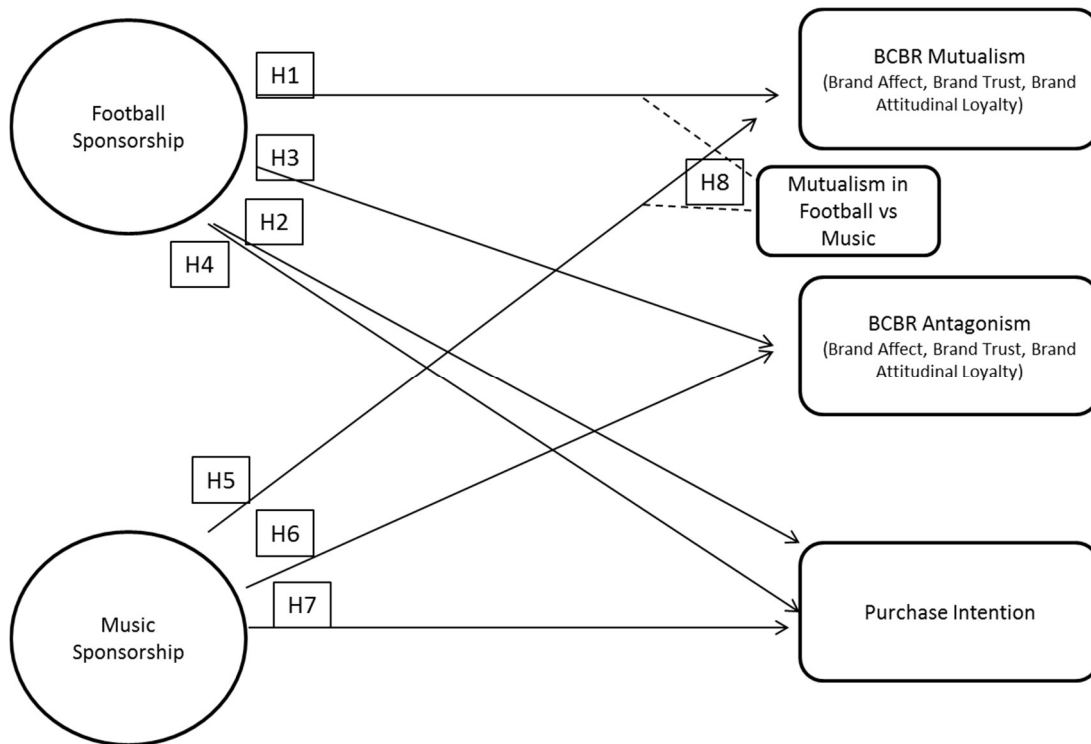
### **H8: The Mutualism cluster effect for the Sponsoring brand is stronger in the football context than in the music context**

The positive effect in the consumer brand relationship constructs for the sponsoring brand is higher in the football context. Positive average mean scores after the manipulation/event can be attributed only to the sponsoring in at least one of the CBR constructs: Brand Affect, Brand Trust and Brand Attitudinal Loyalty and they present higher values in the football context.

Figure 2 allows comparison of the sponsorship effects on Mutualism and Antagonism between different sponsorship contexts.

Figure 2: Different contexts sponsorship effect In Mutualism and Antagonism

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention



According to literature, a new hypothesis arises from the managerial interviews in Phase I. For a better thesis-structure understanding, mainly quantitative hypothesis methodology calculation as indicated in chapter 4.5.6, this new hypothesis is presented below.

**H9: There is a strong correlation between Brand Affect and Brand Attitudinal Loyalty.**

This hypothesis, that translates the management interviews idea that Brand Affect and Brand Attitudinal Loyalty have a strong correlation and it increases with sponsoring brand context, is supported by the literature. According to Song et al (2012), there is a positive relationship between Brand Affect and Brand Attitudinal Loyalty, a theory also supported by Chaudhuri and Holbrook (2001) when stating that brand loyalty is a central aspect in brand management and positively connected. Brand Affect has been considered an important antecedent of Brand Loyalty (Tsai, 2011; Matzeler et al, 2006; Thompson et al, 2005).

Brands being analysed are the beer brands Super Bock and Sagres, being Super Bock a SCP and FCP (Oporto) sponsor and Sagres a Benfica sponsor.

## CHAPTER 4- METHODOLOGY

### 4.1 Introduction

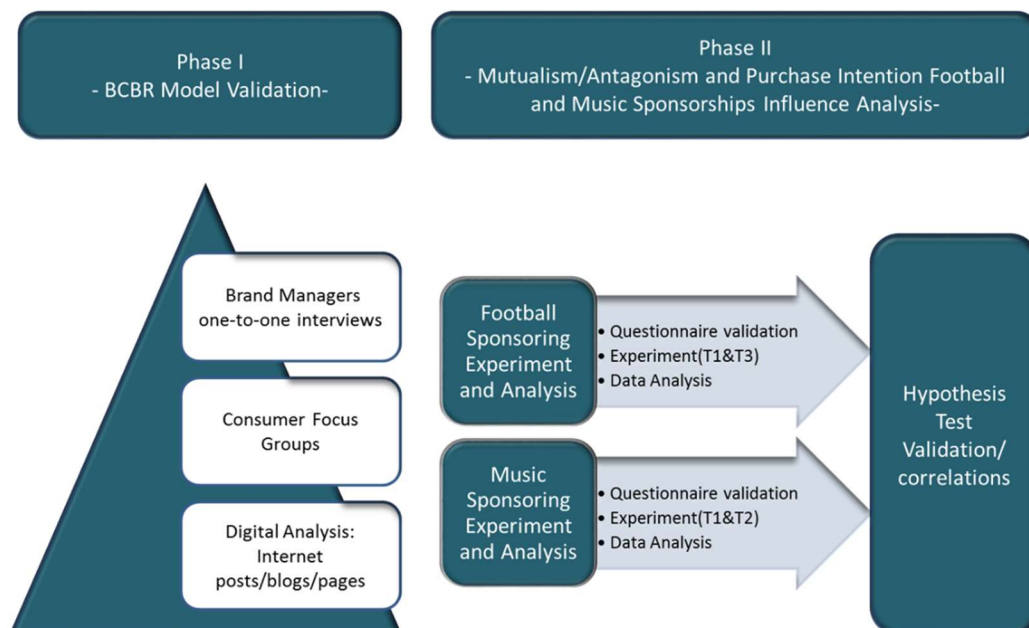
Following the latest chapter where research investigation hypothesis was presented, the methodological approach is presented in this chapter. After the ontological perspective of this thesis, the science epistemology and the scientific area of the project, the adopted methodological research options are presented in detail, mainly regarding:

- 1) The qualitative triangulation method to validate the BCBR model (interviews, focus group and digital content analysis),
- 2) The pre-test to validate the quantitative questionnaire,
- 3) The sample to be addressed,
- 4) The hypothesis validation data analysis techniques,
- 5) The correlation between variables analysis (SEM),

This thesis analysis research had the literature review as starting point to gather information concerning related subjects to those enrolled in this analysis, mainly CBR and sponsorships, focusing on the state of the art and also areas still to be explored as a contribution to the science world. After the literature review, several instruments and data analysis were identified in order to validate the BCBR Model and the hypothesis presented for the different context sponsoring effect in mutualism and antagonism.

Global methodology applied in order to evaluate hypothesis is presented in figure 3.

Figure 3: Methodology Overview



# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

The enquiries experimental design resume Phase II is presented in figure 4.

Figure 4: Experimental Phase II research

Groups/Time scales	T1		T2		T3	
Manipulation Group: Music	O	X1	O		O	X1- Manipulation music: Students Association Party
Manipulation Group: Football	O			X2	O	X2- Manipulation sports: video with goals from SLB/SCP/FCP focusing on the jersey branding
Control Group: Music	O		O		O	o- Questionnaire application
Control Group: Football	O				O	
T3 inquiries in football were filled just after X2 manipulation; T2 in music inquiries were all filled until one week after the X1 manipulation. There was a 3 months period between Music Manipulation and sports/football manipulation						
Sports Group: Brand that sponsor the club versus Brand that Sponsors the competitor						
Music brand analysed: brand that sponsors the party/Music event versus main competitor brand that does not sponsor the party						

#### **4.2 From Epistemology to Research Methodology**

The scientific method might be in accordance with the belief that there is no construction without destruction and construction has to be, always, in every research work, the main point. The aim is not to find a theory rotten but to support the best theory (Tullberg, 2011).

When the researcher has direct access to the real world, external and objective, it is considered that the ontology follows a positivist approach, being subject and object assumed as independent entities with no influence in each other in the knowledge process (Girod-Séville and Perret, 2014, Fleetwood, 2005). This assumes that social reality exists and can be explained through the identification of universal laws, and generalization is possible via objective methods, mainly quantitative, that can be measured by independent observers (Hunt, 1976). Those are the philosophers that defend that deduction is the best way to develop a theory since they believe that, if we start from correct premises, we get to a correct hypothesis (Tullberg, 2011). It has deductive nature of explanation based on rigorous and reliable reasoning and econometric modelling (Hunt, 1993).

A different ontological approach takes into consideration the reality as fragmented, subjective and internal to each individual, having the researcher no access to the real world. This is a more interpretivist approach (Anderson, 1983). Reality exists but the access to the world is not possible, independently of human sensations, perceptions and interpretations. It follows a more inductive nature of explanation, from the particular to the generalization (Girod-Séville and Perret, 2014). These philosophers defend that induction is key to the way we think and reason and therefore is being justifiable. During the XVIII century Hume argued (Okasha, 2002) that induction could not be rationally justified. As an answer to this position, philosophers have responded with several different approaches as the most probable way to develop: from inference, to probability and recently even to comparatism (Tullberg, 2011), Evidence Best Practice- EBP (Hjorland, 2011) or even vagueness (Strunz, 2012). As referred by Lietberg (2011), logical model building is still likely to be the one of the most successful methods in general philosophy of science.

Miles and Huberman (1994) presented a different approach to the interpretivism/positivism dichotomy discussion, by defending that these approaches should not be seen as contrary, but as complementary, mainly in the social sciences and management environment, the later particularly in the marketing area, in a mixed approach. They refer that the quantitative analysis,

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associated to a positivist approach, allows the identification of relations that could not be perceived by the researcher direct observation. Qualitative studies, associated to a more interpretivist approach, can lead to new theories that can be later supported and validated by quantitative tools.

Based on this line of thinking, this thesis research has two different Phases, Phase I and Phase II with sequential and different approaches, interpretivism and positivism:

-Interpretivism Approach: with the purpose of validating the BCBR model and realizing an exploratory testing of the questionnaire constructs for the mutualism and antagonism sponsoring effect analysis and possible outcome and conclusions.

-Positivism Approach: with the purpose of validating the questionnaire items (pre-test), test hypothesis and evaluate different sponsorship contexts effect in constructs correlations.

In order to answer the research question while assuring validity and reliability, overall this thesis methodology will be a mixed method (Powell et al, 2008), with a qualitative approach (Phase I and Phase II Content Analysis that allowed the H9 identification) and also a validated quantitative approach (Phase II) bringing superior research findings and outcomes. This mixed method will allow in Phase I triangulation of findings concerning hypothesis development (focus group, interviews and inquiries) for the BCBR Model validation and Antagonism and Mutualism constructs and Purchase Intention for Phase II.

The mixed methodology research design helps the researcher to go for inductive and deductive reasoning techniques in order to more accurately answer the study's research questions that cannot be completely answered through qualitative or quantitative research alone (Sreejesh and Mohapatra, 2014; Denzin and Lincoln, 1998).

Fully mixed methods sequential dominant status quantitative designs: quantitative and qualitative phases occur one after the other with the quantitative phase being given higher priority and mixing occurring within or across the data collection, analysis and interpretation stages (Powell et al, 2008).

My research strategy for the Phase I (BCBR Model validation) is an action research approach with triangulation of methods of data collection (Jonsen and Jehn, 2009): top Brand management interviews, consumer focus groups and internet articles/posts and blogs content



analysis, and therefore assuring respectively, theoretical fit, brand perspective validation and consumer perspective validation.

Part I must assure that the BCBR model partially used for part II (Mutualism and Antagonism) is valid, and therefore it follows a different perspective. It is a more subjective ontology of the adjustment of one already known and scholarly applied biological and ecological interactions model to the consumer brand relationship model. This involves more naturalist methods having comparative puzzles connecting the epistemological and ontological perspectives. It will be a qualitative approach, with triangulation of different methods of data collection, i.e., it is more an interpretivist approach.

Regarding Phase II, it followed a pre-test/post-test control group design (two groups experimental design), with a control group and a pre-post test in both groups with a random assignment between both groups (Campbell and Stanley, 1963) and recurring to a student's sample, after validation of the questionnaire with experts (when interviewing top management for Phase I, this validation was addressed, and also recurring to teachers for the translation (validation), for both the sports/football context and culture/music context.

In Part II there is ontologically an objective reality, with a more factual research epistemology. In this process a more quantitative approach was applied, although having to assure that the questionnaires to be addressed were validated by experts of the brand management area and academic experts, and can be compared with management expectations. It is an objective discovery philosophical stance, epistemologically focused on the production of fact-centred knowledge recurring to a quantitative approach with an experimental research design.

It is a more positivism approach, with a deductive nature of explanation and statistical nature of generalization, where the role of theory involves hypothesis generation and has support to decision-making as a nature of management.

Concerning collection techniques in Phase I, BCBR Model validation is based on the triangulation of focus groups, interviews and content analysis from internet blogs/sites.

Regarding sponsorship effect in consumer brand relationship constructs data collection, it recurred to mainly questionnaires and interviews. Qualitative semi-structured interviews (Nag and Gioia, 2012) and afterwards quantitative research to validate constructs (Jayasankaraprasad and Kathyayani, 2013) was developed.

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When trying to understand the effect of sponsorships in the purchase intention data collection technics has been mainly focus groups, interviews and questionnaires.

As mentioned, little has been studied concerning the relationship/effect of sponsorships in brand consumer relationships and mainly survey designs via questionnaires data collection has been used.

In the thesis Part I, it was used a data collection triangulation of methods from documents, focus groups (consumers) and interviews (management).

### **4.3 Validity and Reliability**

Internal validity is important since it translates the inductive estimate of the degree to which conclusions about causal relationship can be made based on the measures used, the research setting and the whole research design. In order to assure internal validity, we must make sure that participants behavior changes after the treatment/manipulation and that its administration is the only cause for the outcome results, i.e., the key question in internal validity is whether observed changes can be attributed to the program or intervention (i.e., the cause) and not to other possible causes (sometimes described as "alternative explanations" for the outcome).

Validity is the extent to which a concept, conclusion or measurement is well-founded and corresponds accurately to the real world and, therefore, the validity of a measurement tool is considered to be the degree to which the tool measures what it claims to measure. In psychometrics, validity has a particular application known as test validity corresponding to the degree to which evidence and theory supports the interpretations of test scores or results. In the area of scientific research design and experimentation, validity refers to whether a study is able to scientifically answer the questions it is intended to answer. Validity is important because it can help to determine what types of tests to use, and help to make sure researchers are using methods that are not only ethical, and cost-effective, but also a method that truly measures the idea or construct in question.

There are several types of validity: construct validity (the extent to which operationalization of a construct do actually measure what the theory claims they do), content validity (the degree to which the content of the test matches a content domain associated with the construct, test has content validity built into it by careful selection of which items to include), face validity (very closely related to content validity but while content validity depends on a theoretical basis for assuming if a test is assessing all domains of a certain criterion, face validity relates to whether a test appears to be a good measure or not, a judgment made on the "face" of the test); Criterion validity (it compares the test with other measures or outcomes the criteria already held to be valid), and Predictive validity (the degree to which the operationalization can predict or correlate with other measures of the same construct that are measured at some time in the future). The usage of experimental design factorial analysis, after a pre-test and after assuring face validity of the questionnaire was a right and therefore strong approach.

Concerning internal validity, as already mentioned, construct validity is a central issue when interferences must be made regarding unobserved or latent variables. Factor analysis is an

important tool for questions of validity and the measure of psychological constructs (Boiral and Paillé ,2012; Hayton et al, 2004; Nunnally, 1978).

Internal Validity is the approximate truth about inferences regarding cause-effect or causal relationships. For internal validity purposes our variable has to be the only explanation for the variation of observation. To assure that results are due to our treatment we must have a random assignment and a control group is therefore an inductive estimate of the degree to which conclusions about *causal* relationships can be made (e.g. cause and effect), based on the measures used, the research setting, and the whole research design. Good experimental techniques, in which the effect of an independent variable on a dependent variable is studied under highly controlled conditions, usually allow for higher degrees of internal validity than, for example, single-case designs. Eight kinds of confounding variables can interfere with internal validity (i.e. with the attempt to isolate causal relationships): History, Maturation, testing, instrumentation, statistical regression, selection, experimental mortality and Selection-maturation interaction.

Generalization always turns out to involve extrapolation into a realm not presented in one's sample. Such extrapolation is made by assuming, according to Campbell and Stanley 1963, that 'one knows the relevant laws'. By internally validating the design, the effect for specific conditions is demonstrated, while external validity is related to generalizing. Validity refers to the approximate truth of propositions, inferences, or conclusions. So, external validity refers to the approximate truth of conclusions that involve generalizations, or in other words, external validity is the degree to which the conclusions in your study would hold for other persons in other places and at other times.

Random samples are able to assure distribution, that is important when we want to generalize the results, i.e., important for external validity. Not having a random sample limits the generalization (Dimsdale and Kutner, 2004). In this thesis, an experimental design is applied using a control group and with random assignment between the control group and the manipulation/experimental group, and there is application of the same questionnaire at the same time to both groups and there are different measurements though time supporting internal and external validity.

When considering what type of design to employ in a study, it is important to consider both validity and practicality. Randomization contributes to the causal claim assuring that any differences between the intervention group and the control group with respect to the apparent effect of the intervention can be attributed to the intervention and not the group differences

(Robson et al, 2001). This reduces the internal validity vs randomized experiments. Also, conclusions about causal relationships can be determined in this research designs since the experimenter has total control over extraneous variables and there is assurance that groups are truly comparable and that observed differences in outcomes are not the result of extraneous factors or pre-existing differences.

Construct validity refers to the degree to which inferences can legitimately be made from the operationalization in a study to the theoretical constructs on which those operationalizations were based. When both convergent and discriminant validities are satisfied, construct validity is said to be satisfied. Verifying survey items for construct validity becomes important, especially when these items are self-developed and not based on questionnaires used in past studies. There can be more than one measure or indicator for the same construct (Agarwal et al, 2011).

This process is generally understood as the process of operationalization. Construct validity refers to the degree to which inferences can legitimately be made from the operationalization were based (Agarwal et al, 2011; Trochim and Donnelly, 2006).

Surveys are appropriate for research questions about self-reported beliefs or behaviors (Neuman, 2003) and when working with multiple constructs in a survey study, it is important to satisfy construct validity. There is demonstration of evidence for both convergent and discriminant validity, then by definition it is demonstrated to have evidence for construct validity, however, neither one alone is sufficient for establishing construct validity (Agarwal et al, 2011; Trochim and Donnelly, 2006).

Although reliability and validity are related, reliability has to do with the quality of measurement and the consistency and repeatability of it. It is not possible to calculate reliability exactly. Instead, we have to estimate reliability, and there are several types of reliability assessment: Inter-Rater Reliability (used to assess the degree to which different raters or researchers give consistent estimates of the same phenomenon), Test-retest Reliability (a time association, i.e., used to assess the consistency of a measure from one time to another), Parallel-forms Reliability (assesses the consistency of the results of two tests constructed in the same way from the same content domain) and Internal Consistency Reliability (used to assess the consistency of results across items within a test).

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We can define reliability, according to Carmines and Zeller (1979) as a tendency towards consistency found in repeated measurement of the same phenomena. The more consistent the results, the higher the reliability. Validity, on the other hand, concerns the crucial relationship between concept and indicator.

Taking into consideration the thesis, In the Phase I, it was adopted a concept and convergent validity and reliability quality criteria with an analytical external generalization. Concept validity was addressed through the interviews analysis and the interviewed acceptance of the results outcome and interpretation since it was shared with them. Convergent validity was covered via the methodology triangulation of documentation (internet posts/references/blogs), management interviews and consumer focus groups.

In Phase I content analysis is a theoretical model validation via materials and questions previously prepared with images, presenting examples regarding biological organisms' interaction and consumer brand relationships. Dictionaries and coding can be found in the attachment for all the Phase I interviews, focus groups and digital (internet/blogs) content analysis.

In Phase II, quality criteria are objective, with internal validity, construct validity and reliability and internal consistency reliability being addressed.

Experimental research determines the cause/effect and the key features to an experimental design are the usage of a control group and the assignment of evaluation participants (Robson et al, 2001), with a high internal validity since by including a control group, a pre-post test of both the control group and the group being tested and the sample randomization between both groups results depend only on the manipulation effect.

Construct validity evidence involves the empirical and theoretical support for the interpretation of the construct. In other words, factor Analysis is frequently used in the determination of metric qualities in a psychological scale, allowing the description of a pool of items in clusters with common elements between them (Martinez and Ferreira, 2010). A Confirmatory Factor Analysis will be conducted in Phase II both contexts for the sports/football and Culture/music experiments and scenarios.

Questionnaires were based on reviewed literature contributing to internal validity (table 1 in appendix with a 7 point Likert scale). These questionnaires were validated by experts therefore increasing the research reliability. Also internal consistency reliability will be estimated by

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calculating how well the items that test the same construct yield the same results (items being adopted from literature increases reliability), namely through measures like Cronbach's alpha.

Regarding the quantitative data analysis, comparison was developed for mutualism, antagonism and purchase intention for both brands in both sponsoring contexts, the average of constructs (assuring statistical relevance) before and after the manipulation (pre-post), record the differential value and deduct the control group pre-post differential in order to assure that results arise only from the manipulation. The questionnaire for the constructs involves items from the literature and were validated from experts (top managers in interviews for Phase I and academics before pre-test).

However, the fact that a convenience students sample was used in Phase II (randomly assigned but only students), will not allow external validity for the entire population but the randomization within the Benfica fans of ISCTE students will allow generalization for a student population and validity can be increased by assuring a valid statistical sample of the ISCTE students and the sample size adequate for the validation of the number of items to be analysed.

Sample from Phase II involves two groups for each sponsorship context (Music and Football), one is a control group and another is the experimental group suffering the manipulation effect. Random assignment between them will be assured. Questionnaire was audited by the experts' panel (Marketing top Managers), items/constructs from literature were validated and also from Academic researchers and professors. In the football context answers were grouped in order to assure analysis from fans of the same football club. The second questionnaire was presented immediately after the film visioning (football) and in the music context, during the week that followed the party/music event. For both groups, the manipulation group and the control group, the date of the questionnaires was the same.

Except for those non attending the party in T2, sample for each group of Part II assured that there were minimum of 8-10 people for item in the questionnaire. Comparison, within each context, between control group and the manipulation group for both the pre-manipulation period and the post-manipulation period allowed the accurate measurement of what the thesis was intended to measure.

#### **4.4 Qualitative Research Methodology**

There are a number of procedures used by qualitative researchers to analyse their data. Three major approaches to qualitative data are identified by Miles and Huberman (1994) including interpretative approaches. This orientation allows researchers to treat social action and human activity in text that can have its origin in secondary text data from multiple sources or primary interviews and observational data transcribed into written text for analysis (Berg, 2007). Content analysis can be considered as the use of replicable, objective and valid method from making specific inferences from text to other states or properties of its source while identifying special characteristics of the message (Duriau et al, 2009; Berg, 2007; Williams, 2007; Harris, 2001; Mayring, 2000). The criteria of selection (Berg, 2007) in content analysis has to be exhaustive to account for message content variations and must be rigid and consistent in order to assure that other researchers looking at the same message would obtain the same or comparable results, a reliability measure. There are several advantages in applying content analysis (Duriau et al, 2009; Bardin, 2003): content analysis provides a replicable methodology to access deep individual or collective structures such as values, intentions, attitudes and cognitions. It is an unobtrusive technique that can be applicable to a broad range of organizational phenomena (Berg, 2007; Harris, 2001); it allows analytical flexibility; it can be used to conduct both inductive and deductive research, it allows rendering the rich meaning associated with the organizational documents combined with powerful quantitative analysis (multiple sources of data can be used); it allows to study processes that occur over long periods of time (Berg, 2007); it is a safe methodology since the coding scheme can be corrected if flaws are detected as the study proceeds; it entails the specification of category criteria for reliability and validity checks that fosters the creation of a replicable database; it can be used in conjunction with other methods for the purpose of triangulation (Jonsen and Jehn, 2009) and finally, costs can be kept low (Berg, 2007) and the method easily can be used for small scale studies with minimal requirements. In addition, the advent of Computer Aided Text Analysis (CATA) greatly has increased the effective scalability of the method.

Coding schemes category development (Berg, 2007) can be developed both inductively, when the main idea is to formulate a criterion of definition derived from theoretical background and research question which determines the aspects of the textual material taken into account, or deductively when working with prior formulated theoretical derived aspects of analysis bringing them in connection with the text (Zhang and Wildemuth, 2009; Berg, 2007; Mayring,



2000). In many circumstances the relationship between certain messages and the theoretical perspectives involves both inductive and deductive approaches (Berg, 2007).

Regarding text coding, Webber in 1990 (referred by Duriau et al, 2009 and Harris, 2001) suggested eight steps for creating, testing and implementing a coding scheme to overcome concerns about rater bias at this critical stage of content analysis: definition of the recording units (e.g. words, phrase, sentence, paragraph), definition of the coding categories, test of coding on a sample of text, assessment of the accuracy and reliability of the sample coding, revision of the coding rules, returning to step 3 until sufficient reliability is achieved, coding of all the text and assess the achieved reliability or accuracy.

The objective of the content analysis in this PhD thesis is to analyse the content of the interviews or content areas according to Graneheim and Lundman (2003) (data collection). An inductive (open) reasoning process by which the categories were emerged from the data analysis and afterwards examined and analysed (Zhang and Wildemuth, 2009; Mayring, 2000).

There was no predefinition of categories. For the coding process, although being an inductive process since the coding scheme was derived from data collection, some decisions were taken prior to software selection and analysis. Content analysis of the interviews was developed identifying codes, translated into categories and ideas, and taken as basis for the internet/digital research.

#### **4.4.1 Triangulation**

Campbell and Fiske's 1959 seminar article introduced the idea of triangulation (Powell et al, 2008).

Triangulation is a validity procedure where researchers search for convergence among multiple and different sources of information to form themes or categories in a study (Creswell and Miller, 2010). According to Creswell and Miller (2010), Denzin (1978) identified four types of triangulation: across data sources (i.e., participants), theories, methods (i.e. interview, observation, documents) and among different researchers.

Researchers from various fields in social and behavioral sciences began to advocate the combining of quantitative and qualitative approaches. Green, Caracelli and Graham (1989) framework identified five general purposes for mixed methods. Triangulation (seeking convergence of findings), development (using the results from one method to help inform the other method) and expansion (seeking to expand the breadth and range of study by using different methods to different research components). All methods were used in this research thesis (Powell et al, 2008).

In order to answer the research questions while assuring validity and reliability, overall the research methodology in this thesis is a mixed method (Powell et al, 2008), with a qualitative approach (Phase I and Phase II Content Analysis) and a quantitative approach (Phase II experimental design method of questionnaires application) bringing superior research findings and outcomes. This mixed method allowed triangulation of findings concerning hypothesis development (focus group, interviews and inquiries) for the Antagonism and Mutualism clusters and Purchase Intention.

Triangulation included 31 interviews, two focus groups and internet blog analysis, supporting the qualitative method in this thesis, was also developed by Morgan and Burchell (2010).

The objective of triangulation is to enhance research results validity, mainly external validity since it reduces bias from each of the methods individually (Kitchener, 1995).

There can be triangulation within methods or across methods. In the first case results from multiple techniques within the same method and the second concerns different methods to compare research results. In this thesis it was developed triangulation across methods.

#### 4.4.2 Interviews

In-depth interviews, according to Yin (2009), have as main goal the expansion and generalization of theories, with no statistical generalization, and therefore no universe representative sample is required.

When taking into consideration the number of interviews, there are no optimal number according to Miquel et al (1997). Therefore, the one-to-one Brand Management interviews were conducted to 31 (as in Morgan and Burchell 2010) Top Managers from Companies (FMCG, Services, Telecoms, Pharmacy), Agencies and Promoters (table 4 of the appendix) in a homogenous sample in terms of Hierarchy (CEO's/Board Members, Directors) important to assure comparable results (DiCicco- Bloom and Crabtree, 2006; Foddy, 1993).

Interviews are among the most familiar strategies for collecting qualitative data (DiCicco-Bloom and Crabtree, 2006). Semi-structured interviews, as the ones applied in this thesis, are often the sole data source for a qualitative research project and are usually scheduled in advance at a designated time and location outside of everyday events. They are generally organized around a set-off predetermined open-ended questions, which other questions emerging from the dialogue between interviewer and interviewee. Semi-structured in-depth interviews are the most widely used interviewing format for qualitative research and can occur either with an individual or in groups (DiCicco-Bloom and Crabtree, 2006).

As mentioned, interviews were semi-structured (as in Sonaike, 2013; Wnag-Cowham, 2008; Johnson et al, 2007) and elaborated in order to obtain the best knowledge of the various brand and sponsorship management in order to gather opinions and examples regarding the work project (table 1 literature reference, backup data presented in figures 2 to 6 of the appendix). Interviews took around 30' to 1 hour, and were tape recorded with the interviewed consent and lately transcribed and sent to the interviewed for validation purposes. Only the validated transcribed documents were analysed, manually via content analysis dictionary and coding (examples and mentions in phase I) and CATA coding (part of phase II) and closed questions for phase II inquiries expected results were quantitatively analysed.

Table 2 presents the interview questions.

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Table 2: Interview Questions

Interview Questions:	Portuguese	English
<b>Part I- Development of Brands and Sponsorships</b>	<p>Q1- Porque é que uma empresa desenvolve Marcas?</p> <p>Q2- Que valor podem as marcas ter numa empresa (incluindo financeiro)?</p> <p>Q3- E como medem directamente o valor das Marcas?</p> <p>Q4- Qual o papel dos patrocínios para as Marcas?</p> <p>Q5- Como vês medir o retorno de patrocínios?</p>	<p>Why do Companies Develop Brands?</p> <p>What is the brand value for a Company (including Financial)</p> <p>How do you measure brand value?</p> <p>What is the sponsorships role for the brands?</p> <p>How do you measure sponsorship return?</p>
<b>Part II- BCBR Model Presentation and Validation</b>	<p>O Modelo poderá ser válido para Consumidor/Marca?</p> <p>Podes enumerar Exemplos de Mutualismo:</p> <p>Podes enumerar Exemplos de Comensalismo:</p> <p>Podes enumerar Exemplos de Antagonismo:</p> <p>Podes enumerar Exemplos de Amensalismo:</p> <p>Vês uma Marca poder ter consumidores em vários clusters em simultâneo?</p>	<p>Can the model be valid for Consumer/Brand Relationships?</p> <p>Can you find me mutualism examples?</p> <p>Can you find me commensalism examples?</p> <p>Can you find me antagonism examples?</p> <p>Can you find me amensalism examples?</p> <p>Can you foresee a Brand having different consumers in different clusters simultaneously?</p>
<b>Part III- Constructs and Items for quantitative questionnaires</b>	<p>Construtos para Mutualismo e Antagonismo:</p> <p>Quais os resultados que esperas que surjam dos inquéritos de cada uma destas questões:</p> <p>Construtos para Intenção de compra:</p> <p>Quais os resultados que esperas que surjam dos inquéritos de cada uma destas questões:</p>	<p>Constructs for Mutualism and Antagonism</p> <p>What are the results that you expect that appear from inquiries with these questions?</p> <p>Constructs of Purchase Intention:</p> <p>What are the results that you expect that appear from inquiries with these questions?</p>

#### 4.4.3 Focus Group

It was necessary to develop focus groups in order to assure triangulation of methods, and validating ending results via triangulation. Focus group is important for triangulation mainly with surveys and interviews (Creswell and Miller, 2010; Lafferty, 2004; Bloor et al, 2001).

Focus groups, a method devoted to create data collection, interacts as a source of data with an active role in creating group discussions (Lafferty, 2004; Bader et Rossi, 2002; Sim, 1998; Morgan, 1996; Calder, 1977) centred on a specific topic, facilitated and coordinated by a moderator which seeks to generate primarily qualitative data by capitalizing interaction between group settings. Main advantages includes purposeful use of interaction, in order to generate data (Lafferty, 2004; Bader et Rossi, 2002; Kitzinger, 1995), does not discriminate against people who cannot read or write, it can encourage people that are reluctant to be interviewed on their own, it can encourage people that feel that have nothing to say (Bader and Rossi, 2002; Sim, 1998; Kitzinger, 1995) feeling empowered to share (Sim, 1998) and is an economic way of capturing the views of a number of people (Sim, 1998; Fern, 1982).

Many reports on the use of this technique cite the relatively low cost as well as the speed with which a focus group report can be obtained. Also, focus group are apparently flexible because they have been used for generating hypothesis, identifying and pretesting questionnaire items (Fern, 1982). They are therefore an economical way of tapping the views of a number of people, simply because respondents are interviewed in groups rather than one by one (Krueger, 1998), they provide information on the dynamics of attitudes and opinions in the context of the interaction that occurs between participants in contrast to the rather static way in which these phenomena are portrayed in questionnaire studies (Sim, 1998), they may encourage a greater degree of spontaneity in the expression of views than alternative methods of data collection (Buttle, 1996), they can also provide a 'safe' forum for the expression of views, e.g., respondents do not feel obliged to respond to every question (Sim, 1998), participants may feel supported and empowered by a sense of group membership and cohesiveness (Sim, 1998). Focus groups may pay explicit attention to consumers rather than professionals with the consumer being regarded as the expert and they can provide major insights into attitudes, beliefs and opinions (Lafferty, 2004). According to Lafferty (2004), focus groups can also be combined with surveys like in this project.

Focus groups are a form of group interview that capitalizes on communication between research participants in order to generate data. Focus groups explicitly use group interaction as part of

the method. The method is particularly useful for exploring people's knowledge and experiences (Kitzinger, 1995).

Most authors agree that the main advantage of focus group interviews is the purposeful use of interaction in order to generate data (Lafferty, 2004). There are three major components of focus group research as 1) a method devoted to data collection; 2) interaction as a source of data; 3) the active role of the researcher in creating group discussion for data collection (Lafferty, 2004).

Focus Groups can be exploratory and aim to generate hypothesis or can be phenomenological since they give access to people's common sense conception and everyday explanation (Lafferty, 2004; Merton, 1987), exploiting people knowledge and experiences (Sim, 1998; Kitzinger, 1995) including behaviors and motivation (Morgan, 1996) as a flexible way of generating hypothesis (Phase II and part of Phase I), identifying and pre-testing questionnaire items (Fern, 1982). As already mentioned, focus group it is important for triangulation mainly surveys and interviews (Creswell and Miller, 2010; Lafferty, 2004; Bloor et al, 2001), like in phase II and phase I of this thesis.

Kitzinger (1995), Morgan (1996) and Sim (1998) recommend that focus groups should be homogeneous in terms of age, status, class, occupation and other characteristics as they will influence whether participants interact with each other but they should be strangers. The purpose of the group should dictate the degree of homogeneity and Morgan (1996) goes on to recommend that exploratory research should use heterogeneous groups, as they may produce rich information like in this thesis and project.

Focus groups were carefully planned since planning is never enough (Greenbaum, 1988). In the case of this thesis, each group was homogeneous, highly defended by researchers in order to capitalize on people's shared experiences (Lafferty, 2004; Sim, 1998; Morgan, 1996; Kitzinger, 1995) facilitating it, however although homogenous they were all strangers in order to avoid bias and have additional advantage of allowing people to speak more freely and openly without fear of repercussion after the group is over (Bloor et al, 2001).

Concerning focus groups, smaller groups are more manageable and groups made up of strangers required more moderator intervention. However, as a data collecting strategy they are a rich source of information (Lafferty, 2004).

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Concerning the moderators' role, Morgan (1996) suggests, supported by Greenbaum (1998), Bloor et al (2001) and Bader and Rossi (2002), that it is useful for the moderator to be directly involved in the project because they will be sensitive to the issues and the need for methodological rigor and therefore supporting the moderator role in this thesis, since the moderator was the researcher that is on a daily work basis as marketing director involved in these themes.

In this thesis, there were two different focus groups: one of youngsters and one of adults, being all complete strangers in order to potentiate shared experiences and opinions.

Researchers defend different number of participants for focus groups, but in general there is an agreement that eight participants are a suitable number (Lafferty, 2004; Bloor et al, 2001; Sim, 1998; Morgan, 1997; Kitzinger 1995; Fern, 1982; Calder, 1977). It is generally recommended that more than one focus group should be conducted (Sim, 1998) to gather different perspectives, however there are no general rules to the optimum number of focus groups (Lafferty, 2004). It was therefore decided to conduct two focus groups, one with younger people (18-25) and the other with adults (30-45). Data related to the Focus Group attendants can be found in table 6 of the appendix.

Focus Groups were conducted in a relaxed and comfortable setting with refreshments and sitting round in a circle to establish the right atmosphere (Kitzinger, 1995). Explanations regarding the purpose of the session were given (Creswell and Miller, 2010; Lafferty, 2004; Bader and Rossi, 2002) establishing credibility. 'Warm Up' and focusing exercises were created as recommended (Bloor et al, 2001; Kitzinger, 1995) that can be found in figures 9 and 10 of the appendix and pre-determined questions were asked (Bloor et al, 2001) as per figures 11 to 18 of the appendix. Focus group sessions were recorded (both video and tape) and transcribed for easier analysis purposes and validity (Lafferty, 2004; Bloor et al, 2001; Kitzinger, 1995) with the participants' consent for ethical purposes. Focus group questions are presented in table 2.

Data was collected using both a video and an audio recorder. The real advantage of both video and audio recording is that they act as validity checks in that raw data are available for scrutiny (Morgan, 1996). There were no writing notes during the focus group since it can interfere with the process of interviewing (Morgan, 1996).

Table 3 presents the focus group questions.

Table 3: General Focus Group Questions

Focus Group Questions:	Portuguese	English
<b>Part I- Development of Brands and Sponsorships</b>		
	Q1- Porque acham que as Empresas desenvolvem Marcas?	Why do you believe that Companies develop Brands?
	Q2- Que mais valorizam nas Marcas?	What do you value more in Brands?
	Q3- Que mais valorizam no Patrocínio das Marcas?	What do you value more in Brands Sponsoring?
<b>Part II- BCBR Model Presentation and Validation</b>		
	O Modelo poderá ser válido para Consumidor/Marca?	Can the model be valid for Consumer/Brand Relationships?
	Podes enumerar Exemplos de Mutualismo:	Can you find me mutualism examples?
	Podes enumerar Exemplos de Comensalismo:	Can you find me commensalism examples?
	Podes enumerar Exemplos de Antagonismo:	Can you find me antagonism examples?
	Podes enumerar Exemplos de Amensalismo:	Can you find me amensalism examples?
	Vês uma Marca poder ter consumidores em vários clusters em simultâneo?	Can you foresee a Brand having different consumers in different clusters simultaneously?
<b>Part III- Constructs and Items for quantitative questionnaires</b>		
	Mutualismo e Antagonismo: Futebol	Mutualism and Antagonism: Football
	Que sente em relação à marca que patrocina o seu clube de futebol?	What do you feel regarding the brand that sponsors your football club?
	Que sente em relação à marca que patrocina o clube rival?	What do you feel regarding the brand that sponsors your rival club?
	Intenção de Compra: Football	Purchase Intention: Football
	Tem intenção de comprar ambas?	Do you intend to buy both?
	Mutualismo e Antagonismo: Musica	Mutualism and Antagonism: Music
	Que sente em relação à marca que patrocina o festival a que foi?	What do you feel concerning the Brand that sponsors the music festival you went to?
	Que sente em relação à marca (da mesma categoria) que não patrocina o festival a que foi?	What do you feel concerning the Brand that does not sponsors the music festival you went to?
	Intenção de Compra (Música)	Purchase Intention: Music
	Tem intenção de comprar ambas?	Do you intend to buy both?



#### **4.4.4 Digital Content Analysis**

The third triangulation method (triangulation with focus group and in depth one-to-one interviews) was the internet posts/references/blogs content analysis to research for different examples validation. Technological opportunities found to have internal consistency, validity and reliability (Benfield and Szlemko, 2006; Stanton and Rogelberg, 2001; Weible and Wallace, 1998) and several advantages like reduced costs (O'Neill, 2004; Truell, 2003; Weible and Wallace, 1998), faster responses and flexibility (Weible and Wallace, 1998). Increasingly the internet is being treated as a rich source for literature and secondary data like in research (Benfield and Szlemko, 2006).

In this thesis, concepts that emerged from both the semi-structured interviews to Management and the focus groups to consumers were confirmed via internet blogs and posts research, using BlogSpot blog search and blogsearchengine.org. Results can be found in tables 40 to 43 of the appendix and the analysed blogs are listed in table 39 of the appendix.

#### **4.4.5 CATA**

During recent years, the notion of software architecture has emerged as the appropriate level of dealing with software quality. This is because the scientific and industrial communities have recognized that Software architecture sets the boundaries for the software qualities of the resulting system (Dobrica and Niemela, 2002).

NVivo is far from a new product. It dates back to 1979, when a computer programmer began designing the software to aid his wife with a qualitative research project (Hoover and Koerber 2011; Richards, 2002).

In NVivo, inserting hyperlinks makes it easier and faster to 'jump' to external data. Nodes represent ideas and may, if a coding approach to analysis is being used, be linked to marked up passages in documents. Nodes may be organized into hierarchical trees. There is sometimes a deep misgiving that the Node Tree structuring facility equates to a correspondingly hierarchic conceptualization, however inappropriate it might be the investigation in hand (Crowley et al, 2002).

Comparison between opened questions regarding brand value, brand development and brand sponsoring, for both the focus groups and the management interviews was done via qualitative data analysis software NVivo (like Sonaike, 2013; Hoover and Koerber, 2011; Rothe et al,

2010; Morgan and Burchel, 2010; Johnson et al, 2007). CAQDAS use codes to assign data to categories analysis, key themes or concepts (Franzoni et al, 2013), nodes in the NVivo case, that represent ideas and were linked to marked up passages in documents (Crowley et al, 2002). NVivo is one of the leading CAQDAS currently available, easier to use than Altas.Ti (Hoover and Koerber, 2011) and uses a wide range of data formats. It gives efficiency, multiplicity and transparency (Hoover and Koerber, 2011) and can provide useful statistics (Durian, 2002). It was initially used NVivo to assign a code from all data of the open ended questions transcripts (Rothe et al, 2010) and the coded name was done 'by hand' like in Johnson et al (2007). Nodes frequency was analysed and results between Brand Management vision and Consumer point of view were compared.

## **4.5. Quantitative Research Methodology**

### **4.5.1 Overview**

In the research Phase II, questionnaires were adopted in an experimental research with two groups. One group is affected by the manipulation and the other suffers no manipulation (the control group). This design is very appropriate to whenever we are most interested in determining whether the two groups are different after the program (Dimsdale and Kutner, 2004).

Experimental research determines the cause/effect and the key features to an experimental design are the usage of a control group and the assignment of evaluation participants (Robson et al, 2001). An experiment using a random assignment between groups generally is usually a preferred design when the interest is in establishing a cause-effect relationship. In this thesis there are two different groups with randomization between the control group and the experiment one.

It is a very strong design concerning internal validity since it proves to measure what it's supposed to measure and avoids bias. Since sample included students from ISCTE research only was based on a convenience sample with random assignment between control group and experimental group, answering the same questionnaire before and after the manipulation.

In the football context there was a football film visioning (pre-post test methodology) with a control group that did not attend the movie session. The movie presented was a short film with the team sponsored by one brand scoring goals and also suffering goals from the rival team sponsored by another brand. Football clubs enrolled were only Sporting Clube de Portugal (SCP), Futebol Clube do Porto (FCP) and Sport Lisboa e Benfica (SLB), and film editing took into consideration maximizing the sponsoring brand by showing images of brands sponsoring their jerseys.

Questionnaires were presented immediately after the movie session. The control group not attending the movie answered the same questionnaire. Concerning the music experiment, it was the same type of experiment like the already mentioned football experiment but manipulation was the annual student association party with music sponsoring. However, both of them include the same questionnaires as a data collection technique.

Resume of the experimental design was presented in figure 4 of chapter 4.1.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

The music context involves a true experiment similar to the football experiment but having the ISCTE yearly student association party as the experiment.

The data analysis technique adopted in this thesis was analytical induction pursuing the question ‘Under what context do pattern arise?’, content analysis and logical analysis for Phase I in a ‘quasi-inductive logic’ overall approach considering quasi-inductive logic associated with theory development about less mature topics (Yin, 2009) and applying multivariate statistical analysis for Phase II.

A pre-test was developed, and the questionnaire was analysed in order to evaluate hypothesis development. Correlations between constructs was also analysed and inference of both the sponsoring contexts was determined.

The constructs involved in this thesis, and the determination of statistical methods of analysis to test the hypothesis were taking into account the summary of literature review presented in tables 4 and 5.

Table 4: Literature Resume Analysis Methods

	Chaudhuri and Holbrook 2001	Mazodier and Merunka	Geciti and Zengin 2013	Song et al 2012	Smith et al 2008	Chang and Chieng	Mazier et al 2006	Carrol and Ahuvia 2006	Isai 2011
<u>Constructs in analysis</u>	BT, BA; BL	BA, BT, BL	BA, BT, Attl, BehL	BT, BA, BL	PI	Brand Relationship	BA, Attl, BehL	BL	BL
<u>Scale</u>	7 points likert. 1- very strogly disagree; 7- very strongly	7 points likert. 1- very strogly disagree; 7- very strongly			7 Points likert scale. Madrigal 2001		5 point likert scale	5 point likert scale	
<u>Scale validation/Reliability</u>	Coefficient alpha	Cronbach's alpha	cronbach's alpha	Cronbach's alpha, CR	Cronbachs alpha	Cronbachs alpha			
<u>Convergent &amp; Discriminant validity</u>		AVE	AVE	CR, AVE	AVE				
<u>Factor analysis</u>	CFA: LISREL	CFA/AMOS 17.0	Yes: CFA, AMOS. Quiz, GF, AGFI, TLI, CFI, RMSEA		EFA (PAF): Range, mean, standard deviation, Kurtosis, Skewness	EFA (oblique rotation) + CFA.	CFA (CA, AVE, r2)	CFA LISREL	
<u>Averages</u>	No	YES. Comparison before and after (olympic games) and control group. Significance analysis	Hip testing with st coefficients; tvalue; sig						
<u>Modeling</u>	Yes. LISREL	Yes. AMOS	Yes. Structural Equation Modeling (SEM). AMOS	PLS	Pearson correlations and Multivariate statistical techniques	standardize path coefficient & T value. Fit indexes, RMSEA, CFI, quiz2, TLI, RNI	PLS using SmartPLS; Latent Variables correlation table	Yes. LISREL	Yes. SEM. Fit indexes: quiz2, GF, AGFI, CFI, NFI, RMSR)

Table 5: Literature Resume Analysis Methods (cont.)

	Madrigal 2000	Madrigal 2001	Dalakas and Levin 2005	Delgado-Ballester and Munuera-Aleman 2005	Olson 2010	Gwinner and Eaton 1999	Pope and Vages 1999*
<b>Constructs in analysis</b>	Team identification	Purchase intention	Attitude towards sponsoring brands	BT/BL	Sponsorship Attitude	Sponsorship fit	Purchase Intentions
<b>scale</b>	7 point likert scale	5 point likert scale	1-10	4 item Likert Scale	7 point likert scale		
<b>Scale validation/Reliability</b>		Cronbachs alpha		t value, SCR, cronbachs alpha	Cronbachs alpha		
<b>Convergent &amp; Discriminant validity</b>				AVE	AVE		
<b>Factor analysis</b>	CFA : LISREL + PRELIS.				CFA		
<b>Averages</b>	Yes. Mean + SD + Range	Regression analysis and means	Mean + SD	Mean+SD	factor loadings, t value	Mean + SD	Mean Differences
<b>Modeling</b>	Yes. Qui2, RMSEA, AGFI	SEM		Yes. Qui2, RMSEA, GFI, SRMR, CFI, NNFI	Yes. RMSEA, GFI, adj GFI, NFI		
<b>Hypothesis testing as core</b>	-	-	-	Yes. T value, estimate	Yes. Hypothesis path coefficients	Yes. MANOVA	

Hypothesis testing were developed according to figure 2 already referred in chapter 3 for the groups and contexts presented in figure 3 of chapter 4.1.

An Exploratory Factor Analysis (EFA), a Confirmatory Factor Analysis (CFA) and a SEM was conducted for each of the scenarios:

- T1: before any manipulation, for all the sample population
- T2F: after the music/event manipulation, for all those attending the event (music context manipulation/experiment group)
- T2NF: after the music/event manipulation, for all those not attending the event (music context control group)
- T3M: after the football manipulation (movie), for all those that watched the movie (football context manipulation/experiment group)
- T3NM: after the football manipulation (movie), for all those that did not watch the movie (football context control group)

For each of the above mentioned groups, a separate CFA was developed for the sponsoring brand and the non-sponsoring brand.

- Sponsoring brand in the music context: Super Bock
- Non-sponsoring brand in the music context: Sagres
- Sponsoring brand in the football context: Super Bock for SCP and FCP fans, Sagres for SLB fans
- Non-sponsoring brand in the football context: Sagres for SCP and FCP fans, Super Bock for SLB fans

In the T3 moment we are not evaluating Super Bock vs Sagres, we are evaluating Sponsor vs Non Sponsor, depending on the football club. For those that are from Sporting Clube de Portugal (SCP) or Futebol Clube do Porto (FCP), Sponsor is Super Bock and non-sponsor is Sagres; for those that are from SLBenfica, Sagres is the Sponsor and Super Bock the non-sponsor. Database was changed according to this principle.

#### 4.5.2 Questionnaire and Measurement Scales

The use of questionnaires is more anonymous than face-to-face interviews. Standardized questionnaires allow the response comparison across various groups and products. Results can be used as input to other methods such as interviews, focus groups and usability testing (Wilson, 2013).

A structured questionnaire is one of the most appropriate ways for conclusive research, assuring that those answering the questionnaire have the same questions and same scale (Dillman, 1978). Given these concepts, we must accurately adapt or adopt questions from existing instruments.

Items are questions about concrete elements that can be measured, constructs are a series of questions that cannot be measured directly and essentially represent the underlying concept. Concepts are the focus of the researcher study: the theoretical considerations of a certain phenomenon. Together, indicators and constructs represent the theoretical concepts to be studied such as for example communication effectiveness. Concepts are abstract and are embedded within the construct (Tuleja et al, 2011).

Internal consistency is implied within the reflective indicators, because measures must correlate. High correlations among the reflective indicators are necessary because they represent the same underlying theoretical concept. This means that all the items are measuring the same phenomenon within the latent construct (Davicik, 2014).

Regarding the quality criteria for survey measures and their consequences, the first quality criterion for survey items is to have a little item non response as possible. This is an obvious criterion because missing values have a disruptive effect on the analysis which can lead to results that are not representative of the population of interest (Saris and Callhofer, 2007).

Survey Translation is too often seen as a rather simple affair, not calling for great expenditure of time, expertise, or other resources. Relevance of survey translation quality to data quality is important and should be validated (Presser et al, 2004). It is recommended that an expert panel should review questionnaires (Macnamara and Collins, 2011) and a pre-test should be implemented to assure translation for validity purposes and to avoid translation bias (Wilson, 2013; Tuleja et al, 2011; Aieken, 2002).

In this thesis translation was validated by experts (university teachers) and alterations were proposed and applied in accordance to experts' inputs. Afterwards, questionnaire translation



was validated by a pre-test group with the insertion of an additional information in one of the questionnaire questions for the two Brands (addition of a limited premium percentage).

Considering the formulated hypothesis already presented previously and taking into consideration literature review, mainly research already developed in sponsorships effect in consumer brand relationships and purchase intention, and also adaptations validated by experts and by brand and company management, the questionnaire and items constructs were developed.

Survey questionnaire contained multiple items for each construct in order to enhance the overall reliability of measurement items. Most items were adapted from the existing literature. Attitudinal loyalty was measured from the items of Hwang and Kandampully (2012) in an adaptation from Chaudhuri and Holbrook (2001), from where also Brand Affect and Brand Trust construct items were considered. Purchase Intention items were considered based on Hung et al (2011) research work, taking as basis Chandon et al 2005, and also an adaptation from Madrigal 2001 considered in Malik et al (2013) research work.

In order to assure validity of constructs a minimum of three indicators per construct (Davicik, 2014) was selected. The fact that the survey used in this thesis is based on reviewed literature and that the list of items was submitted to an expert panel (managers and academics) contributes in a positive way to its validity, considering validity as translating accuracy and being the degree to which it measures what it is supposed to measure. Inputs from the expert panel were taken into consideration and a redesigned questionnaire was defined and later presented to the sample population (i.e., University Students), in a correct approach.

The draft pre-test took into consideration 14 items, representing four constructs: three from the consumer brand relationship literature that had been in literature adapted to the sponsorship research world, and the purchase intention construct. Selected questionnaire items and literature sources are presented in table 6.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 6: Literature Constructs and Sources

Literature Constructs	Literature	Source
Purchase Intention	I am more likely to buy products from an organization that sponsors the club	Adaptation from Madrigal 2001
	I have strong possibility to purchase the brand	Chandon et al 2005
	I would consider using the products or services of sponsors	Adaptation from Madrigal 2001
	I'm likely to purchase this brand	Chandon et al 2005
	I have high intention to buy this brand	Chandon et al 2005
Brand Trust	This brand is safe	Chaudhuri and Holbrook 2001
	this is an honest brand	Chaudhuri and Holbrook 2001
	I trust this brand	Chaudhuri and Holbrook 2001
Brand Affect	this brand gives me pleasure	Chaudhuri and Holbrook 2001
	This brand makes me happy	Chaudhuri and Holbrook 2001
	I feel good when I use the Brand	Chaudhuri and Holbrook 2001
Attitudinal Brand Loyalty	I will not switch to other Brand even though there are lots of other brand options	Chaudhuri and Holbrook 2001
	I will always use this brand	Chaudhuri and Holbrook 2001
	I am willing to pay more than any other brand to get this particular brand	Adaptation Chaudhuri and Holbrook 2001

After the translation validation and the pre-test correction of one of the attitudinal loyalty items (the one in last order of the below table), the final questionnaire is presented in table 7.

Table 7: Literature Items translation into Portuguese

Literature Constructs		Literature
Purchase Intention	Estarei disponível para comprar esta Marca	I am more likely to buy products from an organization that sponsors the club
	Tenho elevada possibilidade de comprar esta Marca	I have strong possibility to purchase the brand
	Irei considerar consumir esta Marca	I would consider using the products or services of sponsors
	É provável que eu compre Super Bock	I'm likely to purchase this brand
	Tenho elevada intenção de comprar esta Marca	I have high intention to buy this brand
Brand Trust	Esta marca é segura	This brand is safe
	Esta Marca é honesta	this is an honest brand
	Eu confio na Super Bock	I trust this brand
Brand Affect	Esta Marca dá-me prazer	this brand gives me pleasure
	Esta Marca faz-me feliz	This brand makes me happy
	Sinto-me bem quando consumo Super Bock	I feel good when I use the Brand
Attitudinal Brand Loyalty	Eu não vou mudar para outra Marca apesar de existirem outras opções	I will not switch to other Brand even though there are lots of other brand options
	Eu irei consumir para sempre esta Marca	I will always use this brand
	Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	I am willing to pay more than any other brand to get this particular brand

The chosen scale in this research was a 7-points Likert Scale (Churchill, 1979).

The Likert scale (frequently known as an ‘agree-disagree’ scale) was first published by psychologist Rensis Likert in 1932 (Brace, 2008). The techniques present respondents with a series of attitude dimensions (a battery) for each of which they are asked whether or how strongly they agree or disagree. Likert intention was that the statements would represent different aspects of the same attitude. Factor analysis can be used to create a factor score for each respondent on each of the underlying attitudinal dimensions.

According to Cunha (2007), a Likert scale is composed by a set of sentences (items), most commonly ask users to rate their agreement or disagreement within a set of statements that have been derived from pretesting and item analysis (Wilson, 2013), where in each one it is asked to the subject no manifest its agreement level with the sentence, from totally disagree (level 1) to totally agree (level 5, 7 or 11). The size of the scale can be expanded to seven points in greater differentiation to be attempted: Extremely Likely, Very Likely, Quite Likely, Neither Likely or Unlikely, Quite unlikely, Very unlikely, extremely unlikely (Brace, 2008).

There is little agreement as the optimum number of points on a scale. The only agreement is that it is between five to 10. Seven is considered the optimum number by many researchers (Brace, 2008; Saris and Callhofer, 2007; Bradburn et al, 2004; Krosnick and Fabrigar, 1997) and most research scales used were 7 point Likert Scale (Wang et al, 2011). As for example, the 7-points Likert scale (1- strongly disagree; 7- strongly agree) were used in Hwang and Kandampully (2012) research and in Agarwal et al (2011), for the same CBR constructs selected in this thesis.

In questionnaire design less is often more because long questionnaires can become counterproductive. Most researchers agree that anything that is more than 4-6 pages long and requires over half an hour to complete may be considered too much of an imposition (Dornyei, 2003). Questionnaire used in the research thesis was a one-page memo.

The questionnaire design followed Dornyei (2003) when stating that questionnaire font should be space-economic (11 or 12 point times new roman) and utilizing the whole width of the page, for example by printing the response options next to the questions and not below.

The instructions followed literature recommendation (Dornyei, 2003; Bradburn et al, 2004). It had in the top part reference to the name (first and last), gender and date of birth and date of the survey. It also included general Instructions (or opening greeting at the beginning of the questionnaire) and specific instructions introducing each new task. General Instructions referred to i) what the study was about and why it is important and useful; ii) The organization responsible for conducting the study; iii) Emphasizing that there are no right or wrong answers, requesting honest answering; iv) confidentiality assurance; v) ending with a thank you. Instructions were highlighted and specific instructions were introduced since they have a very important role in to explaining the rating scale, explaining what each number states for, indicate that the “x” should be included in the box that best indicates the extent to which a person agrees or disagrees with the statement. In Figure 19 of the appendix it is presented the questionnaire introduction.

The fact that beer brands are being the studied brands, only beer consumers could be included, and therefore a question concerning beer consumption was included and those answering negatively were excluded from analysis. Question was: “did you consume beer at least once in the last year?”.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Each question was marked with an Arab figures and result questions like 1a, 1b, in section I. Questions should be numbered since standard programs for computer-assisted interviewing require that all questions be numbered. Also i) first numbering questions can alert either the respondent or the interviewer that a question has been skipped. Thus, a respondent or the interviewer who answers question 2 and then starts to read question 4 realizes that question 3 has been skipped and goes back to it; ii) a small number of questions will suggest to potential respondents that the task is not too difficult and will not take too much of their time if they agree to participate (Bradburn et al, 2004).

The questionnaire ended with a 'Thank You' (Bradburn et al, 2004).

### 4.5.3 Sample

Sample in this thesis includes: i) two randomized groups for the music context/scenario: control group and group where the manipulation was applied (in this situation the music event/party); ii) two randomized groups for the football context/scenarios: control group and group that suffered manipulation (in this situation watching a football movie).

Since the music event was the students' academy yearly music party (between 5000-7000 students), and football context/scenario for comparison reasons had to include same sample typology, the thesis recurred to an ISCTE students sample, randomly selected as a total and also randomly assigned between control group and non-control group.

Data was collected using the cluster sampling method which consists of selecting elements of random chosen clusters, therefore, the classes were chosen in a random way and all students of these classes were asked to answer the questionnaire. Data was collected in two different periods, being T1 the first period before any manipulation (Music or Football). After Manipulation, music scenario/context had the designation T2 and the football scenario/context the designation T3. Students represented classes from 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> year and Masters, representing marketing and management, social sciences and computer science.

T1 sample was selected in the end of the month of September and only those consuming beer in the previous year could be considered.

Selection between those attending or not the music event/party was determined by inserting a question related to this event: "were you present in the students' association music party at the 25<sup>th</sup> of October?". Those answering positively were assigned to the manipulation group (non-control group) and those that answered negatively were considered to be included in this scenario control group. Questionnaire and sample selection between control group (T2NF) and manipulation group (T2F) was done during the week following the party/event.

When considering the football context/scenario, random classes were assigned to visualize the sponsoring goals movie and those attending were assigned to the manipulation (non-control) group and those non attending were considered this scenario control group. Sample randomized selection between control group (T3NM) and manipulation group (T3M) was done several months after the music event to avoid any possible effect from that event in the answers. Each of the questionnaires had a question concerning football club association, and only questionnaires from those fans of Sporting Clube de Portugal (SCP), Futebol Clube do Porto

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

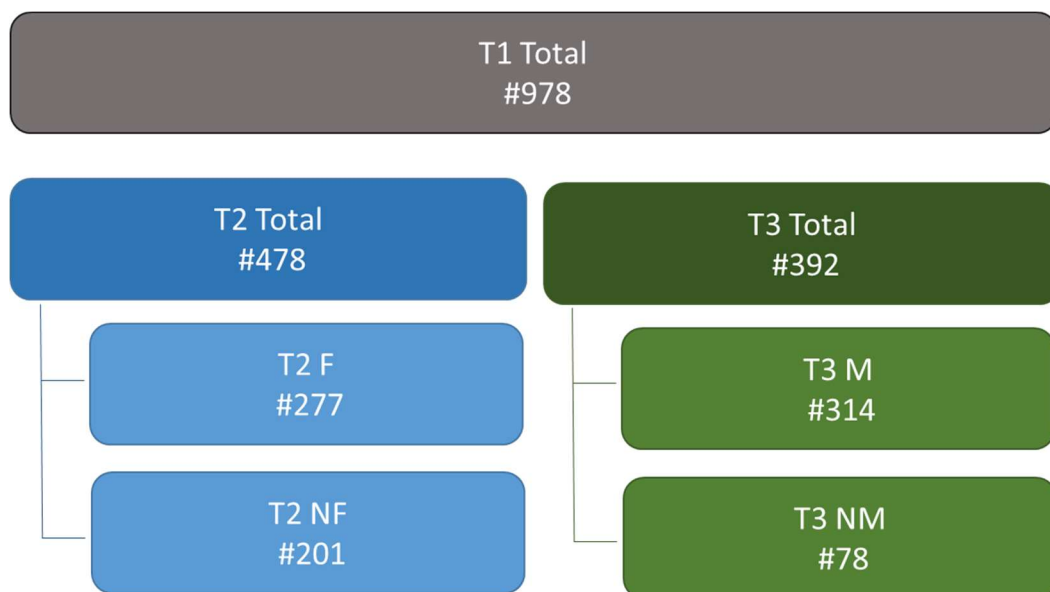
(FCP) and Sport Lisboa e Benfica (SLB) were considered, since those were the only clubs referred in the movie.

There is a positive note in randomization to be addressed. We can be more certain that any differences between the intervention group and the control group with respect to the apparent effect of the intervention, can be attributed to the intervention and not the group differences (Robson et al, 2001).

Population to be addressed is the young beer consumers. The random assigned sample allows generalization concerning the ISCTE students' population, including MBA Students allowing quality info and inexpensive. Typical use of college students in much psychological research is primarily a matter of convenience, however global youngsters' generalization must be considered with limitations.

Below, in figure 5, is presented a resume of all the beer consumers questionnaires collected and analysed in each period of time for each one of the groups: Total T1, T2 Total, T2 attending the party/event (T2 F, music manipulation group), T2 non attending the party/event (T2 NF, music control group), T3 Total, T3 attending the movie (T3 M, football manipulation group) and T3 non attending the movie (T3 NM, football control group).

Figure 5: Resume questionnaire answers per group considering beer consumers



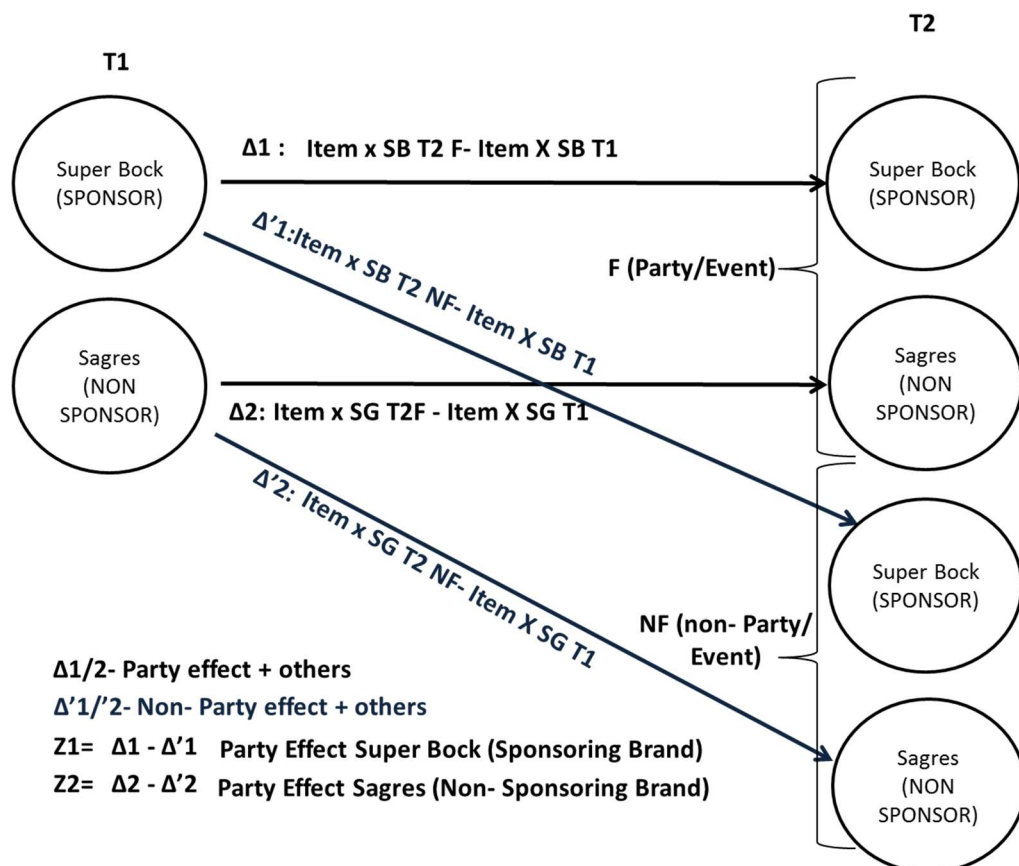
#### 4.5.4 Methods of Analysis

In this Phase II quantitative work frame, there were three steps in this quantitative analysis method: 1) a pretest and an EFA analysis; 2) the Hypothesis testing taking as base analysis comparison between mean scores recurring to SPSS, 3) the SEM modeling correlations analysis with SPSS Amos.

Data collected using the questionnaire was therefore inserted in the SPSS program (Statistical Package for the Social Sciences) version 20. When developing and testing SEM (Structural Equation Modelling) the statistical software used was SPSS Amos, version 20.

Analysis developed followed the below referred scheme presented in figures 6 and 7 for the two sponsoring contexts/scenarios for the different time frames and the control group and manipulation groups:

Figure 6: Hypothesis Testing Music Context/Scenario





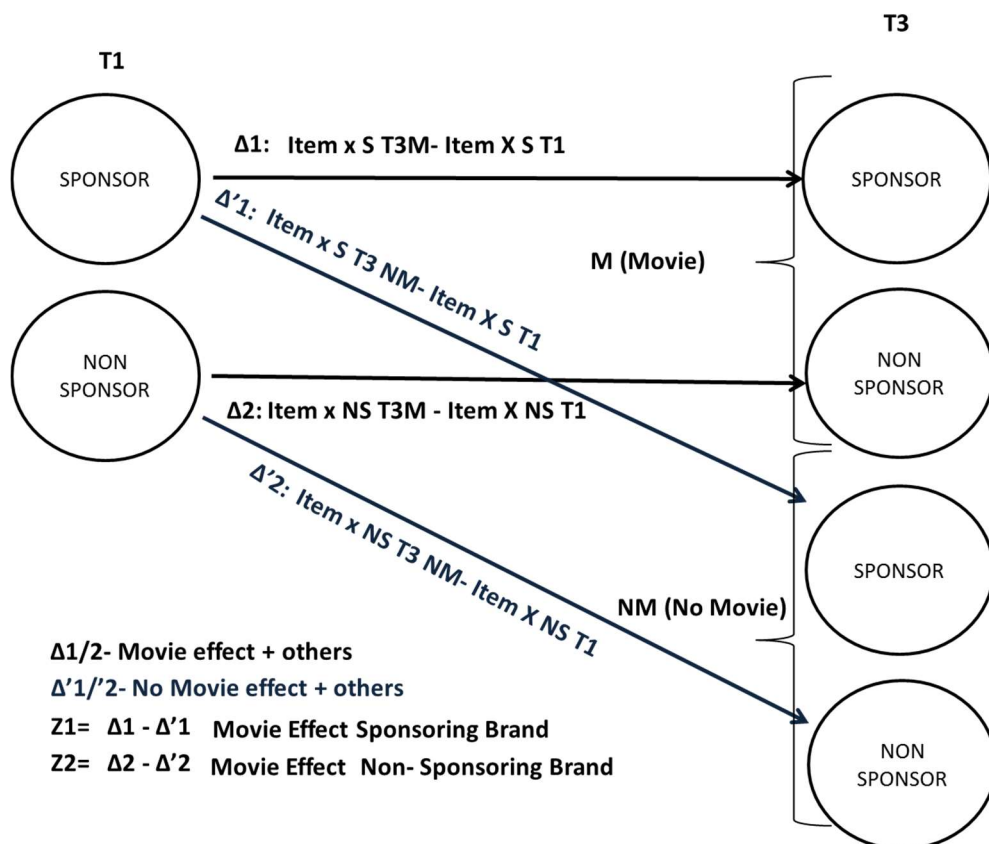
## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

In each of the arrows in figure 6 is presented the calculation analysis developed for each of the construct items (referred as Item x). For example, when considering the Sponsor music party effect, the result for a selected construct item “x” for the individual attending the party (manipulation/experiment group) is deducted from the result of the same item “x” before attending the party (paired sample t test, for the same individual and is presented as  $\Delta 1$ : Item x SB T2F – Item x SB T1.

Same consideration was applied for the non sponsor for those attending the party/event ( $\Delta 2$ , non sponsor manipulation/experiment group), for the sponsor brand for those non attending the event ( $\Delta' 1$ , sponsor control group) and for the non-sponsoring brand for those non attending the event (non sponsor control group).

In order to calculate and isolate the sponsoring effect, results must be corrected taking into consideration the control group, by calculating Z1 for the Sponsor Brand and Z2 for the Non Sponsor Brand (independent sample t test).

Figure 7: Hypothesis Testing Football Context/Scenario



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

In each of the arrows in figure 7, as well as in figure 6 for the music sponsoring context, is presented the calculation analysis developed for each of the construct items (referred as Item x) for the football context where “S” is the sponsor brand and “NS” the non sponsoring brand for each football club: if FCP or SCP Fan “S” stands for Super Bock; if SLB Fan “S” stands for Sagres.

In each sponsoring context, two types of t tests were developed: two-samples t test for paired samples (to analyse the  $\Delta$  effects represented in each scheme figure 6 and 7) and two-sample t test for independent samples (to analyze the Z effects when comparing manipulation/experiment group with the control group).

An Exploratory Factor Analysis (EFA), a Confirmatory Factor Analysis (CFA) and a SEM was conducted for each of the scenarios:

- T1, T2F, T2NF, T3M, T3NM, each one for the Sponsoring Brand and for the Non Sponsoring Brand. In the T2 scenarios the Sponsoring Brand is Super Bock and the non-sponsoring is Sagres.

#### 4.5.5 Pre-test and EFA

Pilot study was developed to validate the construct validity (Agarwal et al, 2011). Results quality are partially dependent on the measurement instrument (questionnaire) reliability and validity. Therefore, in order to construct the questionnaire several sources were considered: 1) literature review concerning the variables and constructs that build the model, 2) adoption and adaptation of measures already presented in literature, 3) questionnaire validation according to Dilman's (1978) proposal since it was validated by management (potential data users). This validation had several steps: the first one was covered during qualitative interviews where questionnaire was validated and results expectations were analysed, in a second step, academics (experts) validated the questionnaire and its translation with constructive input changes, and in a third step a pre-test to several student classes was developed and inputs were collected.

No changes in the questionnaire were suggested by brand and company managers, however slight translation changes were proposed by academics: insertion of brand names in some of the items questions to assure brand identification, and some easier synonymous changes in order to facilitate reading.

Pre-test was developed in 129 students from three different computer engineering classes from the first and third year, during the month of September 2014. From those, the 103 that do not avoid beer were analysed in order to assess items reliability and construct validity.

An important part of the questionnaire design process is to determine how long it takes to fill out the questionnaire (Wilson, 2013). It was done during pilot testing being maximum filling time of 15 minutes and average from 5 to 10 minutes.

After the pre-test and as per students' suggestions, the premium price was quantified (5%) in the related item question of Brand Attitudinal Loyalty.

Factorial design and analyses has great flexibility for exploring and enhancing the treatment and is an efficient design allowing combination of several studies in one and also examination of the interaction effects. Factor analysis is widely used to test construct validity, usually using EFA (exploratory Factor Analysis) in a pilot study and CFA (Confirmatory Factor Analysis, content and criterion validity) is applied to validation studies and can confirm the results obtained through EFA (Ferreira et al, 2010).

EFA in construct validity is used to understand the structure of a set of items, constructing a questionnaire to measure the variables reducing data set to a more manageable size while retaining as much of the original information possible. Construct validity evidence involves the empirical and theoretical support for the interpretation of the construct (Martinez and Ferreira, 2010). In other words, Factor Analysis is frequently used in the determination of metric qualities in a scale, allowing the description of a pool of items in constructs with common elements between them (Martinez and Ferreira, 2010). Also Factor Analysis is commonly applied when data is collected through a survey, especially when the survey contains a large number of items/variables detecting possible relationships between those variables of interest (Dimsdale and Kutner, 2004).

EFA is an organizing tool (Conway and Huffcutt, 2003) that can be useful for defining measures and in some cases testing hypothesis and for scale development (Martinez and Ferreira, 2010). It generally has two steps (Nunnally and Bernstein, 1994). The first solution condenses the variance shared among variables and typically defines the number of factors. As initial factors are difficult to interpret, a second stage of rotation makes the final results more interpretable.

An exploratory analysis defines factors in the purely mathematical terms of best fit. It tends to be stepwise (data driven) vs direct (theory driven). The goal is to explain the most variance with the smallest number of factors. After condensation the factors are usually transformed by rotation. A rotated factor is simply a linear combination of the initial factors.

Factor Analysis studies aspects related to covariances. EFA objective allows exploring several variables and assembling them according to their affinity parameters, condensing the initial information. It is of crucial importance to decide the number of factors to extract. In the end, there should be some reflection about the possibility of extraction of new factors in the components matrices.

EFA is an excellent technique in the scale development to measure certain factors or variables. In opposition to the CFA, the researcher has no beginning expectations in what concerns the number of factors that can be extracted. It is used to: i) inform and validate the results of a scale valuation; ii) to develop a theory having into consideration the construct nature; iii) to summarize relations in a way that a parsimonious set of factors can be used in future analyses (this is the case of this study and therefore it was well applied) (Martinez and Ferreira, 2010).

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Solutions were estimated by the maximum likelihood estimation method for two, three and four factors, both for the Super Bock questions as the Sagres ones. The rotation method used generally in all the analysis was oblimin since factor correlation is intended.

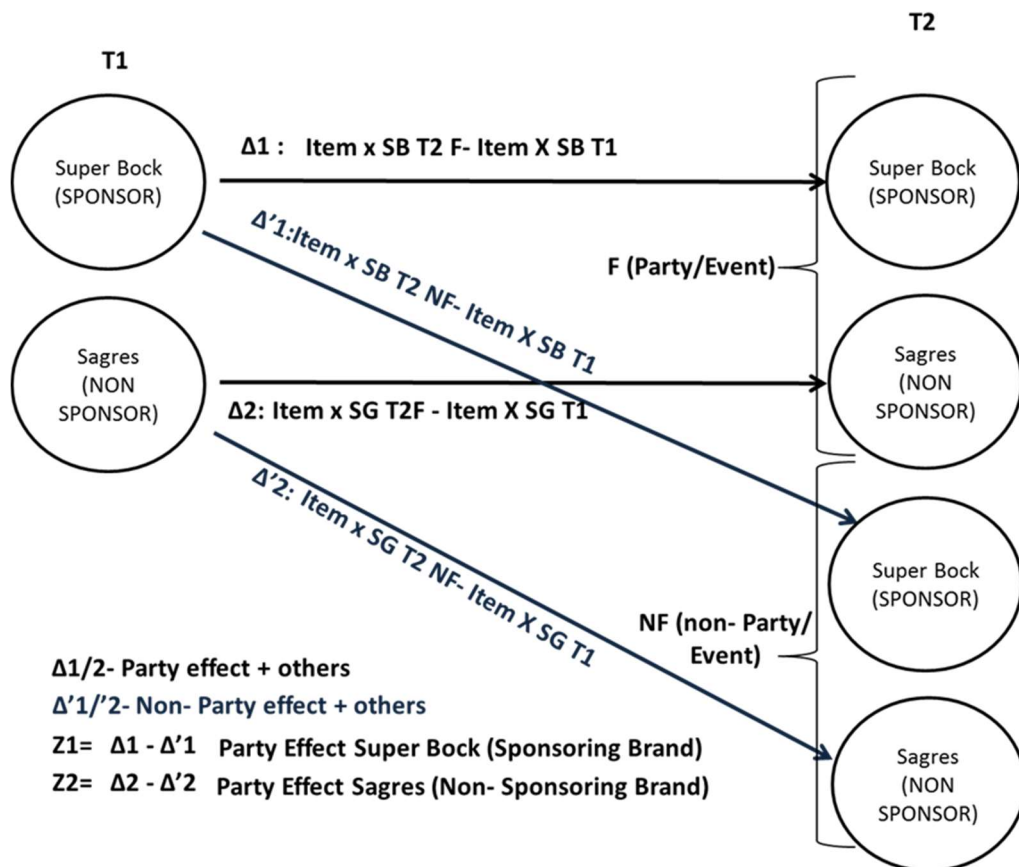
Regarding the solution rotation, given a number of factor greater than one, the factors are usually rotated to find a more interpretable solution. Simple structure means that each factor has a subset of variables with high loadings and the rest with low loadings, and that each variable has high loadings on only one factor and low loading on the rest. Two basic types of analytical rotations can be used to reach a more interpretable solution: orthogonal rotation, forcing uncorrelated factors and oblique rotation allowing correlated factors. In the latest the direct Oblimin was the one used in the study (Conway and Huffcutt, 2003) for the already mentioned reason.

### 4.5.6 Hypothesis Testing

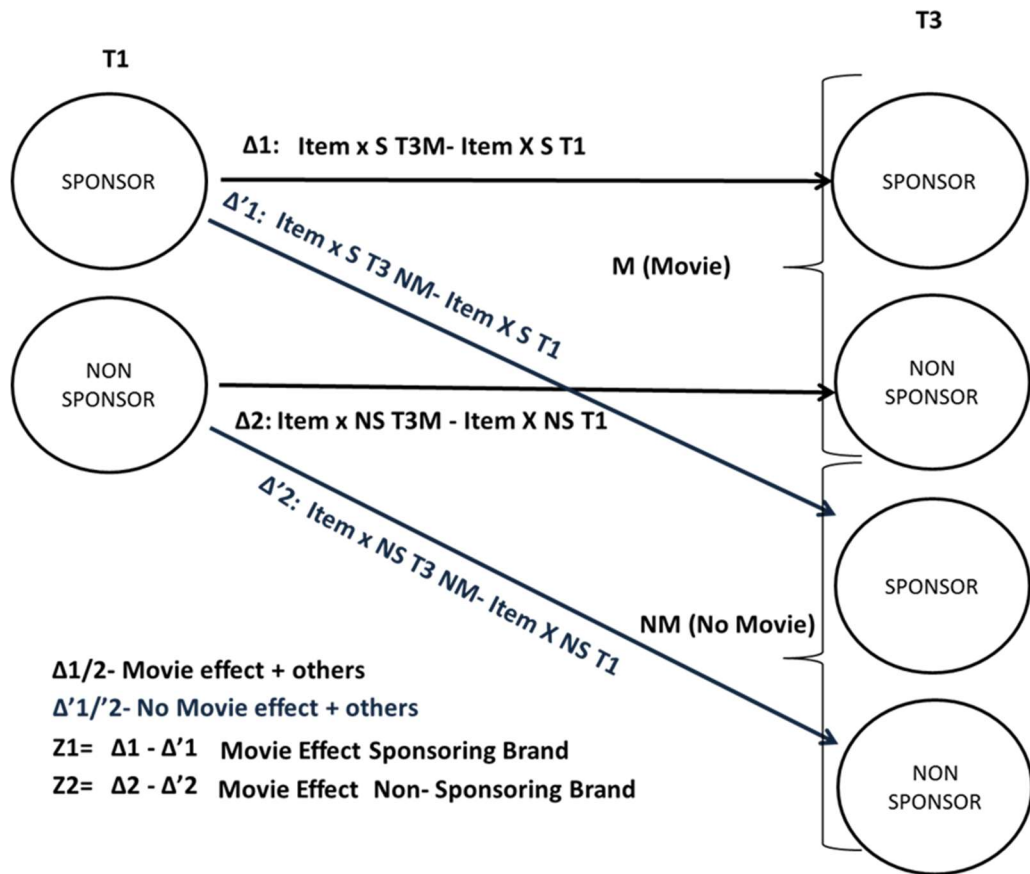
Hypothesis analysis research resume of different context sponsorship effect in mutualism and antagonism.

The analysis developed in order to validate hypothesis and assure that the effect (positive or negative) is only due to the sponsorship/manipulation and all the other outside effects are discarded when comparing with T1 (time effect) and control group (other structural effects), is presented below, in the already presented figures 6 and 7 of chapter 4.5.4 and replicated below, respectively considering Music Sponsorship and Football Club Sponsorship.

Replication Figure 6: Music Sponsorship Effect Analysis



Replication Figure 7: Football Club Sponsorship Effect Analysis



Expected results for each of the hypothesis developed are the following:

**Hypothesis 1 (H1)- Football Club Sponsorship has a positive effect in the Mutualism cluster of the BCBR Model for the club sponsoring brand**

Calculations are based on Figure 7 for the sponsoring brand and CBR constructs, namely for  $\Delta 1$ ,  $\Delta'1$  and ultimately  $Z1$ , the isolated sponsoring effect.

For the CBR Brand Affect, Brand Trust and Brand Attitudinal Loyalty, constructs show positive valid  $Z1$  values for the sponsorship of the football club Formula 1, also considering Formula 2 and Formula 3.

Formula 1:  $Z1T3 = \Delta 1 \text{ Movie} - \Delta'1 \text{ No Movie}$ , for the T3 Context Scenario

Formula 2:  $\Delta 1 \text{ Movie} = \text{Item after manipulation in T3} - \text{Item before manipulation in T1}$ , for the sponsor or sponsoring brand

$\Delta 1$  translates the variation effect after sponsoring and before sponsoring. However, in order to assure that any variation is only due to sponsoring and no other external effect, the same variation of both different time frames have to be deducted for those non attending manipulation (control group):

Formula 3:  $\Delta'1$  no movie= Item in T3 (without manipulation)- Item in T1, for the sponsoring brand

**Hypothesis 2 (H2)- Football Club Sponsorship has a positive effect in purchase intention for the club sponsoring brand.**

Same calculation as for H1 were developed, but applied to the purchase intention construct items with positive Z1 values, being valid Formula 4.

Formula 4:  $Z1T3 = \Delta 1_{\text{movie}} - \Delta'1$  no movie, for the purchase intention items

**Hypothesis 3 (H3)- Football Club Sponsorship has a positive effect in the Antagonism cluster of the BCBR Model for the rival club sponsoring brand.**

Calculations are based on Figure 7 for the non-sponsoring brand and CBR constructs, namely for  $\Delta 2$ ,  $\Delta'2$  and ultimately Z2.

In order to evaluate the antagonism, brand to be analysed is the sponsoring brand of the rival club or in this case the non-sponsoring brand of the fans club. Z2 should present negative figures for the non-sponsoring Brand (or rival sponsoring Brand) taking into consideration Formula 5 Formula 6 and Formula 7.

In H3, constructs evaluated are the CBR constructs. Brand Affect, Brand Trust, Brand Attitudinal Loyalty.

Formula 5:  $Z2T3 = \Delta 2$  Movie- $\Delta'2$  No Movie for the T3 context/scenario, for the non-sponsoring brand

Formula 6:  $\Delta 2$  movie= Item after manipulation in T3- Item before manipulation in T1, for the non-sponsoring brand

$\Delta 2$  translates the variation effect after sponsoring and before sponsoring for the non-sponsoring brand. However, in order to assure that any variation is only due to the sponsoring of the rival



club (called in the analysis as non-sponsoring) and no other external effect, the same variation of both different time frames have to be deducted for those non-attending manipulation (control group).

Formula 7:  $\Delta^2$  no movie = Item in T3 (without manipulation)- Item in T1, for the non-sponsoring brand (or rival sponsoring brand)

**Hypothesis 4 (H4)- Football Club Sponsorships has a negative effect in purchase intention for the rival sponsoring brand.**

Same calculations developed for hypothesis H3 but applied to the purchase intention construct items taking into consideration Formula 8 where Z2 should present negative results.

Formula 8:  $Z2T3 = \Delta 2 - \Delta^2$ , for the Purchase Intention Items

**Hypothesis 5 (H5)- Music sponsorship has a positive effect in the Mutualism Cluster of the sponsoring Brand.**

Same analysis for the H1 but in the Music/party scenario. Calculations are therefore based on Figure 6 for the sponsoring brand and CBR constructs, namely for  $\Delta 1$ ,  $\Delta^1$  and ultimately Z1, the isolated sponsoring effect for the Music context.

For the sponsoring brand concerning the CBR constructs Brand Affect, Brand Trust and Brand Attitudinal Loyalty, constructs show positive valid Z1 values for the sponsorship of the Music event context Formula 9, taking also into consideration Formula 10 and Formula 11.

Formula 9:  $Z1T2 = \Delta 1$  party/event -  $\Delta^1$  no party/no event, for the sponsoring brand (Super Bock)

Formula 10:  $\Delta 1$  party/event= Item after manipulation in T2- Item before manipulation in T1, for the sponsoring brand (Super Bock)

$\Delta 1$  translates the variation effect after sponsoring and before sponsoring and to assure that any variation is only due to the sponsoring, it must be considered deduction for those non attending the party/event (control group).

Formula 11:  $\Delta'1$  no party/event = item in T2 (without party attendance)- item in T1, for the sponsoring brand

**Hypothesis 6 (H6)- Music sponsorships has no effect in the Antagonism Cluster of the non-sponsoring brand.**

Calculations are based on Figure 6 for the non-sponsoring brand (in this case Sagres) and CBR constructs (Brand Affect, Brand Trust, Brand Attitudinal Loyalty), namely for  $\Delta 2$ ,  $\Delta'2$  and ultimately Z2 with no negative figures expectations.

Formulas to be considered are Formulas 12 and 13.

Formula 12:  $Z2T2 = \Delta 2$  party/event -  $\Delta'2$  no party/no event, for the non-sponsoring brand (Sagres)

Formula 13:  $\Delta 2$  party/event= Item after manipulation/party in T2 – Item before manipulation in T1, for the non-sponsoring brand (Sagres)

**Hypothesis H7 (H7)- Music Sponsorships has a positive effect in purchase intention of the sponsoring brand.**

Same calculations as for the H5 hypothesis recurring to Formulas 9, 10 and 11, but applied to the purchase intention construct items with positive Z1 values expected.

**Hypothesis H8 (H8)- The Mutualism cluster effect for the Sponsoring brand is stronger in the football context when comparing with the music context**

Direct results comparison from H1 and H5 calculations showing H1 higher Z1 values.

**Hypothesis H9 (H9)- H9: There is a strong correlation between Brand Affect and Brand Attitudinal Loyalty**

Comparison between Brand Affect construct and Brand Attitudinal Loyalty construct of the following values:

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Z1 and Z2 in both contexts/scenarios

Also variation on correlations between both constructs should be analysed for both scenarios via SEM.

- NOTE: In the T3 moment we are not evaluating Super Bock vs Sagres, we are evaluating Sponsor vs Non Sponsor, depending on the football club. For those that are from Sporting Clube de Portugal (SCP) or Futebol Clube do Porto (FCP), Sponsor is Super Bock and non-sponsor is Sagres; for those that are from SLBenfica, Sagres is the Sponsor and Super Bock the non-sponsor. Database was changed according to this principle.

#### **4.5.7 The Option for SEM Model**

Structural models in management are statistical specifications and estimations of data and economic and/or management theories of consumer or firm behavior (Davcik, 2014). Structural modelling tends to explain optimal behavior of agents and to predict their future behavior and performances.

Structural Equation Modelling (SEM) is a statistical methodology that undertakes a multivariate analysis of multi-causal relationships among different independent phenomena grounded in reality. This technique enables the researcher to assess and interpret complex interrelated dependence relationships as well as to include the measurement error on the structural coefficients (Davcik, 2014; Ringle et al, 2012; Hair et al, 2010; MacKensie, 2001). SEM can be understood as theoretical empiricism because it integrates theory with method and observations (Davcik, 2014; Bagozzi, 1984). SEM has multiple causality or dependence relationships between independent variables and dependent variables, and some of the variable models can be latent variables, i.e., not directly measurable (Hair et al, 2010; Pereira, 2008).

SEM presents two distinct components. One regards the structural or regression component, consisting in a model similar to simultaneous equations econometric models, with the exception of latent variables possibility, the other concerns the measurement component or confirmatory factor analysis that is able to establish the relation between latent variables and its measurement indicators (Hair et al, 2010).

Latent variables can be referred as the operationalization of the construct since it cannot be measured by itself but recurring to items or indicators. Via SEM it is possible to simultaneously estimate several multiple regression equations (Hair et al, 2010).

When using SEM methodology it is possible to determine the specification of the relations between theoretical constructs and the observed variables that constitute the construct. It is also possible the correlation between constructs without deviation due to measurement errors.

SEM examines the structure of interrelationships expressed in a series of equations. Two SEM streams have been recognized in a modern management research practice The first one is the classical SEM approach (CBSEM) also known by different names including covariance structure analysis and latent variable analysis- which utilizes software such as LISREL or AMOS (Davcik, 2014; Hair et al, 2010; Henseler et al, 2009). This is the one applied in the

thesis, recurring to the Amos software. Another stream is known in the literature as PLS or component-based SEM (VBSEM), (Henseler et al, 2009). This stream is based on application of least squares using the PLS algorithm with regression-based methods or generalized structured component analysis which is a fully informational method that optimizes a global criterion (Davcik, 2014). VBSEM intends to explain variance, prediction of the construct relationships while CBSEM is based on the covariance matrices; i.e., this latter approach tends to explain the relationships between indicators and constructs and to confirm theoretical rationale that was specified by a model (Davcik, 2014).

CBSEM is considered a confirmatory method that is guided by theory rather than by empirical results because it tends to replicate the existing covariation among measures, analysing how theory fits with observations and reality. CBSEM is theory oriented and supports the confirmatory approach in the analysis, while VBSEM is primarily intended for predictive analysis in cases of high complexity and small amounts of information.

Researchers usually use multiple measures because a single measure cannot adequately capture the essence of the management phenomena (Davcik, 2014; Bollen, 1984, Curtis and Jackson, 1962), it is necessary to prove that the method of measurement is correct (Davcik, 2014; MacKensie et al, 2005; Nunnally and Bernstein, 1994) and it is necessary to use a minimum of three indicators per construct in order to be able to identify a model in the CBSEM set-up (Davcik, 2014; Anderson and Gerbing, 1988). Researcher has to estimate the model that accurately, validly and reliably represents the relationship between indicators and latent constructs in the structural models. Research bias may arise if the researcher uses very few indexes.

Constructs in behavioral studies, like the study in this thesis based on attitudes and purchase intention, that are based on psychometric analysis of factors such as attitudes, consumer intentions, are seen as underlying factors that confirm a specific theory. The researcher should start the conceptual examination from the CBSEM point of view (Davcik, 2014).

In this thesis, there is an aim to test the relations amongst constructs based in theory and in light with a new model. The only hypothesis that has no basis in literature is H9, that was defined in management interviews discussions, and therefore it has a more exploratory nature. This hypothesis, together with all the remaining eight, leads us to select the SEM method based on covariance structures, i.e, CBSEM.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Several Methods of estimation were used to estimate the different models (maximum likelihood, ADS, GLS). The maximum likelihood was the one presenting best adjustment results. It is considered to be one of the estimation method in literature as being consistent, efficient, scale invariant and scale free (Hair et al, 2010).

#### 4.5.8 Confirmatory Factor Analysis

Proponents of CFA believe that researchers need to have a strong theory underlying their measurement model before analysing data (Hurley et al, 1997). CFA is often used in data analysis to examine the expected causal connections between variables according to that theory. Supporters of EFA believe that CFA is over applied and used in inappropriate situations (Hurley et al, 1997). Despite the rhetoric to the contrary, some researchers believe that CFA is still being used with little theoretical foundation, and that reviewers may be requiring CFA where a simpler alternative would be as or more appropriate (Hurley et al, 1997). EFA is often considered to be more appropriate than CFA in the early stages of scale development because CFA does not show how well your items load on the non-hypothesized factors.

In the CFA factors are defined directly and the intent is to have the factors incorporate the properties that have been hypothesized and then determine how well these fit the data (Nunnally and Bernstein, 1994).

The goal is to explain the most variance with the smallest number of factors. Technically the researcher wants to minimize the difference between the estimated and observed covariance matrices (Schreiber et al, 2006) and seeks to determine if the number of factors and the loadings of measured variables (indicators) on them conform to what is expected on the basis of pre-established theory. A line of research would start out with studies utilizing EFA while later work would show what can be confirmed (Hurley et al, 1997).

In summary CFA is a confirmatory technique and it is theory driven. Hence, the planning of the analysis is driven by the theoretical relationships among the observed and unobserved variables. When a CFA is conducted the researcher uses a hypothesized model to estimate a population covariance matrix. After scale construction the scale feasibility and consistency assessment and of its indicators are taken into account through CFA. Therefore, CFA is indispensable to better evaluate constructed scales, namely in what concerns the following properties:

- i) Unidimensional, a reliability assumption in order to confirm the unidimensional of the latent variable. It should demonstrate that indicators are measures simultaneously reliable and valid, and therefore there is only one construct/dimension defined for a determined set of indicators, i.e. an evidence of a good fit only to this construct/dimension;

- ii) Reliability or internal consistency, i.e. the degree to which a set of latent variables (or constructs) is consistent with its measures. Reliability is the measure that states that it produces similar results under consistent conditions. It is evidenced by the Squared Multiple Correlation ( $R^2$ ), Cronbach's Alfa ( $\alpha$ ) or composite reliability (CR). The Composite Reliability (CR) evaluates the overall reliability of a collection of heterogeneous but similar measures. Values of CR should be recommended higher than 0.6 for all constructs. Another complementary construct reliability measure is the average variance extracted (AVE), proposed by Fornell and Larcker (1981), which measures the variance proportion of the set of indicators of one latent variable that is explained by that latent variable in relation to the amount of variance due to measurement error. Literature recommends that the AVE values should be higher than 0,5, assuring that at least 50% of the variance is explained by the latent variable;
- iii) Nomological validity, i.e. the degree to which a construct behaves as it should within a system of related constructs (Netemeyer et al. 2003). This property was assessed by empirically evaluating the relationships between the CBR constructs and the purchase intention.
- iv) Convergent validity - Convergent validity is the extent to which the measure is similar to (converges on) other measures that it theoretically should be similar to. In other words, it refers to the degree to which two measures of constructs that theoretically should be related, are in fact related. It is evaluated through the weight of the items in each construct (loadings) and the t values and significance levels associated to these loadings;
- v) Discriminant validity - Discriminant validity (AVE) represents the distinctive difference among the constructs. In other words, discriminant validity shows the degree to which the indicators for each of the constructs are different from each other (Davicik, 2014; Bagozzi and Phillips, 1982). Researchers can assess the discriminant validity by examining the level of correlations among the measures of independent constructs. A low intra-construct correlation is a sign of discriminant validity. The average variance extracted (AVE) for each construct should be greater than the squared correlations between the construct and all the other constructs in the model in order to ensure the discriminant validity (Davicik, 2014; Fornell and Larcker, 1981).



Values of both the Construct Reliability and the Average variance extracted (AVE) were computed using the following formulas 14 and 15 (Fornell and Larcker, 1981).

Formula 14: Construct Reliability Formula (CR)

$$\text{construct reliability} = \left( \sum \lambda_i \right)^2 / \left( \left( \sum \lambda_i \right)^2 + \sum \text{var}(\varepsilon_i) \right)$$

Formula 15: Average Variance Extracted Formula (AVE)

$$AVE = \sum \lambda_i^2 / \left( \sum \lambda_i^2 + \sum \text{var}(\varepsilon_i) \right),$$

where  $\lambda_i$  is the standardized factor loading estimates for the factor and  $\text{var}(\varepsilon_i)$  the error variance associated with the individual indicators.

As a note concerning Cronbach's alpha it is a reliability measure since it assures that the construct measures what the researchers want to measure, i.e., that the construct is reliable for what we want to study namely in terms of internal consistency. It tests all the possible correlations and, in a scale of 0-1, accepted values must be higher or equal to 0,7. The higher the value, lower the variance (Hung et al, 2011). Cronbach's alpha of each latent variable for all sources types is greater than 0,8 which indicates that the measurement variables are reliable (Agarwal et al, 2011; Nunnally and Bernstein, 1994).

Taking into consideration all the above mentioned, a CFA was conducted for each of the following scenarios as mentioned in chapter 4.5.1:

- T1: before any manipulation, for all the sample population
- T2F: after the music/event manipulation, for all those attending the event (music context manipulation/experiment group)
- T2NF: after the music/event manipulation, for all those not attending the event (music context control group)
- T3M: after the football manipulation (movie), for all those that watched the movie (football context manipulation/experiment group)
- T3NM: after the football manipulation (movie), for all those that did not watch the movie (football context control group)

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For each of the above mentioned groups, a separate CFA was developed for the sponsoring brand and the non-sponsoring brand.

- Sponsoring brand in the music context: Super Bock
- Non-sponsoring brand in the music context: Sagres
- Sponsoring brand in the football context: Super Bock for SCP and FCP fans, Sagres for SLB fans
- Non-sponsoring brand in the football context: Sagres for SCO and FCP fans, Super Bock for SLB fans

#### 4.5.9 Model Fit Measures to CFA/SEM

Most statistical methods only require one statistical test to determine the significance of the analyses. However, in CFA, several statistical tests are used to determine how well the model fits to the data. A “good model fit” indicates that the model is plausible. When reporting the results of a confirmatory factor analysis, one is urged to report: a) the proposed models, b) any modifications made, c) which measures identify each latent variable, d) correlations between latent variables, d) any other pertinent information, such as whether constraints are used. Though several varying opinions exist, it is generally accepted the reporting of the Chi-squared test, the Root Mean Square Error of Approximation (RMSEA) and the Comparative Fit Index (CFI) (Wang et al, 2011; Jarvis et al, 2004).

In a first phase, it should be evaluated the examination if causal relationships and goodness of fit between the hypothesis model and the observed data. A second phase involves model modifications in order to obtain the model with a better fit or more parsimonious estimations (Davcik, 2014).

According to Ferreira et al (2010), the lower the qui-squared the higher the adjustment or better fit, i.e. smaller difference between expected and observed covariance matrices.

The Goodness-of-Fit Index (GFI) compares the similarity of the observed (sample) and estimated (model) correlation, covariance or mean sum of product matrices and Normed Fit Index (NFI), CFI and GFI compare the differences between the substantive and the worst (null) models (Wang et al, 2011; Nunnally and Bernstein, 1994). NFI analyses de discrepancy between the qui-squared value of the hypothetic model and the value of the null model and has to present value higher than 0,9 as for the CFI. CFI analyzes the model fit by examining the discrepancy between the data and hypothesis model.

The Tucker-Lewis Index (TLI) is a non-normed fit index (NNFI), a parsimony adjusted index that adjusts NFI also compares the proposed model with the null model and recommended values should be above 0,90 (Cheung and Rensvold, 2002; Hu and Bentler, 1998).

According to Hevey et al (2010) the RMSEA is a parsimony adjusted index that corrects the model complexity and must present, for an ideal fit, values lower than 0,5 (Arbuckle, 1999), for a close fit, values in the interval [0,05; 0,08] (Hwang and Kandampully, 2012; Hung et al, 2011; Hevey et al, 2010; Hurley et al, 1997) and values between 0,08 and 0,1 can be accepted although presenting a mediocre fit (Byrne, 2010). If RMSEA value is higher than 0,1, model should not be employed since model has a poor fit (Byrne, 2010).

The Parsimonious Goodness-of-Fit (PGFI), results from adjusting the GFI by the ratio between the degrees of freedom of the model divided by the degrees of the null model, called the parsimony index of the model (Mulaik et al, 1989), where higher values indicate better adjustment. The Parsimonious Comparative Fit Index (PCFI) is a comparable parsimonious index but formed from CFI. (Mulaik et al, 1989).

In this thesis, the following model measurements were considered in CFA and SEM models: RMSEA, NFI, CFI, GFI, TLI, PCFI, PGFI. Accepted values are as follows:

Measures Based on population discrepancy:

- RMSEA: for values higher than  $>.10$  model should not be don't employed (Arbuckle, 1999), since it has a poor fit (Byrne, 2010). For an ideal fit, values lower than 0,5 (Arbuckle, 1999), for a close fit, values in the interval [0,05; 0,08] (Hwang and Kandampully, 2012; Hung et al, 2011; Hevey et al, 2010; Hurley et al, 1997) and values between 0,08 and 0,1 can be accepted although presenting a mediocre fit (Byrne, 2010).

Comparison to a baseline model: incremental indices/ comparative indices

- NFI: 0=poor fit; close to 1=very good fit (Arbuckle, 1999), values higher than 0.95 present a good fit (Byrne, 2010), values lower than 0.90 present poor fit (Cheung and Rensvold, 2002; Hu and Bentler, 1998)
- CFI: 0=poor fit; close to 1=very good fit (Arbuckle, 1999), values higher than 0.95 present a good fit (Byrne, 2010), values higher than 0.90 present an accepted fit (Byrne, 2010), values lower than 0,8 presenting poor fit (Cheung and Rensvold, 2002; Hu and Bentler, 1998)
- GFI: 0=poor fit; close to 1=very good fit (Arbuckle, 1999), values higher than 0.95 present a good fit (Byrne, 2010), values higher than 0.90 present an accepted fit (Byrne, 2010), values lower than 0,8 presenting poor fit (Cheung and Rensvold, 2002; Hu and Bentler, 1998)
- TLI: 0=poor fit; close to 1=very good fit (Arbuckle, 1999), values higher than 0.95 present a good fit (Byrne, 2010), values higher than 0.90 present an accepted fit (Byrne, 2010),

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

values lower than 0,8 presenting poor fit (Cheung and Rensvold, 2002; Hu and Bentler, 1998)

Parsimony adjusted Measures (Byrne, 2010):

- PCFI: values close to 0 present a poor fit; values close to 1 present a good fit. Values lower than 0,6 model should not be accepted, values higher than 0,8 present a very good fit, values between 0,8 and 0,6 present good or reasonable fit and therefore model can be accepted
- PGFI: 0: values close to 0 present a poor fit; values close to 1 present a good fit. Values lower than 0,6 model should not be accepted, values higher than 0,8 present a very good fit, values between 0,8 and 0,6 present good or reasonable fit and therefore model can be accepted

**CHAPTER 5- QUALITATIVE STUDIES RESULTS (PHASE I, BCBR MODEL)**

**5.1 Research Phase I- Model Validation**

Triangulation between: i) brand management interviews, ii) consumer focus group and iii) Digital Research (internet posts/references/blogs).

**5.1.1 Overall Cluster Examples validation from Interviews and Focus Groups:**

All the Phase I interviewed and Focus Group attendants answered positively to the first question of Part II interview questionnaire (table 2 of the appendix), regarding the existence of positive/negative or neutral relationships between Consumers and Brands and also to the last question concerning expecting Brands to have different consumers in different cluster at the same time. Then they were asked to give examples for each of the clusters and the results are presented in table 8 of the appendix.

Different examples were given when adding up interviews and focus groups for both 4 clusters, Mutualism, Commensalism, Antagonism and Amensalism, respectively 14, 13, 13, 12. In Mutualism, as per its definition, all examples are P/P (Consumer/Brand effect), whilst in Commensalism one example P/Nt was found while remaining others were Nt/P. For the antagonism cluster seven examples of Ng/P were mentioned and six of P/Ng. Regarding Amensalism mainly all situations found were Nt/Ng being only one Ng/Nt.

**5.1.2 Results from Interviews- Model Validation**

One-to-one management interviews mentioned examples for each of the BCBR clusters Mutualism/Commensalism/Antagonism and Amensalism were analysed and resume of this exercise can be found in table 8.

Table 8: Interviews Results from one-to-one management interviews

	Mutualism	Commensalism	Antagonism	Amensalism	Total
# Mentioned Examples	42	59	78	47	226
%examples	19%	26%	35%	21%	100%
Average/Interviewed	1,4	1,9	2,5	1,5	7,3
#different examples	11	13	12	11	47

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

The interviewed panel delivered a 226 mentions and 47 different examples from the 4 clusters, an average of 7,3 mentions per interviewed. The Cluster with more mentioned examples per interviewed was Antagonism validating the BCBR Model (above table and Graphs 1, 2, 3 and 4 in attachment).

Concerning Mutualism, the example presented with more mentions is the M2PP (Brands that you are loyal to) followed by M6PP (Brand fanatic/Brand love) from a total of 42 mentions. There was at least one mentioning for each interviewed. Positive relationship for both entities (table 9 and 10, graphs 5, 6 and 7 of the appendix).

Concerning Commensalism, C2NtP (when endorser relationship with consumer becomes stronger than brand/consumer relationship) was the most mentioned example followed by C3NtP (monopoly situations with no consumer choice but with no dissatisfaction) and C5NtP (connection to an intermediate instead of Brand) in a total of 59 mentions, including at least one from each interviewed. This resulted in Neutral situation from the consumer but positive for the Brand since it implies sales revenues (table 11, Graphs 8,9 and 10 of the appendix)

Regarding the Antagonism cluster, the most overall mentioned cluster, includes A1NgP (expensive monopoly with no choice) and A4PNg (Brand sponsoring of rival football clubs) with more than 20 mentions, the last with consumers translating a 'belonging' feeling by defending the Club and creating communities (positive for the consumer) against the Brand (negative to the Brand) (table12, Graphs 11, 12 and 13 of the appendix. When considering Amensalism, the examples of amensalism most mentioned are Am2NtNg (advertising investment with no added value or recall to the consumer) and Am4NtNg (non-relevant Brands). (table 13 and graphs 14, 15 and 16 of the appendix).

Detailed dictionaries from the top management interviews can be found in tables 30 to 33 of the appendix.

### **5.1.3 Results from Focus Groups- Model Validation**

Focus Group participants list is in the appendix table 15, and as already developed and presented for the one-to-one interviews, focus group examples mentions analysis for each of the BCBR clusters Mutualism/Commensalism/Antagonism and Amensalism are presented in table 9.

Table 9: Focus Group Examples Mentioned Results

Focus Groups	Mutualism	Commensalism	Antagonism	Amensalism	Total
# examples mentions	26	31	17	15	89
%examples	29%	35%	19%	17%	100%
Average/Interviewed	1,6	1,9	1,1	0,9	5,6
Average/PY	2,0	2,8	2,1	2,5	4,8
Average/PA	2,0	1,7	1,7	1,7	6,3
#different examples	7	8	8	4	27

When analysing focus group BCBR Model in open non suggested questions mentioned there were in total 89 mentions, with more than one mention for each person in the focus group, and an average of more than five total mentions for each person in the focus group with a higher contribution from the adults. In the total 27 different examples were presented, 7 in the mutualism cluster, 8 in the commensalism, and 8 and 4 respectively in the Antagonism and Amensalism clusters (graphs 17, 18, 19 and 20 of the appendix).

From the 7 different mutualism examples M2PP, in line with the interview results, and M10PP (some promotions that lead to trial and loyalty) were the most mentioned (table 15 and graphs 21, 22 and 23 of the appendix). Regarding commensalism, C4NtP (point of sales consumption with no option) was the most mentioned followed by C6NtP, C5NtP, as per the interview results, and C1NtP in a total of 31 mentions (table 16, graphs 24, 25 and 26 of the appendix). In the Antagonism, Am2NtNg (advertising investment with no added value or recall to the consumer) was the most mentioned example as per the interview results, A4NtNg (Non-relevant Brands was also mentioned) (table 17, graphs 27, 28 and 29 of the appendix). When analyzing the Amensalism results, 4 different examples were mentioned, however Am2NtNg presented 11 mentions, in line with the interviews outcome results (table 18, graphs 30, 31 and 32 of the appendix).

Detailed dictionaries from the consumer focus groups sessions can be found in tables 34 to 37 of the appendix.

#### **5.1.4 Table and Graph of different Cluster examples validation via Digital Research (Internet posts/references/blogs)**

Different BCBR clusters examples collected from the one-to-one interviews and the focus group were analysed via digital blogs/posts and other internet content in order to understand if



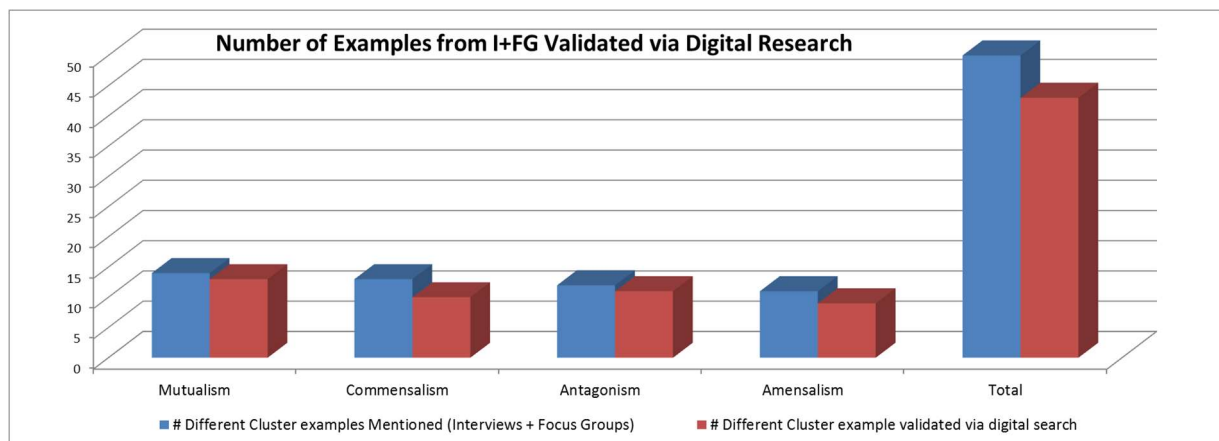
the examples were validated in free digital content and references. Resume of this analysis can be found in table 10.

Table 10: Different Cluster examples validation via Digital Research (Internet/post/blogs)

	Mutualism	Commensalism	Antagonism	Amensalism
<b>Validated</b>	M1PP	C1NtP	A1NgP	Am2NtNg
	M2PP	C2NtP	A2NgP	Am2NtNg
	M3PP	C4NtP	A3NgP	Am3NtNg
	M5PP	C5NtP	A4PNg	Am5NtNg
	M6PP	C6NtP	A5PNg	Am6NtNg
	M7PP	C8PNt	A6PNg	Am7NtNg
	M8PP	C9NtP	A7PNg	Am8NtNg
	M9PP	C10NtP	A8NgP	Am10NtNg
	M10PP	C11NtP	A9PNg	Am12NtNg
	M11PP	C12NtP	A10NgP	
	M12PP		A11NgP	
	M13PP		A13PNg	
	M14PP			
	<b>Non-Validated</b>	M4PP	C3NtP	A12NgP
		C7NtP		Am9NtNg
		C13NtP		Am11NgNt

Validated examples from the total collected in the one-to-one interviews and focus group for each of the clusters is presented in Graph 1.

Graph 1: Different Cluster examples validation via Digital Research (Internet/posts/blogs) resume



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Examples validated and non-validated are presented in the above table. For a triangulation validation, a net blog and post research was developed for all the identified examples and from the total 47 only 8 were not validated. All the remaining 39 examples, from the 4 different clusters, were validated via blogs/steps/posts developed and presented in table 20 of the appendix: 13 different examples in Mutualism, 11 in Commensalism, 13 in Antagonism and 9 in Amensalism. The triangulation interviews/focus groups/net research has validated the BCBR Model and therefore Antagonism and Mutualism Football/Music effects sponsoring, Phase II, can proceed.

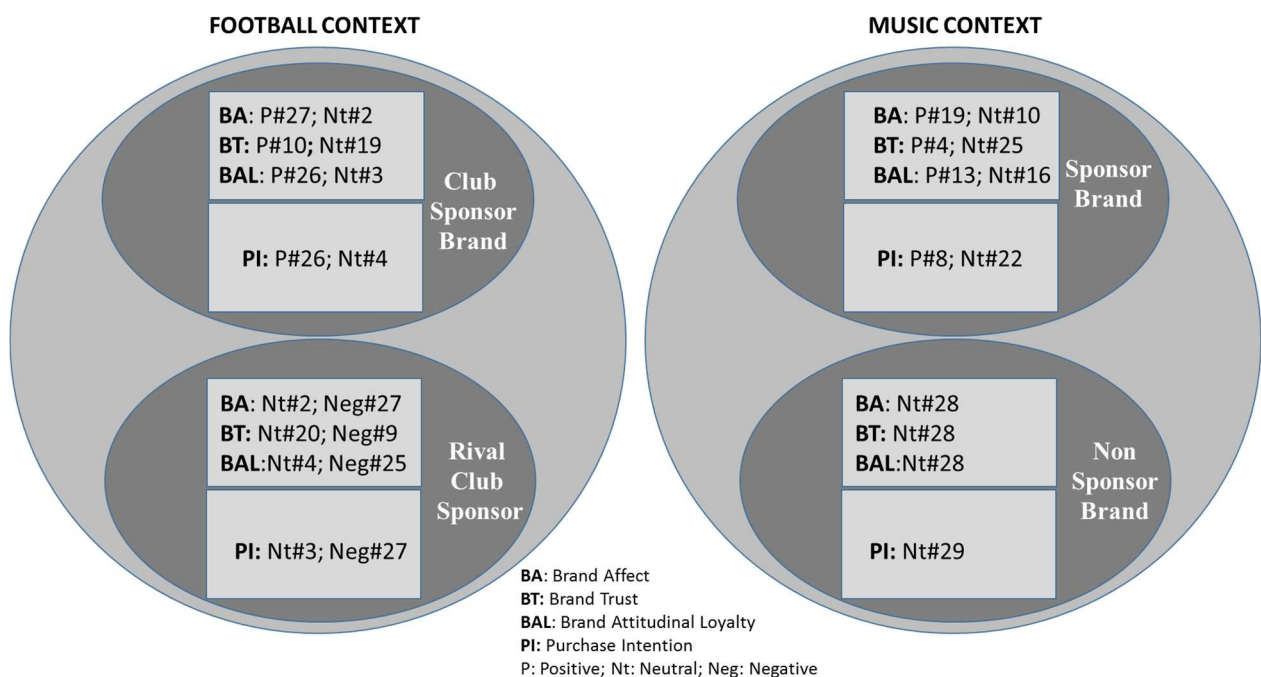
Detailed dictionaries from the consumer focus groups sessions can be found in tables 39 to 42 of the appendix.

## **5.2 QUALITATIVE FOR PHASE II: Football Club Sponsoring and Music Sponsoring Effects in Mutualism and Antagonism Clusters**

### **5.2.1 Inquiries Interviewed Top Management Expectation Results**

Resume of all the Interviewed answers results are presented in table 21 of the appendix, also in the graphs 33, 34, 35 and 36 and in figure 8.

Figure 8: Resume of Top Management Results Expectations



Results expectations are mainly as follows:

➤ Football Club and Sponsoring Brand

i) Brand Affect: Positive Effect; ii) Brand Trust: No effect (nor Positive nor Negative) for more than half of the interviewed but also with an important share of Positive effect defenders; iii) Brand Attitude Loyalty: Positive Effect; iv) Purchase Intention: Positive. In resume: except brand trust, the remaining constructs are expected to build on Mutualism relationship.

➤ Football Club and Rival Sponsoring Brand

i) Brand Affect: Negative Effect; ii) Brand Trust: Neutral Effect (nor Positive nor Negative); iii) Brand Attitudinal Loyalty: Negative Effect; iv) Purchase Intention: Negative effect.

➤ Music Festival and Sponsoring Brand

i) Brand Affect: More than half of the interviewed estimate Positive Effect but it was not consensual since there is an important share that expect neutral effect; ii) Brand Trust: Neutral Effect; iii) Brand Attitudinal Loyalty: there are two different approaches. Those that expect a positive effect and those that expect a neutral effect, presenting the latest a slight preference; iv) Purchase Intention: a higher number of the interviewed have mentioned believing that the effect will be neutral, although some expect a more positive effect.

➤ Music Festival and non- sponsoring brand

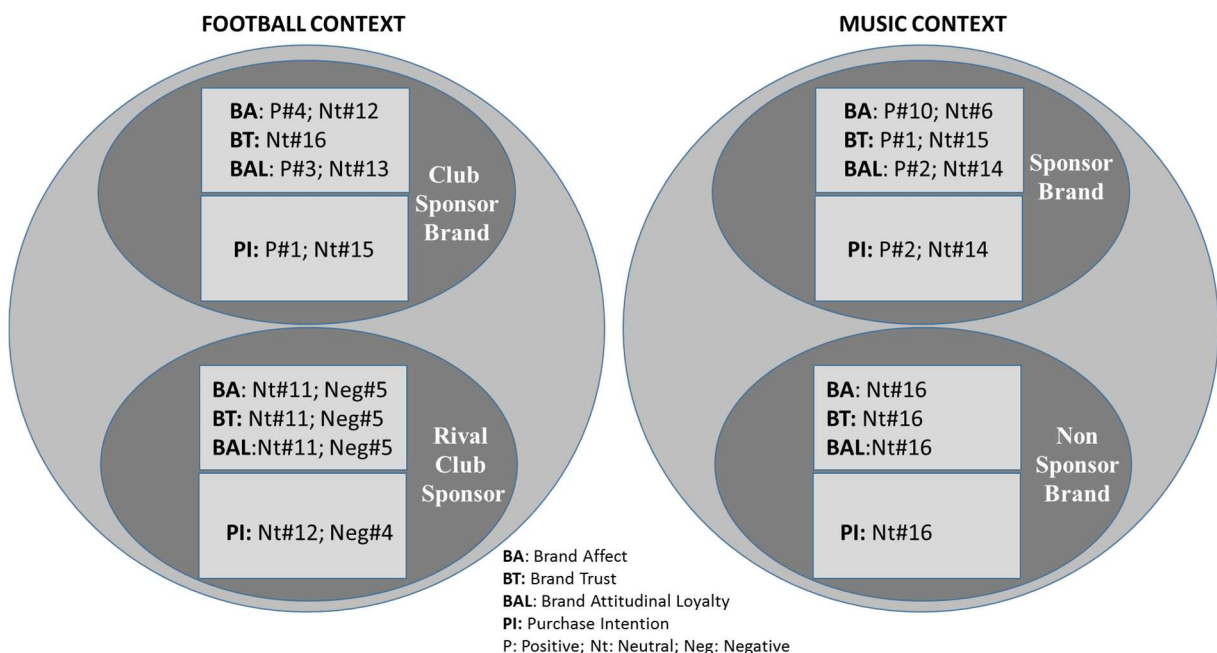
i) Brand Affect; ii) Brand Trust; iii) Brand Attitudinal Loyalty; iv) Purchase Intention: all consensual expectations of neutral effect, meaning that there will be no negative effect for non-sponsoring the festival.

It was mentioned by most of the managers interviewed that results expectation was that the believe that there is a strong correlation between Brand Affect and Brand Attitudinal Loyalty, arising therefore a new Hypothesis to be evaluated: H9.

### 5.2.2 Inquiries Focus Groups Expectation Results

Phase II Inquiries Focus Groups Expectation Results are presented in table 22 and in graphs 37 up to 40 of the appendix and results Expectations are as follows, resumed in figure 9.

Figure 9: Resume of Focus Group Results Expectations



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

### ➤ Football Club and Sponsoring Brand

i) Brand Affect: Although some of the focus group consumers feel a positive effect towards the sponsoring brand, most of them have no affect increase towards the sponsoring brand; ii) Brand Trust: No consumer has stated to have any brand sponsoring trust increase; iii) Brand Attitudinal Loyalty: Some consumers have stated to have a higher loyalty towards the brand if it sponsors their football club, supporting the brand managers interviewed expectations. However, the highest share of the consumers' have stated the football club sponsoring to have no effect in brand attitudinal loyalty (a more neutral effect vs positive); iv) Purchase Intention: Except for one of the consumers, all the others have no intention to purchase more the brand vs competition due to the club sponsoring fact, in a clearly different set from the brand managers' expectations.

### ➤ Football Club and Rival Sponsoring Brand

Results from i) Brand Affect; ii) Brand Trust, iii) Brand Attitudinal Loyalty and iv) Purchase intention is also mainly considered as neutral.

### ➤ Music Festival and Sponsoring Brand

i) Brand Affect: consumer statements in line with the brand management interviewed expectations; ii) Brand Trust: consumer statements in line with the brand management interviewed expectations; iii) Brand Attitudinal Loyalty: consumers stated higher neutrality towards the sponsoring brand regarding the brand attitudinal loyalty construct than the expected brand management results; iv) Purchase Intention: consumers have expressed a more neutral effect than the brand management consideration.

### ➤ Music Festival and non- sponsoring brand

i) Brand Affect; ii) Brand Trust; iii) Brand Attitudinal Loyalty; iv) Purchase Intention: Consensual neutral effect, with no negative effect for non-sponsoring the festival as per the interviewed expectations.

## **5.2.3 Open Questions Content Analysis (N-Vivo) questions from Part I Consumer-Brand Relationship questionnaire**

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Goal was to ‘warm up’ interviewed and focus group consumers and simultaneously analyse the alignment between Company reasons to develop Brands and invest in Sponsoring and consumer perception of the brand and sponsoring added value.

Question 1: Why do Companies develop Brands? For Top Brand Management Directors/CEO’s Companies it has to do with the nodes adding value, allowing product differentiation and build on the emotional connection between Brand and Consumer. Other factors mentioned: Brand strength, Company existence, Consumer Loyalty, Quality Certification and Product Identification (results presented in table 23 of the appendix and graph 41). When asking the consumers why they believe that companies develop Brands, focus group consumers mentioned that it allows Brand/product identification, product differentiation, give products strength, increase brand value, establish emotional connection with Consumer and contribute to consumer loyalty (table 24, graph 42 of the appendix). Only quality certification and Company existence have no mentions, which may indicate a somewhat alignment between brand management objectives and consumers perceptions.

Question 2: What is the Brand Value for the Company (including financial)? For top Brand Management Directors/CEO’s, references to bring value to the Company versus an only product driven company with no known Brands, to translate company culture, bring sales/revenues and allow connection establishment between consumers and company were the most mentioned. Also sustainability, portfolio proposal, quality consumer, be the link to the stakeholders and competition behavior were mentioned (table 25, graph 43 of the appendix). Consumers on the other hand have a different perspective since they value Brands for being a quality assurance, a certification and they include ‘Price & Quality’ that Brand Director/CEO’s managers do not mention. And also mention connection between consumer & company and sustainability. Managers have a more ‘financial’ perspective and consumers a more quality assurance one (table 26, graph 44 of the appendix).

Question 4: What is the sponsorship role for the Brand? For top brand managers mainly for proximity between Brands and Consumers, Media & communication, and Brand Values & Strategy purposes are the main reasons mentioned (table 27, graph 45 of the appendix). When analysing the same question but in the consumer perspective: ‘What do you value more in Brand Sponsoring?’ Consumers in the focus groups included social responsibility as one of the main reasons and valued all the main reasons from Brand Management enhancing Media &

Communication. There is the Brand sponsoring role for the Brands an alignment between managers and consumers (table 28, graph 46 of the appendix).

Concerning Brand and Sponsorship evaluation resulting from Brand Management Interviews, Brands are considered generally by being evaluated by several indicators (table 29 of the appendix) with Managers relatively comfortable with measurement tools and variables, however when analysing sponsorships investment return, outside media and awareness return, according to several managers (IC4, IC7, IC8, IC9, IC10, IC11, IC12, IC13, IC14, IC15, IC18, IA19, IA20, IA21, IA22, IA23, IA24, IA26, IA27, IA28, IP29, IP30, IP31) there is still a need for other approaches and knowledge of the return evaluation, supporting the PhD thesis contribution.

## CHAPTER 6- QUANTITATIVE STUDIES RESULTS (PHASE II)

### 6.1 Pre-test

Pre-test was developed in 129 students from three different computer engineering classes from the first and third year, during the month of September 2014. From those, the 103 that do not avoid beer were analysed in order to assess items reliability and construct validity.

#### Exploratory Factor Analysis

Solutions were estimated by the maximum likelihood extraction method for 2, 3 and 4 factors both for the Super Bock questions as the Sagres ones. The rotation method used generally in all the analysis was oblimin since factor correlation is intended.

Results from the several different factor analyses are presented in tables 75 to 123 of the appendix.

#### **6.1.1 Super Bock: Results for the Super Bock questions**

Exploratory Factor Analysis for the Super Bock presented a KMO of 0,932 that together with the Bartlett test indicate future analysis adequability.

In the first solution with 2 factors, variables q3 presented low communalities (q3a=0,326; q3b=0,175; q3c=0,359). The two factors explain 77,6% of total variance; the pattern matrix presents almost all items aggregated in the first factor but q3a has loading inferior to 0,5 and q3b presents cross-loading. Since there are variables with low communalities and loadings the solution is not admissible.

When developing the exploratory factor analysis with 3 factors, communalities of the q3 variables have increased (although q3b still has a 0,441 figure and q3a a 0,476 figure, both lower than 0,5). the third factor joins q1 and q3 variables, reflecting affect and attitudinal loyalty to the brand. Total variance explained is 84%.

In the 4 factor solution of EFA, all the items show high levels of correlations and it has proven to be the best solution. Only q3b has a communality lower than 0,5 (0,468). Oblimin rotation was the one presenting better solutions than the Promax. Percentage of the total variance explained was 88%. Cronbach's alpha presented was for factor one 0,967, for factor two 0,961,



for factor three 0,841 and for factor four 0,957. However, item q3b was the item with lower loading (0,686) and the one that if excluded could increase the Cronbach's alpha of the construct. The 4 factor solution is the admissible solution and is concordance with literature.

### **6.1.2 Sagres: Results for the Sagres questions**

For the Sagres Brand, KMO was 0,921. The two factors solution presented 82% of total variance explained. The variables q7 are the ones with lower communalities. Items q5 presented cross-loading in both factors.

Three factors solution has a variance explained of 89,3%. Communalities of items q7 are still low (q7a=0,354, q7b=0,354 and q7c=0,422).

Four factors solution presented a total of variance explained of 92,8%. The item with lower communality is q7b with -0,774. Factor one includes all the q8 items, factor 2 all the q6 items, factor 3 with all the q7 items and factor 4 all the q5 factors, all in accordance with the literature. Cronbach's alpha for the factor 1 was 0,981, for the factor 2 was 0,975, for factor 3 was 0,921 and factor 4 was 0,974.

Overall, the 4 factors is the factor number that has proven to have better loading correlations in accordance with the literature as well as demonstrating that the items are correlated with the construct with high total variance explained and in items in Q4 and Q8 all the 5 items have proven to be differently contributing to the construct.

### **6.1.3 Conclusion**

Questionnaire has proven to fulfil the requirements for the experiments evaluation. In accordance with several of the inputs from those filling the test questionnaire, text was changed in order to include a more precise price premium reference in percentage (5%) for future questionnaires.

## **6.2 Sample Description Analysis**

### **6.2.1T1 Total Sample Characterization**

For the total T1 sample characterization it was referenced the gender distribution, the football club favoritism and the beer consumption distribution.

Gender distribution for the total T1 Group sample is presented in table 11.

Table 11: Gender Distribution T1 Total Sample

<b>Gender Distribution</b>				
	Frequency	Percent	Valid Percent	
Valid	Feminino	426	40,6	40,6
	Masculino	623	59,4	59,4
	Total	1049	100,0	100,0

T1 sample is composed by a higher percentage of males (59,4%), mainly SLB Fans (49,8%) followed by SCP (36%) and FCP (8%). From the remaining others (6,3%), 2,7% mentioned to have no club. This number of SLB and SCP vs FCP fans reflects the fact that the ISCTE school is situated in Lisbon, therefore there is a higher percentage of students from the Lisbon region than the North region which may influence the club selection.

Reference concerning the sports fan favouritism distribution is presented in table 12.

Table 12: Favorite Sports Club T1 Total Sample

<b>Clube Desportivo Preferido</b>				
	Frequency	Percent	Valid Percent	
Valid	SLB	506	48,2	49,8
	SCP	366	34,9	36,0
	FCP	81	7,7	8,0
	Outro	64	6,1	6,3
	Total	1017	96,9	100,0
Missing	System	32	3,1	
Total		1049	100,0	

The percentage of students that have consumed beer in the last year (beer non avoiders) is 93,2%. From the remaining 6,8%, it can be referred that there were several open mentions of non-alcohol consumption policy.

The beer consumption distribution is presented in the table 13.

Table 13: Beer Consumption Distribution

Consumes beer at least once a year			
	Frequency	Percent	Valid Percent
Valid Sim	978	93,2	93,2
Não	71	6,8	6,8
Total	1049	100,0	100,0

### 6.2.1.1 T1 Beer Consumers: Inquiries to be analysed

From the beer consumers of sample T1, gender was characterized in table 14 as also the sports club preference distribution in table 15.

Table 14: Gender Distribution T1 beer consumers

Gender Distribution			
	Frequency	Percent	Valid Percent
Valid Feminino	380	38,9	38,9
Masculino	598	61,1	61,1
Total	978	100,0	100,0

There is a higher percentage of beer avoiders in the female group and the preferred club distribution is in line with the overall T1 sample.

Table 15: Sports Club Distribution beer consumers

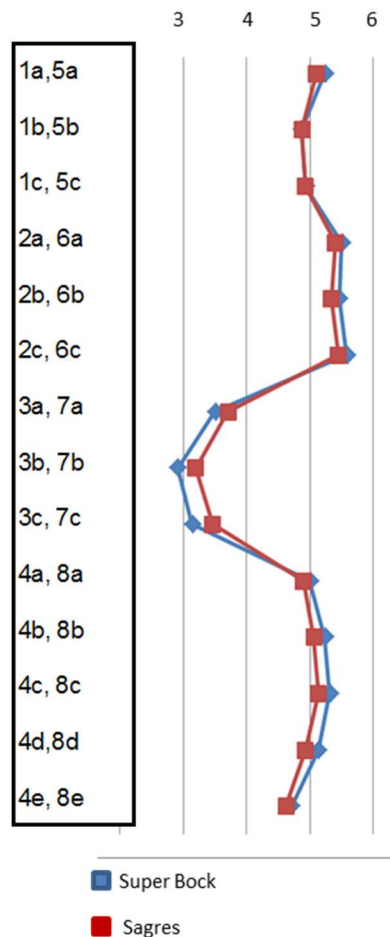
Clube Desportivo Preferido			
	Frequency	Percent	Valid Percent
Valid SLB	464	47,4	49,0
SCP	345	35,3	36,4
FCP	75	7,7	7,9
Outro	63	6,4	6,7
Total	947	96,8	100,0
Missing System	31	3,2	
Total	978	100,0	

**6.2.1.2 T1 Beer Consumers: Mean Figures Sponsor (Super Bock) versus Non-Sponsor (Sagres)**

For both Brands, Brand Trust and Brand Affect are the constructs with a higher concordance mean values. Purchase intention presents high mean values, whilst attitudinal brand loyalty construct items present for both brands low mean results and inferior to the other constructs. Both Brands follow the same mean results profile translating a low differentiation between them.

For the beer consumers' questionnaire mean scores for both brands are presented in figure 10.

Figure 10: T1 Beer Consumers Mean Scores Sponsor and Non Sponsor



### 6.2.2 T2 Total Sample Characterization

Characterization of T2 total sample, as per the T1 total sample, involves gender distribution analysis presented in below table 16, the football sports club preference distribution represented in table 17 and the beer consumption distribution that can be found in table 18.

**Total:**

T2 total sample has a higher percentage of females than males (53% vs 47%), however when considering beer non avoiders' female percentage decreases to 50,4% (table 19).

Table 16: Gender Distribution T2 Total sample

Gender Distribution				
	Frequency	Percent	Valid Percent	
Valid	Feminino	278	53,0	53,0
	Masculino	247	47,0	47,0
	Total	525	100,0	100,0

T2 total sample shows the same preferred football club pattern as the total T1 sample with a higher SLB percentage (52,9% vs 49,8%) and a lower SCP percentage (34,5% vs 36%).

Table 17: Sports Club Distribution T2 Total Sample

Favorite Sports Club				
	Frequency	Percent	Valid Percent	
Valid	SLB	265	50,5	52,9
	SCP	173	33,0	34,5
	FCP	37	7,0	7,4
	Outro	26	5,0	5,2
	Total	501	95,4	100,0
Missing	System	24	4,6	
Total		525	100,0	

Table 18: Beer Consumption Distribution T2 Total Sample

<b>Consumes beer at least once a year</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim	478	91,0	91,0
	Não	47	9,0	100,0
	Total	525	100,0	100,0

### 6.2.2.1 T2 Total Beer Consumers

Detailing characterization of the beer consumers from the T2 sample, resume of gender distribution can be found in table 19 below and football sports club preference is presented in table 20.

Table 19: Gender Distribution within Beer Consumers T2 Total

<b>Gender Distribution</b>			
	Frequency	Percent	Valid Percent
Valid	Feminino	241	50,4
	Masculino	237	49,6
	Total	478	100,0

When analysing beer consumers, female gender percentage decreases from 53% to 50,4%.

Table 20: Sports Club Distribution T2 Beer Consumers

<b>Favorite Sports Club</b>			
	Frequency	Percent	Valid Percent
Valid	SLB	236	49,4
	SCP	159	33,3
	FCP	34	7,1
	Outro	25	5,2
	Total	454	95,0
Missing	System	24	5,0
	Total	478	100,0

### 6.2.2.2 T2 Party/Music Event (T2F)

Characterization of the T2 sample that attended the music party/event is presented below. Gender distribution is resumed in table 21.

Sample attending the party has a slight higher male gender percentage (50,2%) than the total (49,6%) from total T2 and from the non-attending party sample (48,8%).

Table 21: Gender Distribution T2F

Gender Distribution				
	Frequency	Percent	Valid Percent	
Valid	Feminino	138	49,8	49,8
	Masculino	139	50,2	50,2
	Total	277	100,0	100,0

### 6.2.2.3 T2 Non Party/Music Event

Taking into consideration the T2 sample that did not attend the music event/party, gender distribution can be found in below table 22 and is slightly composed by a more female distribution than those attending the event.

Table 22: Gender Distribution T2NF

Gender Distribution				
	Frequency	Percent	Valid Percent	
Valid	Feminino	103	51,2	51,2
	Masculino	98	48,8	48,8
	Total	201	100,0	100,0

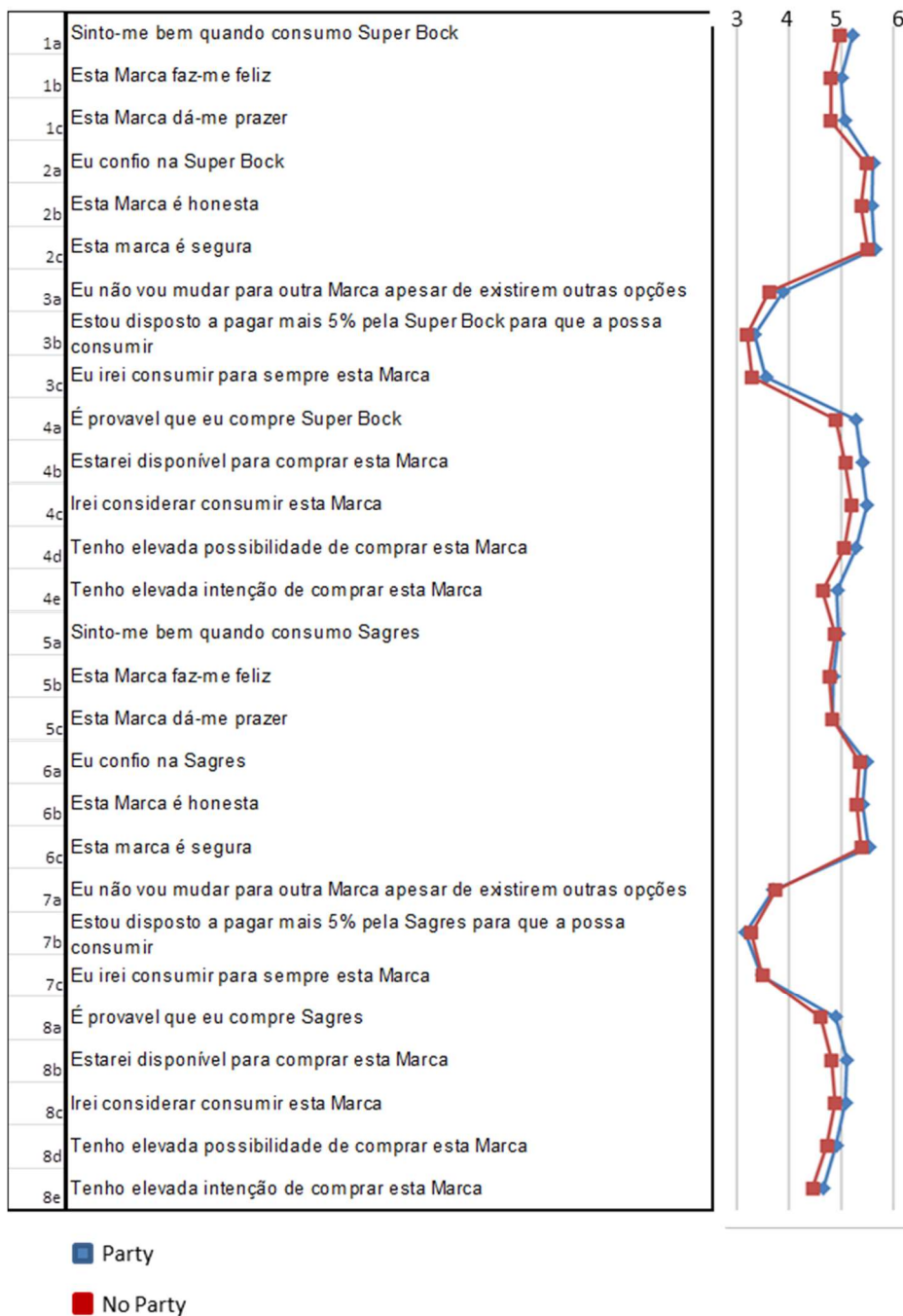
### 6.2.2.4 T2 Beer Consumers: Mean Figures Sponsor (Super Bock) and Non-Sponsor (Sagres) Party/ Music Event versus Non Party/Music Events

The general brand profile for both brands in T2, presented in figure 11 below, is similar to the T1 already discussed profiles.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

However, there are some differences when analysing the mean results for Party/Music Event attendance when comparing the sponsoring brand CBR construct items mean results to the non-sponsoring brand, being slightly higher when sponsoring the event.

Figure 11: T2 Beer Consumers Mean Scores Sponsor and Non Sponsor, Party/Music event attendants versus Non Party/Non attendants





### 6.2.3 T3 Total Sample Characterization

Characterization of total T3 sample includes gender distribution presented in table 23 and the football sports fan distribution presented in table 24.

Total T3 sample has a higher percentage of males (57,7%) than females, mainly from SLB and SCP (46,7% and 39,3% respectively), in a total of 49% supporters of clubs sponsored by Super Bock (SCP and FCP) and 46,7% supporters of SLB sponsored by Sagres.

Table 23: Gender Distribution T3 Total

	Frequency	Percent	Valid Percent
Feminino	166	42,3	42,3
Valid Masculino	226	57,7	57,7
Total	392	100,0	100,0

Table 24: Sports Club Distribution

	Frequency	Percent	Valid Percent
SLB	183	46,7	46,7
SCP	154	39,3	39,3
Valid FCP	38	9,7	9,7
Outro	17	4,3	4,3
Total	392	100,0	100,0

#### 6.2.3.1 T3 Movie (T3M)

From those attending the movie in the T3 questionnaire period gender distribution can be found in table 25 and football sports club preference in table 26.

Those attending the movie have a higher percentage of males when compared with T3 total, reaching almost 60% of males.

Table 25: Gender Distribution T3M

Gender Distribution				
	Frequency	Percent	Valid Percent	
Valid	Feminino	126	40,1	40,1
	Masculino	188	59,9	59,9
	Total	314	100,0	100,0

There is a slight increase in Super Bock sponsored clubs' vs Sagres sponsored clubs when comparing T3 Movie with T3 total.

Table 26: Sports Club Distribution T3M

Favorite Sports Club				
	Frequency	Percent	Valid Percent	
Valid	SLB	140	44,6	44,6
	SCP	128	40,8	40,8
	FCP	30	9,6	9,6
	Outro	16	5,1	5,1
	Total	314	100,0	100,0

### 6.2.3.2 T3 No Movie (T3NM)

When considering those non attending the football movie from the total T3 sample, gender distribution can be found in table 27 below and football sports club preference distribution in table 28.

Those none attending the movie are 51% females, presenting a lower male percentage than those attending the movie.

Table 27: Gender Distribution T3NM

Gender Distribution				
	Frequency	Percent	Valid Percent	
Valid	Feminino	40	51,3	51,3
	Masculino	38	48,7	48,7
	Total	78	100,0	100,0

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

From those that did not watch the movie, 55% support a club sponsored by Sagres and 43,6% support clubs' sponsored by Super Bock.

Table 28: Sports Distribution T3NM

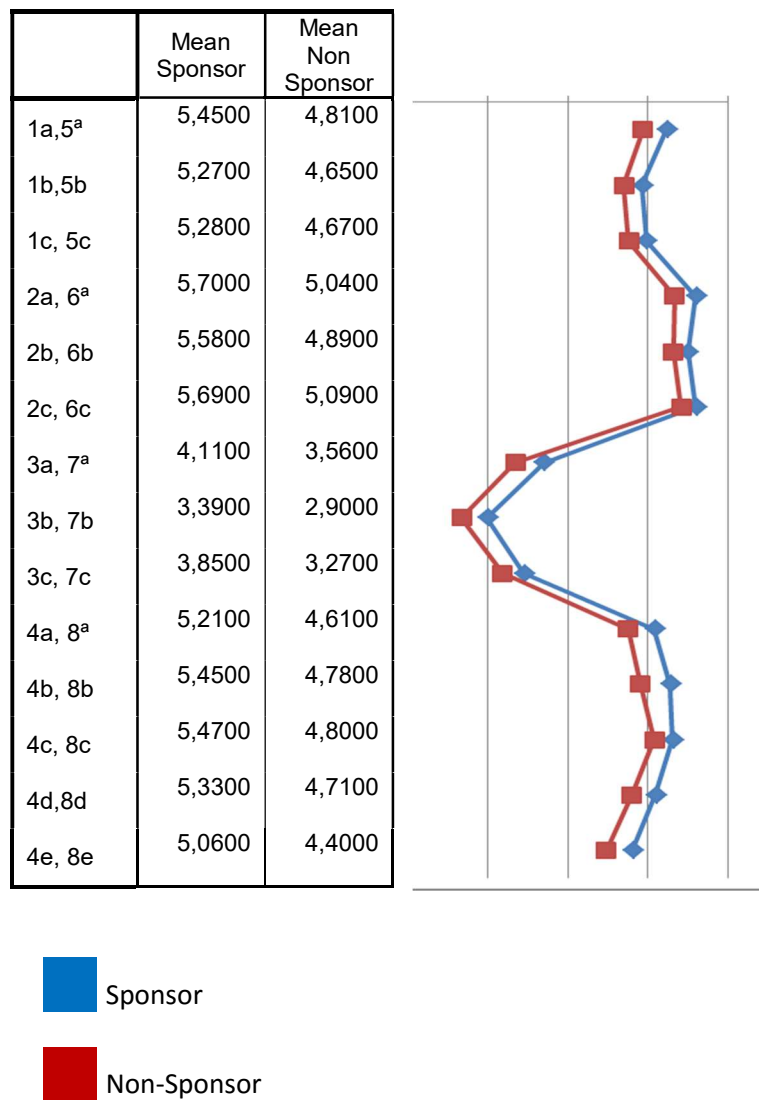
Favorite Sports Club				
	Frequency	Percent	Valid Percent	
	SLB	43	55,1	55,1
	SCP	26	33,3	33,3
Valid	FCP	8	10,3	10,3
	Outro	1	1,3	1,3
	Total	78	100,0	100,0

### 6.2.3.3 T3 Movie Beer Consumers: Mean Figures Sponsor and Non-Sponsor

The general brand profile for both brands in T3 is presented in figure 12 below.

Overall, the mean results profile is similar to the already discussed T1 figures, however with a slight increase for the sponsoring brand when compared to the non-sponsoring brand in all items of all constructs, being them CBR constructs or purchase intention.

Figure 12: T3 Beer Consumers Mean Scores Sponsor and Non Sponsor for Movie/Football Attendants



## **6.3 Hypothesis Validation: Effects Analysis**

### **6.3.1 Mean Descriptive Statistics**

#### **6.3.1.1 T1**

Results are presented in table 43 of the appendix, reflecting averages from all the T1 978 individuals. Lower means presented correspond to the attitudinal loyalty items both for the sponsor as the non-sponsor brands.

#### **6.3.1.2 T2 Party/Event (T2F)**

Data was collected from the 277 party/event attendants and results are presented in table 44 of the appendix. Attitudinal loyalty items present the lowest scores for both the sponsoring and the non-sponsoring brands. The highest scores correspond to brand trust items both for the sponsoring as the non-sponsoring brands.

#### **6.3.1.3 T2 Non Party/Event (T2NF)**

There were 201 questionnaires analysed of those non attending the party/event, being the result data presented in table 45 of the appendix. Lowest and highest scores correspond to the same Consumer Brand Constructs as per the party scenario, both for the sponsoring and the non-sponsoring brands.

#### **6.3.1.4 T3 Movie (T3M)**

There were 298 movie attendee. Item means are found in table 46 of the appendix. The lowest figures correspond to attitudinal brand loyalty cluster items for both the sponsoring and non-sponsoring brands. Brand Attachment items present high values in the sponsoring brand situation as the brand trust and the purchase intention items. In the non-sponsoring brand situation, the highest values are presented in the brand trust items and the purchase intention.

### 6.3.1.5 T3 No Movie (T3NM)

In the T3 moment data was collected from 78 inquiries non attending the movie (table 48 of the appendix). For both the sponsoring and non-sponsoring brands, the lowest mean data corresponded to brand attitudinal loyalty cluster items.

T tests paired mean analysis sponsor versus non-sponsor for all the studied scenarios (T1, T2F, T2NF, T3M, T3NM) are presented in tables 124 to 129 of the appendix.

**Important Note:** Although first numbered hypothesis correspond to the football context scenarios and only afterwards the music context ones, questionnaire analysis was developed according to calendar experiment: first T1, followed by T2 (Music) and three months after T3 (football).

### 6.3.2 Party/Music Event Effect

#### 6.3.2.1 Superbock(Sponsor)vs Sagres (Non Sponsor) comparison for each scenario

Analysis of the mean differences comparison between the sponsor brand Super Bock and the non sponsor brand Sagres concerning the T2 Music party/event attendance T2 F and nonattendance T2 NF is presented in table 29.

Table 29: Mean Difference Between Sponsor and Non-Sponsor for T1, T2 Party/Event (T2F) and T2 Non Party/Event (T2NF)

MEAN DIFFERENCE BETWEEN SUPER BOCK AND SAGRES					
		Item (PT)	T1	T2 F	T2 NF
Brand Affect	1a/5a	Sinto-me bem quando consumo SB/SG	0,17**	0,27***	
	1b/5b	Esta Marca faz-me feliz			
	1c/5c	Esta Marca dá-me prazer		0,24**	
Brand Trust	6a	Eu confio na SB/SG			
	6b	Esta Marca é honesta			
	6c	Esta Marca é segura	0,10**		
Brand Attitudinal Loyalty	7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	-0,20*		
	7b	Estou disposto a pagar mais 5% pela SB/SG para que a possa consumir	-0,21**		
	7c	Eu irei consumir para sempre esta Marca	-0,34***		
Purchase Intention	8a	É provável que eu compre SB/SG	0,19**	0,38***	0,29*
	8b	Estarei disponível para comprar esta Marca	0,17**	0,30***	0,27**
	8c	Irei considerar consumir esta Marca	0,24**	0,40***	0,32**
	8d	Tenho elevada possibilidade de comprar esta Marca		0,37***	0,33**
	8e	Tenho elevada intenção de comprar esta Marca		0,26*	

\* p<0,1

\*\* p<0,05

\*\*\* p<0,01

When comparing the effect between both brands it is possible to verify that in the first momentum before the party Super Bock presented more concordance in the items of purchase intention and in one of the brand affect and brand trust items, whilst the brand Sagres presents a higher concordance in all the attitudinal loyalty. This is reflected by the negative values of Brand Attitudinal Loyalty items at T1. In fact, in the T1 situation Brand Attitudinal Loyalty had a negative effect for the sponsoring Brand (before the sponsoring influence), which did not occur in T2.

For those attending the party in T2, Super Bock, the sponsoring brand, presents higher levels of concordance in two of the brand affect items and in all of the purchase intention ones. After the party event, and for those attending, the non-sponsoring brand Sagres no longer presents higher brand attitudinal loyalty values versus the sponsoring brand Super Bock.

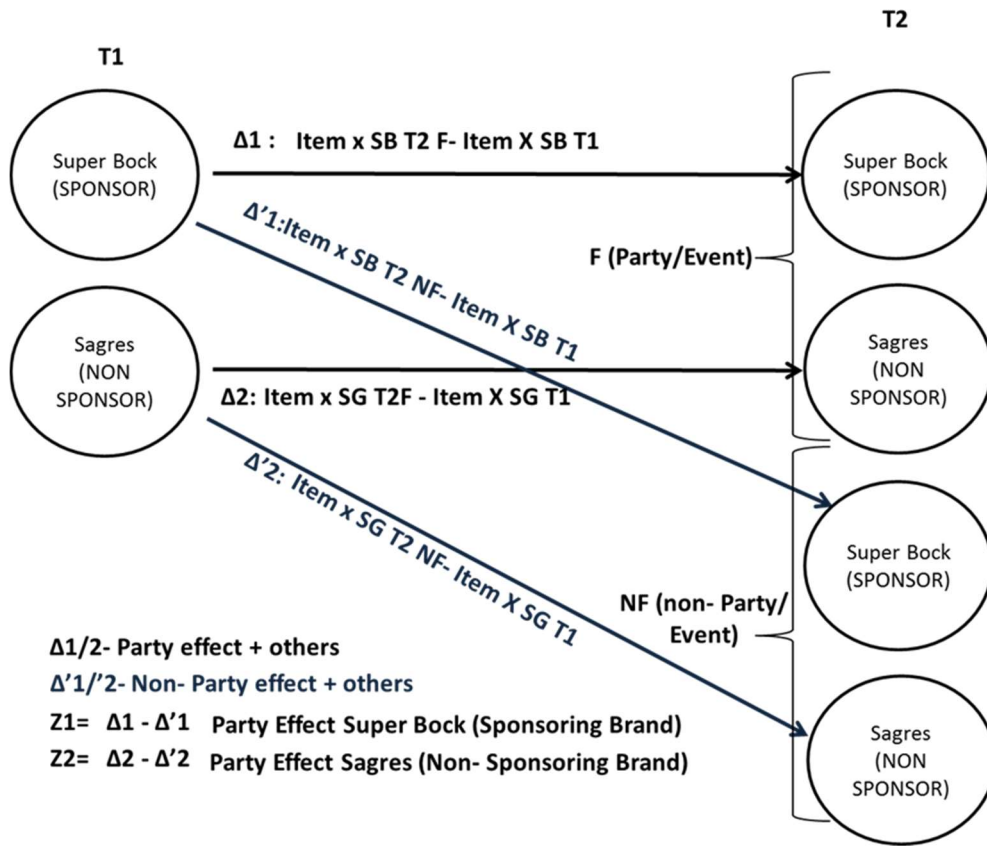
For those non attending the party/event, Super Bock presents higher purchase intention values than Sagres but with figures not as high as for those attending the party. In addition, there was no effect between brands in the consumer brand relationship clusters.

### **6.3.2.2 Hypothesis Validation: Party Effect Analysis**

The party effect can be analysed by the mean differences presented in tables 30 (for Super Bock or sponsored brand) and 31 (for Sagres or non-sponsor brand).

The mean differences are obtained in accordance with the scheme presented in the replication of figure 6 and 7 presented in chapter 4.5.4.

Replication of Figure 6: Hypothesis Validation Analysis Resume Scheme for the Music  
Sponsoring context



Analysis of the mean differences comparison between those attending the music party/event and the control group that did not attend the same event for the sponsor brand (Super Bock) is presented in table 30.



Table 30: Significant Effects for Super Bock (Sponsor)

<b>SUPER BOCK (SPONSOR) MEAN DIFFERENCES</b>				
	<b>Item (PT)</b>	<b><math>\Delta 1</math> Party T2-T1</b>	<b><math>\Delta'1</math> No Party T2-T1</b>	<b>Z1 (<math>\Delta 1 - \Delta'1</math>)</b>
Brand Affect	1a Sinto-me bem quando consumo Super Bock			
	1b Esta Marca faz-me feliz	0,21***	0,12*	
	1c Esta Marca dá-me prazer	0,145*		
Brand Trust	2a Eu confio na Super Bock			
	2b Esta Marca é honesta			0,2*
	2c Esta Marca é segura			
Brand Attitudinal Loyalty	3a Eu não vou mudar para outra Marca apesar de existirem outras opções	0,47***	0,25**	
	3b Estou disposto a pagar 5% mais pela Super Bock/Sponsor para que a possa consumir	0,52***	0,36***	
	3c Eu irei consumir para sempre esta marca	0,6***	0,35***	
Purchase Intention	4a É provável que eu compre Super Bock/Sponsor	0,24***		0,3**
	4b Estarei disponível para comprar esta marca	0,16**		0,23**
	4c Irei considerar consumir esta marca			
	4d Tenho elevada possibilidade de comprar esta Marca			
	4e Tenho elevada intenção de comprar esta Marca	0,24***	0,22**	

\* p<0,1  
 \*\* p<0,05  
 \*\*\* p<0,01

### **$\Delta 1$ F (party/event)**

With the exception of brand trust construct items, all the items in all constructs presented a significant increase. We can evaluate higher and very significant effects in all attitudinal loyalty items (table 31), which does not occur with the same intensity or significance in Sagres brand for those attending the party. Therefore, concerning party attendance, differences in concordance of T2 and T1 of the consumer brand relationship constructs increased significantly more for the brand that sponsors the party versus the non-sponsoring brand (H5).

In what concerns the purchase intention the different between the two moments, T2 an T1, for those that attended the party it was positive for the brand that sponsors the event (H7) whilst for the non-sponsoring brand all items have a null effect except one that presents a negative effect.

### **$\Delta'1$ NF (no party/event)**

For those non attending the party, the construct brand trust is still the one that does not present any change in any item. However, changes for the sponsoring brand in other constructs are all inferior to the average values presented by those attending the party/event. When analysing

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

differences for the non-sponsoring Sagres brand, with the exception of one of the brand attitudinal loyalty item, all the construct differences are negative, which may reflect that during this period of time average values have decreased due to external factors that do not relate with the sponsorship. These external factors can be related to brand communication, brand promotions or other brand activities.

Analysis of the mean differences comparison between those attending the music event/party and those non attending it, for the non sponsor brand (Sagres) is presented in table 31.

Table 31: Significant Effects for Sagres (Non Sponsor)

<b>SAGRES (NON-SPONSOR) MEAN DIFFERENCES</b>					
		<u>Item (PT)</u>	<u>Δ2 Party T2-T1</u>	<u>Δ'2 No Party T2-T1</u>	<u>Z2 (Δ2-Δ'2)</u>
Brand Affect	5a	Sinto-me bem quando consumo Sagres/Non Sponsor			
	5b	Esta Marca faz-me feliz			
	5c	Esta Marca dá-me prazer			
Brand Trust	6a	Eu confio na Sagres			
	6b	Esta Marca é honesta		-0,13*	0,2*
	6c	Esta Marca é segura		-0,14*	
Brand Attitudinal Loyalty	7a	Eu não vou mudar para outra Marca apesar de existirem outras opções			
	7b	Estou disposto a pagar mais 5% pela Sagres /Non Sponsor para que a possa consumir	0,21**	0,21*	
	7c	Eu irei consumir para sempre esta Marca	0,25**		
Purchase Intention	8a	É provável que eu compre Sagres/Non Sponsor		-0,23***	0,33***
	8b	Estarei disponível para comprar esta Marca		-0,18**	0,26**
	8c	Irei considerar consumir esta Marca			
	8d	Tenho elevada possibilidade de comprar esta Marca			
	8e	Tenho elevada intenção de comprar esta Marca	-0,28**		

\* p<0,1

\*\* p<0,05

\*\*\* p<0,01

Comparing  $\Delta 1$  vs  $\Delta' 1$  and  $\Delta 2$  vs  $\Delta' 2$  with test to the mean differences for independent samples, for each item differences between T1 and T2 answers were calculate for each individual in order to withdraw any effect that not the party one (Z1 and Z2).

In the case of Super Bock and Sagres, party lead to the increment of one of the trust items (H5) and two items of purchase intention (H7) for both brands, being or not the sponsored brand (H6). This can be attributed to the fact that the music territory is universal and does not create any negative feelings or antibodies towards any of the brands (H6) and therefore category can beneficiate as an all instead of the individual sponsoring brand. It can be a halo effect that can affect the global category, in this case, the beer industry. We can therefore verify that taking into consideration the above results, there was for both brands mutualism between consumer and brand taking into consideration the brand trust item and there was also an increase in purchase intention for both. In the case of the sponsoring brand this confirms both the

hypothesis of mutualism (H5) and purchase intention increase (H7), and in the case of the non-sponsoring brand, antagonism does not exist as previewed in the initial hypothesis (H6). Purchase intention for the non-sponsoring brand increases translating a somewhat category effect.

Of notice the fact that brand affect and brand attitudinal loyalty do not follow the significant statistically relevant changes in brand trust, remaining both non affected, which may be a step in supporting the hypothesis raised by brand management that Brand Affect and Brand Attitudinal Loyalty are significantly correlated and remain mutually affected or non-affected (H9).

### 6.3.3 Football Sponsorship Effect Analysis

#### 6.3.3.1 Sponsor vs Non Sponsor comparison for each scenario

Analysis of the mean differences comparison between sponsoring brand and the non sponsoring one for those attending the football movie is presented in table 32.

Table 32: Mean significant differences comparison sponsor and non-sponsor for football sponsoring

MEAN DIFFERENCE SPONSOR VS NON SPONSOR			
	Item (PT)	T3 M	
Brand Affect	1a/5a	Sinto-me bem quando consumo SB/SG	0,63***
	1b/5b	Esta Marca faz-me feliz	0,62***
	1c/5c	Esta Marca dá-me prazer	0,61***
Brand Trust	6a	Eu confio na SB/SG	0,67***
	6b	Esta Marca é honesta	0,68***
	6c	Esta Marca é segura	0,61***
Brand Attitudinal Loyalty	7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,55***
	7b	Estou disposto a pagar mais 5% pela SB/SG para que a possa consumir	0,50***
	7c	Irei consumir para sempre esta Marca	0,58***
Purchase Intention	8a	É provável que eu compre SB/SG	0,60***
	8b	Estarei disponível para comprar esta Marca	0,67***
	8c	Irei considerar consumir esta Marca	0,67***
	8d	Tenho elevada possibilidade de comprar esta Marca	0,62***
	8e	Tenho elevada intenção de comprar esta Marca	0,66***

\* p<0,1

\*\* p<0,05

\*\*\* p<0,01

In all the model items, T3 sponsoring presents higher significant differences, and therefore supporting the hypothesis that sponsoring enhances mutualism in all the consumer brand relationship constructs (H1) and purchase intention (H2). Lower values presented are in Brand Attitudinal Loyalty construct items. Difference between sponsor and non-sponsor for those attending the movie and therefore being in the presence of a sponsorship recall momentum, are high, positive and significant. This translates a higher goodwill towards the sponsoring brand in all the three CBR constructs and in the purchase intention item.

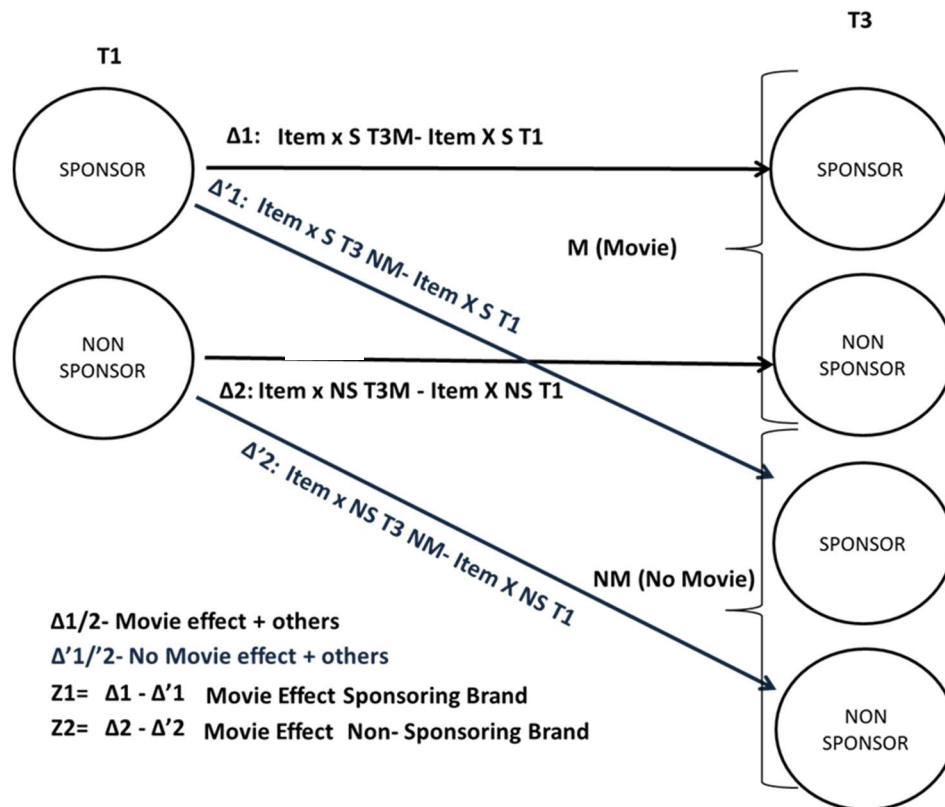
When comparing these results with the music/party event scenario, there are differences to be addressed. In the later scenario, positive differences between the sponsoring brand and the non-sponsoring brand only occur in one of the Brand Affect construct and all the purchase intention items, whilst in the football sponsorship scenario all the items in all the constructs analysed presented positive and significant values. This leads us to conclude that football sponsoring generates mutualism in more CBR constructs than music sponsoring (H8). Concerning purchase intention, both football and music sponsoring present positive significant differences between sponsoring and non-sponsoring the club or event, translating sponsoring into a positive effect in the purchase intention construct (H2 and H7). Brand Managers should be aware of these positive effects in both sponsoring contexts: Music and Football, but also bear in mind the difference between the two different sponsoring contexts, mainly when considering the Brand Trust and Brand Attitudinal Loyalty Constructs. When choosing a sponsoring territory one must analyse what is the objective of this sponsoring and what is the desired result. If it is purchase intention increase, both territories present positive differences for the sponsoring brand when compared to the non-sponsoring brand. This is also true for the Brand Affect construct. If, however the management desire is to increase brand loyalty or brand trust, football seems the territory with higher significant positive effects for the sponsoring brand when compared to the non-sponsoring one. Management must also take into consideration the necessary sponsorship investment for each of the different territories in order to decide the one that best fit the brand needs and brings added value to the feasible investment. It cannot be minimized the financial difference between sponsoring a football club being present in the playing jerseys from sponsoring a local musical event.

### **6.3.3.2 Hypothesis Testing: Football Effect Analysis**

The football effect can be analysed by the mean differences presented in tables 33 (for the sponsor brand) and 33 (for the non-sponsor brand). The mean differences are obtained in accordance with the scheme presented in the replication of figure 7 presented in chapter 4.5.4.

Replication of Figure 7: Hypothesis Validation Analysis Resume Scheme for the Football Sponsoring context

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention



Analysis of the mean differences comparison between those attending the football movie and those non attending it, for the football club sponsor brand is presented in table 33.

Table 33: Significant Effects for the Sponsor

SPONSOR MEAN DIFFERENCES				
	Item (PT)	Δ1 Moovie T3-T1	Δ'1 No Moovie T3-T1	Z1 (Δ1-Δ'1)
Brand Affect	1a Sinto-me bem quando consumo Super Bock	0,21***		0,38**
	1b Esta Marca faz-me feliz	0,35***		
	1c Esta Marca dá-me prazer	0,29***		
Brand Trust	2a Eu confio na Super Bock			
	2b Esta Marca é honesta			
	2c Esta Marca é segura			
Brand Attitudinal Loyalty	3a Eu não vou mudar para outra Marca apesar de existirem outras opções	0,44***		
	3b Estou disposto a pagar 5% mais pela Super Bock para que a possa consumir	0,40***		
	3c Eu irei consumir para sempre esta marca	0,40***	0,47*	
Purchase Intention	4a É provável que eu compre Super Bock			0,30*
	4b Estarei disponível para comprar esta marca	0,17**		
	4c Irei considerar consumir esta marca	0,16**		
	4d Tenho elevada possibilidade de comprar esta Marca	0,23**		
	4e Tenho elevada intenção de comprar esta Marca	0,24**		

\* p<0,1  
 \*\* p<0,05  
 \*\*\* p<0,01

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

With the exception of Brand Trust, all the constructs present increase with the enhancing of the sponsorship effect recall (movie). Only in one of the purchase intention items there is no significant change. As in the music context, loyalty is the construct with higher increase. Also when comparing to the music context for the sponsoring brand, brand affect has a higher increase in all the affect items. When analysing the purchase intention, two of the items have significant positive values in both music and football context, however in the latest context there are two other significant items with relevance with no significance in the music context, and one item presents significant positive value in the music context and not in the football one.

Overall, there is a higher number of positive significant differences (10 vs 8) in the football context than in the music context.

When analysing sponsorship with no enhancing of the same (no movie), the only item with significant difference is the Brand Loyalty “Eu irei consumir para sempre esta marca” although with only a  $p < 0,1$  significance. There is no significant change and difference between T3 and the T1 in the non movie sponsorship enhancement situation, maintaining the brand consumer relationship unchanged.

When taking into consideration the Z value, that is the sponsorship enhancement effect, brand affect is the construct with a significance possible difference in the item “Sinto-me bem quando consumo Super Bock”. Comparing this to the music sponsoring enhancement it is verified that there was no change in the brand affect construct in the later. Purchase intention has an increase in two of the items, mainly those that are more certain. When comparing to music, this certainly is also more stressed.

Analysis of the mean differences comparison between those attending the football movie and those non attending it, for the football club non sponsor brand is presented in table 34.

Table 34: Significant Effects for the Non Sponsor

NON SPONSOR MEAN DIFFERENCES				
	Item (PT)	$\Delta 2$ Moovie T3-T1	$\Delta' 2$ No Moovie T3-T1	Z2 ( $\Delta 2 - \Delta' 2$ )
Brand Affect	5a	Sinto-me bem quando consumo Sagres		
	5b	Esta Marca faz-me feliz		
	5c	Esta Marca dá-me prazer		
Brand Trust	6a	Eu confio na Sagres	-0,29***	
	6b	Esta Marca é honesta	-0,42***	-0,31**
	6c	Esta Marca é segura	-0,52***	
Brand Attitudinal Loyalty	7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,22**	0,40*
	7b	Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	0,23*	0,45*
	7c	Irei consumir para sempre esta Marca		
Purchase Intention	8a	É provavel que eu compre Sagres		-0,44**
	8b	Estarei disponível para comprar esta Marca		
	8c	Irei considerar consumir esta Marca	-0,28***	
	8d	Tenho elevada possibilidade de comprar esta Marca		
	8e	Tenho elevada intenção de comprar esta Marca		

\* p<0,1  
 \*\* p<0,05  
 \*\*\* p<0,01

For those that attended the movie, the brand trust construct has negative strong significant difference in all the items, and therefore leading to the conclusion that when evaluating the emphasis of brand sponsorship of the rival team, brand trust is negatively affected, supporting the hypothesis of antagonism. Same situation occurs with one of the purchase intention items: the one that has higher certainty. The later also happens in the non-sponsor music context situation. However, the brand trust antagonism effect only happens in the football context. However, when analysing the 2 situations, antagonism does not occur and therefore there seems to be an antagonism with the non-sponsoring brand but is not enhanced by the movie manipulation since it is already deeply rooted, it is a “club effect” since it happens also in those that did not attend the movie.

Also as in the music context, brand attitudinal loyalty has a positive effect. These are surprising figures although they can translate other aspects that are more relevant to this construct than the sponsoring. Possibility can be that with awareness increase (movie) the brand attitudinal loyalty increases due to brand communication recall and the football sponsorship has no effect in changing loyalty. There is an antagonist effect in the purchase intention (H4) when in the sponsoring enhancement situation, mainly in the consideration certainty, whilst in the non-movie situation the negative antagonism effect occurs in one of the items where the purchase intention is more a probability than a certainty.

Difference between both contexts are however insufficient, whilst in the music situation there was a positive effect in the non-sponsoring brand.



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

In summary, we can mention that when reinforcing the sponsoring of the rival brand, antagonism occurs in the brand trust (H3) and a negative effect in purchase intention (H4), whilst surprisingly brand attitudinal loyalty has mutualism effect possibly translating that in order to disrupt this construct different circumstances from sponsoring must occur.

Overall: in the case of the initial hypothesis, mutualism occurs both in consumer brand relationship (mainly Brand Affect) and purchase intention for the football club sponsoring, when analysing the rival club sponsoring (non-sponsoring of the club), when confronted with the sponsorship enhancement. Antagonism is verified in brand trust (H3) and purchase intention (H4) (consideration), however this effect is smoothed when compared with the control group.

## **6.4 Relations Between BCBR and Purchase Intention**

EFA, CFA and SEM were used to test relationships among the constructs. Previously for each of the different scenarios an EFA was used to identify the correlation structure among items. In each case the best solution was the four factors, in accordance with the literature. Results of several EFA solutions are presented in tables of the Appendix 48 to 74.

### **6.4.1 T1 and T2 Analysis**

#### **6.4.1.1 Confirmatory Factor Analysis (CFA): item loadings and model fit measures**

A resume of the calculation of all the statistics fit index values estimated models can be found in table 35.

Table 35: Fit index Values for all estimated models

<b>Statistics and Index of Fit</b>								
<b>Brand</b>	<b>Scenario</b>							
		<b>CFI</b>	<b>GFI</b>	<b>PCFI</b>	<b>TLI</b>	<b>PGFI</b>	<b>NFI</b>	<b>RMSEA</b>
<b>Super Bock</b>	T1	0,959	0,918	0,748	0,947	0,621	0,954	0,089
	T2F	0,957	0,890	0,747	0,945	0,602	0,942	0,095
	T2NF	0,944	0,845	0,737	0,929	0,572	0,924	0,112
<b>Sagres</b>	T1	0,973	0,933	0,759	0,966	0,631	0,969	0,080
	T2F	0,964	0,890	0,752	0,954	0,602	0,949	0,093
	T2NF	0,944	0,845	0,737	0,962	0,572	0,924	0,112

The multivariate normality assumption was evaluated via univariate asymmetry, and univariate and multivariate Kurtosis. The multivariate Kurtosis indicates that there is a problem of Kurtosis in the T2 no party/event experiment for both Super Bock and Sagres Brand and therefore the indicator Kurtosis multivariate indicative values.

Several Methods of extraction were used (maximum likelihood, ADS, GLS) to estimate the CFA models; however, the maximum likelihood was the one presenting the best fit results. Table 35 presents the fit indexes values for all estimated models.

CFA Model results are presented in the below tables 36 to 41, being table 36 the T1 CFA model results for Super Bock, table 37 the CFA model results for the same brand for those attending the music party/event, table 38 the CFA model results for the same sponsoring brand taking into consideration those non attending the music party/event. Table 39 includes the CFA model T1 results for Sagres and tables 40 and 41 include the T2 CFA Model results for the non

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

sponsoring brand, for those attending the music party/event (table 40) and those non attending the same event (table 41).

Table 36: CFA model results T1 for Super Bock

Construct	Item	Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Super Bock	0,849	***		0,796	0,970
	1b/5b	Esta Marca Faz-me Feliz	0,939	***	0,270	0,843	
	1c/5c	Esta Marca dá-me prazer	0,964	***	0,260	0,764	
Trust	2a/6a	Eu Confio na Super Bock	0,944	***		0,771	0,976
	2b/6b	Esta Marca é honesta	0,931	***	0,200	0,776	
	2c/6c	Esta Marca é segura	0,828	***	0,250	0,684	
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,821	***		0,601	0,892
	3b/7b	Estou disposto a pagar 5% mais pela Super Bock para que a possa consumir	0,775	***	0,360	0,673	
	3c/7c	Eu irei consumir para sempre esta marca	0,827	***	0,380	0,686	
Purchase Intention	4a/8a	É provável que eu compre Super Bock	0,881	***		0,867	0,750
	4b/8b	Estarei disponível para comprar esta marca	0,878	***	0,230	0,891	
	4c/8c	Irei considerar consumir esta marca	0,874	***	0,210	0,929	
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,918	***	0,210	0,882	
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,892	***	0,230	0,722	

Fit Indexes: CFI =0,959; GFI =0,918; PCFI =0,748; TLI =0,947; PGFI =0,621;NFI= 0,954; RMSEA = 0,089 (p=0,000)

Table 37: CFA model results T2F (party/event) for Super Bock (Sponsor)

Construct	Item	Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Super Bock	0,896	***		0,794	0,967
	1b/5b	Esta Marca Faz-me Feliz	0,942	***	0,038	0,839	
	1c/5c	Esta Marca dá-me prazer	0,979	***	0,036	0,766	
Trust	2a/6a	Eu Confio na Super Bock	0,944	***		0,812	0,967
	2b/6b	Esta Marca é honesta	0,929	***	0,035	0,797	
	2c/6c	Esta Marca é segura	0,847	***	0,044	0,77	
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,856	***		0,733	0,879
	3b/7b	Estou disposto a pagar 5% mais pela Super Bock para que a possa consumir	0,856	***	0,056	0,732	
	3c/7c	Eu irei consumir para sempre esta marca	0,877	***	0,059	0,717	
Purchase Intention	4a/8a	É provável que eu compre Super Bock	0,893	***		0,864	0,744
	4b/8b	Estarei disponível para comprar esta marca	0,901	***	0,039	0,891	
	4c/8c	Irei considerar consumir esta marca	0,875	***	0,035	0,958	
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,916	***	0,034	0,888	
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,891	***	0,038	0,803	

Fit Indexes: CFI =0,957; GFI =0,890; PCFI =0,747; TLI =0,945; PGFI =0,602;NFI= 0,942; RMSEA = 0,095 (p=0,000)

Table 38: CFA model results T2NF (no party/event) for Super Bock (Sponsor)

Construct	Item	Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Super Bock	0,906	***		0,851	0,957
	1b/5b	Esta Marca Faz-me Feliz	0,931	***	0,045	0,851	
	1c/5c	Esta Marca dá-me prazer	0,956	***	0,043	0,830	
Trust	2a/6a	Eu Confio na Super Bock	0,941	***		0,831	0,965
	2b/6b	Esta Marca é honesta	0,923	***	0,041	0,783	
	2c/6c	Esta Marca é segura	0,902	***	0,044	0,723	
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,828	***		0,806	0,856
	3b/7b	Estou disposto a pagar 5% mais pela Super Bock para que a possa consumir	0,898	***	0,073	0,685	
	3c/7c	Eu irei consumir para sempre esta marca	0,85	***	0,074	0,814	
Purchase Intention	4a/8a	É provável que eu compre Super Bock	0,885	***		0,852	0,749
	4b/8b	Estarei disponível para comprar esta marca	0,911	***	0,050	0,885	
	4c/8c	Irei considerar consumir esta marca	0,911	***	0,046	0,914	
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,923	***	0,045	0,868	
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,923	***	0,050	0,821	

Fit Indexes: CFI =0,944; GFI =0,845; PCFI =0,737; TLI =0,929; PGFI =0,572;NFI= 0,924; RMSEA = 0,112 (p=0,000)

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 39: CFA model results T1 for Sagres

Construct	Item	Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Sagres	0,888	***	0,022	0,798	0,976
	1b/5b	Esta Marca Faz-me Feliz	0,947	***	0,021	0,843	
	1c/5c	Esta Marca dá-me prazer	0,971	***	0,021	0,764	
Trust	2a/6a	Eu Confio na Sagres	0,958	***	0,015	0,771	0,981
	2b/6b	Esta Marca é honesta	0,964	***	0,020	0,776	
	2c/6c	Esta Marca é segura	0,886	***	0,020	0,684	
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,849	***	0,032	0,601	0,913
	3b/7b	Estou disposto a pagar 5% mais pela Sagres para que a possa consumir	0,824	***	0,033	0,673	
	3c/7c	Eu irei consumir para sempre esta marca	0,873	***	0,033	0,686	
Purchase Intention	4a/8a	É provável que eu compre Sagres	0,904	***	0,021	0,867	0,770
	4b/8b	Estarei disponível para comprar esta marca	0,904	***	0,019	0,891	
	4c/8c	Irei considerar consumir esta marca	0,918	***	0,019	0,929	
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,935	***	0,019	0,882	
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,929	***	0,020	0,722	

Fit Indexes: CFI =0,973; GFI =0,933; PCFI =0,759; TLI =0,966; PGFI =0,631;NFI= 0,969; RMSEA = 0,080 (p=0,000)

Table 40: CFA model results T2F (party/event) for Sagres (Non Sponsor)

Construct	Item	Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Sagres	0,920	***	0,033	0,846	0,969
	1b/5b	Esta Marca Faz-me Feliz	0,957	***	0,032	0,874	
	1c/5c	Esta Marca dá-me prazer	0,967	***	0,032	0,854	
Trust	2a/6a	Eu Confio na Sagres	0,921	***	0,039	0,847	0,967
	2b/6b	Esta Marca é honesta	0,950	***	0,041	0,821	
	2c/6c	Esta Marca é segura	0,909	***	0,041	0,802	
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,861	***	0,053	0,783	0,899
	3b/7b	Estou disposto a pagar 5% mais pela Sagres para que a possa consumir	0,885	***	0,056	0,742	
	3c/7c	Eu irei consumir para sempre esta marca	0,896	***	0,056	0,826	
Purchase Intention	4a/8a	É provável que eu compre Sagres	0,906	***	0,038	0,903	0,762
	4b/8b	Estarei disponível para comprar esta marca	0,921	***	0,034	0,849	
	4c/8c	Irei considerar consumir esta marca	0,924	***	0,033	0,935	
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,935	***	0,033	0,916	
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,920	***	0,036	0,847	

Fit Indexes: CFI =0,964; GFI =0,890; PCFI =0,752; TLI =0,954; PGFI =0,602;NFI= 0,949; RMSEA = 0,093 (p=0,000)

Table 41: CFA model results T2NF (no party/event) for Sagres (Non Sponsor)

Construct	Item	Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Sagres	0,914	***	0,041	0,918	0,961
	1b/5b	Esta Marca Faz-me Feliz	0,940	***	0,038	0,932	
	1c/5c	Esta Marca dá-me prazer	0,97	***	0,038	0,834	
Trust	2a/6a	Eu Confio na Sagres	0,951	***	0,033	0,793	0,975
	2b/6b	Esta Marca é honesta	0,953	***	0,034	0,839	
	2c/6c	Esta Marca é segura	0,953	***	0,034	0,821	
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,846	***	0,066	0,813	0,887
	3b/7b	Estou disposto a pagar 5% mais pela Sagres para que a possa consumir	0,902	***	0,07	0,716	
	3c/7c	Eu irei consumir para sempre esta marca	0,906	***	0,07	0,909	
Purchase Intention	4a/8a	É provável que eu compre Sagres	0,916	***	0,046	0,908	0,770
	4b/8b	Estarei disponível para comprar esta marca	0,890	***	0,039	0,905	
	4c/8c	Irei considerar consumir esta marca	0,913	***	0,036	0,940	
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,965	***	0,038	0,884	
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,958	***	0,038	0,835	

Fit Indexes: CFI =0,970; GFI =0,879; PCFI =0,757; TLI =0,962; PGFI =0,594;NFI= 0,952; RMSEA = 0,089 (p=0,000)

All the fit measures presented values of good fit for T1 SB, T1 SG, T2 party/event SB and T2 Party/event SG models, with the exception of the T2 non party/event for both brands. In this situation, multivariate normality does not exist because of multivariate Kurtosis values is not within the accepted interval and the percentage of multivariate outliers is higher than in the other samples. These two models results should be analysed with caution. These problems are reflected in the goodness of fit but with the exception of the RMSEA and PGFI indicators, all the other indexes considered presented values within the acceptable figures.

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In all the models, the standardized item loadings are superior to 0,7, which indicates a high correlation between the variable and the construct.

Factor correlations for all models analysed considering the music event/party context can be found below table 42.

Table 42: Factor Correlations for all models analysed (Music Context)

### **Factor Correlations:**

	Super Bock			Sagres		
	T1	T2F	T2NF	T1	T2F	T2NF
Affect <-> Trust	0,628	0,671	<b>0,676</b>	<b>0,699</b>	0,619	0,673
Trust <-> Att. Loyalty	<b>0,379</b>	0,348	0,359	<b>0,452</b>	0,325	0,362
Att. Loyalty <-> Purchase Intention	0,579	0,469	<b>0,612</b>	0,648	0,552	<b>0,656</b>
Affect <-> Att. Loyalty	0,538	0,541	<b>0,567</b>	0,627	0,548	<b>0,653</b>
Affect <-> Purchase Intention	0,737	0,746	<b>0,758</b>	0,809	0,743	<b>0,826</b>
Trust <-> Purchase Intention	0,563	<b>0,674</b>	0,666	0,644	0,598	<b>0,689</b>

Correlation among brand affect, brand trust and brand attitudinal loyalty factors have positive high estimates.

The lowest correlation occurs between Brand Trust and Brand Attitudinal Loyalty whilst the highest is between Brand Affect and Purchase Intention. However, the sponsorship of the Event by Super Bock has increased the correlation between Brand Trust and Purchase Intention. This correlation did not have the same effect in the non-sponsoring Brand Sagres for those that attended the event.

When analysing the event sponsorship effect in the sponsoring brand super bock correlations, all those correlations between brand affect, brand trust and purchase intention increase, whilst the others decrease. However, all the correlations, except brand trust and brand attitudinal loyalty have increased which indicates an external reason or reasons for the deviations for those non attending the event. Only the correlation between trust and purchase intention is higher for the sponsoring brand in those attending the event when compared to those not attending the event. Of notice is the fact that the non event/ non party SEM model has to be analysed with some reservations since it presents a RMSEA superior than 0,1. Comparison can be done between the model for T1 and party/event attendance between the sponsoring and non-sponsoring brand. This comparison leads to the conclusions that for all the brand affect correlations, when comparing to the T1 scenario, correlation values increases in the sponsoring brand case (Super Bock) whilst for the non-sponsoring brand it decreases (Sagres). Also the

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

brand trust and purchase intention correlation presents an increase for the sponsoring brand when compared to the T1 scenario whilst for the non-sponsoring brand it represents a decrease.

When analysing the purchase intention correlations, in the case of the sponsoring brand both the correlation of this construct with brand affect and brand trust increase, whilst for the non-sponsoring brand it decreases.

### 6.4.1.2 SEM for T1/T2

The correlations analysed between brand and consumer relationship constructs are identical for all the analysed models.

Below, in table 43 SEM T1 model results for the Super Bock brand are presented.

Table 43: SEM T1 Model Results for Super Bock

T1 Super Bock SEM Model			
T1 Super Bock: Correlations	Estimates(S.E.)	Error Variance	R2
<b>Relationships</b>			
	<b>Standardized Regression Coefficient</b>		
Affect --> Purchase Intention	0,509* (0,043)		
Trust --> Purchase Intention	0,149* (0,042)		
Att. Loyalty --> Purchase Intention	0,249* (0,031)		
<b>Correlations</b>			
Affect <-> Trust	0,628* (0,062)		
Trust <-> Att. Loyalty	0,379* (0,067)		
Affect<-> Att. Loyalty	0,538* (0,086)		
Purchase Intention		<b>0,988</b>	<b>0,603</b>
* significant at 1%			
Fit Indexes: CFI =0,959; GFI =0,918; PCFI =0,748; TLI =0,947; PGFI =0,621;NFI= 0,954; RMSEA = 0,089 (p=0,000)			

In T1 Super Bock model, the consumer brand relationship construct with a higher standardized coefficient value affecting purchase influence is the brand affect, followed by the brand attitudinal loyalty (estimated coefficient of 0,249) and only afterwards brand trust. All constructs have positive influence in the purchase intention. After the party/event, for the sponsoring brand Super Bock (T2F Super Bock SEM Model), the construct that has a higher influence in purchase intention is still brand affect but trust appears as the second construct that has a stronger influence in purchase intention with a standardized coefficient of 0,318 and attitudinal loyalty is the consumer brand relationship construct with a lower influence and of 0,098. This same order construct influence in the purchase intention construct also occurs for the non party/event model, however with a lower construct effect value difference. These last

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conclusions regarding non party/event model have to be analysed with some reservations due to a weak model fit, although the standardized coefficient are significant.

SEM Model Results for those attending the music event/party for the sponsoring brand Super Bock can be found in below table 44 and for those non attending the event for the same sponsoring brand can be found in table 45.

Table 44: SEM T2F (party/event) Model Results for Super Bock (sponsor)

<b>T2F Super Bock SEM Model</b>			
<b>T2F Super Bock: Correlations</b>	<b>Estimates(S.E.)</b>	<b>Error Variance</b>	<b>R2</b>
<b>Relationships</b>	<b>Standardized Regression Coefficient</b>		
Affect --> Purchase Intention	0,479* (0,078)		
Trust --> Purchase Intention	0,318* (0,085)		
Att. Loyalty --> Purchase Intention	0,098* (0,051)		
<b>Correlations</b>			
Affect <-> Trust	0,671*(0,103)		
Trust <-> Att.Loyalty	0,348* (0,108)		
Affect<-> Att. Loyalty	0,541*(0,148)		
Purchase Intention		<b>0,847</b>	<b>0,619</b>
* significant at 1%			
<b>Fit Indexes: CFI =0,957; GFI =0,890; PCFI =0,747; TLI =0,945; PGFI =0,602;NFI= 0,942; RMSEA = 0,095 (p=0,000)</b>			

Table 45: SEM T2NF (no party/event) Model Results for Super Bock (sponsor)

<b>T2NF Super Bock SEM Model</b>			
<b>T2NF Super Bock: Correlations</b>	<b>Estimates(S.E.)</b>	<b>Error Variance</b>	<b>R2</b>
<b>Relationships</b>	<b>Standardized Regression Coefficient</b>		
Affect --> Purchase Intention	0,400* (0,082)		
Trust --> Purchase Intention	0,295* (0,084)		
Att. Loyalty --> Purchase Intention	0,280* (0,058)		
<b>Correlations</b>			
Affect <-> Trust	0,676*(0,132)		
Trust <-> Att.Loyalty	0,359* (0,133)		
Affect<-> Att. Loyalty	0,567*(0,176)		
Purchase Intention		<b>0,654</b>	<b>0,670</b>
* significant at 1%			
<b>Fit Indexes: CFI =0,944; GFI =0,845; PCFI =0,737; TLI =0,929; PGFI =0,572;NFI= 0,924; RMSEA = 0,112 (p=0,000)</b>			

For the non event sponsoring Brand, Sagres, in T1 the influence order of the consumer brand relationships construct on purchase intention is the same as for the sponsoring Brand and, in contrary to that model there is no change in the order after the event, demonstrating that brand trust becomes the construct that influences more the purchase intention for the sponsoring brand.

Below, in table 46 SEM T1 model results for the Sagres brand are presented.

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Table 46: SEM T1 Model Results for Sagres

T1 Sagres SEM Model			
T1 Sagres: Correlations	Estimates(S.E.)	Error Variance	R2
<b>Relationships</b>		<b>Standardized Regression Coefficient</b>	
Affect --> Purchase Intention	0,563* (0,040)		
Trust --> Purchase Intention	0,147* (0,036)		
Att. Loyalty --> Purchase Intention	0,228* (0,029)		
<b>Correlations</b>			
Affect <-> Trust	0,699* (0,079)		
Trust <-> Att. Loyalty	0,452* (0,081)		
Affect<-> Att. Loyalty	0,627* (0,099)		
Purchase Intention		0,834	0,698
* significant at 1%			
Fit Indexes: CFI =0,973; GFI =0,933; PCFI =0,759; TLI =0,966; PGFI =0,631;NFI= 0,969; RMSEA = 0,080 (p=0,000)			

SEM Model Results for those attending the music event/party for the non sponsoring brand Sagres can be found in below table 47 and for those non attending the event for the same non sponsoring brand can be found in table 48.

Table 47: SEM T2F (party/event) Model Results for Sagres (non-sponsor)

T2F Sagres SEM Model			
T2F Sagres: Correlations	Estimates(S.E.)	Error Variance	R2
<b>Relationships</b>		<b>Standardized Regression Coefficient</b>	
Affect --> Purchase Intention	0,619* (0,071)		
Trust --> Purchase Intention	0,325* (0,075)		
Att. Loyalty --> Purchase Intention	0,548* (0,054)		
<b>Correlations</b>			
Affect <-> Trust	0,619* (0,116)		
Trust <-> Att. Loyalty	0,325* (0,114)		
Affect<-> Att. Loyalty	0,548* (0,153)		
Purchase Intention		0,931	0,615
* significant at 1%			
Fit Indexes: CFI =0,964; GFI =0,890; PCFI =0,752; TLI =0,954; PGFI =0,602;NFI= 0,949; RMSEA = 0,093 (p=0,000)			

Table 48: SEM T2NF (no party/event) Model Results for Sagres (non-sponsor)

T2NF Sagres SEM Model			
T2NF Sagres: Correlations	Estimates(S.E.)	Error Variance	R2
<b>Relationships</b>		<b>Standardized Regression Coefficient</b>	
Affect --> Purchase Intention	0,481* (0,084)		
Trust --> Purchase Intention	0,278* (0,074)		
Att. Loyalty --> Purchase Intention	0,241 *(0,064)		
<b>Correlations</b>			
Affect <-> Trust	0,673*(0,153)		
Trust <-> Att. Loyalty	0,362* (0,141)		
Affect<-> Att. Loyalty	0,653*(0,188)		
Purchase Intention		0,646	0,747
* significant at 1%			
Fit Indexes: CFI =0,970; GFI =0,879; PCFI =0,757; TLI =0,962; PGFI =0,594;NFI= 0,952; RMSEA = 0,089 (p=0,000)			



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Qui-square is influenced by the sample dimension, thus RMSEA is a more appropriate measure to analyse the model fit. Bootstrap was applied and adaptability was verified in all except in the non party/event situations.

Consumer brand relationship constructs (Brand Affect, Brand Trust and Brand Attitudinal Loyalty) correlations comparison for all the models analysed can be found in table 49 below.

Table 49: Consumer Brand Relationship Constructs Correlations comparison for all the models analysed

Consumer Brand Relationship Constructs Correlations						
Correlations/Estimate	Super Bock			Sagres		
	T1	T2F	T2NF	T1	T2F	T2NF
Affect <-> Trust	0,628*	0,671*	0,676*	0,699*	0,619*	0,673*
Trust <-> Att.Loyalty	0,379*	0,348*	0,359*	0,452*	0,325*	0,362*
Affect<-> Att. Loyalty	0,538*	0,541*	0,567*	0,627*	0,548*	0,653*

\* significant at 1%

Of notice that both for the Super Bock as for the Sagres brand for the T2 moment, the trust influence in the purchase intention increases for both those attending the party as for those non attending, however with higher values for those attending the party, which is also aligned with the mean differences Z1 and Z2 conclusions already mentioned for the party attendants that reflected an increase in brand trust and purchase intention.

### 6.4.1.3. SEM Comparisons: T1 and T2 Party/event attendance

An autoregressive model with two waves on the latest model and multiple indicators was estimated for each combinations of contexts (Music/Football) for the sponsoring and non sponsoring brand.

To establish whether the Consumer Brand Relationship and Purchase Intention constructs are stable over time and in case of evidence for individual change, whether the sponsorship has an influence, positive or not, in this change. Results are presented in the following tables 50 and 51, table 50 and figure 13 for the sponsoring brand Super Bock and table 51 and figure 14 for the non sponsoring brand Sagres.

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Table 50: SEM T1 and T2 party/event attendance results comparison for Super Bock (sponsoring brand)

Super Bock			
Relationships	Standardized Regression Coefficient (S.E.)	Error Variance	R2
Affect t1---> Affect t2	0,679*(0,052)		
Trust t1--->Trust t2	0,519* (0,060)		
Att. Loyalty t1 ---> Att.Loyalty T2	0,678* (0,073)		
Affect t1--->Purchase intention t1	0,556* (0,086)		
Trust t1 ---> Purchase Intention t1	statistically non relevant		
Att. Loyalty t1---> Purchase Intention t1	0,249* (0,065)		
Purchase Intention t1 ---> Purchase Intention t2	0,461* (0,047)		
Affect t2---> Purchase Intention t2	0,283* (0,069)		
Trust t2 ---> Purchase Intention t2	0,303* (0,068)		
Att. Loyalty t2 ---> Purchase Intention t2	statistically non relevant		
Purchase Intention T1		0,974	0,586
Att. Loyalty t2		1,163	0,460
Affect t2		0,759	0,461
Trust 2		0,762	0,267
Purchase Intention t2		0,587	0,675
* significant at 1%			
** significant at 5%			
<b>Fit indexes: CFI =0,924; PCFI =0,817; TLI =0,914; NFI= 0,884; RMSEA = 0,082 (p=0,000)</b>			

Model fit indexes present an acceptable RMSEA figure of 0,082 (lower than 0,1) and with the exception of the NFI index all the other present acceptable values.

Table 51: SEM T1 and T2 party/event attendance results comparison for Sagres (non-sponsoring brand)

Sagres			
Relationships	Standardized Regression Coefficient (S.E.)	Error Variance	R2
Affect t1---> Affect t2	0,703* (0,050)		
Trust t1--->Trust t2	0,516*(0,053)		
Att. Loyalty t1 ---> Att.Loyalty T2	0,718*(0,066)		
Affect t1--->Purchase intention t1	0,559*(0,074)		
Trust t1 ---> Purchase Intention t1	0,132***(0,070)		
Att. Loyalty t1---> Purchase Intention t1	0,263*(0,063)		
Purchase Intention t1 ---> Purchase Intention t2	0,381*(0,051)		
Affect t2---> Purchase Intention t2	0,299*(0,070)		
Trust t2 ---> Purchase Intention t2	0,229*(0,066)		
Att. Loyalty t2 ---> Purchase Intention t2	0,127***(0,054)		
Purchase Intention T1		0,809	0,686
Att. Loyalty t2		0,982	0,516
Affect t2		0,873	0,494
Trust 2		0,947	0,266
Purchase Intention t2		0,776	0,649
* significant at 1%			
** significant at 5%			
<b>Fit indexes: CFI =0,928; PCFI =0,820; TLI =0,919;NFI= 0,893; RMSEA = 0,085 (p=0,000)</b>			

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For the non sponsoring brand, all fit indexes are within acceptable value intervals, and therefore we conclude that there is a moderate model fit.

Figure 13: SEM T1 and T2 party/event attendance results comparison for Super Bock (Sponsoring brand)

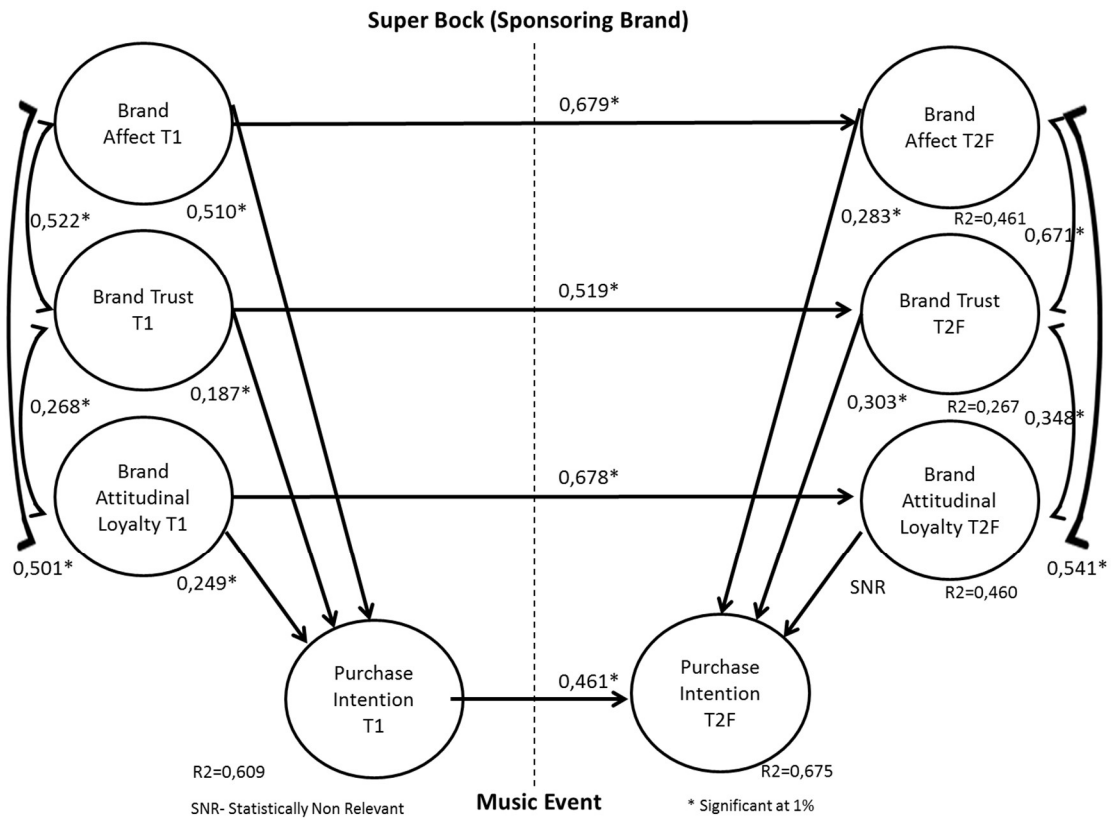
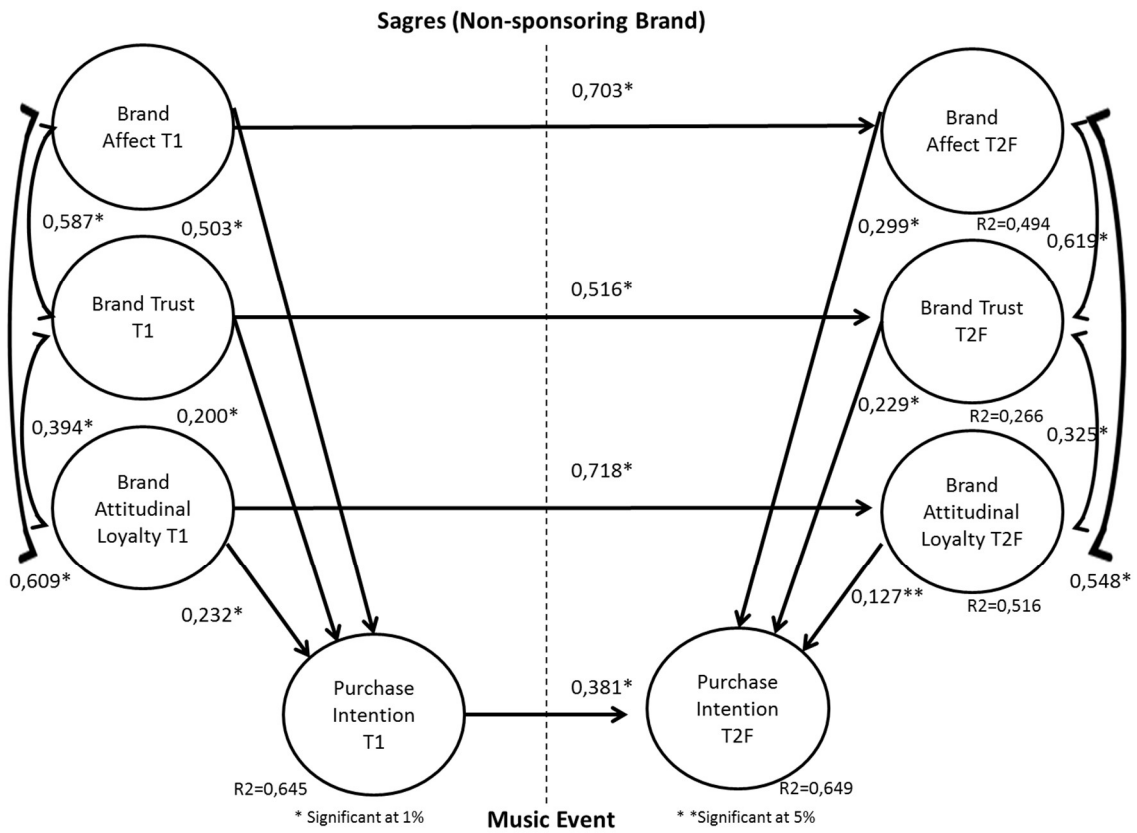


Figure 14: SEM T1 and T2 party/event attendance results comparison for Sagres (Non-sponsoring Brand)



The Consumer Brand Relationship variables in the second moment t2 are very influenced by the same variables of the t1 moment, since the standardized regression coefficients between the t1 and t2 are positive and of magnitude superior to 0,5, both for the Super Bock and the Sagres Brand. The purchase intention also increments from the first to the second moment for both brands, although with a lower magnitude; the increase was higher for the sponsored brand (0.461 in the superbloc brand versus 0,381 for the Sagres Brand).

When considering the consumer brand relationship constructs as Affect, Trust and Attitudinal Loyalty, all three have increased in T2 vs T1, showing that there is a mutualism effect in the consumer brand relationship after the event for both the sponsoring brand and the non sponsoring brand. The trust construct has a higher influence in other CBR constructs for the sponsoring brand than the non sponsoring brand, whilst for the non sponsoring brand attitudinal loyalty and brand affect have higher influences. In the sponsoring Brand Super Bock, after the event, in T2, loyalty has no longer influence in the purchase intention as in T1, however trust

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has a positive influence that in T1 was lower. Brand affect influences purchase intention in a lower rating than in T1. Purchase intention increases in the Super Bock and also in Sagres in T2 (non sponsoring Brand), however it has a higher increase for the sponsoring brand. The trust influence in the purchase intention is also higher in the sponsoring brand than in the non sponsoring brand in T2.

When analysing correlations with purchase intention, the sponsoring Brand has a higher effect increase in T2 versus T1 than the non sponsoring brand which indicates that the event (music) has a higher positive effect towards the sponsoring brand, supporting the original hypothesis (H7). Surprisingly the non sponsoring brand also has a purchase intention increase, however with a lower increase than the sponsoring brand, indicating that sponsoring the event has a positive effect on the purchase intention with a higher increase than for the non sponsoring brand (H7). Several factors may influence the non sponsoring brand purchase increase, from a category overall gain to external situations. However, the fact that correlations with purchase intention has a higher increase for the sponsoring brand than the non sponsoring brand, can support the theory that sponsoring the event has a positive effect in the purchase intention with a higher index for the sponsoring brand (H7).

When analysing the brand trust effect over the purchase intention for the sponsoring brand, we can observe that in T1 trust had no significant influence in the purchase intention, whilst in the non sponsoring brand it had a low but 5% significant influence. However, after the event in T2, trust appears as the construct with a higher influence in purchase intention with a 1% significance for the sponsoring brand. Its effect is higher than for the non sponsoring brand, indicating that for the sponsoring brand (as itself and in comparison with the non sponsoring brand) the event has a positive effect over the purchase intention mainly driven by trust. Concerning the hypothesis, after the event the purchase intention has been positively influenced for the sponsoring brand (and in a higher scale than for the non sponsoring brand) supporting the hypothesis and the brand management expectations gathered during the interview sessions (H7).

When analysing the squared multiple correlations ( $R^2$ ) for the purchase intention in T2 vs T1, in the case of the sponsoring brand Super Bock  $R^2$  increases from 0,586 to 0,675, translating the fact that there is a higher explanation for the purchase intention in T2 than in T1, which leads us to believe that not only the correlation with purchase intention increase after the sponsoring event, but also the purchase intention has a higher explanation taking the constructs

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

selected than in T1. As a contrast, in the non sponsoring brand scenario, the R2 decreases from T1 (0,686) to T2 (0,649), translating the fact that before the event the purchase intention had a higher explanation than after the event. When considering this R2 effects for the sponsoring and non sponsoring brand, we can verify that the purchase intention has a higher increase after the event for the sponsoring brand than the non sponsoring brand and that the purchase intention explanation increases after the event for the sponsoring brand while it decreases for the non sponsoring brand.

## 6.4.2 T3 Analysis

### 6.4.2.1 Confirmatory Factor Analysis (CFA): CFA item loadings and model fit measures

#### ➤ CFA

Similarly, to the music sponsorship music situation, estimation method used was the maximum likelihood.

#### MOVIE

Data inputs with both p values (p1 and p2) in the mahalanobis d-squared analysis higher than 0,05 were discarded since they were considered outliers putting at risk the multivariate normality of the data. Analysis has shown that the scenario with less 59 observations (less than 20% of total sample) was still without multivariate normality.

For both the CFA and SEM taking into consideration the movie database, standard regression weights factors and correlations were significant. RMSEA figures was lower than 0,10 (0,092 for the sponsor and 0,078 for the non sponsor). This was the scenario base for the CFA and SEM Movie analysis.

It is presented in table 52 below the CFA model results for those attending the football movie for the sponsoring brand, and in table 53 the same model results for the non sponsoring brand.

Table 52: CFA model results T3M (football movie) for the Sponsor

#### **SPONSOR**

Construct	Item	Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Super Bock/Sagres (Sponsor)	0,946	***		0,868	0,981
	1b/5b	Esta Marca Faz-me Feliz	0,948	***	0,032	0,956	
	1c/5c	Esta Marca dá-me prazer	0,977	***	0,029	0,938	
Trust	2a/6a	Eu Confio na Super Bock/Sagres (Sponsor)	0,967	***		0,890	0,982
	2b/6b	Esta Marca é honesta	0,947	***	0,030	0,849	
	2c/6c	Esta Marca é segura	0,948	***	0,029	0,671	
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,824	***		0,603	0,821
	3b/7b	Estou disposto a pagar 5% mais pela Super Bock/Sagres (sponsor) para que a possa consumir	0,777	***	0,087	0,679	
	3c/7c	Eu irei consumir para sempre esta marca	0,819	***	0,085	0,898	
Purchase Intention	4a/8a	É provável que eu compre Super Bock/Sagres (Sponsor)	0,921	***		0,896	0,798
	4b/8b	Estaré disponível para comprar esta marca	0,944	***	0,036	0,934	
	4c/8c	Irei considerar consumir esta marca	0,969	***	0,031	0,954	
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,978	***	0,030	0,900	
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,932	***	0,036	0,895	

Fit Indexes: CFI =0,970; PCFI =0,757; TLI =0,961; NFI= 0,956; RMSEA = 0,092 (p=0,000)

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Fit indexes present good fit values for both sponsor and non-sponsor in the football movie T3 situation with RMSEA's values lower than 0,1. In the model T3 no movie, sponsor situation, it is verified that multivariate normality does not exist. The percentage of multivariate outliers was high and, contrary to the movie sponsor and non-sponsor situation, it was chosen not to remove them in the analysis due to the short group dimension. Furthermore, except the RMSEA, and the borderline NFI with 0,894 all the other indexes presented acceptable figures.

### NON SPONSOR

Table 53: CFA model results T3M (football movie) for Non Sponsor

Construct	Item		Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Sagres/Super Bock (Non Sponsor)	0,956	***		0,927	0,979	0,993
	1b/5b	Esta Marca Faz-me Feliz	0,968	***	0,026	0,934		
	1c/5c	Esta Marca dá-me prazer	0,991	***	0,022	0,922		
Trust	2a/6a	Eu Confio na Sagres/Super Bock (Non Sponsor)	0,946	***		0,899	0,959	0,986
	2b/6b	Esta Marca é honesta	0,938	***	0,036	0,861		
	2c/6c	Esta Marca é segura	0,945	***	0,035	0,750		
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções Estou disposto a pagar 5% mais pela Sagres/Super Bock (Non sponsor) para que a	0,817	***		0,619	0,845	0,942
	3b/7b	possa consumir	0,787	***	0,074	0,667		
	3c/7c	Eu irei consumir para sempre esta marca	0,866	***	0,076	0,893		
Purchase Intention	4a/8a	É provável que eu compre Sagres/Super Bock (Non Sponsor)	0,928	***		0,879	0,788	0,993
	4b/8b	Estarei disponível para comprar esta marca	0,948	***	0,034	0,894		
	4c/8c	Irei considerar consumir esta marca	0,960	***	0,032	0,982		
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,966	***	0,031	0,936		
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,963	***	0,031	0,913		

Fit Indexes: CFI =0,979; PCFI =0,764; TLI =0,974; NFI= 0,966; RMSEA = 0,078 (p=0,000)

### NO MOVIE

Data will contribute to understand the effects between CBR constructs and Purchase intention although decisions should not be based on the figures and therefore there are no comparisons with T3NM or T1.

CFA model for those non attending the football movie can be found in table 54 for the sponsoring brand and in table 55 for the non sponsoring brand.

### SPONSOR

Table 54: CFA model results T3NM (no football movie) for the Sponsor

Construct	Item		Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Super Bock/Sagres (Sponsor)	0,922	***		0,883	0,957	0,985
	1b/5b	Esta Marca Faz-me Feliz	0,962	***	0,058	0,956		
	1c/5c	Esta Marca dá-me prazer	0,976	***	0,056	0,905		
Trust	2a/6a	Eu Confio na Super Bock/Sagres (Sponsor)	0,947	***		0,903	0,921	0,972
	2b/6b	Esta Marca é honesta	0,88	***	0,084	0,793		
	2c/6c	Esta Marca é segura	0,825	***	0,091	0,793		
Att.Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções Estou disposto a pagar 5% mais pela Super Bock/Sagres (sponsor) para que a possa	0,837	***		0,706	0,778	0,913
	3b/7b	consumir	0,840	***	0,116	0,701		
	3c/7c	Eu irei consumir para sempre esta marca	0,890	***	0,115	0,681		
Purchase Intention	4a/8a	É provável que eu compre Super Bock/Sagres (Sponsor)	0,890	***		0,774	0,778	0,990
	4b/8b	Estarei disponível para comprar esta marca	0,950	***	0,075	0,896		
	4c/8c	Irei considerar consumir esta marca	0,951	***	0,070	0,952		
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,978	***	0,066	0,925		
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,940	***	0,076	0,851		

Fit Indexes: CFI =0,940; PCFI =0,733; TLI =0,923; NFI= 0,894; RMSEA = 0,123 (p=0,000)



**NON SPONSOR**

Table 55: CFA model results T3NM (no football movie) for the Non Sponsor)

Construct	Item	Standardized Loading	p	SE	R2	AVE	Construct Reliability
Affect	1a/5a	Sinto-me bem quando consumo Sagres/Super Bock (Non Sponsor)	0,754	***		0,800	0,896
	1b/5b	Esta Marca Faz-me Feliz	0,952	***	0,142	0,928	
	1c/5c	Esta Marca dá-me prazer	0,978	***	0,146	0,874	
Trust	2a/6a	Eu Confio na Sagres/Super Bock (Non Sponsor)	0,886	***		0,906	0,885
	2b/6b	Esta Marca é honesta	0,908	***	0,103	0,81	
	2c/6c	Esta Marca é segura	0,906	***	0,110	0,859	
Att. Loyalty	3a/7a	Eu não vou mudar para outra Marca apesar de existirem outras opções	0,836	***		0,745	0,827
	3b/7b	Estou disposto a pagar 5% mais pela Sagres/Super Bock (Non sponsor) para que a possa consumir	0,863	***	0,117	0,699	
	3c/7c	Eu irei consumir para sempre esta marca	0,927	***	0,113	0,820	
Purchase Intention	4a/8a	É provável que eu compre Sagres/Super Bock (Non Sponsor)	0,900	***		0,824	0,754
	4b/8b	Estarei disponível para comprar esta marca	0,952	***	0,073	0,786	
	4c/8c	Irei considerar consumir esta marca	0,935	***	0,068	0,956	
	4d/8d	Tenho elevada possibilidade de comprar esta Marca	0,963	***	0,064	0,907	
	4e/8e	Tenho elevada intenção de comprar esta Marca	0,894	***	0,078	0,569	

Fit Indexes: CFI =0,961; PCFI =0,749; TLI =0,950; NFI= 0,911; RMSEA = 0,096 (p=0,009)

Factor correlations for those attending the football movie (T3M) and comparison with the same sample before the manipulation/intervention (T1') for both the sponsoring brand as for the non sponsoring brand can be found in table 56.

Table 56: Factor Correlations for the T1' and T3 models

**Factor Correlations:**

	Sponsor		Non Sponsor	
	T1'	T3M	T1'	T3M
Affect <-> Trust	0,689	0,745	0,686	0,740
Trust <-> Att. Loyalty	0,412	0,450	0,383	0,500
Affect <-> Att. Loyalty	0,518	0,506	0,551	0,596
Att. Loyalty <-> Purchase Intention	0,169	0,551	0,269	0,712
Affect <-> Purchase Intention	0,672	0,852	0,587	0,885
Trust <-> Purchase Intention	0,107	0,746	0,145	0,759

When comparing for the sponsor brand the football context with the music one, with the exception of the brand attitudinal loyalty and Brand Affect correlation, the constructs are more correlated which can lead us to conclude that sponsoring the football club enhances the relationship between consumer and brand and therefore enhancing mutualism (H1). This is also the situation of the Purchase intention when considering correlations with the CBR constructs.

When comparing non sponsoring the club with sponsoring the club, correlations are similar which leads us to conclude that CBR constructs correlation area not influenced by the football sponsorship.

Comparison between non sponsors correlation T3 and T2 are not recommendable since there is no sponsoring to be evaluated but only the brands itself and in T2 context only Sagres is being analysed whereas in T3 both Sagres and Super Bock are being analysed and values presented.

### 6.4.2.2. SEM

#### MOVIE

SEM Model results for those attending the football movie (T3M) are presented in table 57 for the sponsoring brand and in table 58 for the non sponsoring brand.

#### **SPONSOR**

Table 57: SEM T3M (football movie) Model Results for the Sponsor

T3 M Sponsor SEM Model			
T3M Sponsor: Correlations	Estimates(S.E.)	Error Variance	R2
<b>Relationships</b>			
<b>Standardized Regression Coefficient</b>			
Affect --> Purchase Intention	0,612* (0,065)		
Trust --> Purchase Intention	0,227* (0,064)		
Att. Loyalty --> Purchase Intention	0,139** (0,043)		
<b>Correlations</b>			
Affect <-> Trust	0,745*(0,104)		
Trust <-> Att.Loyalty	0,450* (0,125)		
Affect<-> Att. Loyalty	0,506*(0,112)		
Purchase Intention		0,386	0,768
* significant at 1%; ** significant at 5%			
Fit Indexes: CFI =0,970; PCFI =0,757; TLI =0,961; NFI= 0,956; RMSEA = 0,092 (p=0,000)			

In the T3 sponsor movie situation, the consumer brand relationship construct with a higher standardized coefficient value affecting purchase intention is the brand affect, followed by Trust with less than half the value and only afterwards with a much lower value the construct attitudinal loyalty. All the constructs have a positive influence in the purchase intention, similarly to the T2 Party/Music sponsoring situation, however there are differences to be addressed. In the T3 sponsoring situation, Brand Affect value appears with a higher difference comparing to the other constructs than in the T2 Music sponsoring, where the Brand Affect and Brand Trust have closer values, with the Brand Trust Value higher in the T2 Music context than in the T3 Football sponsoring context, presenting the Brand Affect a higher value in the Football sponsoring context than in the music context. Therefore, Brand Affect influences higher Purchase Intention in the Football sponsoring context than in the Music context. For the Brand Trust construct, values are relatively similar, however in the Music context sponsoring it presents a higher value than in the Football sponsoring context. Attitudinal loyalty is in both sponsoring contexts the construct that has a lower influence in the Purchase intention.

When comparing, in the football sponsorships enhancement context, the sponsoring constructs influence in the purchase intention with the non-sponsor in similar experimental situation (the movie presentation), affect is still the consumer brand relationship construct with a higher influence in the purchase intention, however with a lower value than for the sponsoring brand.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Brad Trust however is in the non-sponsoring brand when enhanced the football effect the construct with a lower influence whilst attitudinal loyalty is the second one. Therefore, considering the Consumers Brand Relationship Constructs influence in the Purchase Intention, the football sponsoring enhancement presents higher values for the sponsors in both the Brand Affect and Brand Trust.

This is also validated when comparing for the sponsor brand in the enhancement situation (music presentation) versus the situation where there is no intervention (no movie presentation). In the later situation, brand affect construct influences positively the purchase intention but with a lower value and Brand Trust in this situation has no statistically influence in the purchase intention. Brand Attitudinal Loyalty however presents a higher influence in purchase intention when not enhancing the sponsorship than when enhancing it. These conclusions however regarding the no sponsorship enhancement or the no movie presentation have to be analysed with some reserves due to a weak model fit.

Overall, concerning the Consumer Brand Relationship Constructs influence in purchase intention, and when comparing values both for the sponsoring brand when enhancing the sponsorship and also with values for the sponsorship enhancement for the non-sponsoring brand we can conclude that football sponsorship for the sponsoring brand enhances the Brand Affect construct and Brand Trust Construct in the Purchase Intention (H2).

### NON SPONSOR

Table 58: SEM T3M (football movie) Model Results for the Non Sponsor

T3M Non Sponsor SEM Model			
T3M Non Sponsor: Correlations	Estimates(S.E.)	Error Variance	R2
<b>Relationships</b>			
Standardized Regression Coefficient			
Affect --> Purchase Intention	0,581* (0,053)		
Trust --> Purchase Intention	0,194* (0,051)		
Att. Loyalty --> Purchase Intention	0,269* (0,050)		
<b>Correlations</b>			
Affect <-> Trust	0,740*(0,191)		
Trust <-> Att.Loyalty	0,596* (0,186)		
Affect<-> Att. Loyalty	0,500*(0,160)		
Purchase Intention		0,408	0,853
* significant at 1%			
Fit Indexes: CFI =0,979; PCFI =0,764; TLI =0,974; NFI= 0,966; RMSEA = 0,078 (p=0,001)			

In the football context, both for the sponsoring or non-sponsoring of the football club, the CBR constructs correlations with the purchase intention are higher than their influence in the purchase intention. We can therefore conclude that sponsoring the football club does not translate into higher influence from the CBR constructs in the Purchase Intention.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

This also occurs when analysing T2 sponsoring in the Music context. Translation of correlation between constructs to purchase intention influence do not occur at a high extent.

### NO MOOVIE

SEM Model results for those non attending the football movie (T3NM) are presented in table 59 for the sponsoring brand and in table 60 for the non sponsoring brand.

Table 59: SEM T3NM (no football movie) Model Results for the Sponsor

### SPONSOR

T3 NM Sponsor SEM Model			
T3M Sponsor: Correlations	Estimates(S.E.)	Error Variance	R2
<b>Relationships</b>		<b>Standardized Regression Coefficient</b>	
Affect --> Purchase Intention	0,381** (0,123)		
Trust --> Purchase Intention	N.S.		
Att. Loyalty --> Purchase Intention	0,393*(0,097)		
<b>Correlations</b>			
Affect <-> Trust	0,606* (0,293)		
Trust <-> Att. Loyalty	0,579*(0,184)		
Affect<-> Att. Loyalty	0,368***(0,207)		
Purchase Intention		<b>0,723</b>	<b>0,568</b>
* significant at 1%; ** significant at 5% N.S: Non Significant			
Fit Indexes: CFI =0,940; PCFI =0,733; TLI =0,923; NFI= 0,894; RMSEA = 0,123 (p=0,000)			

### NON SPONSOR

Table 60: SEM T3NM (no football movie) Model Results for the Non Sponsor

T3NM Non Sponsor SEM Model			
T3NM Non Sponsor: Correlations	Estimates(S.E.)	Error Variance	R2
<b>Relationships</b>		<b>Standardized Regression Coefficient</b>	
Affect --> Purchase Intention	0,865* (0,233)		
Trust --> Purchase Intention	N.S.		
Att. Loyalty --> Purchase Intention	N.S.		
<b>Correlations</b>			
Affect <-> Trust	0,817*(0,243)		
Trust <-> Att. Loyalty	0,444** (0,226)		
Affect<-> Att. Loyalty	0,591*(0,244)		
Purchase Intention		<b>0,697</b>	<b>0,675</b>
* significant at 1%; ** significant at 5% N.S: Non Significant			
Fit Indexes: CFI =0,961; PCFI =0,749; TLI =0,950; NFI= 0,911; RMSEA = 0,096 (p=0,009)			

As already mentioned, in the no movie scenario the sample dimension (n=78) does not allow reliable conclusions.

### 6.4.2.3. SEM Comparisons : T1 and T3 Movie attendance

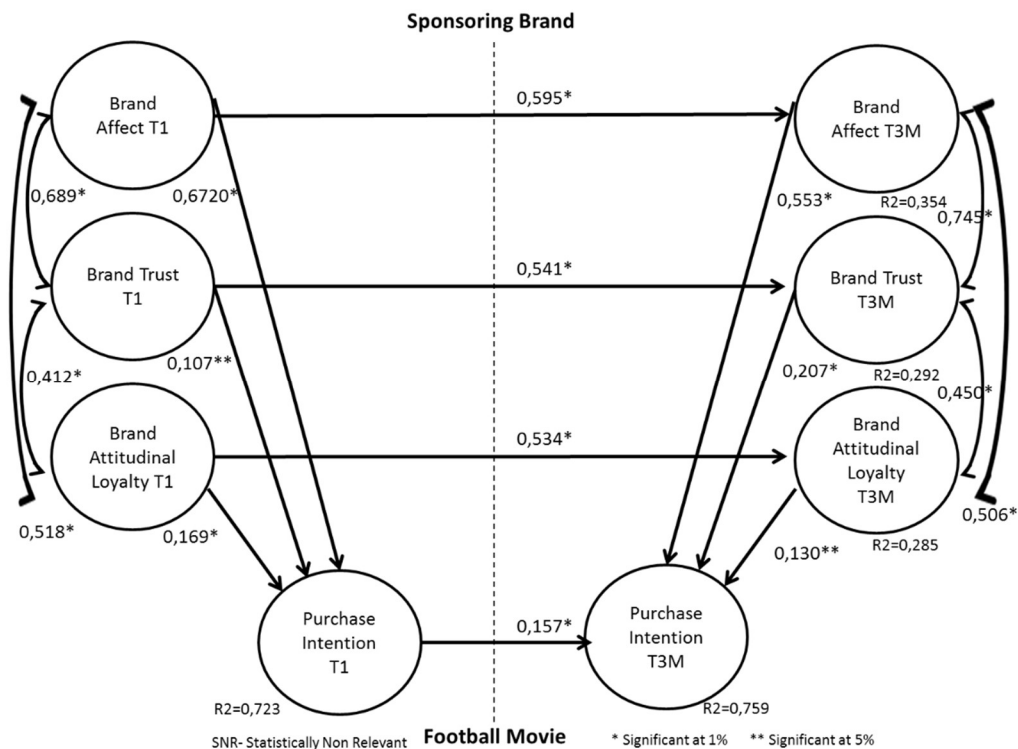
#### CONSTRUCT CORRELATIONS

Below we can find in table 61 and figure 15 the construct correlations for the SEM T1 and T3 football movie results comparison for the football club sponsoring brand.

Table 61: SEM T1 and T3 football movie results comparison for the Sponsor

Relationships	Standardized Regression Coefficient (S.E.)	Error Variance	R2
Affect t1---> Affect t3	0,595*(0,041)		
Trust t1--->Trust t3	0,541*(0,044)		
Att. Loyalty t1 ---> Att.Loyalty T3	0,534*(0,055)		
Affect t1--->Purchase intention t1	0,720*(0,073)		
Trust t1 ---> Purchase Intention t1	statistically non relevant		
Att. Loyalty t1---> Purchase Intention t1	0,179*(0,044)		
Purchase Intention t1 ---> Purchase Intention t3	0,157*(0,033)		
Affect t3---> Purchase Intention t3	0,553*(0,063)		
Trust t3----> Purchase Intention t3	0,207*(0,057)		
Att. Loyalty t3----> Purchase Intention t3	0,130**(0,042)		
Purchase Intention T1		0,589	0,740
Att. Loyalty t3		1,206	0,285
Affect t3		0,800	0,354
Trust t3		0,777	0,292
Purchase Intention t3		0,364	0,759
* significant at 1%			
** significant at 5%			
Fit Indexes: CFI =0,924; GFI =0,798; PCFI =0,817; TLI =0,914; PGFI =0,656;NFI= 0,884; RMSEA = 0,067 (p=0,000)			

Figure 15: SEM T1 and T3 football movie results comparison for the Sponsor



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

In the football sponsoring situation, sponsorship increases all the relationships that include Brand Trust. From the moment T1 to T3 the relationship between consumers and the brand constructs increases, being the sponsoring therefore a positive influence, reflecting that there is mutualism in the football sponsoring situation when sponsoring the preferred team/club.

In the purchase intention situation, once again it can be verified that the purchase intention explanation increases with the sponsoring recall but in a week way.

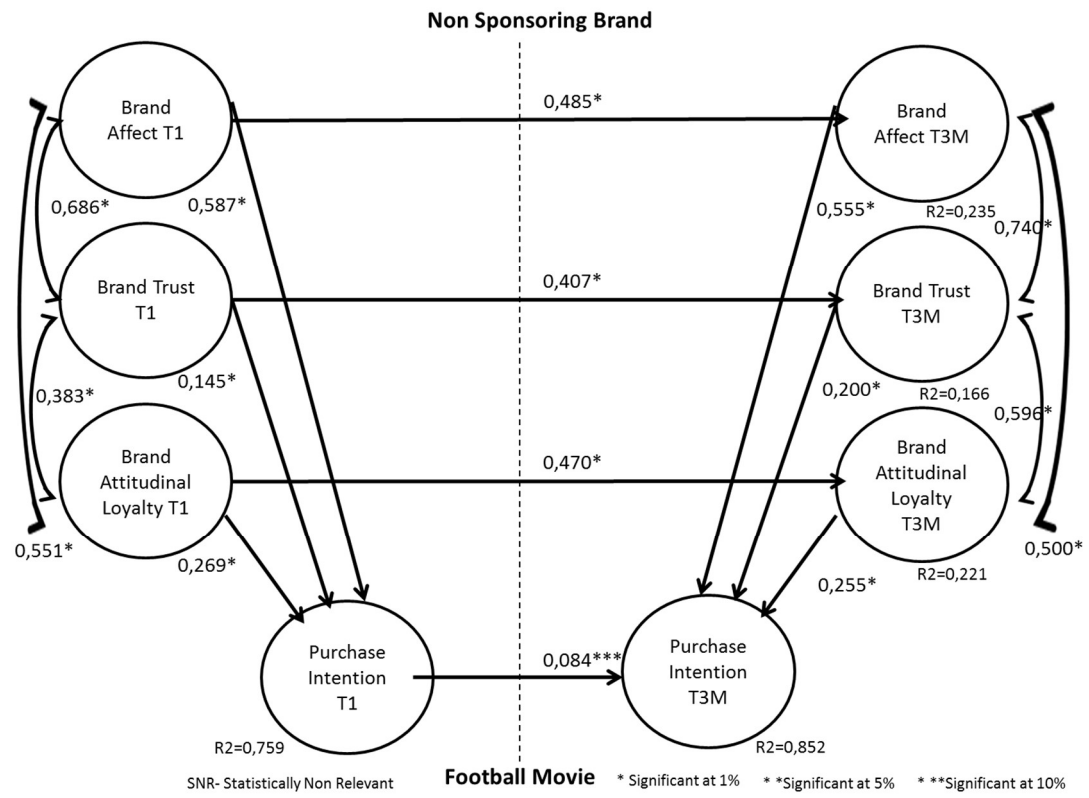
In the case of the brand that does not sponsor the club/team but sponsors the rival club/team we still verify the increase between consumers and brand constructs but in slight lower values when compared to sponsoring the club context, not translating antagonism. However, in the purchase intention there is no alteration.

Table 62 and figure 16 the construct correlations for the SEM T1 and T3 football movie results comparison for the football club non sponsoring brand.

Table 62: SEM T1 and T3 football movie results comparison for the Non Sponsor

Non Sponsor			
Relationships	Standardized Regression Coefficient (S.E.)	Error Variance	R2
Affect t1---> Affect t3	0,485* (0,049)		
Trust t1--->Trust t3	0,407*(0,056)		
Att. Loyalty t1 ---> Att.Loyalty T3	0,470*(0,060)		
Affect t1--->Purchase intention t1	0,568*(0,067)		
Trust t1 ---> Purchase Intention t1	0,159**(0,067)		
Att. Loyalty t1---> Purchase Intention t1	0,284*(0,053)		
Purchase Intention t1 ---> Purchase Intention t3	0,084*** (0,031)		
Affect t3---> Purchase Intention t3	0,555*(0,052)		
Trust t3 ---> Purchase Intention t3	0,200*(0,051)		
Att. Loyalty t3 ---> Purchase Intention t3	0,255*(0,046)		
Purchase Intention T1		0,642	0,762
Att. Loyalty t3		1,572	0,221
Affect t3		1,911	0,235
Trust t3		1,617	0,166
Purchase Intention t3		0,397	0,852
* significant at 1%			
** significant at 5%			
*** significant at 10%			
<b>Fit Indexes: CFI =0,968; GFI =0,843; PCFI =0,856; TLI =0,964; PGFI =0,693;NFI= 0,935; RMSEA = 0,060 (p=0,000)</b>			

Figure 16: SEM T1 and T3 football movie results comparison for the Non Sponsor



### **6.5 Sponsorship Brand Consumer Relationship Constructs Correlations Comparison**

SEM for the sponsorship brand Consumer Brand Relationship constructs correlations comparison between both sponsoring contexts can be found in table 63.

Table 63: SEM both sponsoring contexts results comparison for the Sponsor

	Sponsor			
	T1'	T2F	T1''	T3M
Affect <-> Trust	0,522	0,671	0,689	0,745
Trust <-> Att. Loyalty	0,268	0,348	0,412	0,450
Affect <-> Att. Loyalty	0,501	0,541	0,518	0,506
Att. Loyalty <-> Purchase Intention	0,249	0,469	0,169	0,551
Affect <-> Purchase Intention	0,510	0,746	0,672	0,852
Trust <-> Purchase Intention	0,187	0,674	0,107	0,746

T1'- T1 sample that answered to T2 (having or not attended the party)

T1''- T1 sample that answered to T3 (with or without movie)

SEM for the consumer brand relationship constructs correlations between both sponsoring contexts for the non sponsoring brand can be found in table 64.

Table 64: SEM both sponsoring contexts results comparison for the Non Sponsor

	Non Sponsor			
	T1'	T2F	T1''	T3M
Affect <-> Trust	0,587	0,619	0,686	0,740
Trust <-> Att. Loyalty	0,394	0,325	0,383	0,500
Affect <-> Att. Loyalty	0,609	0,548	0,551	0,596
Att. Loyalty <-> Purchase Intention	0,232	0,552	0,269	0,712
Affect <-> Purchase Intention	0,503	0,743	0,587	0,885
Trust <-> Purchase Intention	0,200	0,548	0,145	0,759

Note: figures in bold in the second moment represents increased figures versus previous moment

In the scenario of party/music context, the consumer brand relationship constructs were reinforced for the sponsoring brand, whilst for the non sponsoring brand this correlation reinforcement occurs between consumer brand relationship constructs and purchase intention. This demonstrates that for the sponsoring brand this context strengthens the emotional connection between brand and consumer, which does not occur in the same lateralization for the non sponsoring brand.

Correlations between CBR constructs and purchase intention were reinforced after the intervention, being of a higher magnitude in the football context, for both sponsoring brand and



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

non sponsoring brand, demonstrating it to be a context that reinforces the relationship between the consumer and the purchase intention. Considering that this analysis was developed for beer sponsoring brands, historically associated in consumption occasion to this context, the brand does not appear to have a high influence in strengthening the correlation between consumer brand relationship constructs and purchase intention, being more of a category overall influence.

There is also support of the initial hypothesis that was developed after the interviews to the brand managers/directors, when referring that brand affect was linked and correlated to attitudinal loyalty, mainly in the music sponsoring context (H9).

When taking into consideration Hypothesis H9 that resulted from management interview, the hypothesis is validated. However, the Brand Affect correlation is higher in both sponsoring contexts with trust than brand attitudinal loyalty. Important to notice that in both sponsoring contexts, brand affect and brand trust have a higher correlated value with purchase intention than brand attitudinal loyalty.

Noticeable the already mentioned 'club effect' and the higher correlation scores between constructs being the brand sponsor or not, when compared to the music context that presents in general lower correlation scores.

This can translate the fact that football generates deeper feelings and emotions, positive (mutualism) and possibly negative (antagonism) than the music context.

Overall, all hypothesis were verified and are presented in resume table 65.

Table 65: Hypothesis listing and verification

<b>Hypothesis Table</b>		
		<b>Verified?</b>
<b><u>H1</u></b>	Football Club sponsoring has a positive effect in the Mutualism cluster of the BCBR Model for the club sponsoring Brand	<b><u>yes</u></b>
<b><u>H2</u></b>	Football club sponsoring has a positive effect in purchase intention for the club sponsoring brand	<b><u>yes</u></b>
<b><u>H3</u></b>	Football club sponsorship has a positive effect in the Antagonism cluster of the BCBR Model for the rival club sponsoring brand	<b><u>yes</u></b>
<b><u>H4</u></b>	Football club sponsorship has a negative effect in purchase intention for the rival sponsoring brand	<b><u>yes</u></b>
<b><u>H5</u></b>	Music Sponsorship has a positive effect in the mutualism cluster of the sponsoring brand	<b><u>yes</u></b>
<b><u>H6</u></b>	Music sponsorship has no effect in the Antagonism cluster of the non-sponsoring brand	<b><u>yes</u></b>
<b><u>H7</u></b>	Music sponsorship has a positive effect in purchase intention of the sponsoring brand	<b><u>yes</u></b>
<b><u>H8</u></b>	The Mutualism cluster effect for the Sponsoring brand is stronger in the football context when comparing with the music context	<b><u>yes</u></b>
<b><u>H9</u></b>	There is a strong correlation between Brand Affect and Attitudinal Brand Loyalty.	<b><u>yes</u></b>

## CHAPTER 7- RESULTS DISCUSSIONS AND MAIN CONCLUSIONS

One of the objectives of this thesis is to evaluate the effect of different sponsorship contexts, Music and Football, in the Bios Consumer Brand Relationship Model (BCBR), a new model proposed in this thesis, mainly in its Mutualism and Antagonism constructs, via Brand Affect, Brand Trust and Brand Attitudinal Loyalty and also in Purchase Intention. Based on this, we suggest a new model to measure the Consumer Brand Relationship: The BCBR Model. The focus of the research was on the two major Portuguese beer Brands: Super Bock and Sagres, both of which sponsors of the main Portuguese football clubs and main music festivals.

A two-step approach was developed, the first one consisting of a BCBR model development and validation and the second one consisting of an analysis of two different sponsorship contexts (Music and Football) and respective effects in the mutualism and antagonism clusters of the BCBR Model and also its effect on purchase intention, answering the research questions with the application of the questionnaire in an experimental design approach for each of the sponsoring contexts.

### 7.1 Theoretical Contribution

#### BCBR Model Validation

One important contribution has to do with the **new Bios Consumer Brand Relationship Model (BCBR Model)**. It has proven to be a valuable model and therefore we can refer to mutualism/antagonism/commensalism/amensalism when considering the relationship between brands and consumers. Brand managers should focus on this and include it in their brand lexica and also in their research work scope, going beyond the ecological world.

This is in line with literature support materials and the anthropomorphisation of brands (Sreejesh and Mohapatra, 2014), the complex relationship with brands and consumers resembling interpersonal relationships (Fournier and Alvarez, 2013; Batra et al, 2012; Park et al, 2013, 2012; Chang and Chieng, 2006; Thompson et al, 2005; Fournier, 1998). As consumers develop a relationship with a brand, it becomes a substitute for human contact between the organisation and its customers (Hwang and Kandampully, 2012; Albert et al, 2008; Aggarwal

and McGill, 2007; Carroll and Ahuvia, 2006; Patterson and O'Malley, 2006; Delgado-Ballester and Munera-Aleman, 2005; Seth and Parvatiyar, 1995).

The model was validated and we can therefore refer to Mutualism, Antagonism, Commensalism and Amensalism (Pianka, 2011), when considering relationships between consumers and brands, and it should be included in brand management lexica and analysis.

### **Contribution from Mean Scores/Hypothesis Analysis**

Sponsorship influences the CBR constructs in accordance with literature (Sreejesh and Mohapatra, 2014; Geçti and Zengin, 2013; Mazodier and Merunka, 2012; Olson, 2010; Breivik and Thorbjornsen, 2008; Chang and Chieng, 2006; Apostopoulou and Papadimitriou, 2004; Meenaghan, 2001; Aaker, 1996) and different contexts lead to different influences.

- **Music presents mutualism in CBR constructs**, supported in literature mainly by Olson 2010 and Hwang and Kandampully 2012, **via Brand Trust enhancement**, a key element in relational commitment (Lee et al, 2013; Rosca, 2013), whilst **football has a higher mutualism influence in Brand Affect**, according to Greenhalgh and Greenwell (2013), Wang et al (2011), Madrigal and Dalakas (2008), Dionisio et al (2008), Smith et al (2008), Mason (2005), Meenaghan (2001), Madrigal (2000), Gwinner and Eaton (1999) and Fisher and Wakefield (1998).
- **In the football sponsoring context, hypothesis of antagonism occurs when sponsoring or not sponsoring the rival club**, with supporting literature of brand misconduct or transgression by several authors (Lee et al, 2013; Steinman, 2013; Huber et al, 2010; Madrigal and Dalakas, 2008; Fournier and Brassel, 2004).

However, these **brand constructs reinforcements are not dramatically translated into purchase intention increase**. There is an increase in Brand Purchase Intention in both sponsoring contexts (music and football), which supports the studies of Gwinner and Swanson (2003), Smith et al (2008) and Harvey (2001) but not to a large extent, **mainly with regards to music sponsoring**.

This can lead to the conclusion that the **sponsorship contexts analysed strengthen consumer brand relationships, but this is not however fully and directly translated into purchase intention**. We could expect that the analysed sponsorships would be reflected into a direct sales increase, but this is only mainly seen in terms of consumer brand relationship constructs

enhancement (Lee and Kang, 2013; Malik et al, 2013; Prawono et al, 2013; Mazodier and Merunka, 2012; Olson, 2010; Keller, 2001) as defended and supported in the SEM relations analysis.

### **Contribution from the SEM Analysis**

When **analysing correlations**, music reinforces the emotional relationship with the sponsoring brand via stronger CBR constructs correlations, whilst in the football territory/context correlations between purchase intention and CBR constructs appear stronger than in the music territory/context, translating the literature studies (Greenhalgh and Greenwell, 2013; Lee and Kang, 2013; Malik et al, 2013; Prawono et al, 2013; Keller, 2001; Meenaghan, 2001), but not only influencing the sponsoring brand, reflecting more the territory/context influence than the brand as in the case of music.

- Brand Managers should understand that **different sponsorship contexts generate different consumer attitudes and responses**. Findings of this thesis lead us to conclude that sponsoring more universal territories like music (with no extreme clubistic effects) enhances consumer and brand emotional bonds and relationship, enabling mutualism reinforcement between brand and consumer, both via brand trust strong reinforcement and also via reinforcement between consumer brand relationship clusters.

When addressing **the football sponsoring context**, although brand affect increases for the sponsoring brand, in accordance with literature expectations (Greenhalgh and Greenwell, 2013; Matzler et al, 2006) correlations between consumer brand relationship constructs and purchase intention for the category are strengthened for football club fans, turning relationship into purchase intention, as suggested by Chaudhuri and Holbrook (2001) and later supported by other researchers, like Greenhalgh and Greenweell (2013) .

Another important conclusion refers to the **CBR constructs correlations with purchase intention**. Although brand affect is always the construct with the highest influence in purchase intention, in accordance to Chaudhuri and Holbrook (2001) and Matzeker et al (2006) and Malik et al (2013), in the case of the music sponsoring context, brand trust becomes the context with a higher purchase intention correlation, following the study results of several researchers' (Hwang and Kandampully, 2012; Olson, 2010; Kim et al, 2008; Delgado-Ballester and Munuera-Aleman, 2005).

### **A New Design Approach**

Another contribution from this thesis concerns the new design approach presented, **namely the true experimental design with a control group and pre-post manipulation analysis**. Analysis and results demonstrate that, having the pre and post testing period comparison analysis as well as a control group, this can lead to more accurate conclusions if wanting to isolate the sponsoring effect from the brand's initial stand point evaluation and other external effects occurring during the period of analysis. It is a laborious design approach, given that several groups must be analysed and compared at different periods, and data management has a higher degree of complexity and is more time consuming. However, final results show greater accuracy in terms of measuring what has been determined to be measured, other factors being excluded from the analysis.

## **7.2. Managerial Implications**

### **The New BCBR Model**

The presentation of a new Consumer Brand Relationship Model, the Bios-Consumer Brand Relationship Model (BCBR) is one of the major contributions of this thesis. This new model sets a new perspective on consumer brand relationships, as it enables to have a more detailed clarification and classification of negative and neutral relationships, as well as a new double perspective, not only from the consumer, as found in the literature, but also from the Brand or company perspective. This opens new possibilities and conclusions when analysing the consumer brand relationship in a particular situation for a brand. For example, what could be foreseen as a positive relationship if seen from the consumer perspective, can be an antagonistic one if we take into consideration the brand perspective, leading to different action steps and action plans from a brand manager's point of view.

This double perspective, from the consumer or from the brand point of view, also allows for differentiation in a neutral situation. It is a different situation if the neutral relationship has its origin in the consumer or in a brand perspective. In addition, if we consider the BCBR Model where clusters depend on the combination of both entities' perspective in the relationship, it is quite different from a situation where a relationship is neutral for one of the entities and positive for the other entity (Commensalism) or if the relationship is negative for the second entity (Amensalism). Situations are different and require different approaches if intentions are to enhance the consumer brand relationship and drive it to a Mutualism situation, where the relationship is positive for both entities.

The BCBR Model is a flexible and eclectic model that can be applied to different situations, pending on the researcher or brand manager objective, and can lead to important conclusions taking into consideration only the BCBR Model, that would probably not emerge if other CBR models were applied. Before applying the BCBR Model, the researcher or brand manager must have a clear idea of what should be analysed and what are the right construct items or the right questions to be asked to the consumer. Likewise, considering the brand perspectives, the researcher or brand manager must identify the situations that make the relationship a positive, neutral or negative one. After analysing the situation and understanding the results, we will be able to understand the general picture of the consumer and the brand relationship for the situation in question. Different conclusions can emerge from BCBR Model application that may

not be considered if other CBR Models are applied, leading to the definition of different action plans (in case this is a primary objective of the research).

In sum, the BCBR Model opens room for a new lexica application and for a new vision of brand and consumer relationships that can lead to new research in a different CBR perspective, that can be applied both for academic and managerial purposes.

### **New Information**

The second major contribution of this thesis has to do with the new information regarding sponsoring or non-sponsoring of the different sponsorship contexts and its implications in consumer brand relationships and in the Purchase Intention, both from an Academic and Brand Management perspective.

Future research work can be developed taking into consideration different sponsoring contexts or different geographies. From a brand management perspective, this thesis research results can contribute to sponsoring decisions for the analysed territories, depending on the brand base point and main future goals, concerning the Consumer Brand Relationship constructs evaluated and the purchase intention. Taking into consideration this thesis' results, different management decisions on sponsorship territories can be taken to address and define action steps.

### **Overall**

The best Sponsoring context to enhance the constructs below is presented in table 66, with Chang and Chieng alerting (2006), and already mentioned by Keller (2001), that brand marketers should pay attention to consumers' response to brand activities and create a closer relationship between consumers and brands, with sponsorships playing a key role in this target answer.

Table 66: Managerial Sponsoring Conclusion



**Experiment Sponsoring Impact (Mean Differences): Management Implications**

Sponsoring Context/Constructs	Consumer Brand Relationship			Purchase Intention
	Brand Affect	Brand Trust	Brand Attitudinal Loyalty	
<u>Music</u>		+		+
<u>Football</u>	+			+

+<sub>1</sub> > +<sub>2</sub>

Besides being a communication media and a way of increasing brand awareness, sponsoring football or music enhances consumer brand relationships, in the music context, via Brand Trust and in Football, via Brand Affect, in a somewhat more emotional approach being compared to Brand Trust, a more rational one.

It is also important to notice that football Brand Affect value is higher than music Brand Trust value. This means that if brand management wants to enhance Brand Trust, Music seems to be the best sponsoring context and if wanting to enhance Brand Affect, Football seems to be the best context. Attitudinal loyalty appears to be more related to the category than to the brand.

From the CBR constructs correlation analysis and their influence in purchase intention, we can suggest the following managerial considerations:

- The **music territory** therefore seems to be a **better managerial option if aiming to reinforce consumer and brand relationship constructs and increase mutualism between brand and consumer.**
- The **football context**, on the other hand, appears to be a **preferred managerial option if the strategy is to increase the conversion of consumer brand relationship constructs into purchase intention** (instead of increasing the CBR constructs themselves) among club fans.

### **7.3 Limitations**

The main theoretical limitation of my research has to do with the fact that this research will, for the first time, present a model developed from the Biological organisms' interaction (ecology) and the consumer brand relationship, the BCBR Model, and therefore no previous studies have been developed. The model was validated, however during sponsorships effect study only mutualism and antagonism will be addressed.

### **Sample**

The main methodological limitation has to do with the convenience sample and therefore reducing generalization and external validity for population other than ISCTE students.

### **Brand Universe**

The main empirical limitation has to do with the fact that the collected data only gathered for brewer/drinks sponsoring brands when the sponsoring brand universe includes other product categories.

### **Used Stimuli**

Football Context: we resort on the use of a two minutes movie, being presented in several classrooms for a better control of all the four groups: the manipulation group and the same group before the manipulation and the control group in both time periods. However, this may not entirely translate the environment of a football match with different stimuli being present with a higher intensity.

Music Context: The academic party, although having multiple and different music stages is a student's party and therefore we cannot foresee if these conclusions can be taken in completely different circumstances and with different samples, like in the case for example of classical music.

### **7.4 Future Research Work**

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Considering the same beer category brands, similar work can be developed for other sponsorship contexts/territories, like cinema, other sports area or environment, for example. Results can be compared to the sponsorships contexts already studied.

Same quantitative work presented, concerning different contexts Sponsorship influence in the BCBR mutualism and antagonism clusters and in purchase intention can be applied to other categories and compared with the results for the beer category in order to understand if conclusions differ and if so what can lead to those differences.

When taking into consideration the football sponsoring context/territory, further work can be developed by focusing into the national football team, for the same brands present in this study: Super Bock and Sagres, since Sagres is the National Team main sponsor. It will be interesting to understand if results differ from the club sponsoring both in the mutualism and antagonism clusters and also in purchase intention.

Still within the football sponsoring, comparison with brands that sponsor a football club by communicating fair play messages in a more universal and neutral approach, instead of enhancing the competition between clubs, can be interesting in order to understand communication message effectiveness.

The music context sponsoring approach in this thesis was a regular sponsorship approach with impact visibility, but further studies can be developed in comparison of regular music sponsoring versus main naming music sponsoring as for example in Super Bock Super Rock with Super bock as naming sponsor.

In a broader scope, and taking into consideration the BCBR model, several studies can be developed by applying the BCBR model in different brand management initiatives, in order to improve its management effectiveness and understand consumers' enrolment and response to these initiatives, like advertising adds, product launches or brand positioning statements. Understanding if consumers have a brand relation or a brand initiative relation that is built on Mutualism, Commensalism, Antagonism or Amensalism, can be very important to fine tune brand management and future communication or innovation pipeline design. Also analysing with consumer this model over time and main shifts, can be very important to adapt to broader global market changes. Analysing the same model relationship implications for the main competitors and compare with the managed brands can also be important to set the standards for future brand strategic scenarios.

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APPENDIX

A. General Review

Table 1: Item constructs for Phase II from literature

Literature Constructs		Literature	Source
Purchase Intention	Estarei disponível para comprar esta Marca	I am more likely to buy products from an organization that sponsors the club	Adaptation from Madrigal 2001
	Tenho elevada possibilidade de comprar esta Marca	I have strong possibility to purchase the brand	Chandon et al 2005
	Irei considerar consumir esta Marca	I would consider using the products or services of sponsors	Adaptation from Madrigal 2001
	É provavel que eu compre Super Bock	I'm likely to purchase this brand	Chandon et al 2005
	Tenho elevada intenção de comprar esta Marca	I have high intention to buy this brand	Chandon et al 2005
Brand Trust	Esta marca é segura	This brand is safe	Chaudhuri and Holbrook 2001
	Esta Marca é honesta	this is an honest brand	Chaudhuri and Holbrook 2001
	Eu confio na Super Bock	I trust this brand	Chaudhuri and Holbrook 2001
Brand Affect	Esta Marca dá-me prazer	this brand gives me pleasure	Chaudhuri and Holbrook 2001
	Esta Marca faz-me feliz	This brand makes me happy	Chaudhuri and Holbrook 2001
	Sinto-me bem quando consumo Super Bock	I feel good when I use the Brand	Chaudhuri and Holbrook 2001
Attitudinal Brand Loyalty	Eu não vou mudar para outra Marca apesar de existirem outras opções	I will not switch to other Brand even though there are lots of other brand options	Chaudhuri and Holbrook 2001
	Eu irei consumir para sempre esta Marca	I will always use this brand	Chaudhuri and Holbrook 2001
	Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	I am willing to pay more than any other brand to get this particular brand	Adaptation Chaudhuri and Holbrook 2001

B. Qualitative Phase I

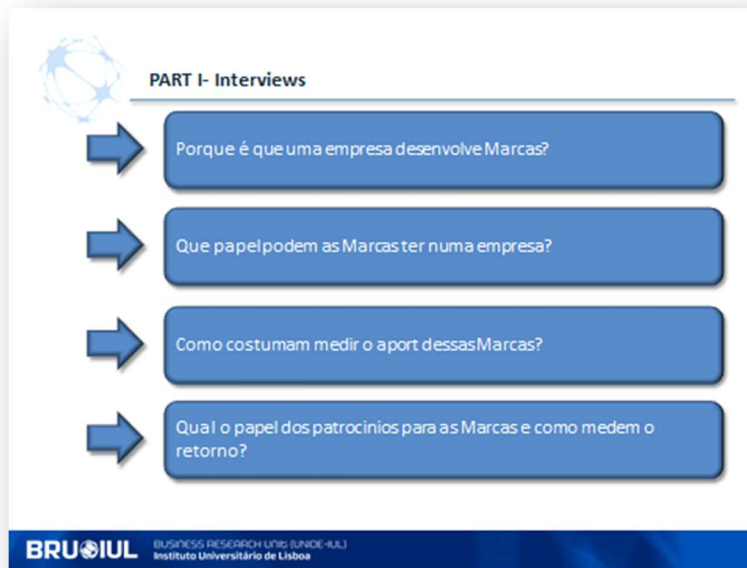
Table 2: Interview Questions

Interview Questions:	Portuguese	English
<b>Part I- Development of Brands and Sponsorships</b>	Q1- Porque é que uma empresa desenvolve Marcas? Q2- Que valor podem as marcas ter numa empresa (incluindo financeiro)? Q3- E como medem directamente o valor das Marcas? Q4- Qual o papel dos patrocínios para as Marcas? Q5- Como vês medir o retorno de patrocínios?	Why do Companies Develop Brands? What is the brand value for a Company (including Financial) How do you measure brand value? What is the sponsorships role for the brands? How do you measure sponsorship return?
<b>Part II- BCBR Model Presentation and Validation</b>	O Modelo poderá ser válido para Consumidor/Marca? Podes enumerar Exemplos de Mutualismo:  Podes enumerar Exemplos de Comensalismo:  Podes enumerar Exemplos de Antagonismo: Podes enumerar Exemplos de Amensalismo: Vês uma Marca poder ter consumidores em vários clusters em simultâneo?	Can the model be valid for Consumer/Brand Relationships? Can you find me mutualism examples?  Can you find me commensalism examples?  Can you find me antagonism examples? Can you find me amensalism examples? Can you foresee a Brand having different consumers in different clusters simultaneously?
<b>Part III- Constructs and Items for quantitative questionnaires</b>	Construtos para Mutualismo e Antagonismo: Quais os resultados que esperas que surjam dos inquéritos de cada uma destas questões: Construtos para intenção de compra: Quais os resultados que esperas que surjam dos inquéritos de cada uma destas questões:	Constructs for Mutualism and Antagonism What are the results that you expect that appear from inquiries with these questions? Constructs of Purchase Intention: What are the results that you expect that appear from inquiries with these questions?

Table 3: Interviewed Panel

IC1	João Abecasis	CEO	Company
IC2	Rui Freire	CMO	Company
IC3	Bruno Albuquerque	Mkt Dir	Company
IC4	Marcos Pereira	Mkt Dir	Company
IC5	João Esteves	Mkt Dir	Company
IC6	Miguel Araujo	Mkt Dir	Company
IC7	Jose Jordão	CMO	Company
IC8	Otto Teixeira da Cruz	CVO	Company
IC9	António Casanova	CEO	Company
IC10	João Dotti	CEO	Company
IC11	Pedro Paiva Couceiro	CMO	Company
IC12	Carlos Vasconcellos	CEO	Company
IC13	Pedro Moreira da Silva	Board	Company
IC14	Rosário Pinto Correia	CEO	Company
IC15	Nuno Pires	CMO	Company
IC16	Rita Alves Machado	Mkt Dir	Company
IC17	Hugo Figueiredo	Mkt Dir	Company
IC18	Adriano Neves	Board	Company
IA19	Jorge Marques	Creative Dir	Agency
IA20	Ana Pereira	Customer Dir	Agency
IA21	Mónica Chaves	CEO	Agency
IA22	Pedro Tavares	CEO	Agency
IA23	Salvador da Cunha	CEO	Agency
IA24	Duarte Roquette	Customer Dir	Agency
IA25	Andrew Warrell	Customer Dir	Agency
IA26	Ana Paula Pedro	Customer Dir	Agency
IA27	Albano Homem de Melo	CEO	Agency
IA28	Ana Freire	CEO	Agency
IP29	Jorge Herédia	CEO	Promoters
IP30	Pedro Afra	Board	Promoters
IP31	Luis Montez	CEO	Promoters

Figure 1: Interviews materials presented- Open Questions



Figures 2 to 6: Interviews materials presented- BCBR Model Validation

Figure 2- Global Perspective of Intraspecific ecological and biological model

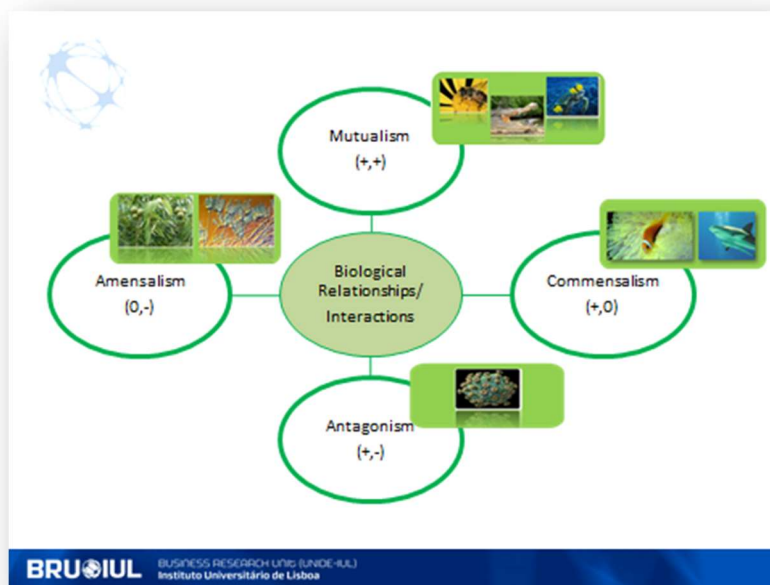


Figure 3- Mutualism Perspective of Intraspecific ecological and biological model



Figure 4- Commensalism Perspective of Intraspecific ecological and biological model



Figure 5- Antagonism Perspective of Intraspecific ecological and biological model

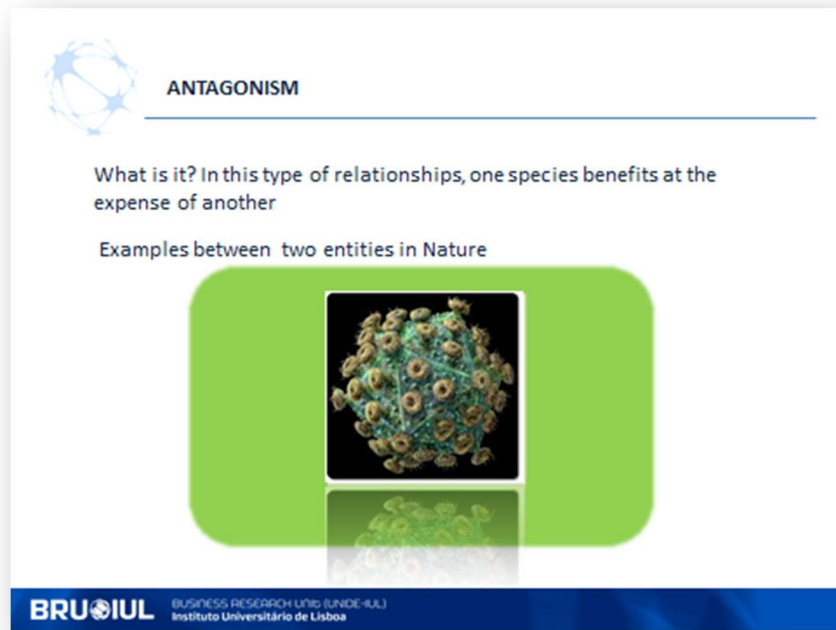
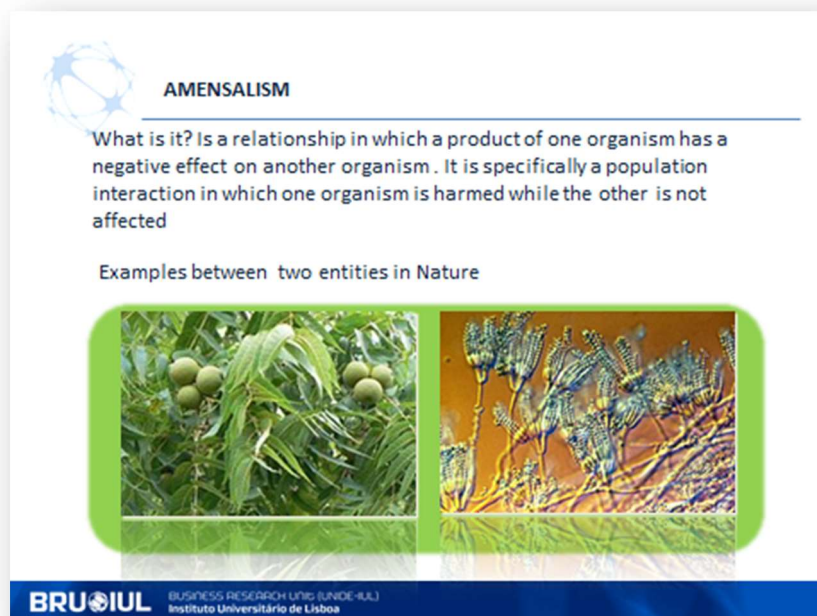


Figure 6- Amensalism Perspective of Intraspecific ecological and biological model



# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 4- Focus Groups Questions

Focus Group Questions:	Portuguese	English
<b>Part I- Development of Brands and Sponsorships</b>	Q1- Porque acham que as Empresas desenvolvem Marcas? Q2- Que mais valorizam nas Marcas? Q3- Que mais valorizam no Patrocínio das Marcas?	Why do you believe that Companies develop Brands? What do you value more in Brands? What do you value more in Brands Sponsoring?
<b>Part II- BCBR Model Presentation and Validation</b>	O Modelo poderá ser válido para Consumidor/Marca? Podes enumerar Exemplos de Mutualismo: Podes enumerar Exemplos de Comensalismo: Podes enumerar Exemplos de Antagonismo: Podes enumerar Exemplos de Amensalismo: Vês uma Marca poder ter consumidores em vários clusters em simultâneo?	Can the model be valid for Consumer/Brand Relationships? Can you find me mutualism examples? Can you find me commensalism examples? Can you find me antagonism examples? Can you find me amensalism examples? Can you foresee a Brand having different consumers in different clusters simultaneously?
<b>Part III- Constructs and Items for quantitative questionnaires</b>	Mutualismo e Antagonismo: Futebol Que sente em relação à marca que patrocina o seu clube de futebol? Que sente em relação à marca que patrocina o clube rival? Intenção de Compra: Football Tem intenção de comprar ambas? Mutualismo e Antagonismo: Música Que sente em relação à marca que patrocina o festival a que foi? Que sente em relação à marca (da mesma categoria) que não patrocina o festival a que foi? Intenção de Compra (Música) Tem intenção de comprar ambas?	Mutualism and Antagonism: Football What do you feel regarding the brand that sponsors your football club? What do you feel regarding the brand that sponsors your rival club? Purchase Intention: Football Do you intend to buy both? Mutualism and Antagonism: Music What do you feel concerning the Brand that sponsors the music festival you went to? What do you feel concerning the Brand that does not sponsor the music festival you went to? Purchase Intention: Music Do you intend to buy both?

Table 5- Focus Groups Participants List

		Youngsters								Adults							
		Maria	Nuno	Mafalda	Gonçalo	Sofia	Madalena	Miguel	Tomás	Madalena	Carla	André	António	Dulce	Rafael	Bernardo	Sandra
		P1Y	P2Y	P3Y	P4Y	P5Y	P6Y	P7Y	P8Y	P1A	P2A	P3A	P4A	P5A	P6A	P7A	P8A
Age	18-25	x	x	x	x	x	x	x	x								
	30-45									x	x	x	x	x	x	x	x
Sex		F	M	F	M	F	F	M	M	F	F	M	M	F	M	M	F

Figures 7 and 8- Focus Groups Set Up

Figure 7- Table set up



Figure 8- Camera Recording Device



Figure 9- Focus Group 'Warm-up' exercise 1

Nome e Marcas de que gosta!

Figure 10- Focus Group 'Warm-up' exercise 2

Que Marcas são estas?





Figure 11- Focus Group materials presented- Open Questions



Figures 12 to 16- Focus Group materials presented- BCBR Model Validation

Figure 12- Global Perspective of Intraspecific ecological and biological model presented to Focus Group

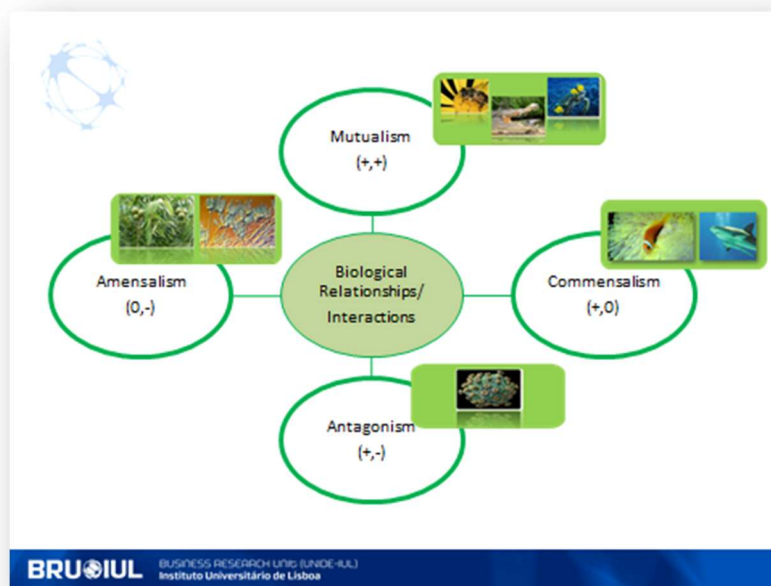


Figure 13- Mutualism Perspective of Intraspecific ecological and biological model presented to Focus Group



Figure 14- Commensalism Perspective of Intraspecific ecological and biological model presented to Focus Group



Figure 15- Antagonism Perspective of Intraspecific ecological and biological model presented to Focus Group

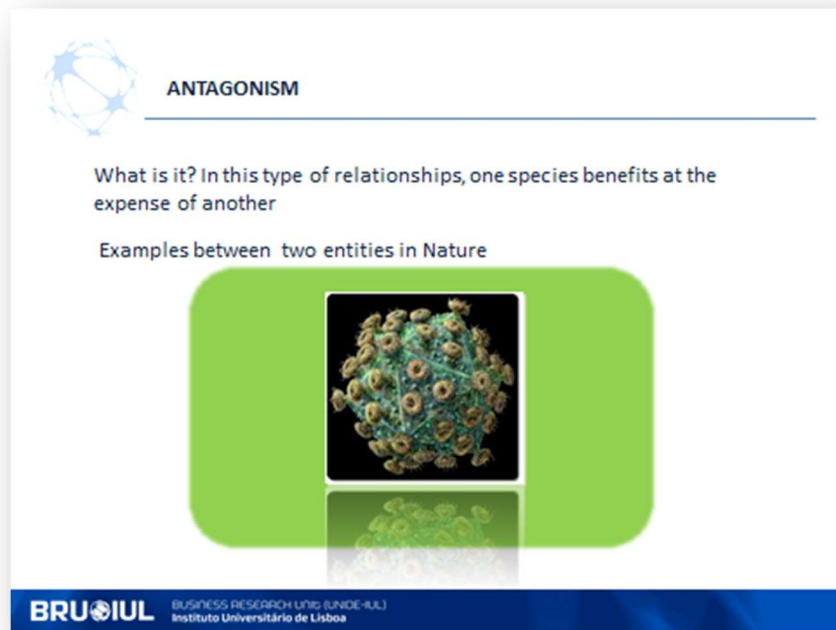


Figure 16- Amensalism Perspective of Intraspecific ecological and biological model presented to Focus Group

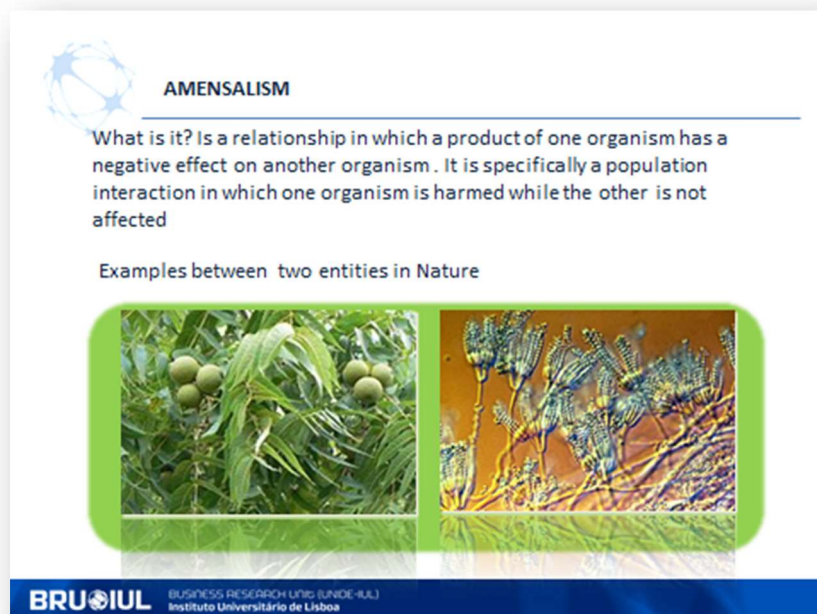


Figure 17- Focus Groups materials presented- football sponsorship questions

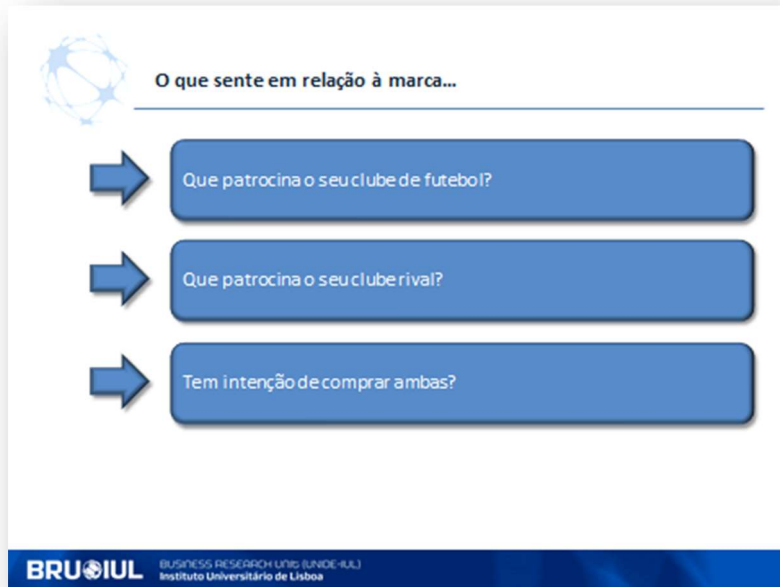
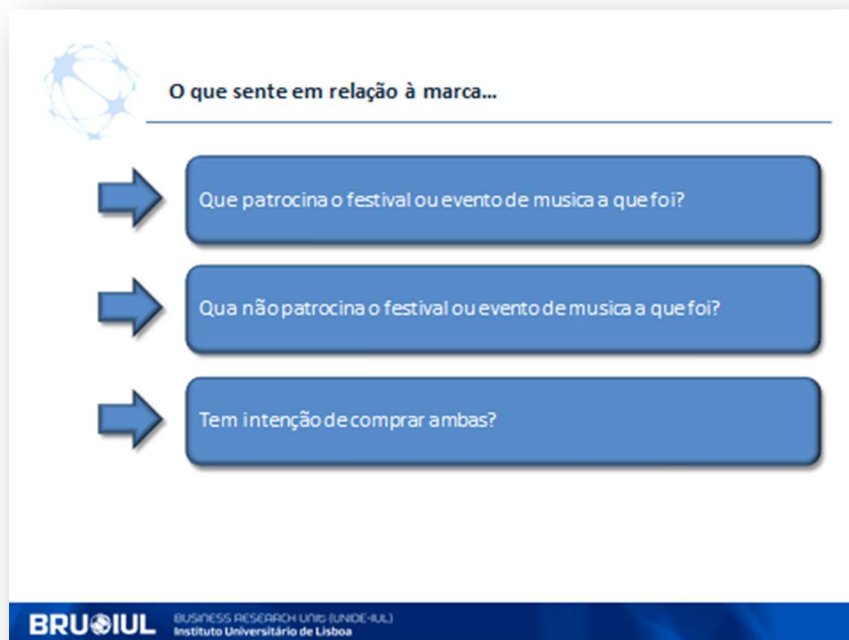


Figure 18- Focus Groups materials presented- Music sponsorship questions



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 7- Inquiries Constructs/questions and sources:

Literature Constructs	Literature	Source
Purchase Intention	I am more likely to buy products from an organization that sponsors the club	Adaptation from Madrigal 2001
	I have strong possibility to purchase the brand	Chandon et al 2005
	I would consider using the products or services of sponsors	Adaptation from Madrigal 2001
	I'm likely to purchase this brand	Chandon et al 2005
	I have high intention to buy this brand	Chandon et al 2005
Brand Trust	This brand is safe	Chaudhuri and Holbrook 2001
	this is an honest brand	Chaudhuri and Holbrook 2001
	I trust this brand	Chaudhuri and Holbrook 2001
Brand Affect	this brand gives me pleasure	Chaudhuri and Holbrook 2001
	This brand makes me happy	Chaudhuri and Holbrook 2001
	I feel good when I use the Brand	Chaudhuri and Holbrook 2001
Attitudinal Brand Loyalty	I will not switch to other Brand even though there are lots of other brand options	Chaudhuri and Holbrook 2001
	I will always use this brand	Chaudhuri and Holbrook 2001
	I am willing to pay more than any other brand to get this particular brand	Adaptation Chaudhuri and Holbrook 2001

Table 7: Item constructs and questionnaire translation

Literature Constructs		Literature
Purchase Intention	Estarei disponível para comprar esta Marca	I am more likely to buy products from an organization that sponsors the club
	Tenho elevada possibilidade de comprar esta Marca	I have strong possibility to purchase the brand
	Irei considerar consumir esta Marca	I would consider using the products or services of sponsors
	É provável que eu compre Super Bock	I'm likely to purchase this brand
	Tenho elevada intenção de comprar esta Marca	I have high intention to buy this brand
Brand Trust	Esta marca é segura	This brand is safe
	Esta Marca é honesta	this is an honest brand
	Eu confio na Super Bock	I trust this brand
Brand Affect	Esta Marca dá-me prazer	this brand gives me pleasure
	Esta Marca faz-me feliz	This brand makes me happy
	Sinto-me bem quando consumo Super Bock	I feel good when I use the Brand
Attitudinal Brand Loyalty	Eu não vou mudar para outra Marca apesar de existirem outras opções	I will not switch to other Brand even though there are lots of other brand options
	Eu irei consumir para sempre esta Marca	I will always use this brand
	Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	I am willing to pay more than any other brand to get this particular brand

# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 8: Different Examples given for each cluster resulting from Interviews and Focus Groups

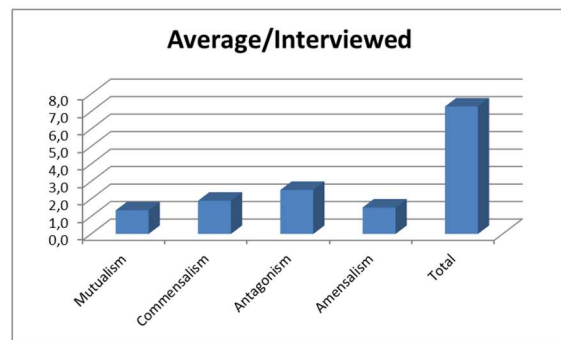
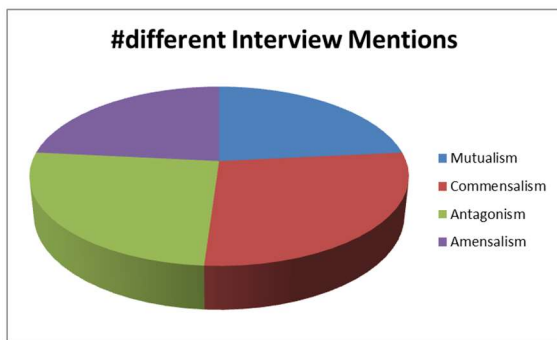
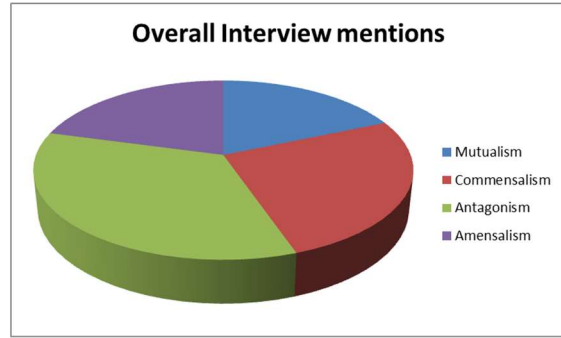
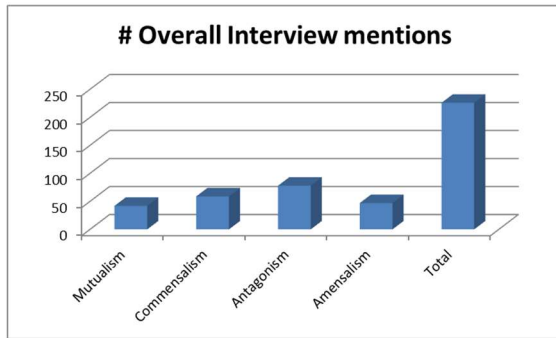
Cluster	Cluster Validation Examples (Interviews and Focus Groups)	Cluster Validation Examples (Interviews and Focus Groups)	Cluster/ example/ consumer/brand
<b>Mutualismo</b>	Festivais de Música (Super Bock Super Rock, Axe) Marcas a que se é leal Marcas que se associam a um evento Sistema de saúde Solidariedade Social Fanatismo das Marcas/Brand Love Marcas que trazer aport ambiental Marcas que dão status, ligação pessoal, permitem pertencer a uma tribo Satisfação no serviço ou produto (Hotelaria, Zoniris, apple) Algumas promoções que levam à experimentação e fidelização Patrocínio do Clube do futebol Marcas que beneficiam a saúde Quando achamos que a qualidade preço é justo. Marcas que respondem necessidade	Music Festivals (Axe, Super Bock Super Rock) Brands that you are loyal to Brands that associate to an event Health System Social Solidarity Brand Fanatic/Brand Love Brands that bring good to the environment Brands that give status, personal connection, allow tribe belonging Product or Service satisfaction (Hotels, Zoniris, Apple) Some promotions that lead to trial and loyalty Football Club Sponsoring Brands that are good for the health When we believe price/quality to be fair Brands that answer to needs	M1PP M2PP M3PP M4PP M5PP M6PP M7PP M8PP M9PP M10PP M11PP M12PP M13PP M14PP
	<b>Total Mutualismo</b>	<b>Total Mutualism</b>	
<b>Comensalismo</b>	Num festival consomem a cerveja mas não notam na Marca Endorser toma-se mais forte que a Marca Situações de Monopólio sem insatisfação mas com indiferença (marca água casa) Consumo no ponto de venda sem opção (café, imperial) Ligação a intermediário vs Marca (Banca, Tintas, agência viagens) Commodities (ovos, açúcar) Contratação de serviços sem impacto da Marca Outlets/stock markets Grande distribuição Remédios de prescrição médica Gasolinhas por proximidade Seguros Um antagonismo onde o consumidor não se apercebe do lado negativo	Beer consumption in a music festival without recalling the Brand Endorser connection with consumer stronger than the brand's Monopoly Situations without satisfaction but with no brand association (indifference) Point of Sales consumption with no option (coffee, draught) Connection to the intermediate vs Brand (Banking, Paints, travelling agency) Commodities (eggs, sugar) Service Contracts with no brand impact or knowledge Outlets/stock markets Retailing Medicines with medical prescription Gas Stations for proximity reasons Insurances An antagonism that consumers have no understanding of the negative side	C1NtP C2NtP C3NtP C4NtP C5NtP C6NtP C7NtP C8NtP C9NtP C10NtP C11NtP C12NtP C13NtP
	<b>Total Comensalismo</b>	<b>Total Commensalism</b>	
<b>Antagonismo</b>	Monopólios caros sem escolha Más experiências Serviços (Hotelaria, Banca, Saúde) Serviço pós venda má experiência Patrocínio Futebol Clubes Rivals Grandes promoções e/ou dependência das mesmas Patrocínio situações complicadas (gays, touradas, elitistas) Campanhas sensíveis/extremas (Benetton, Pepsi) Crédito Fácil Contrafação Compra de um bem num local sem opção de outro e caro Promoções enganadoras Seguros Estado, Finanças Ódio pela Empresa criando comunidades	Expensive Monopolies with no choice Bad Service experiences (hotels, Banking, Health, ...) After-sales service bad experience Sponsoring rival Football Clubs Big promotions and dependency of them Sponsorship of sensitive situations (bullfights, gays, elitists) Sensitive/extreme campaigns (Benetton, Pepsi) Easy Credit Counterfeiting Purchase of a Good in a place without an option Deceiving promotions Insurance State, Finances Hatred for the Company originating communities	A1NgP A2NgP A3NgP A4PNg A5PNg A6PNg A7PNg A8NgP A9PNg A10NgP A11NgP A12NgP A13PNg
	<b>Total Antagonism</b>	<b>Total Antagonism</b>	
<b>Amensalismo</b>	Situações da maior parte das marcas Investimento sem valor para o consumidor/Comunicação Investimento sem valor para o consumidor/Inovação Marcas não relevantes Sistema Operativo/telecomunicações que nada diz Endorsment onde consumidor cansa-se das celebridades Patrocínio não relevante Produtos de Nicho Situação Pós Antagonismo Situação de fanatismo com outras Marcas da mesma categoria Pormenores indiferentes numa campanha de marca quando comunica que cria efeito negativo no consumidor Mudarem Marca de Serviço por perda de confiança	Most Brands Situation Advertising investment with no added value or recall to the consumer Innovation investment with no added value or recall to the consumer Non-relevant Brands Operative system/communications system that consumer sees with indifference Endorsement where the consumer is tired of the celebrity and pays no attention Non relevant sponsorships Niche product Post-Antagonism situation Fanatic situation with other brands within the same category  Details in a campaign irrelevant for the brand but with a negative effect in the consumer Changing brand for lack of trust	Am1NtNg Am2NtNg Am3NtNg Am4NtNg Am5NtNg Am6NtNg Am7NtNg Am8NtNg Am9NtNg Am10NtNg  Am11NgNt Am12NtNg
	<b>Total Amensalismo</b>	<b>Total Amensalism</b>	

Code  
M Mutualism  
C Commensalism  
A Antagonism  
Am Ammensalism  
P Positive  
Nt Neutral  
Ng Negative

# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graphs 1/2/3 and 4- Interview Overall Results

Graphs 1 and 2- Overall Interview Mentions



Graphs 3 and 4- Overall Number of different Interview Mentions and Average per Interview

Table 9- Interview Mutualism Different Examples and Mentions

M1PP	M2PP	M3PP	M4PP	M5PP	M6PP	M7PP	M8PP	M9PP	M10PP	M11PP	Total
3	12	1	2	1	9	1	5	5	1	2	42
7%	29%	2%	5%	2%	21%	2%	12%	12%	2%	5%	100%

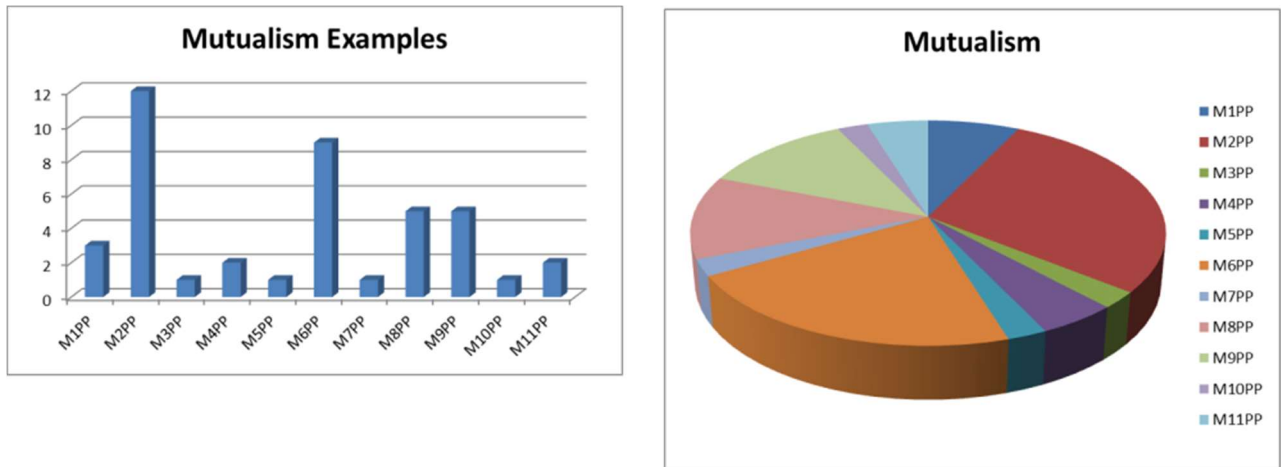
Table 10- Mentions per Interviewed

IC1	IC2	IC3	IC4	IC5	IC6	IC7	IC8	IC9	IC10	IC11	IC12	IC13	IC14	IC15	IC16	IC17	IC18	IC19	IA20	IA21	IA22	IA23	IA24	IA25	IA26	IA27	IA28	IP29	IP30	IP31	
3	1	4	1	1	1	1	2	1	1	1	1	1	1	1	1	1	2	1	1	1	2	1	2	1	1	1	1	1	1	2	2

Graphs 5, 6 and 7- Interview Mutualism Results

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graphs 5 and 6-Total Mutualism Interviews Examples Mentioned



Graph 7- Interview Mutualism Results for each interviewed

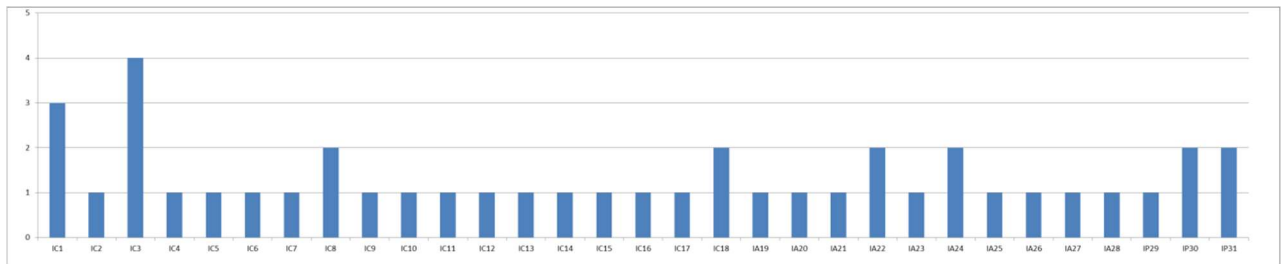


Table 11- Interview Commensalism Different Examples and Mentions

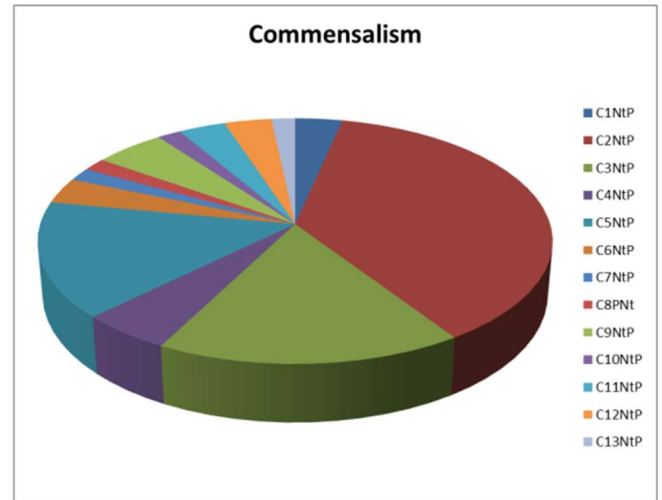
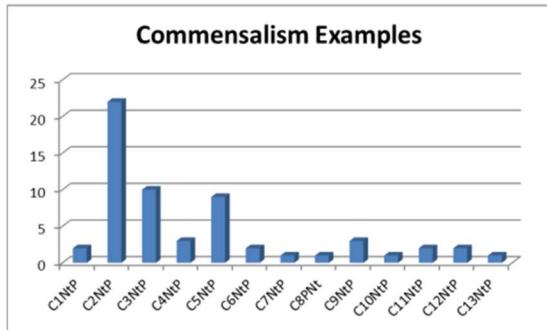
C1NtP	C2NtP	C3NtP	C4NtP	C5NtP	C6NtP	C7NtP	C8Pnt	C9NtP	C10NtP	C11NtP	C12NtP	C13NtP	Total
2	22	10	3	9	2	1	1	3	1	2	2	1	59
3%	37%	17%	5%	15%	3%	2%	2%	5%	2%	3%	3%	2%	100%



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graphs 8, 9 and 10- Interview Commensalism Results

Graphs 8 and 9- Total Commensalism Interviews Examples Mentioned



Graph 10- Interview Commensalism Results for each interviewed

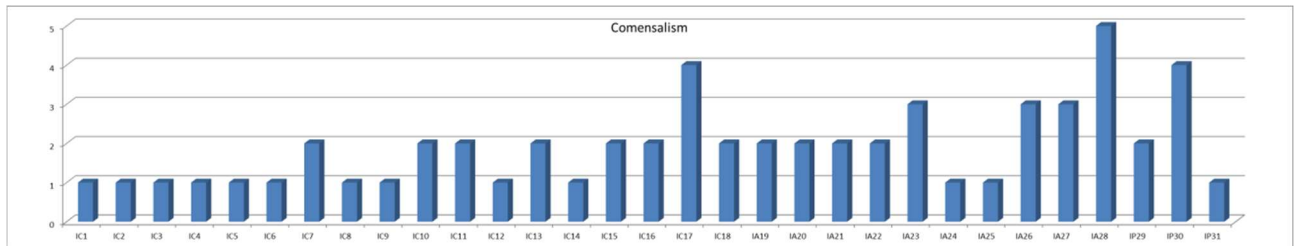


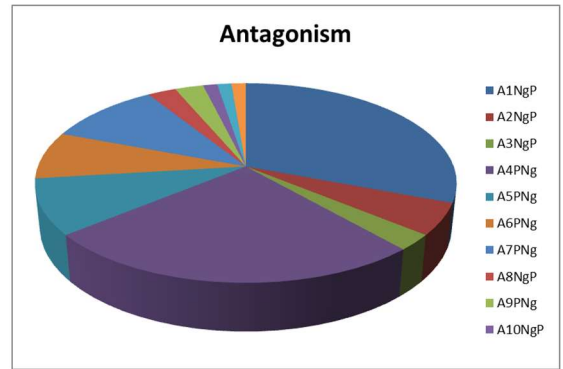
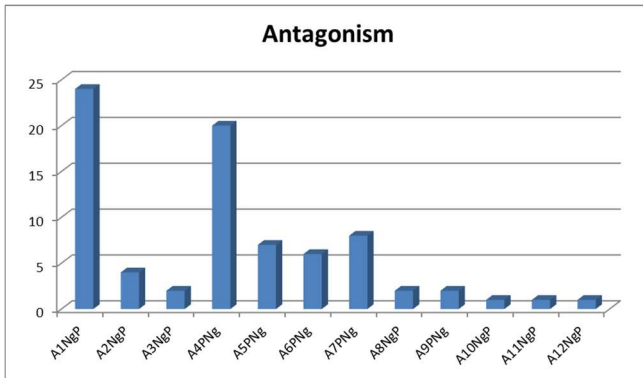
Table 12- Interview Antagonism Different Examples and Mentions

A1NgP	A2NgP	A3NgP	A4PNg	A5PNg	A6PNg	A7PNg	A8NgP	A9PNg	A10NgP	A11NgP	A12NgP	Total
24	4	2	20	7	6	8	2	2	1	1	1	78
31%	5%	3%	26%	9%	8%	10%	3%	3%	1%	1%	1%	100%

Graphs 11, 12 and 13- Interview Antagonism Results

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graphs 11 and 12- Total Antagonism Interviews Examples Mentioned



Graph 13- Interview Commensalism Results for each interviewed

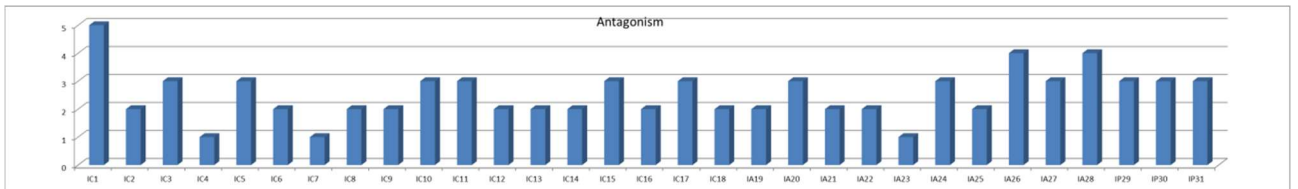
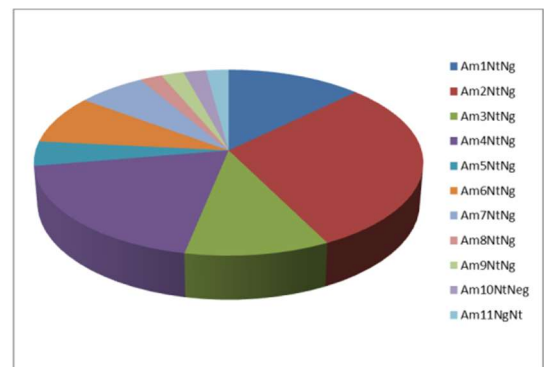
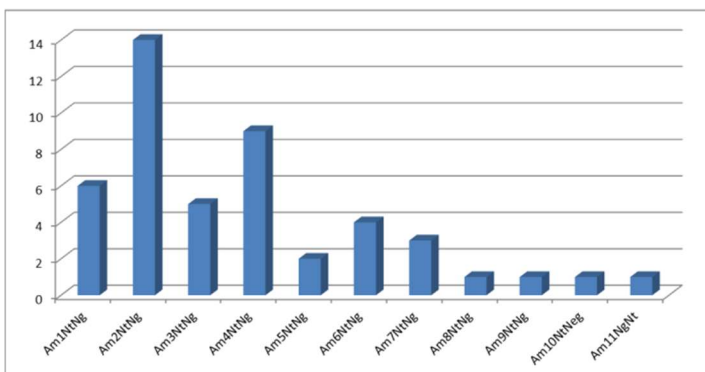


Table 13- Interview Amensalism Different Examples and Mentions

Am1NtNg	Am2NtNg	Am3NtNg	Am4NtNg	Am5NtNg	Am6NtNg	Am7NtNg	Am8NtNg	Am9NtNg	Am10NtNeg	Am11NgNt	Total
6	14	5	9	2	4	3	1	1	1	1	47
13%	30%	11%	19%	4%	9%	6%	2%	2%	2%	2%	100%

Graphs 14, 15 and 16- Interview Amensalism Results

Graphs 14 and 15- Total Amensalism Interviews Examples Mentioned



# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graph 16- Interview Amensalism Results for each interviewed

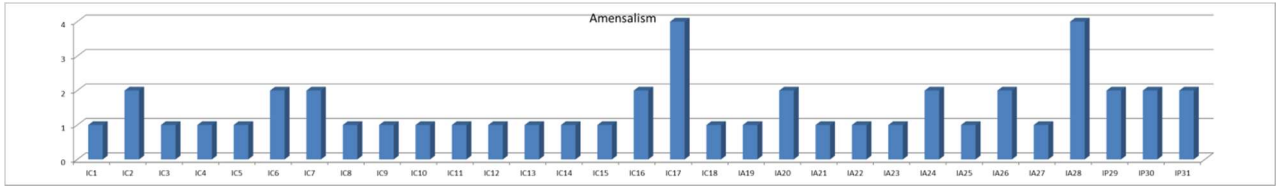
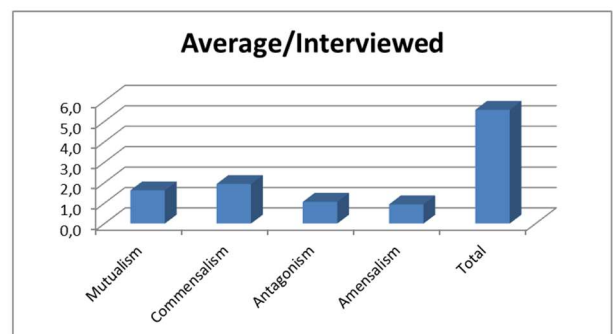
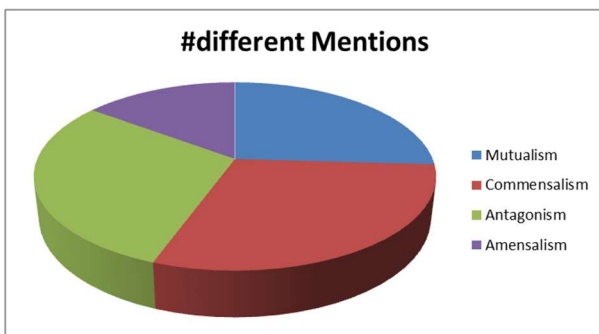
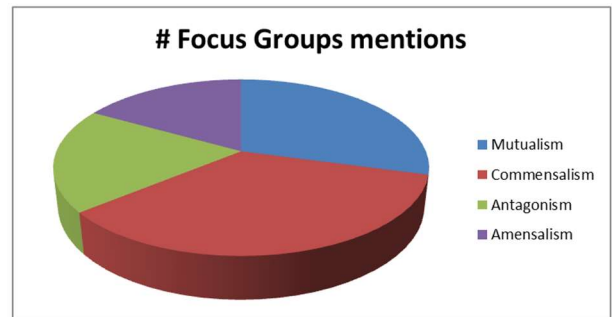
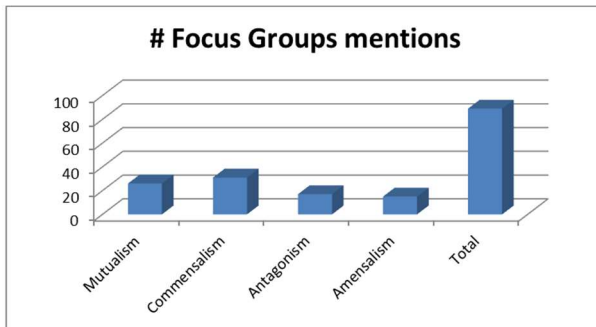


Table 14- Focus Groups Participants List

		Youngsters								Adults							
		Maria	Nuno	Mafalda	Gonçalo	Sofia	Madalena	Miguel	Tomás	Madalena	Carla	André	António	Dulce	Rafael	Bernardo	Sandra
		P1Y	P2Y	P3Y	P4Y	P5Y	P6Y	P7Y	P8Y	P1A	P2A	P3A	P4A	P5A	P6A	P7A	P8A
Age	18-25	x	x	x	x	x	x	x	x								
	30-45									x	x	x	x	x	x	x	x
Sex		F	M	F	M	F	F	M	M	F	F	M	M	F	M	M	F

Graphs 17/18/19 and 20- Focus Groups overall results

Graphs 17 and 18- Overall Focus Group Mentions



Graphs 19 and 20- Overall Number of different Focus Group Interview Mentions and Average per Focus Group Interview

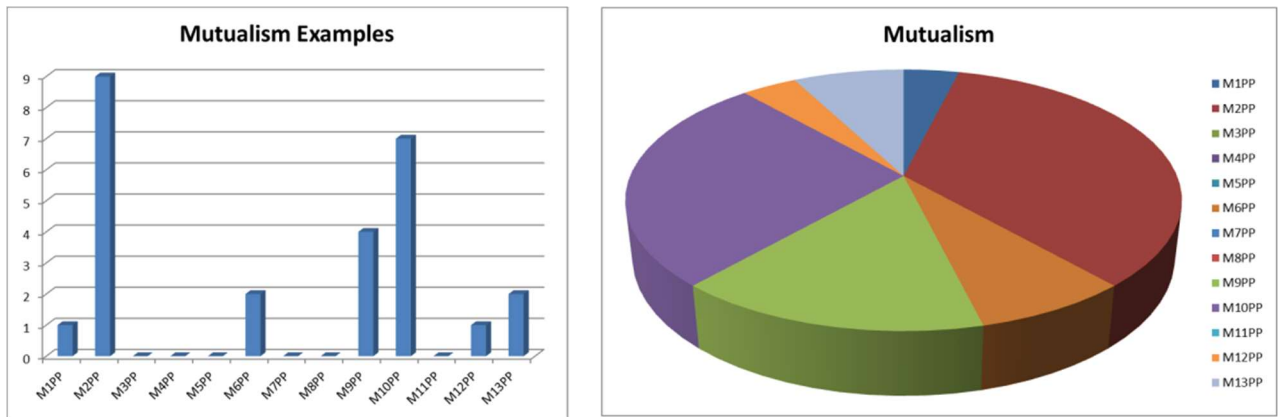
## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 15- Focus Group Mutualism Different Examples and Mentions

M1PP	M2PP	M3PP	M4PP	M5PP	M6PP	M7PP	M8PP	M9PP	M10PP	M11PP	M12PP	M13PP	Total
1	9	0	0	0	2	0	0	4	7	0	1	2	26
4%	35%	0%	0%	0%	8%	0%	0%	15%	27%	0%	4%	8%	100%

Graphs 21, 22 and 23- Focus Group Mutualism Results

Graphs 21 and 22- Total Mutualism Focus Group Examples Mentioned



Graph 23- Focus Group Mutualism Results for each interviewed

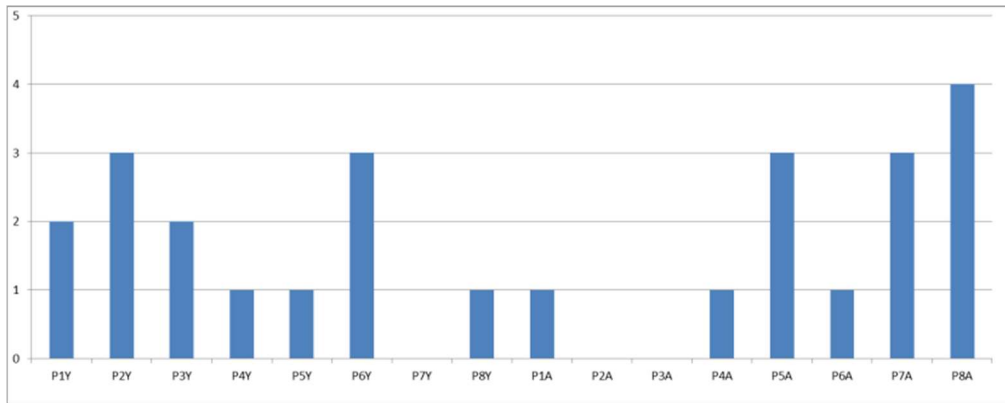


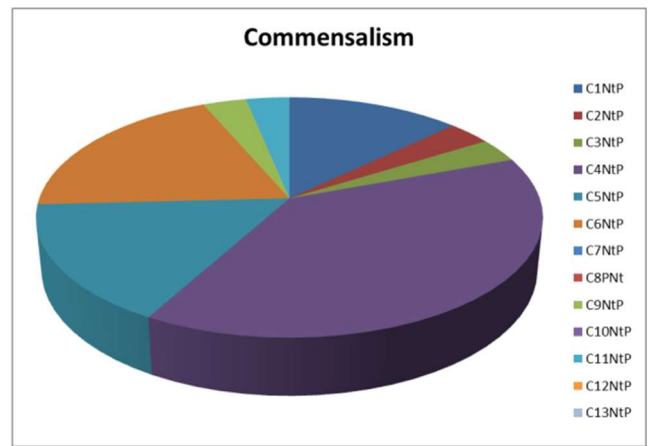
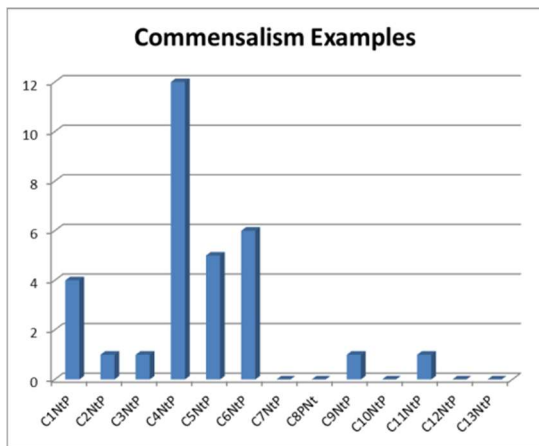
Table 16- Focus Group Commensalism Different Examples and Mentions

C1NtP	C2NtP	C3NtP	C4NtP	C5NtP	C6NtP	C7NtP	C8NtP	C9NtP	C10NtP	C11NtP	C12NtP	C13NtP	Total
4	1	1	12	5	6	0	0	1	0	1	0	0	31
13%	3%	3%	39%	16%	19%	0%	0%	3%	0%	3%	0%	0%	100%

Graphs 24, 25 and 26- Focus Group Commensalism Results

Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graphs 24 and 25- Total Commensalism Focus Group Examples Mentioned



Graph 26- Focus Group Commensalism Results for each interviewed

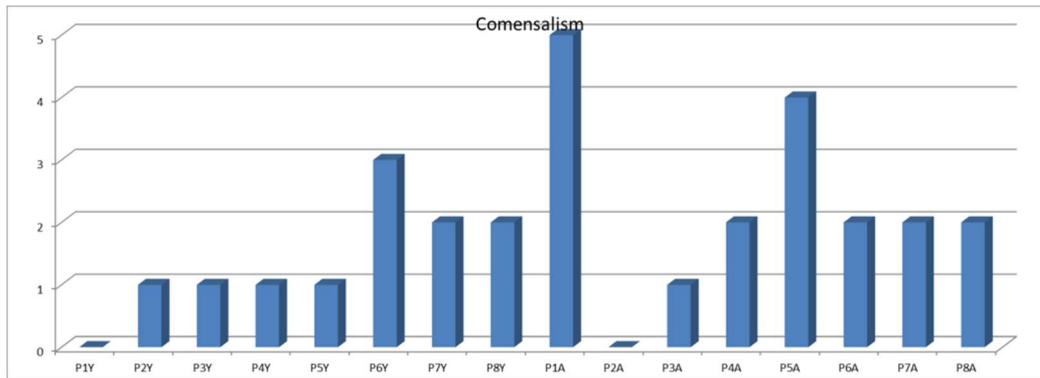
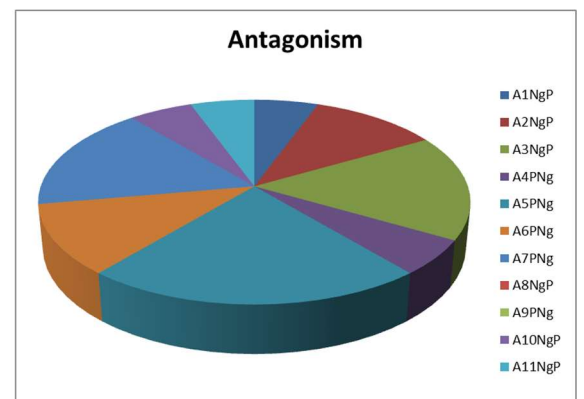
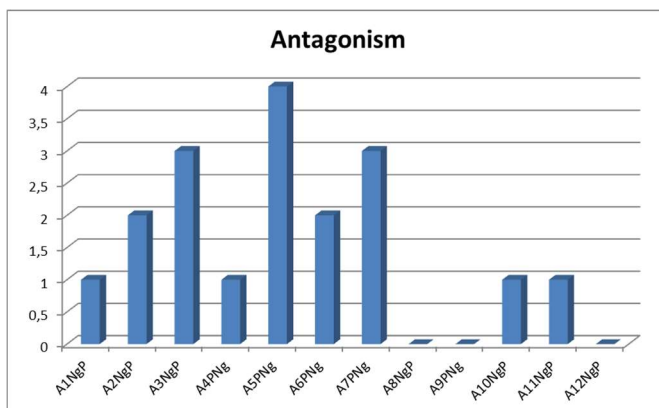


Table 17- Focus Group Antagonism Different Examples and Mentions

A1NgP	A2NgP	A3NgP	A4PNg	A5PNg	A6PNg	A7PNg	A8NgP	A9PNg	A10NgP	A11NgP	A12NgP	Total
1	2	3	1	4	2	3	0	0	1	1	0	18
6%	11%	17%	6%	22%	11%	17%	0%	0%	6%	6%	0%	100%

Graphs 27, 28 and 29- Focus Group Antagonism Results

Graphs 27 and 28- Total Antagonism Focus Group Examples Mentioned



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graph 29- Focus Group Antagonism Results for each interviewed

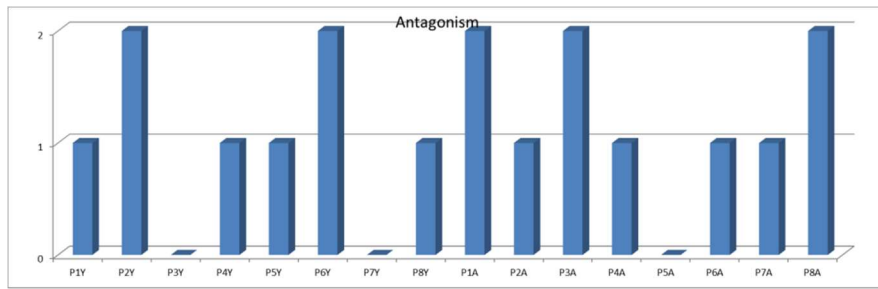
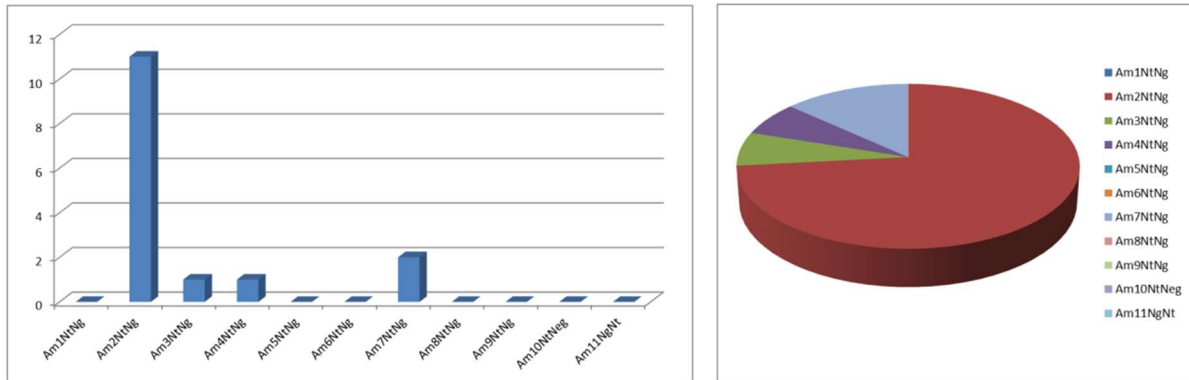


Table 18- Focus Group Amensalism Different Examples and Mentions

Am1NtNg	Am2NtNg	Am3NtNg	Am4NtNg	Am5NtNg	Am6NtNg	Am7NtNg	Am8NtNg	Am9NtNg	Am10NtNeg	Am11NgNt	Total
0	11	1	1	0	0	2	0	0	0	0	15
0%	73%	7%	7%	0%	0%	13%	0%	0%	0%	0%	100%

Graphs 30, 31 and 32- Focus Group Amensalism Results

Graphs 30 and 31- Total Amensalism Focus Group Examples Mentioned



Graph 32- Focus Group Amensalism Results for each interviewed

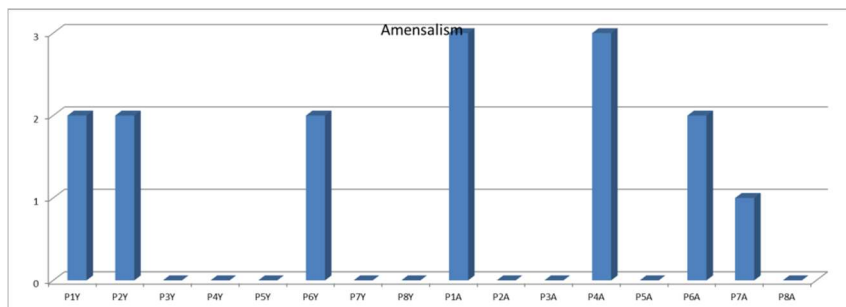


Table 19- Examples of Validated and non-Validated via Digital Research (Internet posts/references/blogs)

	Mutualism	Commensalism	Antagonism	Amensalism	Total
# Different Cluster examples Mentioned (Interviews + Focus Groups)	14	13	12	11	50
# Different Cluster example validated via digital search	13	10	11	9	43,0
%examples	93%	77%	92%	82%	86%

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 20- Internet posts/references/blogs that validate the examples presented in Interviews and Focus Groups

Digital (Pages + blogues+ facebook)		
B1	Growthsprings	
B2	customerthink	
B3	advertisingaphasia	
B4	serachenginewatch	
B5	orleydeen007	
B6	lisapeyton.com	
B7	microarts	
B8	earthintegrate	
B9	I hate McDonald's (facebook)	Facebook
B10	odeio o anuncio do Continente com o Justin Bieber (facebook)	Facebook
B11	dooneyfan.wordpress.com	
B12	canarybeck.com	
B13	searchenginejournal.com	
B14	freakytrigger.co.uk	
B15	acemetrix.com	
B16	junkdrawerblog.com	
B17	ainanas.com	
B18	ruicruz.pt	
B19	marafadagem.blogspot.pt	
B20	eramaisumfino.wordpress.com	
B21	www.kullin.net	
B22	umframecomvida.blogspot.pt	
B23	www.borfast.com	
B24	feelingmutual.com	
B25	blogs.hbr.org	
B26	blog.creamglobal.com	
B27	www.al-farha.com	
B28	decracha.com.br	
B29	www.fredericowestphalen-rs.com.br	
B30	coonafralda.dix.pt	
B31	greensavers.sapo.pt	
B32	justfound.com.br	
B33	sextasfeiras.blogspot.pt	
B34	www.conversasdecozinha.com.br	
B35	mustbepink.blogspot.pt	
B36	brandspeoplestrategy.com	
B37	forum.autohoje.com	
B38	tostoescadecasa.blogspot.pt	
B39	forum.aquapc.com	
B40	oqueeojantar.blogs.sapo.pt	
B41	amacadeeva.clix.pt	
B42	www.destakes.com	
B43	foruns.pinkblue.com	
B44	casalmisterio.blogs.sapo.pt	
B45	measuresconsulting.wordpress.com	
B46	www.teenhelp.org	
B47	www.londonworkpt.com/	
B48	oseudinheiro.blogs.sapo.pt	
B49	www.tema-livre.com	
B50	bibo-porto-carago.blogspot.pt	
B51	dragaodoente.blogspot.com	
B52	descontos.blogs.sapo.pt	
B53	womenspleasuresandtreasures.blogspot.pt	
B54	www.associacao midas.org	
B55	mumbles.blogs.sapo.pt	
B56	blasfemias.net	
B57	delitodeopiniao.blogs.sapo.pt	
B58	www.sedes.pt/blog	
B59	irmandadedospoisos.blogspot.pt	
B60	rafaelarielrodrigo.blogspot.pt	
B61	aproveitaravidaja.blogspot.pt	
B62	www.revolucao digital.net	
B63	www.blogdojj.com.br	
B64	abrandando.blogspot.pt	
B65	danielodio.com	
B66	www.droid-life.com	
B67	mktmorais.com	
B68	consuming.blogs.sapo.pt	
B69	factosdetreino.wordpress.com	
B70	palavrascomsal.blogspot.pt	
B71	mariaguedeslisboa.dix.pt	
B72	descontos.blogs.sapo.pt	

Table 21- Inquiries Interviewed Top Brand Management Expectation Results

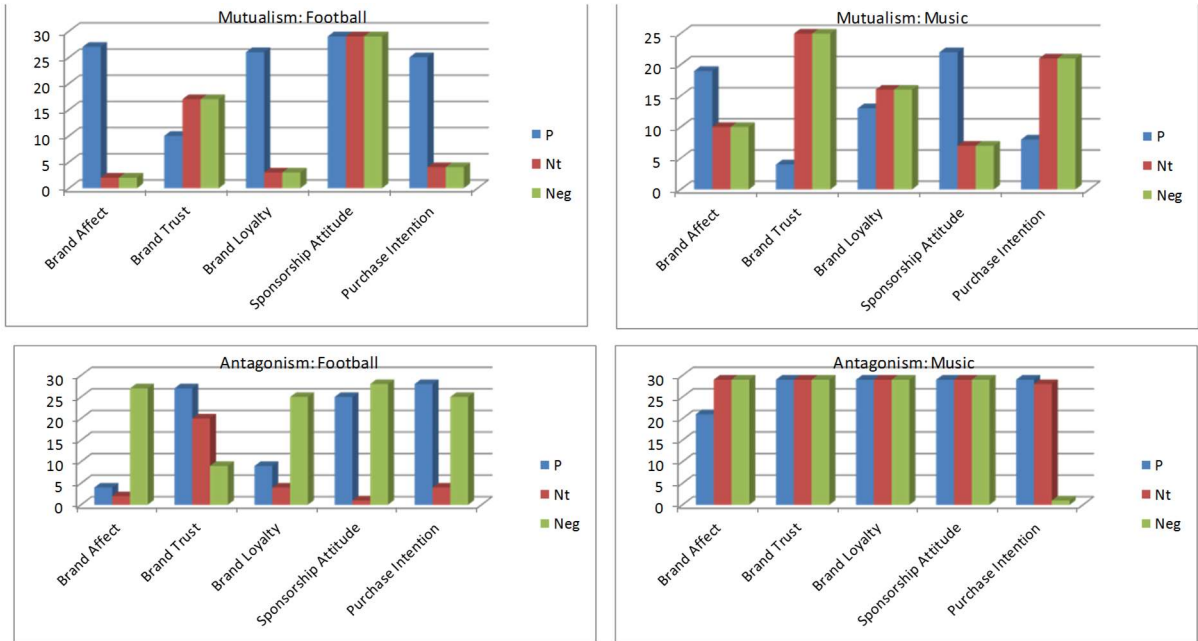
		<b>P</b>	<b>Nt</b>	<b>Neg</b>	<b>N.A.</b>
<b>Football Club and Sponsoring Brand</b>					
Mutualism					
	Brand Affect	27	2		2
	Brand Trust	10	19		2
	Brand Loyalty	26	3		2
Purchase Intention		26	4		1
<b>Football Club and Rival Sponsoring Brand</b>					
Antagonism					
	Brand Affect		2	27	2
	Brand Trust		20	9	2
	Brand Loyalty		4	25	2
Purchase Intention			3	27	1
<b>Music Festival and Sponsoring Brand</b>					
Mutualism					
	Brand Affect	19	10		2
	Brand Trust	4	25		2
	Brand Loyalty	13	16		2
Purchase Intention		8	22		1
<b>Music Festival and non-sponsoring Brand</b>					
Antagonism					
	Brand Affect		28		2
	Brand Trust		28		2
	Brand Loyalty		28		2
Purchase Intention			29		1

Graphs 33, 34, 35 and 36- Top Brand Management Expected Results for Phase II constructs answers, respectively: Football/Mutualism; Football/Antagonism; Music/Mutualism; Music/Antagonism



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graphs 33 and 34- Football/Mutualism and Football/Antagonism Top Brand Management Expected Results for Phase II constructs answers



Graphs 35 and 36- Music/Mutualism and Music/Antagonism Top Brand Management Expected Results for Phase II constructs answers

Influence of different sponsorship contexts in the BCBR model and Purchase Intention

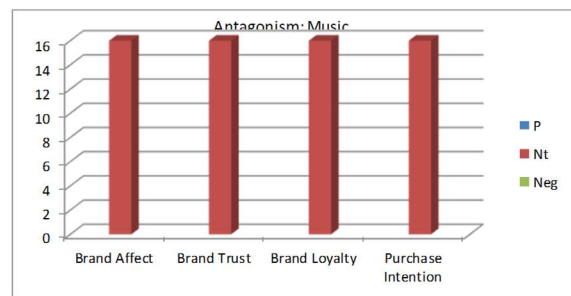
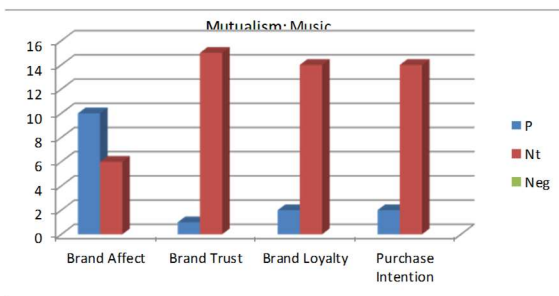
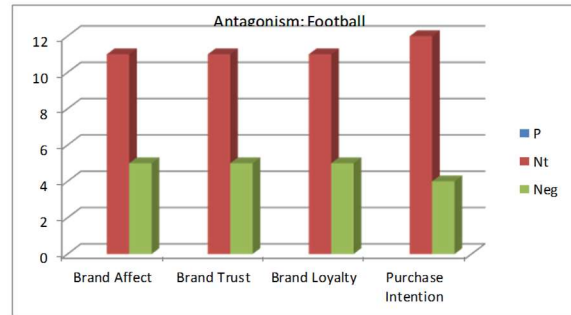
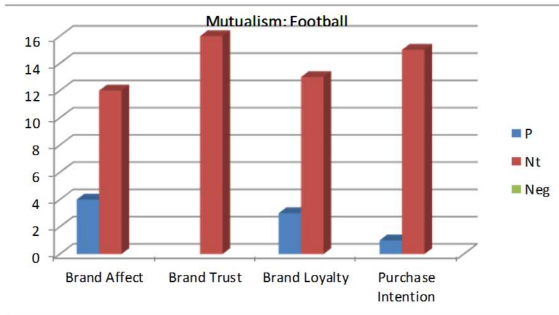
Table 22- Phase II Focus Group expected Results

Focus Groups		P	Nt	Neg
<b>Football Club and Sponsoring Brand</b>				
Mutualism				
	Brand Affect	4	12	
	Brand Trust		16	
	Brand Loyalty	3	13	
	Purchase Intention	1	15	
<b>Football Club and Rival Sponsoring Brand</b>				
Antagonism				
	Brand Affect		11	5
	Brand Trust		11	5
	Brand Loyalty		11	5
	Purchase Intention		12	4
<b>Music Festival and Brand Sponsoring it</b>				
Mutualism				
	Brand Affect	10	6	
	Brand Trust	1	15	
	Brand Loyalty	2	14	
	Purchase Intention	2	14	
<b>Music Festival and non-sponsoring Brand</b>				
Antagonism				
	Brand Affect		16	
	Brand Trust		16	
	Brand Loyalty		16	
	Purchase Intention		16	

Graphs 37, 38, 39 and 40- Focus Groups Expected Results for Phase II constructs answers

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graphs 37 and 38- Football/Mutualism and Football/Antagonism Focus Groups Expected Results for Phase II constructs answers



Graphs 39 and 40- Music/Mutualism and Music/Antagonism Focus Groups Expected Results for Phase II constructs answers

Table 23: Top Brand Management Interview answer to question Q1: Why do Companies develop Brands? Nodes and Number of References

Nodes	Sources	References
PartI- Q1- Strength	1	1
PartI- Q1- Company Existence	1	1
PartI- Q1- Consumer Loyalty	3	3
PartI- Q1- Quality Certification	4	4
Part I- Q1- Identification	6	6
PartI-Q1- Emotional Connection	8	9
PartI- Q1- Diferentiation	11	13
PartI- Q1- Value	21	26

Graph 41: Top Brand Management Interview answer to question Q1: Why do Companies develop Brands?

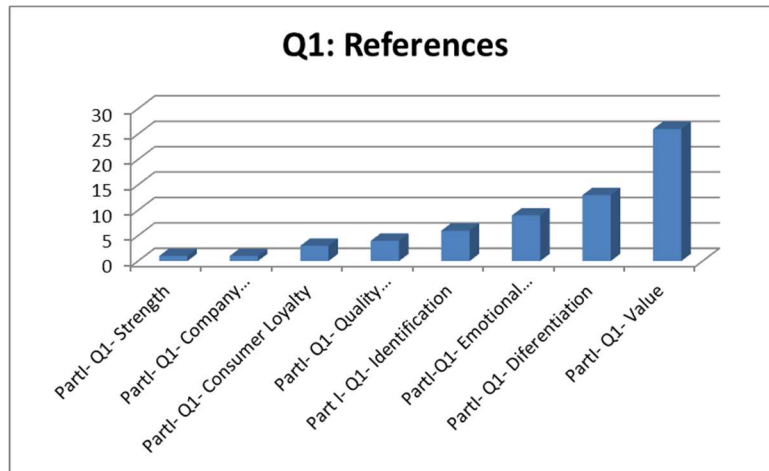
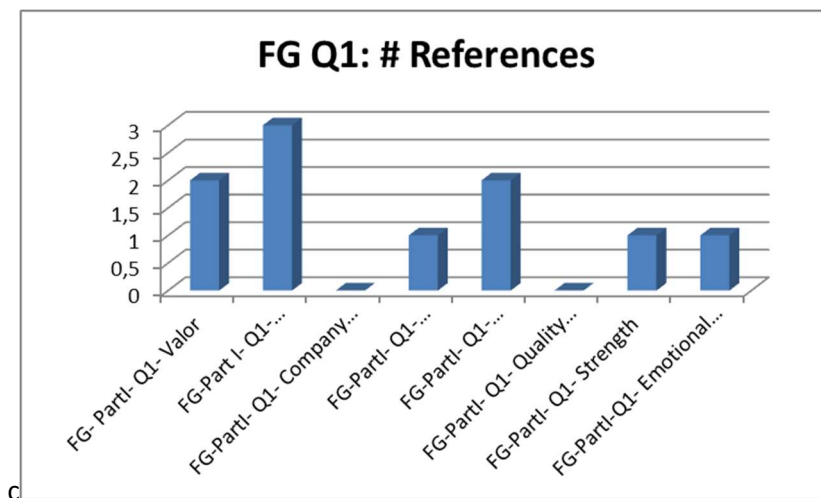


Table 24: Consumer Focus Group answers to question Q1: Why do Companies develop Brands? Nodes and Number of References

Nodes Focus Groups	FG Source	References
FG- PartI- Q1- Valor	1	2
FG-Part I- Q1- Identification	1	3
FG-PartI- Q1- Company Existance	0	0
FG-PartI- Q1- Consumer Loyalty	1	1
FG-PartI- Q1- Diferentiation	2	2
FG-PartI- Q1- Quality Certification	0	0
FG-PartI- Q1- Strength	1	1
FG-PartI-Q1- Emotional Connection	1	1

Graph 42: Consumer Focus Group answers to question Q1: Why do Companies develop Brands?



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 25: Top Brand Management Interview answer to question Q2: What is the Brand Value for the Company (including financial)?

Nodes	Sources	References
PartI-Q2- Competition Barrier	1	1
PartI- Q2- Stakeholders	1	1
PartI- Q2- Quality Assurance	2	2
PartI- Q2- portfolio proposal	4	4
PartI- Q2- Sustainability	5	5
PartI- Q2- Connection between consumers and company	7	10
PartI Q2- Revenue	8	10
PartI- Q2- Company Culture	13	15
PartI- Q2- Value	26	31

Graph 43: Top Brand Management Interview answer to question Q2: What is the Brand Value for the Company (including financial)?

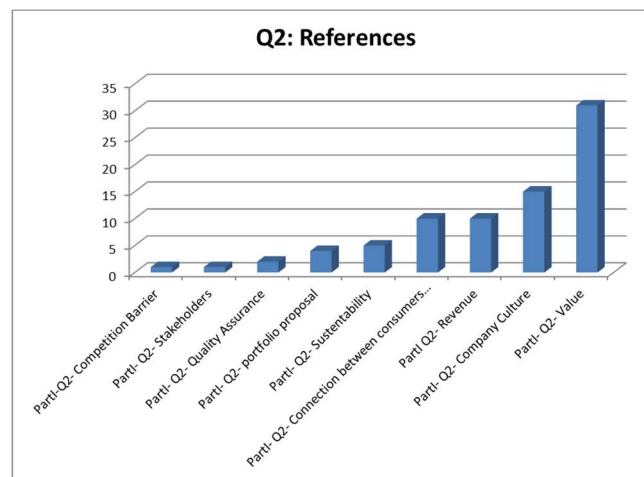


Table 26: Consumer Focus Group answers to question Q2

Nodes Focus Groups	FG Source	References
FG- Part I- Q2- Price & Quality Relationship	2	2
FG- PartI- Q2- Company Culture	0	0
Fg- PartI- Q2- Connection between consumers and company	1	1
FG- PartI-Q2- Competition Barrier	0	0
FG-PartI- Q2- portfolio proposal	0	0
FG-PartI- Q2- Quality Assurance	2	8
FG-PartI Q2- Revenue	0	0
FG-PartI- Q2- Stakeholders	0	0
FG-PartI- Q2- Sustentability	1	1
FG-PartI- Q2- Value	0	0

Graph 44: Consumer Focus Group answers to question Q2

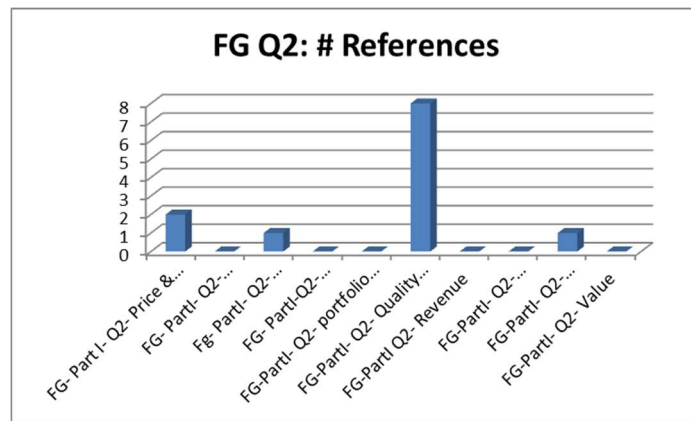


Table 27: Top Brand Management Interview answer to question Q4: What is the sponsorship role for the Brand?

Nodes Interviews	Sources	References
Part I- Q4- Purchase Generation	2	2
Part I- Q4- Proximity	21	21
Part I- Q4- Media&Communication	16	16
Part I- Q4- Brand Values & Strategy	15	16
Part i- Q4- Aspirational	1	1

Graph 45: Top Brand Management Interview answer to question Q4: What is the sponsorship role for the Brand?

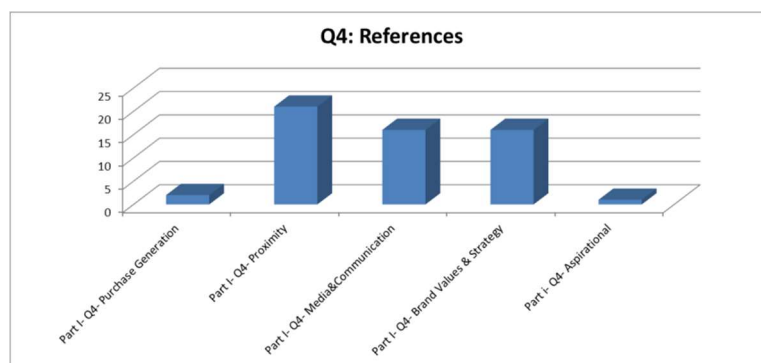


Table 28: Consumer Focus Group answers to question Q4: What do you value more in Brand Sponsoring?

Nodes Focus Groups	FG Source	References
FG- Part I- Q4- Social Responsibility	2	5
FG-Part i- Q4- Aspirational	1	2
FG-Part I- Q4- Brand Values & Strategy	2	3
FG-Part I- Q4- Media&Communication	2	8
FG-Part I- Q4- Proximity	1	2
FG-Part I- Q4- Purchase Generation	1	2

Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Graph 46: Consumer Focus Group answers to question Q4

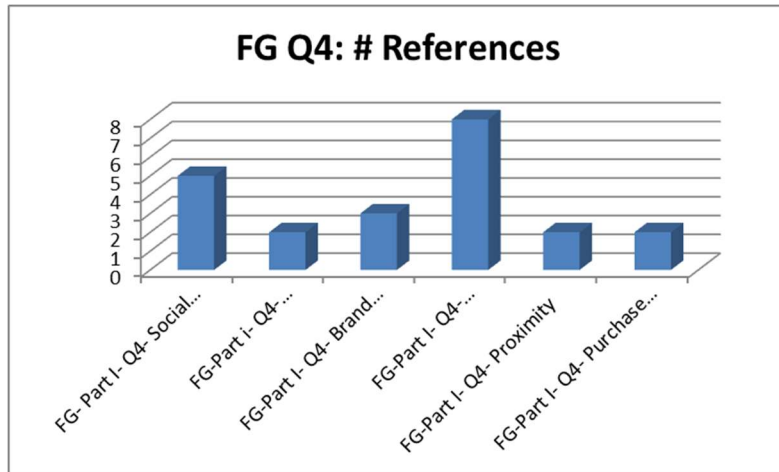


Table 29: Top Brand Management interview answers to question Q3/Q5: Brand value measurement and sponsorships return

		INTERVIEWS BRAND AND SPONSORSHIP RETURN VALUATION																															
		IC1	IC2	IC3	IC4	IC5	IC6	IC7	IC8	IC9	IC10	IC11	IC12	IC13	IC14	IC15	IC16	IC17	IC18	IA19	IA20	IA21	IA22	IA23	IA24	IA25	IA26	IA27	IA28	IP29	IP30	IP31	
1	Gross Brand Contribution/ Margin	x			x	x		x	x	x	x	x	x	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	
2	Brand Health/Strength Indicators	x	x	x				x		x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x		
3	Top of Mind	x						x		x	x	x	x	x	x	x	x		x	x	x	x	x	x							x		
4	Brand awareness	x		x				x		x	x	x	x			x	x		x	x	x	x					x						
5	Reputation	x						x		x	x	x	x							x	x	x			x								
6	Cash Flows			x																x	x	x											
7	Premium Price					x	x	x	x	x	x	x	x			x			x		x												
1	Media	x	x		x	x	x	x	x	x	x	x	x																				
2	Brand qualitative studies	x	x	x												x		x	x	x	x	x	x	x	x	x	x	x	x	x	x		
3	Market Share within a determined territory	x														x																	
4	Brand Awareness		x	x				x	x	x		x	x	x		x	x	x									x						
5	Brand Values Fit/Strategy						x	x	x	x					x																		
6	Sales																																
7	Pessoas eu estiveram no evento																																

# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

## Dictionaries

### a) Top Brand Management Interviews

Table 30- Mutualism Dictionary

Cluster/ example/ consumer/Brand	Content (English)	
M1PP	I think a perfect example is Super Bock Super Rock that exists for 20 years'	IC1
	Music festivals where all win like Axe, brand gains proximity and interaction and consumer memories and the product	IC6
	A beer brand in a music festival that results well is a case of mutualism	IP31
	When a brand is created and developed to a public and responds to its need	IC4
	When consumer and brand benefit at the same time, increasing perceptual value and at the same time creating respect for the brand and its identity	IC5
	When the brand brings confidence and satisfaction that makes the consumer pay more for the product and service	IC11
	I see situations where the brand has quality. If it has quality satisfies the consumer and is fomenting the economy acquiring the product. I do not believe in brand love of products that have no quality. Only this way we can maintain loyalty	IA21
	All the brands look for mutualism with a positive consumer relationship with the brand	IA25
	These are the examples that the Brands want to obtain: profit while benefiting the consumer	IC17
	It should be the Brands ultimate goal. To give while receiving. But it's not always possible...	IA26
	Brands will to provide services and establish relationships goes in this way	IA27
	It is the goal of Brands development	IP29
	It is the goal and the result of successful connections between brand and consumer	IP30
M3PP	When a Brand actively associates with an event it's mutualism	IC2
M4PP	The health system is an extreme example	IC3
	Health is clearly a mutualism situation	IA22
M5PP	Perfect, even more when the brand contributes to social causes	IA20
M6PP	A passion for a Brand is also the example of mutualism	IC3
	Pinnacle of what we want to achieve as brands managers	IC7
	Brand Love is a good mutualism example	IC9
	Cases like Harley Davidson are enhanced mutualism	IC10
	There is the case of fanaticism for the brands	IC8
	For me Apple is an example. I never regret the money I spend. Is a need and brand love.	IC15
	Apple is a good example, when it allowed for smaller and cheaper ipods. It is the perfect marriage between a consumer that wants to evolve and a brand that accompanies the consumer through his life	IC18
	Clear cases of brand love	IA23
	Brands that bet more in these relationships are those that conquer consumer's hearts	IA19



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

M7PP	Everytime a consumer considers that the brand does well associating to important attributes like environment for example	IC12
M8PP	Belong to a tribe is na unique benefit Everytime a consumer uses a brand for status reason benefiting from it and also leading to a brand profitability Pricter Moovie about Mums	IC3 IC13 IA24
	A more viral interaction between Brands and consumers like crowdsurfing	IA24
	Its the goal and the result of successfull liasons between Brand and Consumers	IP30
M9PP	Its a positive relationship between brand and consumer when the consumer buys the Brand and it uses with satisfaction All the clean situations between Brand and Consumer	IC8 IC14
	It happens when in hotels the experience is positive, it's a win-win situation	IC16
	ZonIris is a good example when it launched for the first time in Europe the possibility of going back one week information, satisfying the consumer	IC18
	I like the Sheraton because it has great beds and it is easy to understand that in a service relationship when brands deliver a good service we are facing mutualism	IP31
M10PP	We can have these examples in some promotions since there is a sense of the brand helping the consumers. The brand as a friend in a needed situation	IA28
M11PP	Primary connection to the club sponsorship is positive If it sponsor my clube its a win-win situation	IC1 IA22

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# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 31- Commensalism dictionary

	Cluster/ example/ consumer/Brand	Content (English)	
Comensalismo	C1NTP	Consumers can go to the Festival and drink Beer in the concert but pay no attention to the Brand	IC1
		The event can be positive for the Brand but for the consumer neutral	IC2
	C2NTP	The connection between consumer and Brand has risks when the endorser connection with the Brand becomes very strong and the main promoter	IC3
		In the endorsement the connection between consumer and endorser can become stronger than consumer and brand	IC4
		If the consumer connects more to the endorser than the brand that can be dangerous to the brand and the effect can be neutral between consumer and brand	IC5
		When endorsers are strong and have na important profile steel the brand protagonism and take consumers to the null brand relationship	IC7
		When there is a strong character associated with the brand its a risk since the association can be to the endorser and not to the brand	IC8
		In the case of extreme endorsement when there is a confusion with the endorser and the brand looses its character. The exante relationship of the campaign with the endorser has here a crucial part	IC9
		Attention also to a strong endorsement that I do not think that is good to the Brand since it transmits brand attributes to the endorser and the brand looses personality	IC10
		Some endorsement situations	IC11
		Cases of endorsement when the consumer connects to the entity and not to the brand	IC13
		This can happen in endorsement situations. Nespresso is na example. Affiliation connection with George Clooney can be superior than the brand leading to a neutral relationship from the consumer to the brand with a positive effect to the Brand because it is acquired	IC15
		A very strong endorser can steel de brand spotlight and people admire the endorser but not the brand	IA20
		The case of Marilyn Monroe and Channel number 5 the consumer connection is with the endorser since it is an icon	IA21
		In the case of endorsement if the brand is not very strong when choosing na endorser there is a risk of creating a situation for the brand where the consumer changes with the endorser	IA22
		Situation of a very strong endorsement. It is the management that has to watch out for it and change the endorser often.	IA23
		I see the connection between consumer and some endorsers being neutral the consumer connection with the brand but positive for the brand since it sells	IA25
		In the case of endorsement the brand as of certain point of time has to live independently of the endorser or it may risk facing a consumer change if another brand has a preferred endorser due to the neutral relationship between consumer and brand	IA19
		Endorsment cases are interesting examples. It's a way of transmitting values that do not appear naturally in the brands and the endorser had this values 'loan' but there are cases where the consumer connects with the celebrity if they are fanatic and not to the brand	IC17
		Endorsment I can have the consumer following the Endorser instead of the Brand	IA26
C3NTP	Case of over protagonism os the endorsers in the communication of some brands that leave them eclipsed	IA28	
	It can happen in the case of endorsement if the endorser is too strong like in the George Clooney example, stealing the protagonism of the brand and making it no longer the focus	IP29	
	Strong endorsement entities connection	IP30	
	I see this in the case of the strong endorsement. The connection with the endorser and not the Brand	IP31	
	Monopoly situations where hate does not exist and I just do not know the brand that offers me the services like in the home water	IC6	
	Monopoly situations, supplier há no option, neutral the connection from the consumer to the brand	IC7	
	Non extremist monopoly situations with brand indifference	IC11	
	I see monopoly situations wgere the consumer has no choice	IA21	
	Attention in the case of monopolist markets if there is no option and brand are not worked in the best way like Euro	IA22	
	Clearly in monopoly situations we can have this possibility. How can there be brand love if we have no choice?	IA23	
	Example of regulated monopolios	IC17	
	Monopolios like EDP or 'Águas de Portugal' (Portugal Waters) where I have no choice the best option is neutral relationship with the brand	IA26	
It can happen in the monopolio situation if the consumer is not ungrny	IP29		
It can happen in a monopolio situation although it can fall into na antagonistic relationship	IP30		
C4NTP	The case of beer and coffee in the on trade point of sales where exclusivity exists, positive to the brand, neutral to the consumer	IC10	
	The coffee in the point of sales may create a neutral situation for the consumer since there is no option nor pay a lot of attention to the brand they are drinking	IA27	
	I see this happen in the point of sales with the coffee since i have no choice and i stay neutral while for the brand is positive since it sells	IA28	

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Cluster/ example/ consumer/Brand	Content (English)	
C5NtP	I see cases of indifference from the consumer to the brand in Banking	IC12
	In the paints industry tis is obvious since the intermediate is much more important than the Brand	IC15
	Is the financial sector there can be a neutral connection with the Brand with a positive outcome for it	IC16
	If the hotel was bbooked by the company and not by the person we can be in a neutral consumer situation but positive for the brand since the selling was done	IC16
	The case of banking where people do not change due to inertia. BES is trying to change this with their new campaign	IC18
	Relationship between the consumers and some banking entites can be of commensalism sice they are very utility and we can associate more to the account manager that to the Bank Brand. The accounts can be more important and the connection established can be more important than the brand itself	IC17
	The connection with the banking can be neural and we do not change due to innercia	IA26
	The intermediate in come sectors can become 'the brand' and replace the true brand in the consumer mind	IA27
	Case of the personal relation that overcomes the institutional like in insurances or travelling agencies	IA28
	C6NtP	I see this in commodities where the brand is not relevant like eggs
Example of detergent. Its neutral for me. I need the category but the brand is indifferent.		IA23
C7NtP	It can be the case of cleaning services. We just want the job well done and we have no relationship with the Brand	IC18
C8PNt	Outlets is a situation where for the brand sales are neutral since profit is not big and for the consumer is positive	IA20
C9NtP	In the proximity retail the comensalism has a big importance. The brand is neutral within a certain proximity retail philosophy	IC17
	For some consumers the brand does not have suficient strength to drive them versus the proximity factor leading to commensalism	IA27
	Case of proximity stores in the retail distribution	IA28
C10NtP	All the perscription medicines that I have no knowledge of the brand, I just take what the doctor orders. Neutral relationship with the Brand.	IC14
C11NtP	Case of the convenience in the fuel stores	IA28
	The fuek stores are na example since proximity is more important than the Brand	IP30
C12NtP	There is the example of the insurance company. They profit from the connection and if I am lucky I will never need them: I'm neutral	IA19
	Case of the entity that allows the service like the insurance company	IP30
C13NtP	Na antagonism where there is no negative side but only the neutral one since a person has no understanding of this negative side. Web logics are examples of it, as database collection	IA24

# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 32- Antagonism dictionary

	Cluster/ example/ consumer/Brand	Content (English)		
<b>Antagonismo</b>	A1NgP	Monopolies that do not work well and are very expensive	IC1	
		In a monopoly I have an obligation relationship, cold. When they necessary invest in the Brand without a price decrease, even increasing, it's negative for the consumer and positive for the brand	IC2	
		Monopolist situations where abusive situations happen since there is no incentive to maximize the consumer benefits engaging him into a negative situation	IC5	
		Monopoly situations where a person feels explored and therefore creating brand hate	IC6	
		Monopolist markets where ther is no choice can lead to antagonism	IC8	
		Clearly monopolio situations are cases of antagonism	IC9	
		When I have no choice I feel handcuffed, I am ina relationship of antagonism since I wanted something different or a different service and I am not satisfied with what I have	IC10	
		Caso of monopoly where the brand owner takes the most advantage of the situation increasing too much the price and creating an antagonic relationship with the consumer	IC11	
		Monopolios in situations where the consumer is explored	IC13	
		Monopolio situations where I do not have na option and it's very expensive. I don't like it but I'm obliged to spend money in the brand	IC14	
		Monopolio situations in extreme situations can lead to this since there is no value for money	IC15	
		In the utilities case if there is no choice and it's expensive	IC16	
		I see clearly the monopolio situations. It happened with PT in the past. Some people acumulated rage with the company and when the market was liberalized they left the brand to another one	IC18	
		Case of monopoly where there is no alternative. We do not know if the consumer could have a higher benefit	IA20	
		Case of products or services that we have to use without any choice if it creates a negative effect to tyhe consumer	IA21	
		Case of abusive monopolio	IA22	
		If monopolios are too expensive they turn into antagonism	IA23	
		Non regulated monopolies can see themselves in this situations with the dominant abusive power.	IC17	
		Monopoly situations where a person feels explored	IA24	
		In monopolios the worst relationship can be of antagonism	IA26	
		Case of monopolio can for some consumers fall in this example	IA27	
		Monopolio where there is no option can be antagonism. Example of EDP with their image change and communication with reflecting price increases	IP29	
		It can happen in a monopolio situation although it can fall into na antagonisc relationship	IP30	
		Monopolio if there is no choice. Positive for the Brand and negative to the consumer. Example of TVCABO that I couldn't stand but being a monopolio there was nothing more I could do	IP31	
		A2NgP	Bad services like in the Hotel business	IC1
			I see this being applied in bad banking service	IC12
			In the case of a bad hotel experience. The hotel sells (positive) but for the consumer it was a bad experience (negative)	IC16
	In the bank when they have high comissions	IA26		
A3NgP	Nobody has a bad experience when buying and automobile but it has afterwards, positive for the Brand since the purchase is done but negative to the consumer	IC1		
	I see it in a post-selling bad relationship, negative to the consumer and positive to the brand	IC6		

# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Cluster/ example/ consumer/Brand	Content (English)	
A4PNg	Relationship with the football, positive for the consumer but negative to the rival Brand. A secondary relationship.	IC1
	In football there are clubisms and antibodies against brands	IC4
	In sponsoring is always complicated when it involves emotional and rivalry like in football, with antagonism via others that do not identify with the sponsoring	IC5
	Sponsoring the football club is dangerous, any sports that involves competition duology generates antagonismo, competition taken to passion. Like the Parmalat and Benfica case.	IC7
	Sponsorship of a rival club also generates antagonism relationships	IC9
	I also see the clubistic fundamentalism in the prisma of defending the club	IC10
	In the football case I see antagonism since it's good to the consumer because it feels empowered against the brand. Develops groups against the Brand	IC14
	It happens in the cases of football sponsoring, it can mess with belonging clubs, football clubs. When a brand sponsors the rival club can have problems. It happened with Sagres and Sporting since they understood it as a club attack. In very polarizing territories like football I can risk antibody development, The belonging sentiment is positive to the consumer but not to the brand that sponsors the rival	IC15
	Football is in the top 3 more irrational subjects with politics and religion and therefore brand managers have to be careful when sponsoring clubs in order to avoid antagonism. The consumer feels as a part of a community. Year ago Napoles team was sponsored by Ariston and the sales dropped in a flash in all regions	IC18
	I believe that this may occur in passion or fanatic cases since they are irrational. Someone from Oporto does not consume Sagres (sponsor of Benfica). Not for its quality but for the emotional side of football	IA20
	The antagonism created when sponsoring different clubs can happen in the other club consumers unless there is a regional communication. There is a sense of belonging	IA21
	When sponsoring my competitors in football and therefore we have to be careful with the touch points	IA22
	Sponsoring the rival club is more sensitive due to the person affect to the club, it is almost part of the person's DNA. Almost like a religion. When a brand associates to the rival club I believe that it can damage the brand tremendously	IA25
	Choosing to sponsoring a club and not another is not recommendable, since it's normal that in heated situations, like for example the football case, I'm dedicating as a brand to one market while showing hostility towards the others. Being part of a club and say bad things of the brand that sponsors the rival gives me satisfaction and the brand loses	IA19
	The relationship with football can be a problem. We can change everything in our lives but we never change our club. It and extremist high energy relationship	IC17
Football club sponsoring is another antagonism example. For the club, against the other club and the other brand (positive for the consumer, negative for the brand)	IA24	
Football is a dangerous territory, we can see this via the Parmalat example in the past. If one club is sponsored by a Brand the Brand should sponsor all the Clubs. This way the Brand is there for the sports and not for the Club! If not, it's Positive for the consumers since they belong to a group and they do not consume the brands that are connected to the Club.	IA26	
Fanatism where the club and the brand that associates to the club are only one entity and who goes against the club is my enemy and I defend my club. The brand's association to emotional territories like the football situation is very dangerous since it generates antagonism	IA28	
In the sponsoring of rugby clubs. Some people feel OK when defending their club, my club, and negative to the brand. The pride of defending the club.	IP29	
I see the case of the football clubs. The Porto Futebol Club are fanatic and since Sagres in Benfica they proudly do not consume Sagres (positive for the consumer but negative for the Brands)	IP31	
A5PNg	When there are big promotions it's negative for the Brand and positive for the consumer	IC2
	Case of too hard brand promotions that can inclusive lead to their disappearance	IC11
	We have the cases of extreme product promotions for the brand since they create the consumer habit of low prices and for the consumer is positive since it's buying the brand at a low price	IA20
	A antagonistic relationship that is starting to appear is the brand's power inversion to the consumer, leading to a margin crush and price decrease. It's a purchase group phenomenon, that can be negative to the brand is the effort is heavy to avoid sales loss and scale effect.	IC17
	Also the case of big promotions. I can only sell if I lower the price. A product is invented that is not possible of selling at a determined price but instead to a promotional price	IA27
Promotion situations too aggressive financially for the companies or in the situation of brands creating an habit in the consumer that he purchases only when in promotion	IA28	
When a Brand has to lower too much the prices to sell becoming hostages of the prices... Positive for the consumer and negative for the Brand	IP30	
A6PNg	We had opportunity to sponsor a gay festival but we've ended to not advance to avoid alienation from the consumers	IC3
	If a Brand only sponsors elitist events a consumer may go against it	IC3
	Attention to the bullfight territory, since it can be negative to the brand but positive to the consumer for being part of a community	IC8
	The sponsoring of dangerous territories like the bullfight case	IC10

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Cluster/ example/ consumer/Brand	Content (English)	
A7PNg	A campaign aversion, campaign that goes against values Publicity that results in antagonism situations like Pepsi and Ronaldo	IC1 IC11
	Example of some of the Benetton campaigns hurting the sensibility of some. If a person feels belonging to a group or community it is positive to the consumer. People turn against the brands creating movements, tribes and communities Communication can create antagonism situations	IA25 IA19
	I see the example of publicity campaigns that appeal to the children values that the parents do not like	IA27
	Communication situations like the recent case of Pepsi with the Portuguese Nacional Team and Cristiano Ronaldo or when women and children are used in an abusive form Na error in the communication can lead to this like the Pepsi case and the Portuguese after the campaign against Ronaldo	IA28 IP30
	Campaigns tat mock with religion I can not be indifferenr to and I am against. It's the case of Bruno Nogueira and TSF. I know people that no longer listen to TSF once they felt ofended and felt that they should defend their religion and therefore the respect for the individual	IP31
A8NgP	Sometimes services offer as more valuable if the consumer faces a bad outcome Cofidis is a good example. I can get in but with difficulty get out. For the Brand is positive but for me is negative	IC5 IC15
A10NgP	If in a place that I am obliged to buy and expensive product because I do not have another possibility I buy it but I stay with a bad relationship with the Brand The case of a point of sales exclusivity where I can not have the Brand I like. Ex: Coca-Cola	IC3 IA28
A11NgP	Promotions where the sales price is enhanced instead od diminished or promotions percentage communicated is higher than the actual price decrease	IA24
A12NgP	Insurance is a strange choice....The consumer does not want the life insurance to be activated. We must do it because it can happen but it's a negative situation The case of the government, the finances	IA26 IP29

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 33- Amensalism dictionary

Am1NtNg	It's a challenge for most of the Brands. Most of the brands are for us neutral. For me it's neutral but for them is negative since their efforts are in vain	IC1
	All the Brands have consumers to which the brands tells them nothing, they are not relevant and they do not buy	IC3
	There are brands that are neutral to some consumers in many categories	IC4
	Everything that its not done correctly where we spend our money and that is indifferent to the consumer	IC9
	Everything that is not effiecient in sponsorships, publicity or product launches	IC10
	There are brands that I do not consider. No like or dislike, almost like a commodity	IP29
Am2NtNg	The Brand makes na investment with no value to the consumer, a campaign that he does not adhere to	IC2
	There is also the case of brand management proposals that no one pays attention to	IC7
	Payment proposals of automobile brands that for me it is not intesting	IC7
	I think at least half of the communication is indifferent to the consumer	IC12
		IC15
	Campaigns that have no effect in the consumer, where the brand invests with no purchase return	IC16
	Not all the campaigns and sponsoring have an impact in all the consumers	IC17
	When the Brand develops campaign that are neutral to the consumer. Not everything that a Brand does says something to everyone. Brand may be investing with no sales return	IA24
	I do not buy the Brand and its communication tell me nothing. This is not for me.	IA26
	Sometimes the advertising says nothing to consumers and the company is spending money with no return. Most of the campaigns are in these situations, even more considering the media fragmentation	IA27
	Communication that tells us nothings, we do zapping	IA28
	Car commercials are too much alike and there is no differentiation so it leads to the consumer indiference and the brand investment for nothing	IA28
	The Brand can be communicating that I do not consider, it does not activate um sensibility botton	IP29
	Not all the Brand communication says something to the consumer. Most of it says nothing to a lot!	IP30

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Am3NtNg	When I launch a product with no consumer adherence it's negative for the Brand and neutral for the consumer	IC2
	When we alter a product with no consumer value identification. I saw it happen recently with a packaging change that was not valued by the consumer	IC11
	This can happen in a product launch with no influence in the consumer. He ignores and the brand is losing with it	IC16
	Consumer may not adhere to new products due to indifference or other factors	IC17
	Products new launches that are not complete innovations and do not bring added value	IA28
	It can also occur when the product offers something extra that is not relevant to the consumer. Most of the flops are amensalism	IP30
Am4NtNg	There are people that have no connection with some brands within some categories. My example with the Pingo Doce Brand	IC6
	A brand can grow and be attractive to some and may lose some original characteristics to reach some consumers and therefore while earning some consumers some are lost	IC5
	There are brands that are irrelevant to the consumers, to me it's the case of automobiles or other like Mimosa	IC14
	Not all Brands tell me something. I'm neutral.	IC7
	There is no purchase due to non-identification with the Brand. There is no hate, just indifference. It happens in all the Brands. All have a percentage of consumers to whom the brand is irrelevant.	IA21
	When brands are not very strong or in territories that I'm not very sensitive to	IA22
	Whenever I do not buy a brand since it is neutral to me, indifferent	IA19
	There are brands that tell me nothing. Nor good nor bad. Nothing.	IC17
	There are Brands that say nothing to some people and they do not buy	IA26
Am5NtNg	A person may not like the operational system and be neutral and is negative to the Brand	IA25
	In the mobile communications expensive products can be developed that say nothing to some people	IP31
Am6NtNg	In certain type of endorsements people may get tired of celebrities creating a null connection with the brand although the investment from the brand	IC6
	When we are communicating with a public endorser that nothing says to the consumer and to whom we are paying we're facing a case of amensalism	IC18
	Personally I pay no attention to Ricardo Araujo Pereira endorsement and brands like Worten are spending money and I'm not reinforcing my attachment to the Brand	IA20
	There are cases of artists that endorse a brand creating indifference in some people. Also due to the fact that some alter their usual way of being and therefore are no longer considered by some	IP31
Am7NtNg	It can also be the case of bullfight if a person is indifferent to this territory	IC8
	If the brand sponsors an event that is non-relevant to me	IC13
	All the sponsoring that say nothing to several consumers although the brand is investing in it (Ex: National Fencing Team)	IA28
Am8NtNg	When brand launch subproducts that only are accepted by niches being indifferent to the other consumers while spending money	IA20
Am9NtNg	It can happen with antagonism. I no longer hate the brand and start feeling indifference towards it	IA23
Am10NtNeg	You can be fanatic by some brands and therefore pay no attention to other brands of the same category	IC17
Am11NgNt	Details in the middle of the campaign that are indifferent to the brand when integrated in all the brand communication but can create negative consumer reaction making him adverse to the situations	IA24



# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

## b) Consumer Focus Groups

Table 34- Mutualism Dictionary Focus Group

	Cluster/ example/ consumer/Brand	Content (English)	
<b>Mutualismo</b>	M1PP	The music festivals like Optimus Alive is good for both brands	P1A
	M2PP	It makes sense. It often happens	P4Y
		Branded products for the face with clear benefits for us and for the brand because we buy it	P3Y
		I prefer to buy more expensive if it's better	P5Y
		The coffee that I bring home that I am loyal to, Nespresso, we both win with what coffee can bring and from my purchase	P4A
		A Shampoo or a casual ware brand	P5A
		A mobile brand	P5A
		I go to Pingo Doce. I like Pingo Doce	P6A
		I'm loyal to Coca-Cola	P5A
		I have several brands that I am loyal to	P8A
	M6PP	Coca-cola flavour is irreplaceable	P8Y
		Dove deodorant is the only one I buy. Mutualism taken to an extreme. When I see it I buy 10.	P8A
	M9PP	The apple brand computers for me. We need them and they need us when we buy	P2Y
	What we consume with more delight	P7A	
	Normally when we are satisfied we spread the word	P7A	
	It also happened that I drunk coffee and I liked it so much that I tried to know the brand. It is mutualism but it was an exception. Normally don't know the Brand	P6Y	
M10PP	Promotional coupons like Continente	P1Y	
	Promotions in the brands allow company and customers satisfaction	P1Y	
	Concerning fuel stops we go for the cross promotions with Pingo Doce but if I need I will have to fill the tank somewhere else	P6Y	
	Due to the promotions I went without fuel	P2Y	
	Promotion leads to experimentation. Positive for the Brand and for us.	P3Y	
	The 50% Pingo Doce promotion	P2Y	
	I like Pingo Doce for the campaigns, discounts	P8A	
M13PP	If we go to the IKEA and we buy a chair it is cheap, comfortable and we stay satisfied	P7A	
	For me in detergents I'm interested in quality	P8A	

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 35- Commensalism Dictionary Focus Group

C1NtP	I don't know what is the beer brand that I consume in festivals	P1A
	I don't know if it is Sagres or Super Bock	P7A
	I believe that what consumers consume in a festival is utilitary	P1A
	I drank a lot and I don't know the brand	P8A
C2NtP	Several times those that endorse the Brand are the own Brand and steal the spotlight from the brand. It's the case of Nespresso and George Clooney	P8Y
C3NtP	Monopolio situations that leave me satisfied and indifferent. The Brand for me is indifferent	P5A
C4NtP	I don't select the coffee brand at the point of sales unless it is dreadful. If it's Ok I don't know the brand	P8A
	Sometimes I go to a place to drink coffee because I like it but I have no idea of the brand. My relationship with the brand is neutral but it's positive for the Brand. My relationship is with the coffee shop. I only have a relationship with the coffee brand when it's the coffee shop naming	P1A
	I saw that there was Buondi because I didn't like it but if I have no option I will choose, if I don't have no option I don't even know the Brand I consumed	P6A
	If it's bottle I ask for a Brand, if it's draught I don't choose and I don't know the brand	P3A
	The brand is visible but if it's in a terrace I don't ask	P7A
	If it's draught I don't care for the brand	P1A/P5A/P6A
	Situation of the draught without no option. It has the brand logo on the cup but I don't remember. I drunk, I paid and I took no notice to the brand	P2Y
	It also happened that I drunk coffee and I liked it so much that I tried to know the brand. It is mutualism but it was no exception. Normally don't know the Brand	P6Y
	Draught depends on the situations. In the beer case I want a brand except when I go out at night with my friends. Then I don't want to know the brand because it makes no difference to me. I don't know what I'm drinking.	P2Y
C5NtP	I agree	P7Y
	When I went to college I opened a Bank account in the student's card bank. It's not important to me. I didn't go because of the brand but because I was obliged.	P3Y
	I was also obliged to have the college card account. It was indifferent to me.	P8Y
	First account my parents influenced me. It was not due to the Brand but because my parents were there	P4Y
	It were my parents that influenced me in the bank choice. If they trust I trust to. The Brand plays no role on this.	P7Y
	Yes my parents were the ones that made me choose the Bank	P5Y

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

C6NtP	When I buy a hand detergent. I buy the cheapest one and I have no idea of the brand and I often change.	P4A
	Distribution brand of floor detergent since I have no relationship with the brand and for her is positive because I'm purchasing There are things that give me no pleasure to buy. I don't even know the brand.	P7A P5A
	Salt for example. My relationship is with the product not the Brand. I don't even know the brand. With the brand is comensalism	P1A
	Salt I don't know what I'm buying. Sugar, I don't know the Brand Concerning the basic materials makes no difference to me: tooth paste, sugar, flower, towel paper, I go for the cheapest not the Brand	P5A P6Y
C7NtP		
C8PNt		
C9NtP	Sometimes I buy for the prices and in no specific brand. I go for the location. I go to the nearest hypermarket, the one that is more in hand.	P4A
C10NtP		
C11NtP	Concerning fuel stops we go for the cross promotions with Pingo Doce but if I need I will have to fill the tank somewhere else	P6Y
C12NtP		
C13NtP		

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## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 36- Antagonism Dictionary Focus Group

Antagonismo	Cluster/ example/ consumer/Brand	Content (English)	
	A1NgP	When I do not have na option and is too expensive. Negative to me	P2A
	A2NgP	Lately my relationship with McDonalds, I try not to go with my kids, ladt time I vomited and I had a bad experience, they sold and I suffered Last summer I had a negative experience in the Hotel business but for the brand it was positive because I payd for it	P4A P8A
	A3NgP	Post sells service in Samsung can take weeks in reparing a phone so I do not send it to repair because I don't want to be without it but it's positive for the Samsung because I don't put it to repair so often I bought in Zara a shirt in sales with a defect and they have not changed it so I do not come back Volkswagen. I had a bad experience and I swore I would never buy it again and I bought it and I bought another car. I will recommend the actual car.	P1Y P5Y P8A
	A4PNg	It is like the Benfica sponsoring. It can be negative for those that are not Benfica	P7A
	A5PNg	I buy super bock always and I buy with promotion every time it exists so this is positive for me but negative for the brand because I would buy it anyway  I bought a second hand ipod cheaper and I find it negative for the Brand	P8Y P2Y
	A6PNg	The brands being all the time making promotions allowed me to buy fabricant brands instead of distribution brand and they are loosong a lot of money but its positive for me If I am faithful to a brand and I was going to buy it anyway is positive for me because I save money and they lost money I see negative bullfight sponsoring. I am against. Bullfight sponsoring can be dangerous to the brand	P1A P3A P4Y P6A
	A7PNg	Pepsi and Cristiano. Clearly a wrong campaign ecause it attacks our symbol and we defend what is ours. We feel that we are defending what is ours and we hate pepsi. Post facebook and similar in social network against the brand I saw who has done it with pepsi and even with other brands. Benetton Horrible the Aids man that they explored!	P2Y P1A
	A10NgP	The Pepsi case. People made it their 'battle horse'. They felt 'belonging' for defending Portugal but for the Brand it was negative	P3A
	A11NgP	I associate to a bad behaviour and I try not to consume but I feel that I'm being abused so they can win more money. Positive for them but negative for me.  The more B2G1F promotions we have we become loyal but we had no need for it and therefore it is negative for me and positive for the Brand	P6Y P6Y

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 37- Amensalism dictionary Focus Group

Amensalismo	Cluster/ example/ consumer/Brand	Content (English)	
	Am2NtNg	I associate Galp to the most expensive brand so I don't go there. It makes no difference to me and they have spent money in communicating quality that I do not care for	P2Y
		The fact that in Meo they have the 'Gatos Fedorentos' makes no difference to me and they are spending loads of money with it. The Brand spends a lot in it but for me its neutral	P1Y
		The detergents commercials are for me neutral	P6Y
		I agree	P2Y
		I remember car brands but I do not identify any commercial with the brand and I do not recall any commercial lately	P6Y
		Sometimes I receive samples that I so not use and for me is neutral but the Brand has spent a lot of money in it	P1Y
		Communication of some brands that I do not like anymore. I lost the colourfull image and I stopped buying the brand because it is no longer interesting to me. For me its neutral, for the brand is negative	P1A
		For me 90% of the brands communication tells me nothing so the interaction is negative for them and neutral for me	P6A
		Commercials tell me nothing, I pay no attention and they spend	P7A
		Promotional flyers that they put in my mail box and they tell me nothing. Companies are spending and I pay no attention.	P6A
		Promotional coupons that I receive and that I do not care for. I trash them away and the brand has spende money on it	P4A
	Am3NtNg	Sometimes in juices there are flavoured launches but I remain loyal to the same one. Sometimes there are brand launches neutral to me	P1A
	Am4NtNg	Brands that are not Portuguese and I do not know makes me suspicious. I do not buy. It's neutral for me and for the brand is negative	P4A
	Am7NtNg	Some sponsoring tell me nothing	P1A
		I do not know the brands that sponsor music festivals and they are investing and I do not know which one they are	P4A

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

### c) Digital Research: Internet articles/posts/ blogs

Table 38-blogs/internet sites with references that validated examples

Digital (Pages + blogues+ facebook)	
B1	Growthsprings
B2	customerthink
B3	advertisingaphasia
B4	serachenginewatch
B5	orleydeen007
B6	lisapeyton.com
B7	microarts
B8	earthintegrate
B9	I hate McDonald's (facebook)
B10	odeio o anuncio do Continente com o Justin Bieber (facebook)
B11	clooneyfan.wordpress.com
B12	canarybeck.com
B13	searchenginejournal.com
B14	freakytrigger.co.uk
B15	acemetrix.com
B16	junkdrawerblog.com
B17	ainanas.com
B18	ruicruz.pt
B19	marafadagem.blogspot.pt
B20	eramaisumfino.wordpress.com
B21	www.kullin.net
B22	umframecomvida.blogspot.pt
B23	www.borfast.com
B24	feelingmutual.com
B25	blogs.hbr.org
B26	blog.creamglobal.com
B27	www.al-farha.com
B28	decracha.com.br
B29	www.fredericowestphalen-rs.com.br
B30	coconafralda.dix.pt
B31	greensavers.sapo.pt
B32	justfound.com.br
B33	sextasfeiras.blogspot.pt
B34	www.conversasdecozinha.com.br
B35	mustbepink.blogspot.pt
B36	brandspeoplestrategy.com
B37	forum.autohoje.com
B38	tostoescadecasa.blogspot.pt
B39	forum.aquapc.com
B40	oqueeojantar.blogs.sapo.pt

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Digital (Pages + blogues+ facebook)	
B41	amacadeeva.clix.pt
B42	www.destakes.com
B43	foruns.pinkblue.com
B44	casalmisterio.blogs.sapo.pt
B45	measuresconsulting.wordpress.com
B46	www.teenhelp.org
B47	www.londonworkpt.com/
B48	oseudinheiro.blogs.sapo.pt
B49	www.tema-livre.com
B50	bibo-porto-carago.blogspot.pt
B51	dragaodoente.blogspot.com
B52	descontos.blogs.sapo.pt
B53	womenspleasuresandtreasures.blogspot.pt
B54	www.associacaomidas.org
B55	mumbles.blogs.sapo.pt
B56	blasfemias.net
B57	delitodeopiniao.blogs.sapo.pt
B58	www.sedes.pt/blog
B59	irmandadedospoisos.blogspot.pt
B60	rafaelarielrodrigo.blogspot.pt
B61	aproveitaravidaja.blogspot.pt
B62	www.revolucaodigital.net
B63	www.blogdojj.com.br
B64	abrandando.blogspot.pt
B65	danielodio.com
B66	www.droid-life.com
B67	mktmorais.com
B68	consuming.blogs.sapo.pt
B69	factosdetreino.wordpress.com
B70	palavrascomsal.blogspot.pt
B71	mariaguedeslisboa.clix.pt
B72	descontos.blogs.sapo.pt





Table 40- Examples and references that validated Commensalism

	Cluster/ example/ consumer/Brand	Content (English)	
Comensalismo	C1NtP	Super Bock is the third more remembered Brand in Rock in Rio and never was there	B42
	C2NtP	If I like George Clooney and percieve that due to his endorsment George Clooney likes Nespresso I will like Nespresso.	B12
		Think American Express Black credit cards or most celebrity adverts – drink Nespresso and you can be George Clooney! I'll have a Clooney, pardon, na expresso with a chocolate and coconut sweet	B45 B44
		What concerns coffee brands at home I only drink Nespresso but outside I drink the coffe of the establishment whatever it is	B37
	C4NtP	Cool, at the end of a working day, I do not care is one is more Portuguese than the other (beer). It's whatever!	B37
		I have a checking account that my mom set up for me when I was 18 years old	B46
	C5NtP	I was not sure if I wanted to do through an agency but they have helped me open an account	B47
		C6NtP	How often is the consymer looking at a bottled water and changes to one without brand since it is 30% cheaper? Often!
	C8Pnt	Hello, just to share that in the Carcavelos Fair you can easily find fine baby clothes at the cost of 3 euros... and good quality, I am very weired with what I put on top of my skin.	B43
		I sincerely do not care a bit about Brands. I think it's nonsense all the fuss surrounding brands (this weekend there will be a stock market in Oeiras were lots of people go)	B43
	C9NtP	I'm sorry that Pingo Doce is not close to me since it is cheaper and the distribution brand is good but I go to one near me	B38
		Now I shop in another stores (that not Continente) since it is closer to my house, has lower prices and better vegetable and fruit quality	B38
C10NtP		B40	
C11NtP	That was when the pharmaceutical suggested that I should change a a generic pill. I didn't know that I could buy a generic pill much cheaper without recipe. Since that day I started taking it	B41	
	I put in the BP because it's close to home. If a Ineed another drop... I'll put in the first that I find!	B37	
	I fill the tank wherever it's cheaper and closer	B39	
C12NtP	Before subscribing to na insurance verify the coverage, see for example invalidity, extras for temporary impossibility to exercise the profession and even indemnities in extreme diseases	B48	
	For sure that having na insurance has advantages and disadvantages, but in truth people should see life insurances not as a spending but as na investment for others	B49	

# Influence of different sponsorship contexts in the BCBR model and Purchase Intention

## Table 41- Examples and references that validated Antagonism

	Cluster/ example/ consumer/Brand	Content (English)	
Antagonismo	A1NgP	EDP maintains monopoly since the competition does not have for example dual-timetables for domestic consumers EDP, where doing business, give me your cash!	B17 B19
	A2NgP	I received a phone call regarding Cuf Descobertas explaining why some are sons other are stepsons...Ir resides in the fact that some doctors break the hospital policies creating intolerable unequal situations (66 comments)	B30
	A3NgP	I had na energy cut because I did not pay for the invoice that I never received (20 comments)	B18
	A4Png	EDP monopoly makes this... 100 minutes and 9 calls later I registered a complaint against the 4 customers support department employees	B20
		So we must be careful and teh usual downgraded help will come. And no way I'll drink Sagres. Long Live Super Bock!	B51
	A5Png	I must confess that I bought several for one simple reason, the last time I bought there were at 0,23€ I think and I only had 2 coupons and the next time I bought there were not in promotion just because I was needing it. It's the only Brand my husband uses and now I have stock of them for some months. Sure that if they happen to be in promo for less than 0,5€ I'll buy them again	B52
		What's in lately are the promotions and after having bought L'oreal water for less than 3€ euros this week I saw that Elvive shampoos were at half the price all line and since I had 1 euro coupons discount I bought them by 1,74 instead of the usual 5,48 for the 400 ml, so I took more than one! Now I only buy with discounts coupons	B53 B72
	A6Png	Following a promo comercial with the beer brand Sagres comparing to the original bullfight in Azores, hundreds of citizens confronted the brand in rage due to their support to bullfighting, namely sponsoring of several bullfight examples and magazines, accusing the brand of promoting and supporting the unnecessary suffering of animals. This movement had a huge impact in the social networks rapidly transforming the usual facebook brand communication page into an impeach from thousands of citizens, in a way that Sagres had to post a communicate I boycott all the Brands that directly or indirectly support bullfighting! Boycot to all the brands and sponsoring!	B54 B55
		A7Png	I hate Continente comercial with Justin Bieber- facebook page with several followers
	A8NgP	Cherrios commercial provoked several angry comments on youtube here the commercial was posted Fewer things annoy me more right now than the jingle at the end of the Emmpire today carpet commercial that runs in my area (40 comments)	B15 B16
		Pepsi's Cristiano Ronaldo stunt on facebook backfires miserably. Shame on you. Shame on you.	B21
		Portugal has qualified and Ronaldo has taken back on Blatter and Pepsi is the most hatted Brand by the Portuguese. Yes Sir, what a National sense of Union we have!	B22
		Portugal has turned against Pepsi due to the campaign with a uniperson company creating a video against the brand and a new facebook page 'I'll never drink Pepsi again' had more than 50 thousand likes in less than 21 hours Some aids activists felt the Benetton ad showing aids victims in a negative light and the ad was badly received	B23 B26
	A9Png	The offer of cheap money and credit, generally facilitated by the institutions, many of which now state that we live above our possibilities, should be included where?	B56
		The banking Marketing, arrived to promotional extremes (and by the way with condemned habits) that induced the speculative wave that they should be accounted for. In such a way that, when we talk about 'entering into the easy credit' it's fundamental to indite those that allowed it. Beyond many of the crisis reasons, one is rarely mentioned: the lack of sanctioning of those responsible.	B58
A10NgP	I can tell you that many things that you buy in the fairs are stolen ... that is why I stopped going there! They have inclusive robbed my parents textile factory that inclusive were manufacturing for Zippy (Continente private label) and then they found everything being sold at a fair near by. At 5 euros things that cost much more to develop!	B43	
A11NgP	When we ask for a beer and the owner ?forces us' to drink superbock for example I think it's arrogance since the customers has no different choice	B59	
A12NgP	Somebody should have enteres into a supermarket or a small market and must have noticed in the instant drink with the MARATA products, that should have credits since the quality and flavour are indiscussable but that it can be played in the non-rerealizable promotions. Marata offers promotions that if you find it you win it, so by what you can find in the packaging there are 165 thousand prizes. The question is: where are these prizes? Has somebody won? Because you can try to find it or search before finding it but you'll simply not find it!	B60	
	It is known that many times there are deceiving promotions in which the price of two small packages can be cheaper that a bigger one.	B61	
A13Png	Everything can be complicated when brands decieve consumer expectations, the brand tells a story, the consumer believes in it but after a while sees that it is a lie. This is the scenario that all Brand should avoid: deceive expectations. Since always there has been unsatisfied customers. There has always been customers manifesting their unpleasantness however, with the growing of the digital growth the customers gain a voice and quickly share and unite with other customers with the same opinion. This is a devastating scenario for the lying brands. Powerbalance is an example.	B67	
A13Png	The biggest collection of antimcdonald's pictures and links on the internet facebook page with more than 5.5 thousand friends Surely anybody who had more than one cup of real coffee would want such vacummm cleaned automated crap called Nespresso Coffee	B9 B11	

Table 42- Examples and references that validated Amensalism

Cluster/ example/ consumer/Brand	Content (English)	
Am2NtNg	You can buy digital ads any number of ways, but often the click through any conversation rates can be very low	B1
	Nobody enjoys reading bland marketing copy. Today's consumers avoid promotional messaging like the plague. Fast-forwarding thorough recorded television commercials	B8
	Consumers didn't see the site in the research results or ignored or were distracted from your online or TV ad	B13
	Today the consumers are more skilled in ignoring traditional advertising, not clicking in banners and commercials and not believing in the traditional corporate speach	B63
	The problem is that that's been the exception, not the rule. I don't find most advertising to be relevant, and so I generally find it distracting, annoying and non-value add to my day.	B65
Am3NtNg	After many rumours the Giant Samsung ended by oficializing the new smartphone/camera, Galaxy K Zoom. Will this new version be more successfull than the older one and overcome the image of indifference left by Galaxy S4 Zoom?	B62
Am4NtNg	The remaining brands (beyond the global Super Brands) will be simple names, almost indifferentiated, always almost irrelevant, one more in a million. Ants in strains of million of sites with their impecable logos and value propositions well presented.	B68
Am5NtNg	we often talk about how irrelevant Sony is in the smartphone race	B66
Am6NtNg	Sny must start doing good operative systems. To be na admired brand is not enough to hire a megacelebrity for the brands and create their own personalities glued to them, with thestemonials and usage of their image power. The spectator today wants history. Famous just by itself does not support any more. People are no longer ineterested in propaganda testimonial model	B64
Am7NtNg	We have such a small dimation that sponsoring a bodyboard athlete is irrelevant in sales	
Am8NtNg	product is too expensive for the benefits	B15
Am10NtNeg	Since years and years I only buy underwear in H&M	B71
Am12NtNg	A survey has proven that 73% respond that when a business or Brand online listing shows incorrec info the person looses the trust in the brand	B4

**C. Quantitative Phase II**

Figure 19- Complete Questionnaire

Este questionário enquadra-se no âmbito do 3º ano de Doutoramento de Marketing, nomeadamente na área de patrocínios, sendo essencial para a análise de impactos e resultados o preenchimento do questionário na sua totalidade. O Doutoramento seria impossível sem o preenchimento deste questionário. Não existem respostas certas ou erradas, pelo que agradeço a sinceridade e honestidade no seu preenchimento. O número de aluno permitirá análise de comparações pelo que a sua identificação é essencial. A confidencialidade será total. **Muito Obrigada pela ajuda, disponibilidade e tempo.**

**Como preencher:**  
Colocar um x no quadrado respectivo.  
A escala de concordância vai de 1 a 7: de discordo totalmente (1) até concordo totalmente (7)  
1- Discordo Totalmente; 2- Discordo Bastante; 3- Discordo Pouco; 4- Não concordo nem discordo; 5- Concordo Pouco; 6- Concordo bastante; 7- Concordo Totalmente

**Serão colocadas as mesmas questões para duas Marcas: Super Bock e Sagres**  
**No total serão 12 questões idênticas para cada Marca**

Nome (primeiro e ultimo): \_\_\_\_\_ Nº Aluno \_\_\_\_\_  
Data de Nascimento (DD/MM/ANO): \_\_\_\_/\_\_\_\_/\_\_\_\_  
Sexo: Feminino  Masculino   
Consome Cerveja pelo menos uma vez por ano: Sim   
Não

Questões Extra apenas incluídas em T2:

ESTEVE PRESENTE NA FESTA DO CALOIRO A 25 DE OUTUBRO? SIM  NÃO

Questões Extra apenas incluídas em T3:

Clube de Futebol: SLB  SCP  FCP  Outro   
ASSISTIU AO FILME? SIM  NÃO

**Questionário Fase T1/T2 ou T3**

RESPONDER PARA A MARCA **SUPER BOCK**

**SUPER BOCK**

- 1.a Sinto-me bem quando uso esta Marca
- 1.b Esta Marca Faz-me Feliz
- 1.c Esta Marca dá-me prazer
- 2.a Eu Confio nesta marca
- 2.b Esta Marca é honesta
- 2.c Esta Marca é segura
- 3.a Eu não vou mudar para outra Marca apesar de existirem outras opções
- 3.b Estou disposto/a a pagar mais por esta Marca para que a possa ter
- 3.c Eu irei utilizar para sempre esta marca
- 4.a É provável que eu compre esta Marca
- 4.b Estarei disponível para comprar esta marca
- 4.c Irei considerar utilizar esta marca
- 4.d Tenho elevada possibilidade de comprar esta Marca
- 4.e Tenho elevada intenção de comprar esta Marca

	1	2	3	4	5	6	7
	Discordo totalmente	Discordo bastante	Discordo Pouco	Não concordo nem discordo	Concordo Pouco	Concordo bastante	Concordo Totalmente
1.a							
1.b							
1.c							
2.a							
2.b							
2.c							
3.a							
3.b							
3.c							
4.a							
4.b							
4.c							
4.d							
4.e							

RESPONDER PARA A MARCA **SAGRES**

**SAGRES**

- 5.a Sinto-me bem quando uso esta Marca
- 5.b Esta Marca Faz-me Feliz
- 5.c Esta Marca dá-me prazer
- 6.a Eu Confio nesta marca
- 6.b Esta Marca é honesta
- 6.c Esta Marca é segura
- 7.a Eu não vou mudar para outra Marca apesar de existirem outras opções
- 7.b Estou disposto/a a pagar mais por esta Marca para que a possa ter
- 7.c Eu irei utilizar para sempre esta marca
- 8.a É provável que eu compre esta Marca
- 8.b Estarei disponível para comprar esta marca
- 8.c Irei considerar utilizar esta marca
- 8.e Tenho elevada possibilidade de comprar esta Marca
- 8.e Tenho elevada intenção de comprar esta Marca

	1	2	3	4	5	6	7
	Discordo totalmente	Discordo bastante	Discordo Pouco	Não concordo nem discordo	Concordo Pouco	Concordo bastante	Concordo Totalmente
5.a							
5.b							
5.c							
6.a							
6.b							
6.c							
7.a							
7.b							
7.c							
8.a							
8.b							
8.c							
8.e							
8.e							

TERMINOU O QUESTIONÁRIO. POR FAVOR VERIFIQUE SE ESTÁ TUDO PREENCHIDO. MAIS UMA VEZ MUITO OBRIGADA PELA COLABORAÇÃO

## Mean Descriptive Statistics

Table 43: Mean Results Total T1

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>SUPER BOCK (SPONSOR)</b>					
Sinto-me bem quando consumo Super Bock	978	1,00	7,00	5,2346	1,56119
Esta Marca faz-me feliz	978	1,00	7,00	4,8608	1,58585
Esta Marca dá-me prazer	978	1,00	7,00	4,9365	1,57970
Eu confio na Super Bock	978	1,00	7,00	5,5015	1,30809
Esta Marca é honesta	978	1,00	7,00	5,4661	1,21925
Esta marca é segura	978	1,00	7,00	5,5831	1,20336
Eu não vou mudar para outra Marca apesar de existirem outras opções	978	1,00	7,00	3,5005	1,86556
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	978	1,00	7,00	2,9130	1,77657
Eu irei consumir para sempre esta Marca	978	1,00	7,00	3,1427	1,86690
É provavel que eu compre Super Bock	978	1,00	7,00	4,9990	1,69381
Estarei disponível para comprar esta Marca	978	1,00	7,00	5,2316	1,54485
Irei considerar consumir esta Marca	978	1,00	7,00	5,3115	1,51530
Tenho elevada possibilidade de comprar esta Marca	978	1,00	7,00	5,1313	1,62541
Tenho elevada intenção de comprar esta Marca	978	1,00	7,00	4,7042	1,79260
<b>SAGRES (NON SPONSOR)</b>					
Sinto-me bem quando consumo Sagres	978	1,00	7,00	5,0974	1,62621
Esta Marca faz-me feliz	978	1,00	7,00	4,8727	1,62321
Esta Marca dá-me prazer	978	1,00	7,00	4,9241	1,64332
Eu confio na Sagres	978	1,00	7,00	5,3984	1,44692
Esta Marca é honesta	978	1,00	7,00	5,3375	1,39893
Esta marca é segura	978	1,00	7,00	5,4445	1,36730
Eu não vou mudar para outra Marca apesar de existirem outras opções	978	1,00	7,00	3,7057	1,89124

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	978	1,00	7,00	3,1967	1,89495
Eu irei consumir para sempre esta Marca	978	1,00	7,00	3,4640	1,94913
É provavel que eu compre Sagres	978	1,00	7,00	4,8943	1,73356
Estarei disponível para comprar esta Marca	978	1,00	7,00	5,0595	1,67544
Irei considerar utilizar esta Marca	978	1,00	7,00	5,1292	1,62558
Tenho elevada possibilidade de comprar esta Marca	978	1,00	7,00	4,9262	1,75018
Tenho elevada intenção de comprar esta Marca	978	1,00	7,00	4,6240	1,83980
Valid N (listwise)	978				

## T2 Party/Event (T2F)

Table 44: Mean Results T2F

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>SUPER BOCK (SPONSOR)</b>					
Sinto-me bem quando consumo Super Bock	277	1,00	7,00	5,2130	1,44266
Esta Marca faz-me feliz	277	1,00	7,00	5,0000	1,40651
Esta Marca dá-me prazer	277	1,00	7,00	5,0614	1,42437
Eu confio na Super Bock	277	1,00	7,00	5,6029	1,16457
Esta Marca é honesta	277	1,00	7,00	5,5812	1,06903
Esta marca é segura	277	1,00	7,00	5,6354	1,09043
Eu não vou mudar para outra Marca apesar de existirem outras opções	277	1,00	7,00	3,8845	1,76757
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	277	1,00	7,00	3,3430	1,72410
Eu irei consumir para sempre esta Marca	277	1,00	7,00	3,5523	1,80427

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

É provavel que eu compre Super Bock	277	1,00	7,00	5,2754	1,42579
Estarei disponível para comprar esta Marca	277	1,00	7,00	5,3971	1,33557
Irei considerar consumir esta Marca	277	1,00	7,00	5,4838	1,27572
Tenho elevada possibilidade de comprar esta Marca	277	1,00	7,00	5,2744	1,49534
Tenho elevada intenção de comprar esta Marca	277	1,00	7,00	4,9170	1,67147
<b>SAGRES (NON SPONSOR)</b>					
Sinto-me bem quando consumo Sagres	277	1,00	7,00	4,9420	1,49525
Esta Marca faz-me feliz	277	1,00	7,00	4,8478	1,46901
Esta Marca dá-me prazer	277	1,00	7,00	4,8261	1,47890
Eu confio na Sagres	277	1,00	7,00	5,4746	1,29215
Esta Marca é honesta	277	1,00	7,00	5,4094	1,30319
Esta marca é segura	277	1,00	7,00	5,5254	1,21706
Eu não vou mudar para outra Marca apesar de existirem outras opções	277	1,00	7,00	3,6884	1,72072
Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	277	1,00	7,00	3,1630	1,69789
Eu irei consumir para sempre esta Marca	277	1,00	7,00	3,4746	1,77831
É provavel que eu compre Sagres	277	1,00	7,00	4,8913	1,56124
Estarei disponível para comprar esta Marca	277	1,00	7,00	5,0978	1,48221
Irei considerar consumir esta Marca	277	1,00	7,00	5,0797	1,48452
Tenho elevada possibilidade de comprar esta Marca	277	1,00	7,00	4,9022	1,65323
Tenho elevada intenção de comprar esta Marca	277	1,00	7,00	4,6532	1,71741
Valid N (listwise)	277				

### T2 Non Party/Event (T2NF)

Table 45: Mean Results T2NF

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
<b>SUPER BOCK (SPONSOR)</b>					
Sinto-me bem quando consumo Super Bock	201	1,00	7,00	4,9651	1,44353
Esta Marca faz-me feliz	201	1,00	7,00	4,7943	1,40811
Esta Marca dá-me prazer	201	1,00	7,00	4,7944	1,39742
Eu confio na Super Bock	201	1,00	7,00	5,4778	1,19091
Esta Marca é honesta	201	1,00	7,00	5,3824	1,15104
Esta marca é segura	201	1,00	7,00	5,4980	1,16994
Eu não vou mudar para outra Marca apesar de existirem outras opções	201	1,00	7,00	3,6180	1,77901
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	201	1,00	7,00	3,1953	1,77111
Eu irei consumir para sempre esta Marca	201	1,00	7,00	3,2909	1,79597
É provavel que eu compre Super Bock	201	1,00	7,00	4,8894	1,55814
Estarei disponível para comprar esta Marca	201	1,00	7,00	5,0808	1,41548
Irei considerar consumir esta Marca	201	1,00	7,00	5,2013	1,42120
Tenho elevada possibilidade de comprar esta Marca	201	1,00	7,00	5,0556	1,52380
Tenho elevada intenção de comprar esta Marca	201	1,00	7,00	4,6489	1,59591
<b>SAGRES (NON SPONSOR)</b>					
Sinto-me bem quando consumo Sagres	201	1,00	7,00	4,8797	1,52169
Esta Marca faz-me feliz	201	1,00	7,00	4,7693	1,46521
Esta Marca dá-me prazer	201	1,00	7,00	4,8296	1,44256
Eu confio na Sagres	201	1,00	7,00	5,3522	1,29109
Esta Marca é honesta	201	1,00	7,00	5,2970	1,25202
Esta marca é segura	201	1,00	7,00	5,3823	1,28253
Eu não vou mudar para outra Marca apesar de existirem outras opções	201	1,00	7,00	3,7432	1,69990
Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	201	1,00	7,00	3,2762	1,74614



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Eu irei consumir para sempre esta Marca	201	1,00	7,00	3,4920	1,84898
É provavel que eu compre Sagres	201	1,00	7,00	4,6039	1,64872
Estarei disponível para comprar esta Marca	201	1,00	7,00	4,8098	1,61672
Irei considerar consumir esta Marca	201	1,00	7,00	4,8801	1,51841
Tenho elevada possibilidade de comprar esta Marca	201	1,00	7,00	4,7244	1,70559
Tenho elevada intenção de comprar esta Marca	201	1,00	7,00	4,4530	1,74830
Valid N (listwise)	201				

### T3 Movie (T3M)

Table 46: Mean Results T3M

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>SPONSOR</b>					
Sinto-me bem quando consumo Super Bock/Sagres (Sponsor)	298	1,00	7,00	5,4463	1,40662
Esta Marca faz-me feliz	298	1,00	7,00	5,2718	1,38411
Esta Marca dá-me prazer	298	1,00	7,00	5,2752	1,40158
Eu confio na Super Bock/Sagres (Sponsor)	298	1,00	7,00	5,7047	1,23911
Esta Marca é honesta	298	1,00	7,00	5,5805	1,21518
Esta marca é segura	298	1,00	7,00	5,6980	1,16170
Eu não vou mudar para outra Marca apesar de existirem outras opções	298	1,00	7,00	4,1107	1,66095
Estou disposto a pagar mais 5% pela Super Bock/Sagres (Sponsor)	298	1,00	7,00	3,3926	1,81377
para que a possa consumir					
Eu irei consumir para sempre esta Marca	298	1,00	7,00	3,8490	1,84793
É provavel que eu compre Super Bock/Sagres (Sponsor)	298	1,00	7,00	5,2148	1,58513

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Estarei disponível para comprar esta Marca	298	1,00	7,00	5,4497	1,39473
Irei considerar consumir esta Marca	298	1,00	7,00	5,4732	1,43582
Tenho elevada possibilidade de comprar esta Marca	298	1,00	7,00	5,3289	1,56107
Tenho elevada intenção de comprar esta Marca	298	1,00	7,00	5,0570	1,63096
<b>NON SPONSOR</b>					
Sinto-me bem quando consumo Sagres/Super Bock (Non Sponsor)	298	1,00	7,00	4,8121	1,72472
Esta Marca faz-me feliz	298	1,00	8,00	4,6544	1,63237
Esta Marca dá-me prazer	298	1,00	8,00	4,6678	1,64133
Eu confio na Sagres/Super Bock (Non Sponsor)	298	1,00	8,00	5,0369	1,61703
Esta Marca é honesta	298	1,00	7,00	4,8960	1,60992
Esta marca é segura	298	1,00	7,00	5,0906	1,51152
Eu não vou mudar para outra Marca apesar de existirem outras opções	298	1,00	7,00	3,5638	1,69102
Estou disposto a pagar mais 5% pela Sagres/Super Bock (Non Sponsor) para que a possa consumir	298	1,00	7,00	2,8960	1,71523
Eu irei consumir para sempre esta Marca	298	1,00	7,00	3,2685	1,76624
É provavel que eu compre Sagres/Super Bock (Non Sponsor)	298	1,00	7,00	4,6141	1,71213
Estarei disponível para comprar esta Marca	298	1,00	7,00	4,7785	1,70302
Irei considerar utilizar esta Marca	298	1,00	7,00	4,8020	1,76127
Tenho elevada possibilidade de comprar esta Marca	298	1,00	7,00	4,7081	1,80683
Tenho elevada intenção de comprar esta Marca	298	1,00	7,00	4,3993	1,83630
Valid N (listwise)	298				

**T3 No Movie (T3NM)**

Table 47: Mean Results T3NM

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>SPONSOR</b>					
Sinto-me bem quando consumo Super Bock/Sagres (Sponsor)	78	1,00	7,00	5,4615	1,41139
Esta Marca faz-me feliz	78	1,00	7,00	5,3333	1,33550
Esta Marca dá-me prazer	78	1,00	7,00	5,3462	1,33705
Eu confio na Super Bock/Sagres (Sponsor)	78	1,00	7,00	5,9872	1,15650
Esta Marca é honesta	78	2,00	7,00	5,7821	1,14696
Esta marca é segura	78	2,00	7,00	5,9231	1,07835
Eu não vou mudar para outra Marca apesar de existirem outras opções	78	1,00	7,00	4,1282	1,82592
Estou disposto a pagar mais 5% pela Super Bock/Sagres (Sponsor) para que a possa consumir	78	1,00	7,00	3,8205	1,82866
Eu irei consumir para sempre esta Marca	78	1,00	7,00	3,9615	1,83361
É provavel que eu compre Super Bock/Sagres (Sponsor)	78	1,00	7,00	5,5769	1,46402
Estarei disponível para comprar esta Marca	78	1,00	7,00	5,6026	1,38019
Irei considerar consumir esta Marca	78	1,00	7,00	5,7179	1,36655
Tenho elevada possibilidade de comprar esta Marca	78	1,00	7,00	5,6667	1,46533
Tenho elevada intenção de comprar esta Marca	78	1,00	7,00	5,3974	1,46243
<b>NON SPONSOR</b>					
Sinto-me bem quando consumo Sagres/Super BOck (Non Sponsor)	78	1,00	7,00	4,8718	1,53199
Esta Marca faz-me feliz	78	1,00	7,00	4,4872	1,60958
Esta Marca dá-me prazer	78	1,00	7,00	4,5769	1,64766

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Eu confio na Sagres/Super Bock (Non Sponsor)	78	1,00	7,00	5,2179	1,70292
Esta Marca é honesta	78	1,00	7,00	5,0897	1,59696
Esta marca é segura	78	2,00	7,00	5,4487	1,35462
Eu não vou mudar para outra Marca apesar de existirem outras opções	78	1,00	7,00	3,0385	1,63915
Estou disposto a pagar mais 5% pela Sagres/Super Bock (Non Sponsor) para que a possa consumir	78	1,00	7,00	2,6923	1,73061
Eu irei consumir para sempre esta Marca	78	1,00	7,00	2,8718	1,68538
É provavel que eu compre Sagres/Super Bock (Non Sponsor)	78	1,00	7,00	4,5256	1,60133
Estarei disponível para comprar esta Marca	78	1,00	7,00	4,6410	1,51164
Irei considerar utilizar esta Marca	78	1,00	7,00	4,8205	1,50103
Tenho elevada possibilidade de comprar esta Marca	78	1,00	7,00	4,6026	1,66974
Tenho elevada intenção de comprar esta Marca	78	1,00	7,00	4,2564	1,63910
Valid N (listwise)	78				

### T3 and T5 test

Tentative EFA with 3 Factors Party/Event:

Super Bock (Sponsor)

Table 48: Super Bock (Sponsor) Mean results

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
Sinto-me bem quando consumo Super Bock	5,2130	1,44266	277
Esta Marca faz-me feliz	5,0000	1,40651	277
Esta Marca dá-me prazer	5,0614	1,42437	277
Eu confio na Super Bock	5,6029	1,16457	277
Esta Marca é honesta	5,5812	1,06903	277
Esta marca é segura	5,6354	1,09043	277

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Eu não vou mudar para outra Marca apesar de existirem outras opções	3,8845	1,76757	277
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	3,3430	1,72410	277
Eu irei consumir para sempre esta Marca	3,5523	1,80427	277
É provável que eu compre Super Bock	5,2754	1,42579	277
Estarei disponível para comprar esta Marca	5,3971	1,33557	277
Irei considerar consumir esta Marca	5,4838	1,27572	277
Tenho elevada possibilidade de comprar esta Marca	5,2744	1,49534	277
Tenho elevada intenção de comprar esta Marca	4,9170	1,67147	277

Table 49: Super Bock (Sponsor) 3 Factors KMO and Bartlett's test

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,915
Approx. Chi-Square		4180,502
Bartlett's Test of Sphericity	Df	91
	Sig.	,000

Table 50: Super Bock (Sponsor) 3 Factors Communalities

<b>Communalities</b>		
	Initial	Extraction
Sinto-me bem quando consumo Super Bock	,803	,810
Esta Marca faz-me feliz	,866	,898
Esta Marca dá-me prazer	,901	,949
Eu confio na Super Bock	,725	,737
Esta Marca é honesta	,813	,851
Esta marca é segura	,827	,920
Eu não vou mudar para outra Marca apesar de existirem outras opções	,651	,250

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	,661	,205
Eu irei consumir para sempre esta Marca	,680	,298
É provavel que eu compre Super Bock	,776	,798
Estarei disponível para comprar esta Marca	,822	,832
Irei considerar consumir esta Marca	,768	,763
Tenho elevada possibilidade de comprar esta Marca	,808	,823
Tenho elevada intenção de comprar esta Marca	,828	,817

Extraction Method: Maximum Likelihood.

The 3 trust items have shown to have very low communalities (<0.4) when developing a 3 factors analysis. Those communalities have low loadings in the factor that includes affect items.

Table 51: Super Bock (Sponsor) 3 Factors Total Variance Explained

Factor	Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8,372	59,801	59,801	8,001	57,149	57,149	6,688
2	1,880	13,428	73,229	,938	6,703	63,852	5,230
3	1,127	8,050	81,279	1,012	7,229	71,081	6,912
4	,814	5,815	87,094				
5	,292	2,086	89,180				
6	,272	1,945	91,125				
7	,261	1,863	92,988				
8	,225	1,606	94,594				
9	,174	1,244	95,838				
10	,172	1,231	97,069				
11	,138	,985	98,054				
12	,109	,780	98,834				
13	,098	,703	99,537				
14	,065	,463	100,000				

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 52: Super Bock (Sponsor) 3 Factors Matrix

<b>Factor Matrix<sup>a</sup></b>			
	Factor		
	1	2	3
Esta Marca dá-me prazer	,916	-,286	
Esta Marca faz-me feliz	,875	-,289	-,222
Sinto-me bem quando consumo Super Bock	,868	-,221	
Tenho elevada intenção de comprar esta Marca	,824		,366
Estarei disponível para comprar esta Marca	,818		,404
Eu confio na Super Bock	,792	,279	
Irei considerar consumir esta Marca	,787		,366
Tenho elevada possibilidade de comprar esta Marca	,784		,454
É provavel que eu compre Super Bock	,777		,439
Esta marca é segura	,773	,540	
Esta Marca é honesta	,769	,479	
Eu irei consumir para sempre esta Marca	,498	-,223	
Eu não vou mudar para outra Marca apesar de existirem outras opções	,464		
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	,426		

Extraction Method: Maximum Likelihood.

a. 3 factors extracted. 8 iterations required.

Table 53: Super Bock (Sponsor) 3 Factors Pattern Matrix

<b>Pattern Matrix<sup>a</sup></b>			
	Factor		
	1	2	3

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Esta Marca faz-me feliz	,979		
Esta Marca dá-me prazer	,954		
Sinto-me bem quando consumo Super Bock	,786		
Eu irei consumir para sempre esta Marca	,503		
Eu não vou mudar para outra Marca apesar de existirem outras opções	,446		
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	,367		
Esta marca é segura		,935	
Esta Marca é honesta		,867	
Eu confio na Super Bock	,256	,671	
Tenho elevada possibilidade de comprar esta Marca			,909
É provavel que eu compre Super Bock			,878
Estarei disponível para comprar esta Marca			,836
Irei considerar consumir esta Marca			,790
Tenho elevada intenção de comprar esta Marca			,758

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Factor 1 is a mix of brand affect and brand trust but the variables trust has low loadings (0.503; 0.446; 0.367).

Table 54: Super Bock (Sponsor) 3 Factors Structure Matrix

	Structure Matrix		
	Factor		
	1	2	3
Esta Marca dá-me prazer	,969	,611	,697
Esta Marca faz-me feliz	,938	,589	,636
Sinto-me bem quando consumo Super Bock	,892	,589	,698



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Eu irei consumir para sempre esta Marca	,540	,269	,433
Eu não vou mudar para outra Marca apesar de existirem outras opções	,495	,262	,402
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	,445	,246	,381
Esta marca é segura	,533	,957	,587
Esta Marca é honesta	,551	,920	,586
Eu confio na Super Bock	,647	,828	,598
Estarei disponível para comprar esta Marca	,702	,564	,910
Tenho elevada possibilidade de comprar esta Marca	,654	,541	,907
Tenho elevada intenção de comprar esta Marca	,745	,527	,894
É provavel que eu compre Super Bock	,659	,525	,893
Irei considerar consumir esta Marca	,650	,590	,866

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Table 55: Super Bock (Sponsor) 3 Factors Correlation Matrix

Factor	1	2	3
1	1,000	,555	,732
2	,555	1,000	,573
3	,732	,573	1,000

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Tentative EFA with 3 Factors Party/Event:

Sagres (Non-sponsor)

Table 56: Sagres (Non-sponsor) Mean results

	Mean	Std. Deviation	Analysis N

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Sinto-me bem quando consumo Sagres	4,9420	1,49525	277
Esta Marca faz-me feliz	4,8478	1,46901	277
Esta Marca dá-me prazer	4,8261	1,47890	277
Eu confio na Sagres	5,4746	1,29215	277
Esta Marca é honesta	5,4094	1,30319	277
Esta marca é segura	5,5254	1,21706	277
Eu não vou mudar para outra Marca apesar de existirem outras opções	3,6884	1,72072	277
Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	3,1630	1,69789	277
Eu irei consumir para sempre esta Marca	3,4746	1,77831	277
É provável que eu compre Sagres	4,8913	1,56124	277
Estarei disponível para comprar esta Marca	5,0978	1,48221	277
Irei considerar consumir esta Marca	5,0797	1,48452	277
Tenho elevada possibilidade de comprar esta Marca	4,9022	1,65323	277
Tenho elevada intenção de comprar esta Marca	4,6532	1,71741	277

Table 57: Sagres (Non-sponsor) 3 Factors KMO and Bartlett's test

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,914
Approx. Chi-Square		4650,539
Bartlett's Test of Sphericity	Df	91
	Sig.	,000

Table 58: Sagres (Non-sponsor) 3 factors Communalities

<b>Communalities</b>		
	Initial	Extraction
Sinto-me bem quando consumo Sagres	,827	,843
Esta Marca faz-me feliz	,891	,929
Esta Marca dá-me prazer	,897	,927

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Eu confio na Sagres	,814	,827
Esta Marca é honesta	,840	,906
Esta marca é segura	,807	,861
Eu não vou mudar para outra Marca apesar de existirem outras opções	,682	,267
Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	,700	,274
Eu irei consumir para sempre esta Marca	,727	,355
É provável que eu compre Sagres	,832	,845
Estarei disponível para comprar esta Marca	,866	,867
Irei considerar consumir esta Marca	,842	,848
Tenho elevada possibilidade de comprar esta Marca	,853	,858
Tenho elevada intenção de comprar esta Marca	,851	,838

Extraction Method: Maximum Likelihood.

Same problem as in Super Bock: low communalities in the 3 trust variables (authors state that communalities should be higher than 0.5 mas higher than 0.4 are accepted if there are no more issues in the solution.

Table 59: Sagres (Non-sponsor) 3 factors Total Variance Explained

Factor	Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8,530	60,929	60,929	8,201	58,575	58,575	7,250
2	1,858	13,273	74,202	1,346	9,614	68,189	4,864
3	1,237	8,839	83,041	,899	6,419	74,608	6,457
4	,887	6,332	89,373				
5	,263	1,880	91,253				
6	,227	1,623	92,876				
7	,220	1,575	94,451				
8	,168	1,202	95,653				
9	,141	1,009	96,661				

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

10	,119	,853	97,515			
11	,106	,757	98,271			
12	,094	,668	98,940			
13	,089	,635	99,574			
14	,060	,426	100,000			

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 60: Sagres (Non-sponsor) 3 factors Total Factor Matrix

<b>Factor Matrix<sup>a</sup></b>			
	Factor		
	1	2	3
Esta Marca dá-me prazer	,894		-,323
Esta Marca faz-me feliz	,879		-,375
Estarei disponível para comprar esta Marca	,865		,316
Sinto-me bem quando consumo Sagres	,864		-,297
Irei considerar consumir esta Marca	,839		,325
Tenho elevada intenção de comprar esta Marca	,834	,249	,284
Tenho elevada possibilidade de comprar esta Marca	,821	,205	,377
É provável que eu compre Sagres	,820	,210	,359
Eu confio na Sagres	,772	-,479	
Esta Marca é honesta	,729	-,610	
Esta marca é segura	,695	-,612	
Eu irei consumir para sempre esta Marca	,550	,227	
Eu não vou mudar para outra Marca apesar de existirem outras opções	,488		
Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	,487		

Extraction Method: Maximum Likelihood.

a. 3 factors extracted. 6 iterations required.

Table 61: Sagres (Non-sponsor) 3 factors Pattern Matrix

Pattern Matrix <sup>a</sup>			
	Factor		
	1	2	3
Tenho elevada possibilidade de comprar esta Marca	,951		
É provavel que eu compre Sagres	,929		
Irei considerar consumir esta Marca	,884		
Tenho elevada intenção de comprar esta Marca	,857		
Estarei disponível para comprar esta Marca	,850		
Eu não vou mudar para outra Marca apesar de existirem outras opções	,317		-,258
Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	,304		-,291
Esta Marca é honesta		-,923	
Esta marca é segura		-,915	
Eu confio na Sagres		-,788	
Esta Marca faz-me feliz			-,950
Esta Marca dá-me prazer			-,898
Sinto-me bem quando consumo Sagres			-,826
Eu irei consumir para sempre esta Marca	,320		-,363

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Variables trust are simultaneously, with identical weights but different signals, in factors 1 (includes intention variable) and factor 3 (that includes affect).

Table 62: Sagres (Non-sponsor) 3 factors Structure Matrix

Structure Matrix			
	Factor		
	1	2	3

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Tenho elevada possibilidade de comprar esta Marca	,924	-,486	-,642
Estarei disponível para comprar esta Marca	,923	-,559	-,689
Irei considerar consumir esta Marca	,919	-,503	-,676
É provável que eu compre Sagres	,918	-,482	-,649
Tenho elevada intenção de comprar esta Marca	,914	-,461	-,699
Eu não vou mudar para outra Marca apesar de existirem outras opções	,487	-,244	-,471
Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	,485	-,227	-,482
Esta Marca é honesta	,500	-,951	-,494
Esta marca é segura	,473	-,927	-,460
Eu confio na Sagres	,572	-,893	-,566
Esta Marca dá-me prazer	,721	-,533	-,959
Esta Marca faz-me feliz	,680	-,541	-,958
Sinto-me bem quando consumo Sagres	,687	-,554	-,908
Eu irei consumir para sempre esta Marca	,543	-,249	-,555

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Table 63: Sagres (Non-sponsor) 3 factors Correlation Matrix

Factor	1	2	3
1	1,000	-,490	-,725
2	-,490	1,000	,480
3	-,725	,480	1,000

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser

Normalization.

Tentative EFA with 5 Factors Party/Event:

Super Bock (Sponsor)

Table 64: Super Bock (Sponsor) 5 Factors Mean results

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
Sinto-me bem quando consumo Super Bock	5,2130	1,44266	277
Esta Marca faz-me feliz	5,0000	1,40651	277
Esta Marca dá-me prazer	5,0614	1,42437	277
Eu confio na Super Bock	5,6029	1,16457	277
Esta Marca é honesta	5,5812	1,06903	277
Esta marca é segura	5,6354	1,09043	277
Eu não vou mudar para outra Marca apesar de existirem outras opções	3,8845	1,76757	277
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	3,3430	1,72410	277
Eu irei consumir para sempre esta Marca	3,5523	1,80427	277
É provavel que eu compre Super Bock	5,2754	1,42579	277
Estarei disponível para comprar esta Marca	5,3971	1,33557	277
Irei considerar consumir esta Marca	5,4838	1,27572	277
Tenho elevada possibilidade de comprar esta Marca	5,2744	1,49534	277
Tenho elevada intenção de comprar esta Marca	4,9170	1,67147	277

Table 65: Super Bock (Sponsor) 5 Factors KMO and Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,915
Approx. Chi-Square		4180,502
Bartlett's Test of Sphericity	Df	91
	Sig.	,000

Table 66: Super Bock (Sponsor) 5 Factors Communalities

Communalities <sup>a</sup>		
	Initial	Extraction

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Sinto-me bem quando consumo Super Bock	,803	,815
Esta Marca faz-me feliz	,866	,901
Esta Marca dá-me prazer	,901	,952
Eu confio na Super Bock	,725	,738
Esta Marca é honesta	,813	,846
Esta marca é segura	,827	,931
Eu não vou mudar para outra Marca apesar de existirem outras opções	,651	,727
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	,661	,777
Eu irei consumir para sempre esta Marca	,680	,757
É provavel que eu compre Super Bock	,776	,805
Estarei disponível para comprar esta Marca	,822	,904
Irei considerar consumir esta Marca	,768	,782
Tenho elevada possibilidade de comprar esta Marca	,808	,824
Tenho elevada intenção de comprar esta Marca	,828	,970

Extraction Method: Maximum Likelihood.

a. One or more communality estimates greater than 1 were encountered during iterations. The resulting solution should be interpreted with caution.

Communalities are high and therefore supporting the 5 factors hypothesis, however factor 5 only has one intention item “Tenho elevada intenção de comprar esta marca”. This item, although with a weight of -0.581 (low), is alone in the factor. The item “Tenho elevada possibilidade de comprar esta marca” tem loadings 0.610 in factor 1 and -0.317 in factor 5 and therefore it is considered to be in factor 1.

Table 67: Super Bock (Sponsor) 5 Factors Total Variance Explained

Total Variance Explained			
Factor	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings <sup>a</sup>



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8,372	59,801	59,801	8,130	58,071	58,071	6,660
2	1,880	13,428	73,229	1,036	7,400	65,471	5,646
3	1,127	8,050	81,279	1,101	7,863	73,334	6,441
4	,814	5,815	87,094	1,166	8,329	81,663	4,014
5	,292	2,086	89,180	,296	2,116	83,779	3,630
6	,272	1,945	91,125				
7	,261	1,863	92,988				
8	,225	1,606	94,594				
9	,174	1,244	95,838				
10	,172	1,231	97,069				
11	,138	,985	98,054				
12	,109	,780	98,834				
13	,098	,703	99,537				
14	,065	,463	100,000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 68: Super Bock (Sponsor) 5 Factors Matrix

	Factor Matrix <sup>a</sup>				
	Factor				
	1	2	3	4	5
Tenho elevada intenção de comprar esta Marca	,912	-,326			
Esta Marca dá-me prazer	,882		,350		
Estarei disponível para comprar esta Marca	,847				,314
Sinto-me bem quando consumo Super Bock	,841		,249		
Tenho elevada possibilidade de comprar esta Marca	,839	-,226	-,245		
Esta Marca faz-me feliz	,830	,223	,374		
É provável que eu compre Super Bock	,821				,242
Irei considerar consumir esta Marca	,806		-,247		
Eu confio na Super Bock	,746	,396			
Esta marca é segura	,721	,511	-,335		
Esta Marca é honesta	,720	,466	-,281		

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Eu irei consumir para sempre esta Marca	,546		,375	,525	
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	,472		,324	,613	,217
Eu não vou mudar para outra Marca apesar de existirem outras opções	,511		,346	,554	

Extraction Method: Maximum Likelihood.

a. Attempted to extract 5 factors. More than 25 iterations required. (Convergence=,010).

Extraction was terminated.

Table 69: Super Bock (Sponsor) 5 Factors Pattern Matrix

Pattern Matrix <sup>a</sup>					
	Factor				
	1	2	3	4	5
Estarei disponível para comprar esta Marca	,956				
É provável que eu compre Super Bock	,817				
Irei considerar consumir esta Marca	,769				
Tenho elevada possibilidade de comprar esta Marca	,610				-,317
Esta marca é segura		,997			
Esta Marca é honesta		,907			
Eu confio na Super Bock		,679	,255		
Esta Marca faz-me feliz			,939		
Esta Marca dá-me prazer			,914		
Sinto-me bem quando consumo Super Bock			,763		
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir				,907	
Eu não vou mudar para outra Marca apesar de existirem outras opções				,825	
Eu irei consumir para sempre esta Marca				,811	

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Tenho elevada intenção de comprar esta Marca	,295				-,581
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Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 18 iterations.

Table 70: Sagres (Non-sponsor) 5 Factors KMO and Bartlett's test

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,914
Approx. Chi-Square		4650,539
Bartlett's Test of Sphericity	Df	91
	Sig.	,000

Table 71: Sagres (Non-sponsor) 5 Factors Factor Correlation Matrix

<b>Factor Correlation Matrix</b>					
Factor	1	2	3	4	5
1	1,000	,578	,713	,504	-,557
2	,578	1,000	,607	,306	-,179
3	,713	,607	1,000	,521	-,329
4	,504	,306	,521	1,000	-,293
5	-,557	-,179	-,329	-,293	1,000

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Table 72: Sagres (Non-sponsor) 5 Factors Pattern Matrix

	<b>Pattern Matrix<sup>a</sup></b>				
	1	2	3	4	5
Estarei disponível para comprar esta Marca	,985				
É provável que eu compre Sagres	,918				
Irei considerar consumir esta Marca	,865				
Tenho elevada possibilidade de comprar esta Marca	,689				-,264
Esta Marca é honesta		,971			

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Esta marca é segura		,942			
Eu confio na Sagres		,825			
Esta Marca dá-me prazer			,969		
Esta Marca faz-me feliz			,950		
Sinto-me bem quando consumo Sagres			,874		
Estou disposto a pagar mais 5% pela Sagres para que a possa consumir				,899	
Eu não vou mudar para outra Marca apesar de existirem outras opções				,875	
Eu irei consumir para sempre esta Marca				,846	
Tenho elevada intenção de comprar esta Marca	,419				-,478

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 14 iterations.

Factor 5 only has one item, with a low correlation (-0.478), item which that is also in factor one with a similar value correlation (0.419). The other correlated item for factor 5 has a low figure of -0.264 and a higher connection to factor number one.

Table 73: Sagres (Non-sponsor) 5 Factors Structure Matrix

	Structure Matrix				
	Factor				
	1	2	3	4	5
Estarei disponível para comprar esta Marca	,948	,604	,670	,355	-,567
É provável que eu compre Super Bock	,889	,569	,613	,439	-,611
Irei considerar consumir esta Marca	,876	,627	,628	,287	-,568
Tenho elevada possibilidade de comprar esta Marca	,873	,588	,609	,370	-,742
Esta marca é segura	,597	,963	,578	,290	-,314
Esta Marca é honesta	,592	,919	,593	,305	-,331
Eu confio na Super Bock	,597	,836	,682	,308	-,374
Esta Marca dá-me prazer	,674	,641	,973	,503	-,482

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Esta Marca faz-me feliz	,623	,616	,949	,473	-,404
Sinto-me bem quando consumo Super Bock	,692	,618	,893	,447	-,461
Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	,325	,271	,387	,878	-,254
Eu irei consumir para sempre esta Marca	,360	,295	,486	,864	-,357
Eu não vou mudar para outra Marca apesar de existirem outras opções	,333	,288	,441	,851	-,327
Tenho elevada intenção de comprar esta Marca	,844	,576	,689	,534	-,897

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Table 74: Sagres (Non-sponsor) 5 Factors Correlation Matrix

Factor	1	2	3	4	5
1	1,000	,631	,666	,371	-,641
2	,631	1,000	,639	,306	-,349
3	,666	,639	1,000	,479	-,445
4	,371	,306	,479	1,000	-,342
5	-,641	-,349	-,445	-,342	1,000

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

**PRE-TEST ANALYSES (n=129)**

Table 75: Gender Distribution

<b>Gender Distribution</b>				
		Frequency	Percent	Valid Percent
Valid	Feminino	26	20,2	20,5
	Masculino	101	78,3	79,5
	Total	127	98,4	100,0
Missing	System	2	1,6	
<b>Total</b>		<b>129</b>	<b>100,0</b>	

Table 76: Beer Consumption Distribution

<b>Consumes beer at least once a year</b>				
		Frequency	Percent	Valid Percent
Valid	Sim	103	79,8	81,1
	Não	24	18,6	18,9
	Total	127	98,4	100,0
Missing	System	2	1,6	
<b>Total</b>		<b>129</b>	<b>100,0</b>	

Table 77: Descriptive Statistics of Super Bock's items analysed in Pre-test

	<b>Descriptive Statistics</b>		
	Mean	Std. Deviation	Analysis N
q1a Sinto-me bem quando uso esta Marca	5,09	1,550	101
q1b Esta Marca faz-me feliz	4,87	1,592	101
q1c Esta Marca dá-me prazer	4,79	1,551	101
q2a Eu confio nesta Marca	5,52	1,368	101
q2b Esta Marca é honesta	5,40	1,470	101
q2c Esta marca é segura	5,50	1,440	101
q3a Eu não vou mudar para outra Marca apesar de existirem outras	3,44	2,071	101
q3b Estou disposto/a a pagar mais por esta Marca para que a possa ter	2,55	1,780	101
q3c Eu irei utilizar para sempre esta Marca	3,02	2,035	101
q4a É provavel que eu compre esta Marca	5,06	1,690	101
q4b Estarei disponível para comprar esta Marca	5,21	1,583	101
q4c Irei considerar utilizar esta Marca	5,22	1,507	101
q4d Tenho elevada possibilidade de comprar esta Marca	5,08	1,573	101
q4e Tenho elevada intenção de comprar esta Marca	4,75	1,682	101

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 78: Measures of EFA adequacy for Super Bock's data

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,932
Bartlett's Test of Sphericity	Approx. Chi-Square	1680,225
	df	91
	Sig.	,000

Table 79: Total of Variance explained for Super Bock's data

Factor	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	9,507	67,905	67,905
2	1,350	9,646	77,551
3	,917	6,548	84,099
4	,549	3,924	88,022
5	,449	3,207	91,229
6	,273	1,953	93,182
7	,220	1,569	94,751
8	,149	1,064	95,815
9	,128	,916	96,731
10	,123	,881	97,612
11	,103	,736	98,349
12	,090	,642	98,991
13	,073	,521	99,512
14	,068	,488	100,000

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Table 80: Communalities for Super Bock's data

Communalities		
	Initial	Extraction
q1a Sinto-me bem quando uso esta Marca	,851	,731
q1b Esta Marca faz-me feliz	,844	,732
q1c Esta Marca dá-me prazer	,865	,750
q2a Eu confio nesta Marca	,880	,907
q2b Esta Marca é honesta	,835	,883
q2c Esta marca é segura	,831	,857
q3a Eu não vou mudar para outra Marca apesar de existirem outras opções	,644	,326
q3b Estou disposto/a a pagar mais por esta Marca para que a possa ter	,450	,175
q3c Eu irei utilizar para sempre esta Marca	,687	,359
q4a É provavel que eu compre esta Marca	,845	,824
q4b Estarei disponível para comprar esta Marca	,905	,914
q4c Irei considerar utilizar esta Marca	,863	,855
q4d Tenho elevada possibilidade de comprar esta Marca	,846	,835
q4e Tenho elevada intenção de comprar esta Marca	,846	,820

Extraction Method: Maximum Likelihood.

Table 81: Pattern Matrix for the 2-factors solution- Super Bock's data

Pattern Matrix <sup>a</sup>		
	Factor	
	1	2
q4b Estarei disponível para comprar esta Marca	1,041	
q4a É provavel que eu compre esta Marca	0,999	
q4e Tenho elevada intenção de comprar esta Marca	0,972	
q4c Irei considerar utilizar esta Marca	0,938	
q4d Tenho elevada possibilidade de comprar esta Marca	0,889	
q1c Esta Marca dá-me prazer	0,735	
q1a Sinto-me bem quando uso esta Marca	0,716	
q1b Esta Marca faz-me feliz	0,701	
q3c Eu irei utilizar para sempre esta Marca	0,515	
q3a Eu não vou mudar para outra Marca apesar de existirem outras opções	0,467	
q3b Estou disposto/a a pagar mais por esta Marca para que a possa ter	0,225	-0,22
q2b Esta Marca é honesta		-0,974
q2a Eu confio nesta Marca		-0,853
q2c Esta marca é segura		-0,847

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 5 iterations.



Table 82: Factor Correlation Matrix for the 2-factors solution- Super Bock's data

Factor Correlation Matrix		
Factor	1	2
1	1,000	-,768
2	-,768	1,000

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Table 83: Communalities for the 3 Factor Solution- Super Bock's data

Communalities		
	Initial	Extraction
q1a Sinto-me bem quando uso esta Marca	,851	,872
q1b Esta Marca faz-me feliz	,844	,876
q1c Esta Marca dá-me prazer	,865	,881
q2a Eu confio nesta Marca	,880	,919
q2b Esta Marca é honesta	,835	,875
q2c Esta marca é segura	,831	,862
q3a Eu não vou mudar para outra Marca apesar de existirem outras opções	,644	,349
q3b Estou disposto/a a pagar mais por esta Marca para que a possa ter	,450	,207
q3c Eu irei utilizar para sempre esta Marca	,687	,403
q4a É provavel que eu compre esta Marca	,845	,868
q4b Estarei disponível para comprar esta Marca	,905	,925
q4c Irei considerar utilizar esta Marca	,863	,881
q4d Tenho elevada possibilidade de comprar esta Marca	,846	,830
q4e Tenho elevada intenção de comprar esta Marca	,846	,807

Table 84: Pattern Matrix for the 3 Factor Solution- Super Bock's data

	Factor		
	1	2	3
q4a É provavel que eu compre esta Marca	0,957		
q4c Irei considerar utilizar esta Marca	0,854		
q4b Estarei disponível para comprar esta Marca	0,839		
q4d Tenho elevada possibilidade de comprar esta Marca	0,702		
q4e Tenho elevada intenção de comprar esta Marca	0,672		0,284
q2b Esta Marca é honesta		-0,917	
q2a Eu confio nesta Marca		-0,867	
q2c Esta marca é segura		-0,853	
q1b Esta Marca faz-me feliz			0,905
q1a Sinto-me bem quando uso esta Marca			0,902
q1c Esta Marca dá-me prazer			0,877
q3c Eu irei utilizar para sempre esta Marca			0,589
q3a Eu não vou mudar para outra Marca apesar de existirem outras opções			0,476
q3b Estou disposto/a a pagar mais por esta Marca para que a possa ter			0,441

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 12 iterations.

Table 85: Factor Correlation Matrix for the 3-factors solution- Super Bock's data

Factor Correlation Matrix			
Factor	1	2	3
1	1	-0,674	0,803
2	-0,674	1	-0,756
3	0,803	-0,756	1

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Table 86: Communalities for the 4 Factor Solution- Super Bock's data

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

<b>Communalities</b>		
	Initial	Extraction
q1a Sinto-me bem quando uso esta Marca	,851	,880
q1b Esta Marca faz-me feliz	,844	,878
q1c Esta Marca dá-me prazer	,865	,885
q2a Eu confio nesta Marca	,880	,920
q2b Esta Marca é honesta	,835	,875
q2c Esta marca é segura	,831	,863
q3a Eu não vou mudar para outra Marca apesar de existirem outras opções	,644	,670
q3b Estou disposto/a a pagar mais por esta Marca para que a possa ter	,450	,468
q3c Eu irei utilizar para sempre esta Marca	,687	,826
q4a É provavel que eu compre esta Marca	,845	,866
q4b Estarei disponível para comprar esta Marca	,905	,935
q4c Irei considerar utilizar esta Marca	,863	,879
q4d Tenho elevada possibilidade de comprar esta Marca	,846	,832
q4e Tenho elevada intenção de comprar esta Marca	,846	,840

Table 87: Patter Matrix for the 4 factors solution- Super Bock's data

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Pattern Matrix <sup>a</sup>				
	Factor			
	1	2	3	4
q4a É provavel que eu compre esta Marca	0,965			
q4c Irei considerar utilizar esta Marca	0,854			
q4b Estarei disponível para comprar esta Marca	0,838			-0,209
q4d Tenho elevada possibilidade de comprar esta Marca	0,706			
q4e Tenho elevada intenção de comprar esta Marca	0,689		0,239	
q2b Esta Marca é honesta		0,932		
q2a Eu confio nesta Marca		0,878		
q2c Esta marca é segura		0,863		
q3c Eu irei utilizar para sempre esta Marca			0,864	
q3a Eu não vou mudar para outra Marca apesar de existirem outras opções			0,755	
q3b Estou disposto/a a pagar mais por esta Marca para que a possa ter			0,686	
q1a Sinto-me bem quando uso esta Marca				-0,922
q1b Esta Marca faz-me feliz				-0,896
q1c Esta Marca dá-me prazer				-0,874

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Table 88: Factor Correlation Matrix for the 4-factors solution- Super Bock's data

Factor Correlation Matrix				
Factor	1	2	3	4
1	1	0,695	0,531	-0,819
2	0,695	1	0,514	-0,74
3	0,531	0,514	1	-0,607
4	-0,819	-0,74	-0,607	1

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Table 89: KMO and Bartlett's test for the 4-factors Solution- Super Bock's data

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,932
	Approx. Chi-Square	1680,225
Bartlett's Test of Sphericity	Df	91
	Sig.	,000

Reliability Tables

Table 90: Construct Brand Attachment Items Cronbach's Alpha- Super Bock's data

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,957	,957	3

Table 91: Construct Brand Attachment Items Correlations- Super Bock's data

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
q1a Sinto-me bem quando uso esta Marca	9,69	9,247	,909	,826
q1b Esta Marca faz-me feliz	9,90	9,020	,905	,819
q1c Esta Marca dá-me prazer	9,98	9,208	,912	,831

Table 92: Construct Brand Attachment Items Cronbach's Alpha if deleted- Super Bock's data

<b>Item-Total Statistics</b>	
	Cronbach's Alpha if Item Deleted
q1a Sinto-me bem quando uso esta Marca	,936
q1b Esta Marca faz-me feliz	,939
q1c Esta Marca dá-me prazer	,934

Table 93: Construct Brand Trust Items Cronbach's Alpha- Super Bock's data

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,961	,961	3

Table 94: Construct Brand Trust Items Correlations- Super Bock's data

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
q2a Eu confio nesta Marca	10,83	8,518	,929	,863
q2b Esta Marca é honesta	10,95	8,105	,910	,832
q2c Esta marca é segura	10,84	8,250	,910	,833

Table 95: Construct Brand Trust Items Cronbach's Alpha if Item Deleted- Super Bock's data

<b>Item-Total Statistics</b>	
	Cronbach's Alpha if Item Deleted
q2a Eu confio nesta Marca	,933
q2b Esta Marca é honesta	,947
q2c Esta marca é segura	,946

Table 96: Construct Attitudinal Brand Loyalty Items Cronbach's Alpha- Super Bock's data

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,841	,841	3

Table 97: Construct Attitudinal Brand Loyalty Items Correlations- Super Bock's data

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation
q3a Eu não vou mudar para outra Marca apesar de existirem outras opções	5,57	11,574	,738	,574
q3b Estou disposto/a pagar mais por esta Marca para que a possa ter	6,46	14,548	,627	,396
q3c Eu irei utilizar para sempre esta Marca	5,99	11,535	,766	,601

Table 98: Construct Attitudinal Brand Loyalty Items Cronbach's Alpha if Item Deleted- Super Bock's data

<b>Item-Total Statistics</b>	
	Cronbach's Alpha if Item Deleted
q3a Eu não vou mudar para outra Marca apesar de existirem outras opções	,749
q3b Estou disposto/a pagar mais por esta Marca para que a possa ter	,852
q3c Eu irei utilizar para sempre esta Marca	,719

Table 99: Purchase Intention Construct Items Cronbach's Alpha- Super Bock's data

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,967	,967	5

Table 100: Purchase Intention Construct Items Correlations- Super Bock's data

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation
q4a É provavel que eu compre esta Marca	20,25	35,622	,897	,836
q4b Estarei disponível para comprar esta Marca	20,11	36,214	,936	,888
q4c Irei considerar utilizar esta Marca	20,10	37,402	,915	,846
q4d Tenho elevada possibilidade de comprar esta Marca	20,23	36,926	,898	,831
q4e Tenho elevada intenção de comprar esta Marca	20,55	35,916	,885	,799

Table 101: Purchase Intention Construct Items Cronbach's Alpha if Item Deleted

<b>Item-Total Statistics</b>	
	Cronbach's Alpha if Item Deleted
q4a É provavel que eu compre esta Marca	,960
q4b Estarei disponível para comprar esta Marca	,954
q4c Irei considerar utilizar esta Marca	,958
q4d Tenho elevada possibilidade de comprar esta Marca	,960
q4e Tenho elevada intenção de comprar esta Marca	,962

Table 102: Communalities for the 2 Factor Solution- Sagre's data

<b>Communalities</b>		
	Initial	Extraction
q5a Sinto-me bem quando uso esta Marca	,920	,774
q5b Esta Marca faz-me feliz	,910	,752
q5c Esta Marca dá-me prazer	,895	,737
q6a Eu confio nesta Marca	,929	,947



## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

q6b Esta Marca é honesta	,898	,896
q6c Esta marca é segura	,926	,936
q7a Eu não vou mudar para outra Marca apesar de existirem outras opções	,729	,298
q7b Estou disposto/a pagar mais por esta Marca para que a possa ter	,706	,292
q7c Eu irei utilizar para sempre esta Marca	,762	,359
q8a É provavel que eu compre esta Marca	,924	,934
q8b Estarei disponível para comprar esta Marca	,946	,922
q8c Irei considerar utilizar esta Marca	,933	,903
q8d Tenho elevada possibilidade de comprar esta Marca	,884	,876
q8e Tenho elevada intenção de comprar esta Marca	,911	,918

Table 103: Patter Matrix for the 2 factors solution- Sagres's data

Pattern Matrix <sup>a</sup>		
	Factor	
	1	2
q8e Tenho elevada intenção de comprar esta Marca	1,032	
q8b Estarei disponível para comprar esta Marca	1,025	
q8a É provavel que eu compre esta Marca	,990	
q8c Irei considerar utilizar esta Marca	,959	
q8d Tenho elevada possibilidade de comprar esta Marca	,924	
q5a Sinto-me bem quando uso esta Marca	,557	-,381
q5b Esta Marca faz-me feliz	,537	-,388
q7b Estou disposto/a pagar mais por esta Marca para que a possa ter	,533	
q7a Eu não vou mudar para outra Marca apesar de existirem outras opções	,520	
q5c Esta Marca dá-me prazer	,486	-,432
q7c Eu irei utilizar para sempre esta Marca	,477	
q6b Esta Marca é honesta		-,968
q6c Esta marca é segura		-,960
q6a Eu confio nesta Marca		-,918

Table 104: Factor Correlation Matrix for the 2-factors solution- Sagres's data

<b>Factor Correlation Matrix</b>		
Factor	1	2
1	1,000	-,750
2	-,750	1,000

Table 105: Communalities for the 3- Factors Solution- Sagre's data

<b>Communalities</b>		
	Initial	Extraction
q5a Sinto-me bem quando uso esta Marca	,920	,928
q5b Esta Marca faz-me feliz	,910	,935
q5c Esta Marca dá-me prazer	,895	,911
q6a Eu confio nesta Marca	,929	,941
q6b Esta Marca é honesta	,898	,908
q6c Esta marca é segura	,926	,944
q7a Eu não vou mudar para outra Marca apesar de existirem outras opções	,729	,354
q7b Estou disposto/a pagar mais por esta Marca para que a possa ter	,706	,354
q7c Eu irei utilizar para sempre esta Marca	,762	,422
q8a É provavel que eu compre esta Marca	,924	,930
q8b Estarei disponível para comprar esta Marca	,946	,948
q8c Irei considerar utilizar esta Marca	,933	,923
q8d Tenho elevada possibilidade de comprar esta Marca	,884	,868
q8e Tenho elevada intenção de comprar esta Marca	,911	,908

Table 106: Patter Matrix for the 3- factors solution- Sagres's data

<b>Pattern Matrix<sup>a</sup></b>			
	Factor		
	1	2	3
q8b Estarei disponível para comprar esta Marca	1,013		
q8c Irei considerar utilizar esta Marca	,933		
q8a É provavel que eu compre esta Marca	,869		
q8e Tenho elevada intenção de comprar esta Marca	,859		
q8d Tenho elevada possibilidade de comprar esta Marca	,786		
q6b Esta Marca é honesta		-,894	
q6c Esta marca é segura		-,877	
q6a Eu confio nesta Marca		-,816	
q5b Esta Marca faz-me feliz			,924
q5c Esta Marca dá-me prazer			,906
q5a Sinto-me bem quando uso esta Marca			,858
q7c Eu irei utilizar para sempre esta Marca			,597
q7b Estou disposto/a pagar mais por esta Marca para que a possa ter			,566
q7a Eu não vou mudar para outra Marca apesar de existirem outras opções			,546

Table 107: Factor Correlation Matrix for the 3-factors solution- Sagres's data

<b>Factor Correlation Matrix</b>			
Factor	1	2	3
1	1,000	-,629	,825
2	-,629	1,000	-,670
3	,825	-,670	1,000

Table 108: Communalities for the 4- Factors Solution- Sagre's data

<b>Communalities</b>		
	Initial	Extraction
q5a Sinto-me bem quando uso esta Marca	,920	,937
q5b Esta Marca faz-me feliz	,910	,933
q5c Esta Marca dá-me prazer	,895	,915
q6a Eu confio nesta Marca	,929	,942
q6b Esta Marca é honesta	,898	,908

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q6c Esta marca é segura	,926	,945
q7a Eu não vou mudar para outra Marca apesar de existirem outras opções	,729	,809
q7b Estou disposto/a pagar mais por esta Marca para que a possa ter	,706	,774
q7c Eu irei utilizar para sempre esta Marca	,762	,826
q8a É provavel que eu compre esta Marca	,924	,931
q8b Estarei disponível para comprar esta Marca	,946	,949
q8c Irei considerar utilizar esta Marca	,933	,926
q8d Tenho elevada possibilidade de comprar esta Marca	,884	,868
q8e Tenho elevada intenção de comprar esta Marca	,911	,907

Table 109: Patter Matrix for the 4- factors solution- Sagres's data

	<b>Pattern Matrix<sup>a</sup></b>			
	<b>Factor</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
q8b Estarei disponível para comprar esta Marca	1,038			
q8c Irei considerar utilizar esta Marca	,963			
q8e Tenho elevada intenção de comprar esta Marca	,900			
q8a É provavel que eu compre esta Marca	,895			
q8d Tenho elevada possibilidade de comprar esta Marca	,824			
q6b Esta Marca é honesta		-,976		
q6c Esta marca é segura		-,964		
q6a Eu confio nesta Marca		-,879		

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q7a Eu não vou mudar para outra Marca apesar de existirem outras opções	,912
q7b Estou disposto/a pagar mais por esta Marca para que a possa ter	,878
q7c Eu irei utilizar para sempre esta Marca	,862
q5c Esta Marca dá-me prazer	-,944
q5b Esta Marca faz-me feliz	-,934
q5a Sinto-me bem quando uso esta Marca	-,921

Table 110: Factor Correlation Matrix for the 4-factors solution- Sagres's data

<b>Factor Correlation Matrix</b>				
Factor	1	2	3	4
1	1,000	-,715	,574	-,814
2	-,715	1,000	-,457	,793
3	,574	-,457	1,000	-,621
4	-,814	,793	-,621	1,000

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Table 111: KMO and Bartlett's test for the 4-solution- Sagres's data

<b>KMO and Bartlett's Test</b>	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,921
Approx. Chi-Square	2174,327
Bartlett's Test of Sphericity	Df 91
Sig.	,000

### Reliability

Table 112: Construct Brand Attachment Items Cronbach's Alpha- Sagres's data

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,974	,974	3

Table 113: Construct Brand Attachment Items Correlations- Sagres's data

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation
q5a Sinto-me bem quando uso esta Marca	9,72	10,871	,948	,900
q5b Esta Marca faz-me feliz	9,90	10,971	,947	,897
q5c Esta Marca dá-me prazer	9,91	10,943	,938	,881

Table 114: Construct Brand Attachment Items Cronbach's Alpha if deleted- Sagres's data

<b>Item-Total Statistics</b>	
	Cronbach's Alpha if Item Deleted
q5a Sinto-me bem quando uso esta Marca	,959
q5b Esta Marca faz-me feliz	,961
q5c Esta Marca dá-me prazer	,966

Table 115: Construct Brand Trust Items Cronbach's Alpha- Sagres's data

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,975	,975	3

Table 116: Construct Brand Trust Items Correlations- Sagres's data

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation
q6a Eu confio nesta Marca	10,33	10,026	,949	,904
q6b Esta Marca é honesta	10,45	10,408	,936	,876
q6c Esta marca é segura	10,41	10,047	,953	,909

Table 117: Construct Brand Trust Items Cronbach's Alpha if deleted- Sagres's data

<b>Item-Total Statistics</b>	
	Cronbach's Alpha if Item Deleted
q6a Eu confio nesta Marca	,961
q6b Esta Marca é honesta	,970
q6c Esta marca é segura	,958

Table 118: Construct Brand Attitudinal Loyalty Items Cronbach's Alpha- Sagres's data

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,921	,922	3

Table 119: Construct Brand Attitudinal Loyalty Items Correlations- Sagres's data

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
q7a Eu não vou mudar para outra Marca apesar de existirem outras opções	6,52	15,703	,846	,717
q7b Estou disposto/a pagar mais por esta Marca para que a possa ter	7,11	14,528	,833	,695
q7c Eu irei utilizar para sempre esta Marca	6,85	15,322	,845	,715

Table 120: Construct Brand Attitudinal Loyalty Items Cronbach's Alpha if deleted- Sagres's data

<b>Item-Total Statistics</b>	
	Cronbach's Alpha if Item Deleted
q7a Eu não vou mudar para outra Marca apesar de existirem outras opções	,883
q7b Estou disposto/a pagar mais por esta Marca para que a possa ter	,894
q7c Eu irei utilizar para sempre esta Marca	,883

Table 121: Construct Purchase Items Cronbach's Alpha- Sagres's data

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,981	,981	5

Table 122: Construct Purchase Intention Items Correlations- Sagres's data

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation
q8a É provavel que eu compre esta Marca	19,95	47,674	,954	,914
q8b Estarei disponível para comprar esta Marca	19,82	48,917	,954	,932
q8c Irei considerar utilizar esta Marca	19,84	48,936	,943	,914
q8d Tenho elevada possibilidade de comprar esta Marca	19,79	48,856	,926	,868
q8e Tenho elevada intenção de comprar esta Marca	20,10	47,108	,946	,900

Table 123: Construct Purchase Intention Items Cronbach's Alpha if deleted- Sagres's data

<b>Item-Total Statistics</b>	
	Cronbach's Alpha if Item Deleted
q8a É provavel que eu compre esta Marca	,975
q8b Estarei disponível para comprar esta Marca	,975
q8c Irei considerar utilizar esta Marca	,977
q8d Tenho elevada possibilidade de comprar esta Marca	,979
q8e Tenho elevada intenção de comprar esta Marca	,976



**T-Tests**

**Party/Music Event Effect**

**Super Bock (Sponsor) and Sagres (Non-Sponsor) comparison for each scenario**

**Paired Total T1 t-test analysis: Super Bock (Sponsor) vs Sagres (Non-Sponsor)**

Table124: Paired Total T1 Mean Analysis: Super Bock (Sponsor) and Sagres (Non-Sponsor)

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Sinto-me bem quando consumo Super Bock	5,2346	978	1,56119	,04992
	Sinto-me bem quando consumo Sagres	5,0974	978	1,62621	,05200
Pair 2	Esta Marca faz-me feliz	4,8608	978	1,58585	,05071
	Esta Marca faz-me feliz	4,8727	978	1,62321	,05190
Pair 3	Esta Marca dá-me prazer	4,9365	978	1,57970	,05051
	Esta Marca dá-me prazer	4,9241	978	1,64332	,05255
Pair 4	Eu confio na Super Bock	5,5015	978	1,30809	,04183
	Eu confio na Sagres	5,3984	978	1,44692	,04627
Pair 5	Esta Marca é honesta	5,4661	978	1,21925	,03899
	Esta Marca é honesta	5,3375	978	1,39893	,04473
Pair 6	Esta marca é segura	5,5831	978	1,20336	,03848
	Esta marca é segura	5,4445	978	1,36730	,04372
Pair 7	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,5005	978	1,86556	,05965
	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,7057	978	1,89124	,06048
Pair 8	Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	2,9130	978	1,77657	,05681
	Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	3,1967	978	1,89495	,06059
Pair 9	Eu irei consumir para sempre esta Marca	3,1427	978	1,86690	,05970
	Eu irei consumir para sempre esta Marca	3,4640	978	1,94913	,06233
Pair 10	É provavel que eu compre Super Bock	4,9990	978	1,69381	,05416
	É provavel que eu compre Sagres	4,8943	978	1,73356	,05543
Pair 11	Estarei disponível para comprar esta Marca	5,2316	978	1,54485	,04940

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Pair 12	Estarei disponível para comprar esta Marca	5,0595	978	1,67544	,05357
	Irei considerar consumir esta Marca	5,3115	978	1,51530	,04845
	Irei considerar utilizar esta Marca	5,1292	978	1,62558	,05198
Pair 13	Tenho elevada possibilidade de comprar esta Marca	5,1313	978	1,62541	,05197
	Tenho elevada possibilidade de comprar esta Marca	4,9262	978	1,75018	,05596
Pair 14	Tenho elevada intenção de comprar esta Marca	4,7042	978	1,79260	,05732
	Tenho elevada intenção de comprar esta Marca	4,6240	978	1,83980	,05883

### Paired T1 that answered T2 t-test analysis: Super Bock (Sponsor) vs Sagres (Non-Sponsor)

Table 125: Paired T1 that answered T2 Mean Analysis: Super Bock (Sponsor) and Sagres (Non-Sponsor)

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Sinto-me bem quando consumo Super Bock	5,1435	447	1,50397	,07114
	Sinto-me bem quando consumo Sagres	4,9709	447	1,58795	,07511
Pair 2	Esta Marca faz-me feliz	4,7315	447	1,53566	,07263
	Esta Marca faz-me feliz	4,8098	447	1,52029	,07191
Pair 3	Esta Marca dá-me prazer	4,8166	447	1,55537	,07357
	Esta Marca dá-me prazer	4,8188	447	1,59337	,07536
Pair 4	Eu confio na Super Bock	5,4743	447	1,19880	,05670
	Eu confio na Sagres	5,4439	447	1,31574	,06223
Pair 5	Esta Marca é honesta	5,4585	447	1,10693	,05236
	Esta Marca é honesta	5,3893	447	1,24406	,05884
Pair 6	Esta marca é segura	5,6248	447	1,06969	,05059
	Esta marca é segura	5,5235	447	1,20118	,05681
Pair 7	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,3982	447	1,78755	,08455
	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,5996	447	1,80017	,08515
Pair 8	Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	2,8210	447	1,74603	,08258
	Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	3,0336	447	1,80712	,08547
Pair 9	Eu irei consumir para sempre esta Marca	2,9507	447	1,74039	,08232

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Pair 10	Eu irei consumir para sempre esta Marca	3,2922	447	1,81919	,08604
	É provável que eu compre Super Bock	4,9955	447	1,59455	,07542
	É provável que eu compre Sagres	4,8322	447	1,65148	,07811
Pair 11	Estarei disponível para comprar esta Marca	5,2013	447	1,48526	,07025
	Estarei disponível para comprar esta Marca	5,0157	447	1,58814	,07512
Pair 12	Irei considerar consumir esta Marca	5,2886	447	1,45313	,06873
	Irei considerar utilizar esta Marca	5,1208	447	1,53105	,07242
Pair 13	Tenho elevada possibilidade de comprar esta Marca	5,0738	447	1,59214	,07531
	Tenho elevada possibilidade de comprar esta Marca	4,8367	447	1,69877	,08035
	Tenho elevada intenção de comprar esta Marca	4,5615	447	1,77176	,08380
Pair 14	Tenho elevada intenção de comprar esta Marca	4,4855	447	1,79664	,08498

### Paired Party/Event (T2 F) t-test analysis: Super Bock (Sponsor) vs Sagres (Non-Sponsor)

Table 126: Paired Mean T2F Analysis: Super Bock (Sponsor) and Sagres (Non-Sponsor)

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Sinto-me bem quando consumo Super Bock	5,2130	277	1,44266	,08668
	Sinto-me bem quando consumo Sagres	4,9420	277	1,49525	,08984
Pair 2	Esta Marca faz-me feliz	5,0000	277	1,40651	,08451
	Esta Marca faz-me feliz	4,8478	277	1,46901	,08826
Pair 3	Esta Marca dá-me prazer	5,0614	277	1,42437	,08558
	Esta Marca dá-me prazer	4,8261	277	1,47890	,08886
Pair 4	Eu confio na Super Bock	5,6029	277	1,16457	,06997
	Eu confio na Sagres	5,4746	277	1,29215	,07764
Pair 5	Esta Marca é honesta	5,5812	277	1,06903	,06423
	Esta Marca é honesta	5,4094	277	1,30319	,07830
Pair 6	Esta marca é segura	5,6354	277	1,09043	,06552
	Esta marca é segura	5,5254	277	1,21706	,07313
Pair 7	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,8845	277	1,76757	,10620
	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,6884	277	1,72072	,10339
Pair 8	Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	3,3430	277	1,72410	,10359

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	Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	3,1630	277	1,69789	,10202
Pair 9	Eu irei consumir para sempre esta Marca	3,5523	277	1,80427	,10841
	Eu irei consumir para sempre esta Marca	3,4746	277	1,77831	,10685
Pair 10	É provavel que eu compre Super Bock	5,2754	277	1,42579	,08567
	É provavel que eu compre Sagres	4,8913	277	1,56124	,09381
Pair 11	Estarei disponível para comprar esta Marca	5,3971	277	1,33557	,08025
	Estarei disponível para comprar esta Marca	5,0978	277	1,48221	,08906
Pair 12	Irei considerar consumir esta Marca	5,4838	277	1,27572	,07665
	Irei considerar consumir esta Marca	5,0797	277	1,48452	,08920
Pair 13	Tenho elevada possibilidade de comprar esta Marca	5,2744	277	1,49534	,08985
	Tenho elevada possibilidade de comprar esta Marca	4,9022	277	1,65323	,09933
Pair 14	Tenho elevada intenção de comprar esta Marca	4,9170	277	1,67147	,10043
	Tenho elevada intenção de comprar esta Marca	4,6532	277	1,71741	,10319

### Paired Non Party/Event (T2 NF) t-test analysis: Super Bock (Sponsor) vs Sagres (Non-Sponsor)

Table 127: Paired Mean T2NF Analysis: Super Bock (Sponsor) and Sagres (Non-Sponsor)

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Sinto-me bem quando consumo Super Bock	4,9651	201	1,44353	,10182
	Sinto-me bem quando consumo Sagres	4,8797	201	1,52169	,10733
Pair 2	Esta Marca faz-me feliz	4,7943	201	1,40811	,09932
	Esta Marca faz-me feliz	4,7693	201	1,46521	,10335
Pair 3	Esta Marca dá-me prazer	4,7944	201	1,39742	,09857
	Esta Marca dá-me prazer	4,8296	201	1,44256	,10175
Pair 4	Eu confio na Super Bock	5,4778	201	1,19091	,08400
	Eu confio na Sagres	5,3522	201	1,29109	,09107
Pair 5	Esta Marca é honesta	5,3824	201	1,15104	,08119
	Esta Marca é honesta	5,2970	201	1,25202	,08831
Pair 6	Esta marca é segura	5,4980	201	1,16994	,08252
	Esta marca é segura	5,3823	201	1,28253	,09046
Pair 7	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,6180	201	1,77901	,12548

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	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,7432	201	1,69990	,11990
Pair 8	Estou disposto a pagar mais 5% pela Super Bock para que a possa consumir	3,1953	201	1,77111	,12492
	Estou disposto a pagar mais 5% pela Sagres para que a possa consumir	3,2762	201	1,74614	,12316
Pair 9	Eu irei consumir para sempre esta Marca	3,2909	201	1,79597	,12668
	Eu irei consumir para sempre esta Marca	3,4920	201	1,84898	,13042
Pair 10	É provavel que eu compre Super Bock	4,8894	201	1,55814	,10990
	É provavel que eu compre Sagres	4,6039	201	1,64872	,11629
Pair 11	Estarei disponível para comprar esta Marca	5,0808	201	1,41548	,09984
	Estarei disponível para comprar esta Marca	4,8098	201	1,61672	,11403
Pair 12	Irei considerar consumir esta Marca	5,2013	201	1,42120	,10024
	Irei considerar consumir esta Marca	4,8801	201	1,51841	,10710
Pair 13	Tenho elevada possibilidade de comprar esta Marca	5,0556	201	1,52380	,10748
	Tenho elevada possibilidade de comprar esta Marca	4,7244	201	1,70559	,12030
Pair 14	Tenho elevada intenção de comprar esta Marca	4,6489	201	1,59591	,11257
	Tenho elevada intenção de comprar esta Marca	4,4530	201	1,74830	,12332

## Paired Football Movie (T3M) t-test analysis: Sponsor vs Non-Sponsor

Table 128: Paired Mean T3M Analysis: Sponsor and Non-Sponsor

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Sinto-me bem quando consumo Super Bock/Sagres (Sponsor)	5,4463	298	1,40662	,08148
	Sinto-me bem quando consumo Sagres/Super Bock (Non Sponsor)	4,8121	298	1,72472	,09991
Pair 2	Esta Marca faz-me feliz	5,2718	298	1,38411	,08018
	Esta Marca faz-me feliz	4,6544	298	1,63237	,09456
Pair 3	Esta Marca dá-me prazer	5,2752	298	1,40158	,08119
	Esta Marca dá-me prazer	4,6678	298	1,64133	,09508
Pair 4	Eu confio na Super Bock/Sagres (Sponsor)	5,7047	298	1,23911	,07178
	Eu confio na Sagres/Super Bock (Non Sponsor)	5,0369	298	1,61703	,09367
Pair 5	Esta Marca é honesta	5,5805	298	1,21518	,07039
	Esta Marca é honesta	4,8960	298	1,60992	,09326
Pair 6	Esta marca é segura	5,6980	298	1,16170	,06730

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	Esta marca é segura	5,0906	298	1,51152	,08756
Pair 7	Eu não vou mudar para outra Marca apesar de existirem outras opções	4,1107	298	1,66095	,09622
	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,5638	298	1,69102	,09796
Pair 8	Estou disposto a pagar mais 5% pela Super Bock/Sagres (Sponsor) para que a possa consumir	3,3926	298	1,81377	,10507
	Estou disposto a pagar mais 5% pela Sagres/Super Bock (Non Sponsor) para que a possa consumir	2,8960	298	1,71523	,09936
Pair 9	Eu irei consumir para sempre esta Marca	3,8490	298	1,84793	,10705
	Eu irei consumir para sempre esta Marca	3,2685	298	1,76624	,10232
Pair 10	É provável que eu compre Super Bock/Sagres (Sponsor)	5,2148	298	1,58513	,09182
	É provável que eu compre Sagres/Super Bock (Non Sponsor)	4,6141	298	1,71213	,09918
Pair 11	Estarei disponível para comprar esta Marca	5,4497	298	1,39473	,08079
	Estarei disponível para comprar esta Marca	4,7785	298	1,70302	,09865
Pair 12	Irei considerar consumir esta Marca	5,4732	298	1,43582	,08317
	Irei considerar utilizar esta Marca	4,8020	298	1,76127	,10203
Pair 13	Tenho elevada possibilidade de comprar esta Marca	5,3289	298	1,56107	,09043
	Tenho elevada possibilidade de comprar esta Marca	4,7081	298	1,80683	,10467
Pair 14	Tenho elevada intenção de comprar esta Marca	5,0570	298	1,63096	,09448
	Tenho elevada intenção de comprar esta Marca	4,3993	298	1,83630	,10637

### Paired Football No Movie (T3 NM) t-test analysis: Sponsor vs Non-Sponsor

Table 129: Paired Mean T3NM Analysis: Sponsor and Non-Sponsor

Paired Samples Statistics		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Sinto-me bem quando consumo Super Bock/Sagres (Sponsor)	5,4615	78	1,41139	,15981
	Sinto-me bem quando consumo Sagres/Super Bock (Non Sponsor)	4,8718	78	1,53199	,17346
Pair 2	Esta Marca faz-me feliz	5,3333	78	1,33550	,15122
	Esta Marca faz-me feliz	4,4872	78	1,60958	,18225
Pair 3	Esta Marca dá-me prazer	5,3462	78	1,33705	,15139
	Esta Marca dá-me prazer	4,5769	78	1,64766	,18656

## Influence of different sponsorship contexts in the BCBR model and Purchase Intention

Pair 4	Eu confio na Super Bock/Sagres (Sponsor)	5,9872	78	1,15650	,13095
	Eu confio na Sagres/Super Bock (Non Sponsor)	5,2179	78	1,70292	,19282
Pair 5	Esta Marca é honesta	5,7821	78	1,14696	,12987
	Esta Marca é honesta	5,0897	78	1,59696	,18082
Pair 6	Esta marca é segura	5,9231	78	1,07835	,12210
	Esta marca é segura	5,4487	78	1,35462	,15338
Pair 7	Eu não vou mudar para outra Marca apesar de existirem outras opções	4,1282	78	1,82592	,20675
	Eu não vou mudar para outra Marca apesar de existirem outras opções	3,0385	78	1,63915	,18560
Pair 8	Estou disposto a pagar mais 5% pela Super Bock/Sagres (Sponsor) para que a possa consumir	3,8205	78	1,82866	,20705
	Estou disposto a pagar mais 5% pela Sagres/Super Bock (Non Sponsor) para que a possa consumir	2,6923	78	1,73061	,19595
Pair 9	Eu irei consumir para sempre esta Marca	3,9615	78	1,83361	,20762
	Eu irei consumir para sempre esta Marca	2,8718	78	1,68538	,19083
Pair 10	É provável que eu compre Super Bock/Sagres (Sponsor)	5,5769	78	1,46402	,16577
	É provável que eu compre Sagres/Super Bock (Non Sponsor)	4,5256	78	1,60133	,18132
Pair 11	Estarei disponível para comprar esta Marca	5,6026	78	1,38019	,15628
	Estarei disponível para comprar esta Marca	4,6410	78	1,51164	,17116
Pair 12	Irei considerar consumir esta Marca	5,7179	78	1,36655	,15473
	Irei considerar utilizar esta Marca	4,8205	78	1,50103	,16996
Pair 13	Tenho elevada possibilidade de comprar esta Marca	5,6667	78	1,46533	,16592
	Tenho elevada possibilidade de comprar esta Marca	4,6026	78	1,66974	,18906
Pair 14	Tenho elevada intenção de comprar esta Marca	5,3974	78	1,46243	,16559
	Tenho elevada intenção de comprar esta Marca	4,2564	78	1,63910	,18559