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# **Impact of Sport Sponsorship on a Brand**

Investigated in the Case of Löfbergs Lila AB

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Nina Prantl. Stefan Andres. *Impact of Sport Sponsorship on a Brand: Investigated in the Case of Ljöfbergs Lila AB*

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### ABSTRACT

The underlying motivation of this paper is the investigation of the impact sport sponsorship has on a brand. As sport sponsorship is scholarly considered to be a powerful brand equity building method, this communication tool gains globally in importance by contributing essentially to business success. While the popularity increases, simultaneously the investments, necessary for an efficient realization, rise. Nonetheless even though sponsorship is frequently applied, the evaluation is mainly based on quantitative terms (e.g. media tracking), neglecting the qualitative impacts.

In order to gain meaningful data, which allows generalization, the study is based on the sport sponsorship involvement of Löfbergs Lila AB at the hockey club Färjestad BK. A quantitative research strategy is applied by the conduction of a survey within the pre-defined target audience of hockey affine people.

Three propositions from different perspectives are used to investigate the main research question and provide a broader picture of the topic. Therefore in order to answer the research question, *Does sport sponsorship especially in terms of brand image and brand awareness in a particular target group affect the sponsor's brand?*, brand awareness, brand image and sponsor-fit are examined separately.

The study has shown that brand knowledge (brand awareness, brand image) is directly influenced by sport sponsorship efforts. The findings state a positive impact and associations, whereby no direct effect in terms of customers' brand loyalty can be observed. Nevertheless according to the in the paper developed conceptual model, an influence on brand loyalty building variables is not dependent on sponsorship efforts, rather on the brand's underlying product attributes, satisfying customer needs and requirements.

In general sport sponsorship is a meaningful tool, but requires integration in a diversified marketing communication-mix in order to tap the full potential.



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## LIST OF ABBREVIATIONS

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### LIST OF ABBREVIATIONS

AB	Aktiebolag
CSR	Corporate Social Responsibility
FBK	Färjestad BK
IBM	International Business Machines Corporation
ICP	International Coffee Partners
IEG	International Event Group
IIHF	International Ice Hockey Federation
ISO	International Organization for Standardization
LL	Löfbergs Lila AB
LLA	Löfbergs Lila Arena
pP	per person
PR	Public Relations
pY	per year
see ch.	see chapter
SEK	Swedish Krona
TV	television
USD	US Dollar
USP	Unique Selling Proposition

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# **Impact of Sport Sponsorship on a Brand**

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### 1 INTRODUCTION

The fundamental two underlying topics of this paper are **Sport Sponsorship** and **Branding**, and how these two fields are interrelated. The introduction gives an overview of the paper's purpose and spells out the research question. Furthermore the structure of the paper is presented.

More and more companies use sponsorship as a preferred communication tool in order to strengthen the awareness of a brand and/or the building of a certain brand image. Therefore in general, sponsorship gains significantly in importance in marketing communication. As consequence of the appeal of sponsorship to companies and its benefits, sponsorship has also taken over an important role in nowadays sports industry. Without the revenues from sponsors, professional sport would barely exist anymore. Sport clubs are dependent on sponsors since sponsorship revenues pose a crucial part in their financing process. The IEG's Sponsorship Report (2011) underlines this development. Accordingly, in 2007 USD 37,9bn were spend on commercial sponsorships worldwide, compared to USD 13,4bn in 1996 (Cornwell & Maignan 1998) and for 2011 total expenditures on sponsorships of USD 48,7bn were projected, displaying a global growth of 5,2% (IEG Report 2011). These numbers cover solely the expenditures to acquire certain sponsorship rights. Leveraging efforts, activation and realization costs are not included, but are estimated by experts to be at least the same level as the core expenses on rights to allow a "successful" sponsorship.

According to Dolphin (2003) particularly sport sponsorship offers nowadays great potential for publicity as well as being assumed to be a tool to enhance corporate identity, brand awareness and brand image (Henseler et al. 2011). Nevertheless amongst scholars as well as marketers, little is known about the real effectiveness and quantification of sponsorship investments (Cornwell 2008, Dolphin 2003). Henseler et al. (2011) stress the importance of brand name awareness, brand loyalty and brand associations in relation to effective sponsorships underlining the importance of adequate sponsorship evaluation.

Furthermore as the pressure on companies to gain an image as "good citizen" rises, communicating responsibility, in forms of corporate social responsibility (CSR) approaches, increases. Thus sponsorships as a tool gain in importance, allowing an indirect interaction with the public in a positive perceived surrounding. In *Sponsoring Trends 2010*, 59,9% of the sample stated that sponsorships are applied in order to reach CSR objectives (BBDO Live 2010).

## 1.1 Purpose

Sponsorship in general is ascribed to have the best growth performance in comparison to any other classical communication tools, as figure 1 describes in an annual comparison to advertising and sales promotion.

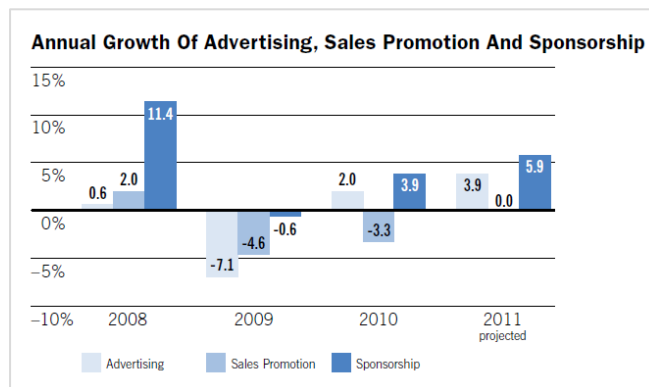


Figure 1: Comparison Growth Communication Tools 2008-2011 (IEG 2011)

Even though the importance of sponsorship is enormous, companies only barely evaluate the outcomes of their taken investments. A study of the Ludwig-Maximilian-University of Munich (Germany) found out that 29,2% of the 4.000 best performing companies in Germany do not evaluate sponsorships at all, while 55,4% assess sponsorships only through media analysis. The actual impact on the perception of a brand, either in quantitative (awareness) or qualitative (image) forms is mainly neglected (BBDO 2010).

According to Cornwell (2008) sponsorship stimulates memory nodes and links information on brand awareness and brand image. Even though being the fastest growing communication tool, the majority of companies fail in integrating and measuring the sponsorship involvements (Dolphin 2003). Whereby Meenaghan (1991) stresses, as according to the increased importance of sponsorship, adequate managing and measuring is essential to attain a competitive advantage and ensure effectiveness. Therefore, due to a lack of in-depth understanding tracking methods are primary applied (Cornwell 2008).

Therefore the purpose of this paper is to investigate more intensively the interaction between sponsorship on the one side and branding on the other side in terms of **quantitative** and **qualitative brand perception**. The interdependence is observed on the basis of the sponsorship involvement of Lofbergs Lila AB at the professional Swedish hockey club Färjestad BK, playing in *Elitserien*.



### 1.2 Research Question and Aim

Based on the theory and the found scholarly lack of findings on effects of sport sponsorships in terms of qualitative and quantitative influences on the brand level (Cornwell 2008, Dolphin 2003, Henseler et al. 2011), the main aim of this paper is to investigate and understand whether there is an interaction between **Sponsorship** and **Branding** in terms of **brand perception**.

In order to achieve the aim of this paper, the following main research question is set:

*Does sport sponsorship especially in terms of brand image and brand awareness in a particular target group affect the sponsor's brand?*

Furthermore, in order to answer the overriding research question, three propositions (see ch. 4) according to the underlying theory are developed. These propositions target the core elements of this research, brand awareness (P1), brand image (P2) and sport sponsorship (P3), to allow an investigation based on an in this study developed conceptual model (see ch. 4), to assist in determining a potential qualitative and/or quantitative impact on brand perception.

### 1.3 Paper Structure

Chapter two of the paper covers branding, including the role of branding in a management perspective as well as an explanation of important terms. In the following chapter three the role of sponsorship as a communication tool is displayed and its features as well as different appearances are described. Furthermore objectives, theoretical effects, advantages, limitations and forms of evaluation are presented. Likewise sport sponsorship is considered more intensively. Chapter four demonstrates the theoretical link between sponsorship and its effect on a brand. In this chapter a conceptual model is developed, which reflects the working approach and the interdependency of the different fields in this paper. Additionally the set propositions are presented. In chapter five, the applied methodology is presented and discussed. The findings of the empirical research are presented in chapter six, whereas an in-depth analysis of the results is done in chapter seven. To follow-up the analysis, in chapter eight the discussion processes the found relations according to the displayed theory and the developed conceptual model. In chapter nine the conclusion forms the ending of the paper.

## 2 BRANDING

Branding is of major importance, especially in the companies' product strategy. Well-known brands benefit by commanding a price premium. Brands are seen as an ultimate key for a company's success and its shareholder value. Nevertheless a brand is not developed within a short time period. Creating a brand is a long-term investment, which requires sustainability and consistence in packaging, advertising and all channels of corporate communication (Kotler 2003).

This chapter on the one side discusses branding from a managerial perspective and on the other side defines the terms brand identity, brand knowledge and brand equity, as they are applied in the underlying paper.

### 2.1 Managerial Perspective of Branding

According to the American Marketing Association (2012) a brand is defined as "*name, term, figure, sign, symbol, jingle or design or a combination*". A brand is a way to signify a company's product or service for a customer and to differentiate offerings from those of other competitors (Kotler 2003, Tuominen 1999). According to Quelch and Harding (1999, p. 30) "*brand names exist because consumers still require an assurance of quality when they do not have the time, opportunity, or ability to inspect alternatives at the point of sale*". Therefore a brand represents a bond between a company (supplier) and a customer, which is intended to secure future turnovers for the company (Haigh 2003).

Brands are mainly dissimilar and every consumer uses or even likes a brand for different reasons. A brand can be classified according to Dahlén et al. (2010) into four dimensions:

1. Functions - What kind of a brand is it? What is the product/service about?
2. Personality/Image - How is the brand perceived by consumers?
3. Source - What is the company signifying?
4. Difference - What are the main differences in comparison to competitors?

The sum of all four components is called brand essence (Dahlén et al. 2010). That means that brand essence covers all different areas, in which a brand can distinguish itself from competitors.

A brand reflects a customer’s consumption feeling, a personal attitude towards a company or a product/service. It can be regarded as kind of a company’s business card, which gives a “face” to a company. The value of a brand is reflected in the capability of combining the consumer preference with loyalty (Kotler et al. 2008).

For consumers a brand embodies an important information and communication function, which acts on a psychological and behavioural level.

Psychological Effect	Behaviour-Forming Effect
<ul style="list-style-type: none"> <li>• Brands offer <b>orientation, reliance and certainty (security)</b></li> <li>• Brands act as a <b>signal of quality</b></li> <li>• Personal <b>identification</b> of the customer with the brand (identity formation, maintenance of value, self-actualisation)</li> <li>• <b>Social</b> business card (Status, prestige, affiliation to a certain peer group)</li> </ul>	<ul style="list-style-type: none"> <li>• Formation of <b>preference</b> against substitutes</li> <li>• Creation of <b>loyalty</b></li> <li>• Creation of price differences (<b>price premium, price elasticity</b>)</li> <li>• Platform for development and marketing of <b>new offerings</b> (product, service)</li> <li>• Utilization of <b>image transfer</b> for sub-brands</li> </ul>

Figure 2: Functions of a Brand (Own Illustration based on Meffert et al. 2002)

Besides the importance for consumers, an attractive brand meets also other functions. In terms of employees, a brand promotes motivation and identification with the company and its targets. A good brand increases the attractiveness of a company on the labour market to enhance the human capital. Whereas in public, a strong brand increases the social acceptance.

This suggests that an attractive, strong brand generates a higher repurchase rate, a higher market share, which reduces the risk of a flop by launching new products. Furthermore it facilitates the acquisition of new customers and provides in some parts an above-average growth. Thus, a successful brand causes not only directly, but also indirectly an increase of the value for the company (Göttgens & Böhme 2005).

## 2.2 Brand Identity

Alike to the way as a person’s identity consists of direction, meaning and purpose also “*a brand identity similarly provides direction, purpose and meaning for the brand*” (Aaker 1996, p. 86). Therefore Aaker (1996) defines brand identity as:

*“Brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand*

*stands for and imply a promise for customers from the organization members.”*  
(p. 68)

Brand identity is therefore future-oriented and strategic, targeting the creation of a sustainable advantage in order to assist corporate success (Aaker 1996).

According to Kapferer (1997, p. 92) brand identity can be defined and identified by answering the following six questions:

1. What is the brand's particular vision and aim?
2. What makes it different?
3. What need is the brand fulfilling?
4. What is the permanent nature?
5. What are its value(s)?
6. What are the signs, which make it recognisable?

Building brand identity requires decisions about symbol, tagline, name, logo and colours. This does not implicate that a brand only consists out of the mentioned elements. These are only tools and tactics, which are used by marketers. A brand is used to deliver a value proposition concerning features, quality, benefits and services to customers. Consequently it is essential to establish a corporate mission and vision, what the brand is representing and which characteristics should be connected to it (Kotler 2003).

Brand identity can therefore be seen as the brand image from the perspective of a corporation. Nevertheless it is important to distinguish brand identity from brand image. A brand image – how the brand is actually perceived from the consumer's perspective – can only be created by brand experience. Brand campaigns are able to establish name recognition or even some brand knowledge (see chapter 2.3), but are not suitable to build a strong connection between the brand and a customer (Kotler 2003).

### **2.3 Brand Knowledge**

In order to create consumer based brand equity (see ch. 2.4), brand knowledge is a crucial ingredient. Brand knowledge can be abstracted as a node in customers' brain, connecting brands and associations in memory. It consists of two main components: on the one side brand awareness (see ch. 2.3.1), which describes a consumer's ability of recognition and recall of the brand and brand image (see ch. 2.3.2) on the other side. Brand image embraces brand associations on types, strength, favourability and uniqueness (Tuominen 1999).

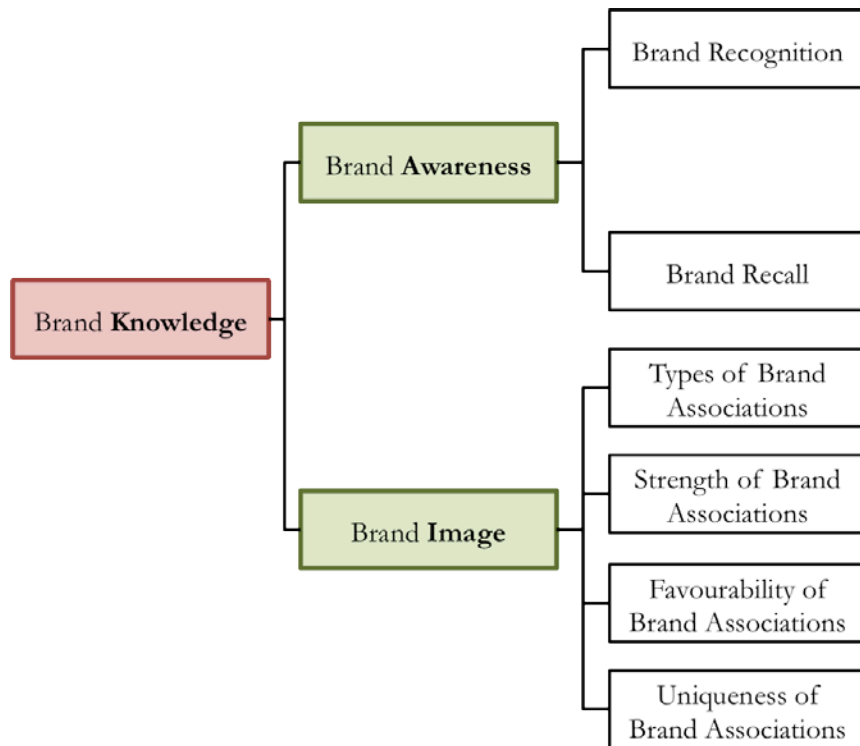


Figure 3: Brand Knowledge Model (Own Illustration based on Tuominen 1999)

### 2.3.1 Brand Awareness

Brand awareness is a term signaling awareness of customers of a company's products and services. Therefore it is strongly related to the embedding of the brand in the consumers' memory. To have a high brand awareness means that a brand is on the one hand well-known and on the other hand easily recognizable (Aaker 1996; Gustafson & Chabot 2007).

Brand awareness consists of two different items: brand recognition and brand recall. **Brand recognition** describes "*the ability of consumers to confirm prior exposure to the brand*" (Tuominen 1999, p. 76), whereas **brand recall** is the ability of a consumer to call up a brand, given some hints such as product category, corporate involvements or needs that have to be fulfilled (Tuominen 1999).

Having created awareness of a product or service is the starting point in the purchasing process, followed by interest, trial, retrieval and recommendation (Ghauri & Cateora 2010). This points out the importance for companies to create brand awareness. Furthermore awareness even influences perceptions and taste due to the reason that people accredit a variety of positive attributes to products or services, which are familiar (Aaker & Joachimsthaler 2000).

In summary it can be stated that there are three main advantages of creating high brand awareness: Firstly brand awareness has an impact on the creation and strength of associations, which constitute to brand image. Secondly, possessing a high awareness level increases the probability that a brand is part of the consideration-set a consumer has in mind when thinking of purchasing a certain kind of product. The third advantage is that it influences choices of brands according to the consideration-set, especially in cases of buying decisions of products with “low involvement” requirements (Keller 2008).

The characteristic of brand awareness can further be explained by depth and breadth. The depth describes the probability that the brand is recognized or recalled, whereas the different occasions of buying and consumption situations are called breadth (Keller 2008).

### *2.3.2 Brand Image*

The meanings, which are attributed to brand image, varied in the past, but in the last years brand image is mainly defined as “*how customers and others perceive the brand*” (Aaker 1996, p. 69). Consequently brand image is located on the side of the receiver of the message. Having knowledge about the perceived brand image is crucial for the corporate decisions on the brand identity. A brand image tends to be rather passive and is past-oriented, whereas as previously stated brand identity (corporate perspective, sender’s side) is future-oriented and strategic targeting the creation of a sustainable advantage (Aaker 1996). Therefore brand image is a multi-dimensional construct, built of different associations, which require to be transferred from the brand into the consumers’ minds (Smith 2004). These brand associations can occur in different ways, for instance product- and non-product related attributes, as well as symbolic, functional or experimental attitudes (Tuominen 1999, Kapferer 1997).

In order to establish a positive brand image, marketing programs are necessary to combine and connect **strong, unique** and **favourable associations** to the targeted recall. Since the literature does not differentiate between sources of associations and the way in which they are created, consumers can form their image of a brand from a wide range of possibilities beside marketing campaigns such as direct experience, word of mouth, commercial sources, magazines etc. Additionally associations can also be formed by assumptions made on persons, logo, place, brand itself, country, distribution channels, company, etc. Therefore marketers should be aware of the impact of these

various channels and sources of information as well as try to get advantage by designing an appropriate and integrated communication strategy (Keller 2008).

### *2.3.2.1 Strength of Brand Associations*

The brand association will be stronger, the more intensely a person deals with and thinks about the expressed brand information. This enhances the linkage with the already formed brand knowledge. Especially personal relevance and consistency of the information a person is confronted with, are of major importance in order to strengthen brand associations. The specific association a person recalls and its sudden appearance also depend on the current retrieval cues and the situation in which the brand is considered. The recall-ability and strength of brand associations are usually affected by two factors: brand attributes and brand benefits. Brand benefits reflect personal values and profits a consumer relates to a certain product or service, whereas brand attributes more likely describe and characterise a brand. The highest influence on brand attributes and benefits is caused by direct experiences, which on the long run also affects the consumers' decision (Keller 2008).

### *2.3.2.2 Favourability of Brand Associations*

To decide how the brand should be positioned in the consumers' minds (brand identity), marketers have to analyse consumers as well as competitors. Based on the findings, favourable and unique associations to link the brand with, have to be chosen. Marketers aim to persuade consumers that the brand internalizes certain attributes and benefits, which meet their requirements and satisfy their needs. In the end this results in the creation of favourable brand associations. The literature calls favourable associations those kinds of associations that are for one thing desirable for consumers, which means that they are convenient, efficient, colourful, effective and reliable. For another thing the product delivers those associations successfully by marketing communication (Keller 2008).

### *2.3.2.3 Uniqueness of Brand Associations*

The basic aim in creating a brand image is to obtain a sustainable competitive advantage, a unique selling proposition (USP). An USP can be related to the product or even independent of it, whereby according to Keller (2008) a non-product related USP is easier to create. Nevertheless strong and unique associations are crucial for the success of a brand, even though shared associations with other brands can also help. This phenomenon occurs

especially in the classification of category memberships e.g. Star Alliance. All in all, to create differential reaction in order to gain customer-based brand equity, some brand associations should not only be favourable, but unique as well. Uniqueness is a crucial factor for a brand due to the fact that it helps customers in their brand decision (Keller 2008).

### 2.4 Brand Equity

Brand equity is a bundle of assets and liabilities, which are connected to the brand, also including brand name and symbols. The first time brand equity occurred was in the end of the 1980s and it had a huge impact on the development how marketing was understood. Nowadays brand equity is part of the business strategy and not any longer part of the responsibility an advertising manager has (Aaker 2008). Brand equity tries to define the relation between customers and brands. Definitions of brand equity differ depending on the perspective. For instance brand equity is differently defined by accountants as marketers do (Wood 2000). Feldwick (1996) summarizes the existing different approaches in three acknowledged meanings for brand equity:

- Total value of a brand e.g. when it is sold or listed on a balance sheet
- Measure of the consumers' commitment to a brand
- Description of brand beliefs and associations.

The questions remain, what does brand equity cause and what does it consist of? Keller (2008) states, "*customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favourable, and unique brand associations in memory*" (p. 53). While according to Aaker (2008) brand equity can be divided into three different types:

1. Brand awareness
2. Brand associations
3. Brand loyalty.

Hence Keller's definition in comparison to Aaker's one is more focussing on awareness and associations whereby slightly neglecting brand loyalty.



### 3 SPONSORSHIP AS A COMMUNICATION TOOL

In the following chapter the position of sponsorship as tool in the marketing communication-mix is elaborated. Furthermore an insight in general sponsorship, as the main underlying scholarly criterions are identical for all sponsorship categories, is provided. In the end of this chapter the importance of sponsorship in the marketing communication-mix, and a more detailed description of sport sponsorship is given.

#### 3.1 Marketing Communication

The understanding of the discipline marketing has developed dramatically throughout the history, from a previous production and distribution orientation towards a customer-centric orientation. The term marketing-mix, coined by the American Marketing Association in 1953, is a synonym of the various choices an organization has to consider whilst trying to market a product or service by developing an effective marketing strategy. Since 1960s these fundamental parameters are bundled in the so-called 4 P's – product, price, place and promotion (Bruhn 2002, Investopedia 2012).

For this paper the promotion (marketing communication) angle is significant, as the tool sponsorship belongs to marketing communication, which in a broader sense internalizes every kind of communication between an organization and a buyer about the company's offerings (Ottesen 2001), with the aim of actively influencing the opinion, attitude, expectation and behaviour of potential customers (Dill 2001). Therefore marketing communication constantly changes. New theories and methods are developed to suit the ever-changing business environment, in order to differentiate and to stimulate perception. Marketing and communication, often understood as synonym, are not coincided, but inseparable (Fitzgerald & Arnott 2000). While product and price are oriented on performance, the task of marketing communication is to display the provided corporate performance appropriately in an internal (employees), external (customers) and interactive (stakeholder) perspective (Bruhn 2002). The communication-mix embraces therefore every marketing tool, which can be used to communicate the corporate offerings to the (potential) buyer (Ottesen 2001). According to Kotler (2008) the five core communication tools are advertising, personal selling, public relations, sales promotion and direct marketing. In others studies by researchers such as Meffert et al. (2002) or Dill (2001) those core elements were enlarged by more innovative methods as online marketing, event marketing or sponsorship.

While rising in popularity and importance, sponsorship obtains its legitimate place alongside traditional tools (Dolphin 2003) and became nowadays a more or less mainstream marketing activity within the marketing communication-mix (Cornwell 2008).

### 3.2 Communicative Challenge

As media and communication tools develop, the customer is exposed to a consistent overstimulation through advertising messages. In average more than 5.000 advertising messages only on the channel internet are perceived every day (Grimme Institut 2011). The daily life is therefore bristled with marketing information. The list of communication tools is growing constantly. Globalization reinforces the pressure put on companies, as competition and information access intensify. Further products and messages become more similar, while business environment and customer requirement are constantly changing. Whereas at the same time customers become more resistant for ordinary advertising (Bruhn 2003, Tomczak et al. 2008), as the brain cannot process all exposed stimuli. Moreover the acceptance of classical advertising is continuously shrinking (Leuteritz et al. 2008). Consequently an effective and balanced communication-mix becomes a crucial success factor as neuronal aspects become more significant. To differentiate a product, it must be set apart from similar products or substitutes. Connecting products with emotions, certain parts in the brain are activated, enabling enlarged memory and if connected properly to a particular story, the product will last in the customer's memory (Schmied 2012).

### 3.3 Sponsorship

In the following chapter sponsorship is more in-depth presented. A description of the characteristic of this communication tool and a literature review are provided.

#### 3.3.1 *Definition of Sponsorship*

The literature research underlined that sponsorship is not uniquely defined by scholars (Nickell et al. 2011). In the following different definitions are displayed in chronological order to show the development.

*„Commercial Sponsorship is (1) buying and (2) exploiting an association with an event, a team, a group etc., for specific marketing communication purposes.“*  
(Okter 1988, p. 77)

*“Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organization which offers in return rights and association that may be used for commercial advantage in return for the sponsorship investment.” (Sleight in Jobber 2004, p. 607)*

*„Commercial sponsorship is an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity.” (Meenaghan 1991, p. 35)*

Whereas Okter defines sponsorship as rather commercial transactional act, investment and service in return, Sleight emphasize on the relationship between the two parties. All three definitions display the communicative potential of sponsorship. Nevertheless, as literature demonstrates, managerial personal interests were predominant rather than strategically considerations, though this changed significantly.

*“Sponsoring kann als Planung, Organisation, Durchführung und Kontrolle sämtlicher Aktivitäten verstanden werden, die mit der Zuwendung von Finanz-, Sach- und/oder Dienstleistungen eines Unternehmens (Sponsor) an eine Einzelperson, Gruppe oder Organisation (Gesponsorter) gegen Gewährleistung von Rechtspaketen zur kommunikativen und/oder kommerziellen Nutzung in Verbindung stehen, um Ziele der Kommunikation zu erreichen.” (Bruhn 2005, p. 811)*

The definition provided by Bruhn (2005) indicates a more professional approach and integration of sponsorship in the overall corporate communication process. Furthermore as communicative and commercial usage occurs, more efficiency and detailed planning and implementing are required to achieve the set objectives in order to obtain satisfactory results.

Additionally Meenaghan (1991) stresses the perspective that sponsorship is basically an investment to obtain the possibility to expose a certain message to a particularly selected audience, while additionally benefiting from a specific image association. To sum it up, sponsorship is built on the angles of exchange and emotional associations to achieve a pre-defined target / target audience (Nickell et al. 2011).

### ***3.3.2 Advantages of Sponsorship***

Particularly since the Olympic Games in Los Angeles in 1984, sponsorship has been gaining popularity as a visible element in the marketing communication-

mix (Dolphin 2003). The shift toward sponsorship is enabled by declining efficiency, paired with skyrocketing costs and an increasing clutter in advertising messages in traditional media (Nickell et al. 2011). Furthermore governmental regulations, changed public leisure behaviour, greater media attention on events (Meenaghan 1991) and the proven ability of sponsorships stimulating positive feelings enhance this tendency (Nickell et al. 2011). Similar to advertising, sponsorship stimulates recall and persuasion effects (Tripodi et al. 2003). Sponsorship is consequently an efficient brand equity-building strategy (Dolphin 2003), as it provides a large variety of opportunities to reach the primary public and proves credibility, image and prestige in order to generate a distinctive marketing and competitive advantage (Nickell et al. 2011). Sponsorship, as a powerful attitude-forming method (Farely et al. 1997), reaches the target audience pervasively through the occurring noise of advertising with significantly limited waste (Nickell et al. 2011). Even though objectives of advertising and sponsorship often overlap, advertising as directly paid communication remains a quantitative medium, easier to manage and control with an explicitly linked and complex message in terms of information and imagery (Donovan & Henley 2010), but cynically assessed by consumers. While sponsorship is considered as a qualitative medium with a more target-oriented, less complex, but more indirect message, more altruistically perceived and persuading indirectly by linking the sponsor's message with an event or organization (Nickell et al. 2011, Donovan & Henley 2010).

### *3.3.3 Sponsorship Objectives*

Sponsorship allows achieving versatile objectives (Dolphin 2003) whilst distinguishing sponsors from competitors (Cornwell 2008). Consequently organizations pursue sponsorships as it internalizes the possibility to outperform advertising, since being a more embracing activity than other communication tools. The most acknowledged theoretical approaches emphasize sponsorship achievements in the field of corporate and marketing objectives by an essential contribution on the brand level (Dolphin 2003).

Literature provides a variety of different angles of potential objectives, which are presented in a summarized form in the following.

Javalgi et al. (1994) defines sponsorship as strategic tool to

- Enhance corporate image
- Increase brand awareness

- Stimulate and increase sales
- Leverage corporate reputation.

Gwinner (1997) suggests the key goals associated with corporate sponsorship from a different angle, covering brand knowledge and social responsibility:

- Enhanced brand image through association with well received events
- Increased goodwill via perceptions of corporate generosity
- Elevated brand awareness from increased exposure.

While according to Jobber (2004) the five more practical oriented core objectives for sponsorship cover:

- Gaining publicity
- Creating entertainment opportunities
- Fostering favourable brand and company associations
- Improving community relations
- Creating promotional opportunities.

Additionally Dolphin (2003) states that sponsorship contributes significantly to stimulate employee's morale e.g. staff pride (Meenaghan 1991). Nevertheless Cornwell et al. (2000) mention that media coverage is the major underlying consideration for sponsorship in the commercialized society.

To summarize, sponsorship affects numerous objectives, as the integration potential provides extensive opportunities. Nevertheless according to Madeja (2006) all the different objectives a sponsorship might target in the end contribute to the essential corporate objective every company is subjugated to, sales increase and to ensure a positive economic performance.

### ***3.3.4 Types of Sponsorship***

Similar to the definition, also the different types of sponsorship are not uniquely defined, as scholars' opinions vary in categorization. The continuous development of new forms and the necessity to address different target groups changed the sponsorship profile and general perception over time, as displayed by Bruhn (1998) in figure 4 on the basis of Germany. It also displays a chronological summary of sponsorships' infancy in the 1970s, its continuous growth, the reached maturity and legitimacy as communication instrument.

## SPONSORSHIP AS A COMMUNICATION TOOL

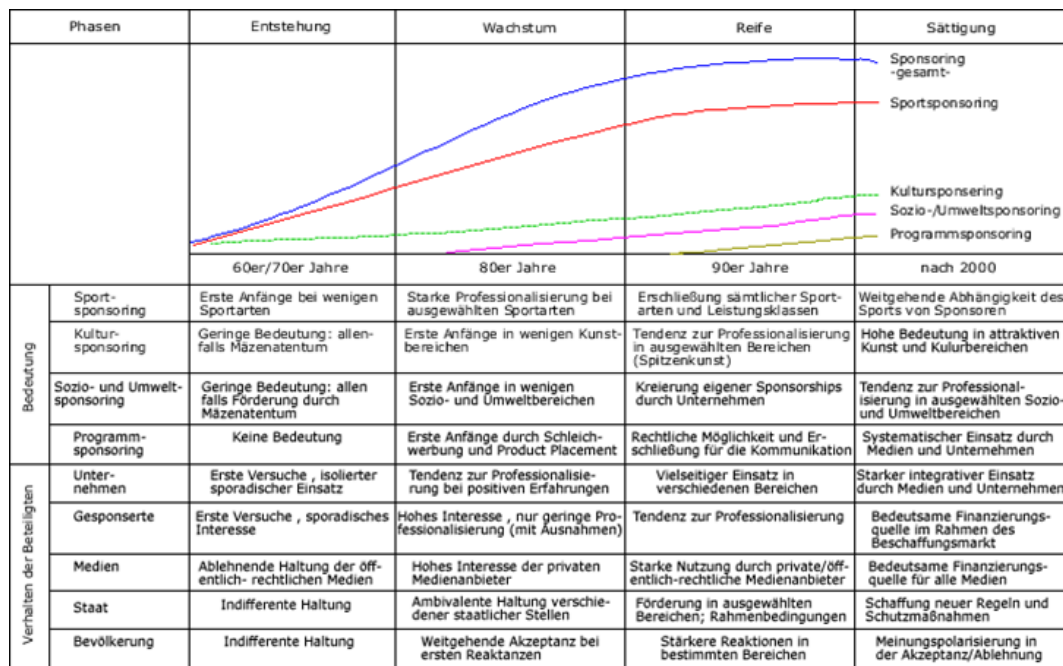


Figure 4: Sponsorship Life Cycle (Bruhn 1998)

Consequently geographical differences, society-related factors as well as exploitation of different life cycle stages influence the extent of sponsorship performances. Thus applied sponsorship types, means and their importance to assist achieving the corporate objective for a certain target group, must individually be defined by the sponsor, packed up with innovative approaches and an appropriate realization. A brief chronological set of acknowledged categories is presented in the following.

Meenaghan and Shipley (1999) define five main sponsorship categories subdivided into sports, high arts, mass arts, social causes and environmental sponsorships. Nufer (2002) combines high and mass arts to culture/art sponsorship and added three more categories: educational, event and media sponsorship. While the American approach developed by IEG (2011) categorizes the types of sponsorships in order of their monetary importance. This approach neglects media sponsorships totally and develops and assesses the categories (1) sports, (2) entertainment tours and attractions, (3) cause sponsorship, (4) arts sponsorship, (5) festivals, fairs and annual events and (6) associations and membership organizations.

A state-of-the-art aggregation, gathering the central orientations, divides sponsorship into (1) sport sponsorship, (2) culture sponsorship, (3) social cause sponsorship, (4) environmental sponsorship, (5) educational sponsorship and (6) media sponsorship (Hermanns & Marwitz 2008).

The “Sponsoring Trends 2010” report for Germany shows that amongst the sponsorship portfolio, sport sponsorship is the most popular category with 81.1% usage, followed by cultural sponsorship and social cause sponsorship.

Sport sponsorship as the underlying sponsorship type of this paper is elaborated separately later on in this chapter.

### *3.3.5 Sponsorship Effects*

Despite increased significance of sponsorship, Cornwell (2008) states that “[...] *the area still suffers from lack of strong understanding of how sponsorship works in the mind of consumers and how it might be made more effective.*” (p. 41)

According to Jiffer and Roos (1999) sponsorships generate five core types of effects (1) exposure, (2) attention, (3) knowledge/awareness, (4) attitude and (5) behaviour. The key to understand customers, customers’ behaviours and the effects of sponsorship lays in psychological theory on information processing, which happens unconsciously in the target audiences’ minds (Cornwell 2008).

As a more comprehensive description requires in-depth psychological knowledge, in the underlying paper a simplified description is provided. The humans’ memories are triggered by retrieval cues. Therefore linked information nodes in the memory section of the humans’ brain store obtained knowledge in so-called associative networks. Later on these nodes are activated through stimulations, which trigger the retrieval of previously stored information (Cornwell 2008, Tripodi et al. 2003). Sponsorship activities and brand knowledge are consequently linked to these brand nodes. Due to the nature and execution of sponsorship, a brand can be embedded with various information nodes and connection links (Tripodi et al. 2003). Consequently, brand experiences strengthen the linkage and align a network of nodes to a particular brand (Tripodi et al. 2003), moreover the higher amount of stimulations results in greater association (Keller 2003). Nevertheless, the way how sponsorship-linked communication e.g. logo on the jersey at the newspaper front page or the verbal mentioning of the brand name, etc. is remembered, is still not comprehensively explored (Cornwell 2008).

Consequently, according to the mentioned various objectives, a sponsorship has to be selected carefully, bearing in mind the public perception of a certain sponsorship as fundamental **“image by association”**. Sponsorships and the alongside associations can generate a “halo-effect” as well as a “rub-off

effect”, but also the other way round to a negative perception is possible (Meenaghan 1991).

Furthermore according to Meenaghan (1991) the effectiveness of sponsorship is also highly influenced by the coverage of the right target audience, ideally matching the corporate one, to generate maximum effect. According to Grimes and Meenaghan (1998) sponsorship addresses a specific target audience in order to communicate concentrated brand values, while by contrast advertising as mass medium generates significant higher waste rates. The exposure leads to feelings of familiarity and therefore to more positive emotions toward the sponsor’s message (Donovan & Henley 2010). Consequently sponsorship stimulates brand awareness and brand image (Cornwell et al. 2001).

The attitude of the costumers toward sponsorship, due to the temporary creation of goodwill in customers’ minds, is a fundamentally essential element for successfully accomplished sponsorship targets. This is created since the recipient is exposed to sponsorship in an individually chosen, favourable surrounding, generally stimulating the receptiveness to corporate messages, touching the target audience mentally as well as emotionally. Therefore sponsorship is a powerful and valuable communication element. Furthermore the image transfer must not be neglected, as sponsorship creates strong associations with certain occasions, being perceived by the public according to emotional attributes, creating a so called “halo-effect” enhancing and stimulation customers’ goodwill (Dolphin 2003).

Cornwell (2008) furthermore emphasizes, that the quality of exposure to encoded and retrieved sponsorship information properly is not solely depending on the nature of the exposure itself, rather on the individual who is exposed to it. The previous experiences and knowledge influence the memory and stored information (Cornwell & Maignan 1998). Consequently sponsorship allows less control of the message, but is indirectly perceived in comparison to advertising, more credible due to previously experienced associations (Aaker & Joachimsthaler 2000).



### *3.3.6 Sponsorship Evaluation*

Even though popularity of sponsorship is unbroken, the effectiveness of this instrument is on the one hand rather seldom evaluated and on the other hand the effects are not completely understood. Neither is the real comprehensive value of sponsorship explored. An appropriate evaluation remains a scholarly “grey” area. Nevertheless the necessity of demonstrating the return on investment in terms of positive communication effects becomes nowadays crucial (Tripodi et al. 2003).

Basically effective sponsorship planning requires strategic and operational economic as well as non-economic objectives (Marwitz 2007). Furthermore the most important key criterions according to the sponsor for an efficient sponsorship must be defined. Sponsorship evaluation distinguishes itself to other performance-oriented evaluation systems, as not solely the target, rather more the realized sponsorship-related effect is discussed (Marwitz 2007). Tomczak et al. (2008) proposes criterions for an underlying chain of effects in sponsorship as the following:

- Perception of sponsorship and according message
- Aided / unaided recall and recognition of sponsor and message
- Attitude on sponsor and product
- Image transfer on corporate and brand image
- Influence on consumption (not yet customers)
- Customer loyalty (existing customers).

This can be extended by measuring the sponsorship performance according to the obtained rights, change in customers’ preferences in buying behaviour, influence on economic factors and efficiency control (Gerhardt 2011).

Due to the heterogeneity and the wide spectrum of objectives, sponsorship evaluation covers on the one hand effectiveness and effect control, and on the other hand efficiency/profitability control (Marwitz 2007). Meenaghan (1991) proposes therefore five core **methods for measuring** sponsorships. (1) Level of media coverage (TV, radio, print) as performance indicator. Nevertheless this solely shows the level of exposure, but neglecting the assessment of the effects of this exposure on the target audience (Tripodi et al. 2003). (2) Communication effectiveness in terms of cognitive effects (awareness and image, attitudes, perceptions, associations) through research studies recording unprompted and prompted awareness. (3) While sales efficiency is highly

problematic due to simultaneous stimuli, “carry-over effects” and uncontrollable external variables. Furthermore no direct bond to sponsorship and isolated effects can be allocated as the communication-mix elements work in tandem (Tripodi et al. 2003). (4) Monitoring of feedback allows a more qualitative evaluation. (5) Cost – benefit analysis.

As the objectives and the effects provide a wide spectrum, adaption of the evaluation methods to individual requirements is necessary. Cornwell and Maignan (1998) categorize common **evaluation methods** in (1) exposure-based method monitoring exposure quantity and estimated audience, (2) tracking of awareness, familiarity and preferences based on surveys and experiments on customers’ recognition and (3) recall ability. Nevertheless they blame at the same time the methodological weakness and the missing understanding of sponsorship effects. Data can be collected by applying methods of empirical studies and market research e.g. ex-ante- or pre-test-controls, questionnaires, observations, etc.

For evaluation purposes next to media analysis, expert opinions and empirical research (e.g. market research by interviews, surveys, questionnaires, etc.) are applied (BBDO 2010). An effective evaluation framework consists of a combination of the mentioned measures (Tripodi et al. 2003). Nevertheless the observations on management behaviour allow the assumption, that the management is not willing to spend adequate amounts of money on evaluations any other than media analysis, as those tools are more time-consuming and expensive as targeting brand perception.

Thus Cornwell (2008) reinforced the necessity of proper evaluation of sponsorship, but scholars and practitioners still face limitations. Comparing sponsorship related visibility and exposure time in common channels e.g. TV, radio, print, etc. with similar advertising slots causes significant problems, as the quality of the message is totally different (Cornwell 2008). Nevertheless process-oriented control is required to provide a base for optimization in terms of efficiency and effectiveness of the sponsorship involvement. Furthermore it improves the level of professionalism in sponsorship realization (Marwitz 2007).

### *3.3.7 Limitations of Sponsorship*

Even though the research on sponsorship has increased significantly, scholars still do not agree on the drivers of successful sponsorships (Nickel et al. 2011). Consequently research does not define exactly the effects of sponsorship, neither how sponsorship works. Furthermore the benefits generated by sponsorship, sponsorship-linked marketing, developing cross-linkage and synergies can hardly be isolated and quantified in tangible terms (Dolphin 2003, Marwitz 2007, Nickel et al. 2011). Nevertheless efficiency assessment becomes imperative, even though obvious scholarly disagreement about determining factors for efficiency exist, control methods must be stressed to justify the monetary investments (Cornwell 2011).

Contrary to advertising the messages conveyed by sponsorships are less easy to control, since on the one hand often limited to displaying solely a logo in the “background” of the vehicle. On the other hand the message is indirectly stimulated by associations drawn, as not explicitly portrayed it depends on the customers perception. Consequently the effects are mostly unpredictable and highly depending on the sponsored subject, (Dolphin 2003, Jiffer & Roos 1999) since the main attention will always be on the sponsored subject not on the supporting sponsor orchestration. This bears the risk for failure as the sponsor and its message might remain unnoticed (Leuteritz et al. 2008). Furthermore as there is a tight relation between sponsor and sponsored subject the sponsorship is vulnerable and dependent. Moreover, Aaker and Joachimsthaler (2000) underline that even though a (natural) fit between the sponsor (its product) and the sponsor subject exists in any way, the target audience may simply miss the linkage and do not perceive the intended message.

Additionally to get anchored in customers’ minds it requires frequent exposure, which indicates sponsorship involvements supposed to be long-term orientated (Jiffer & Roos 1999), leading to less flexibility and intensive planning effort (Leuteritz et al. 2008). Furthermore the so-called sponsor clutter, presence of too many sponsors and messages, influences the perception significantly. This overstimulation dramatically interferes with the targeted linkage (Aaker & Joachimsthaler 2000).

Likewise due to direct associations of the two sponsorship parties, unconsciously installed in customers’ mind (Nickell et al. 2011), negative implications e.g. event failure or bad associations such as scandals will result in

a negative image transfer endangering the success or even harming the sponsors' brand and reputation (Aaker & Joachimsthaler 2000, Leuteritz et al. 2008).

As marketing techniques continuously evolve, intense competition and threat to conventional sponsorship is posed likewise by ambush and guerrilla marketing approaches (Leuteritz et al. 2008).

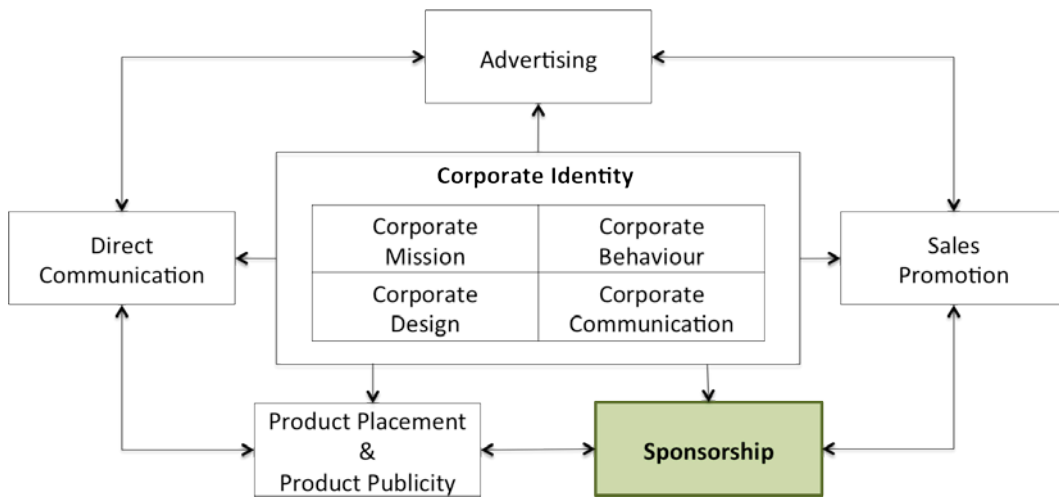
### 3.4 Sponsorship in the Marketing Communication-Mix

Sponsorship is considered as the fastest growing marketing communication tool, being an essential element of an integrated communication strategy. This is further intensified by the trend of developing infrastructure based on sponsorships (Cornwell 2008). Nevertheless for an efficient usage it requires the creation of leverage effects from other communication instruments in order to create synergies. According to Cornwell (2008) this tendency to sponsorship-linked marketing started in the early 1990s. This combination of a variety of direct and indirect tools contributes to corporate recognition and change of public perception on various levels. Furthermore associations stimulate an emotional competitive advantage through a differentiation of the brand and an added brand value (Dolphin 2003).

The challenge arising is the optimal and most efficient combination as well as a credible integration of different communication tools (Bruhn 2007). These are the traditional media oriented so-called above-the-line tools e.g. TV, print, radio, etc. and below-the-line tools, innovative non-media oriented elements e.g. exhibition, sponsorship, product placement, merchandising, event etc. Crucial is the decision on the ability and the match of every applied method to contribute in the most cost-efficient way to the greater objective (Meenaghan 1991, Cornwell & Maignan 1998, Walliser 2003). The below-the-line marketing instruments are realigned in the category of indirect marketing, indicating a new era of marketing communications (Cornwell 2008). According to "Sponsorship Trends 2010" experts estimate that in the upcoming years online communication, direct communication and public relations (PR) still will be the most important communication instruments (BBDO Live 2010). Nevertheless the integration of sponsorship in the whole communication-mix is indispensable for overall communication success (Cornwell & Maignan 1998, Walliser 2003). This is called "sponsorship-linked marketing" - "*the orchestration and implementation of marketing activities for the purpose of building and communicating an association to a sponsorship.*" (Cornwell in Dolphin 2003, p. 176)

The affordability to integrate sponsorship efficiently is consequently a key criterion (Meenaghan 1991), while fulfilling satisfactorily the five core factors (1) effective target reach in (2) highest accuracy with the best response rate (3) with significant impact (4) at lowest effective frequency (5) within the most suitable time (Jiffer & Roos 1999).

The interactions and interdependencies of the communication tools are displayed in figure 5, surrounding the corporate identity (Berndt 2007).



**Figure 5: Tools of Marketing Communication (Own Illustration based on Berndt 2007)**

In general to generate maximum effect of a sponsorship, an amount at least equal to the sponsorship costs for sponsorship-linked marketing is necessary to leverage and exploit maximum communication benefits (Tripodi et al. 2003). In scholarly theory sponsorship leverage and activation are distinguished. While sponsorship leverage covers the collateral exploitation of the potential associations, activation is the process of communicating the sponsorship engagement (Nickell et al. 2011). Thus it is highly depending on the corporate integration program. In general the most popular sponsorship-linked communication tools are traditional advertising, public relations, events and internal communications (BBDO Live 2010, Nickell et al. 2011).

To conclude, Cornwell (2008) emphasizes that the composition of corporate sponsorship portfolios evolves constantly. These portfolios require special attention in terms of sponsorship activation and leverage, bearing in mind the unavoidable trade-off commonality and complementarity in order to satisfy set objectives efficiently.

### 3.5 Sport Sponsorship

*„Sportsponsoring ist eine Form des sportlichen Engagements von Unternehmen, bei dem durch die Unterstützung von Einzelsportlern, Sportmannschaften, Vereinen, (sportübergreifenden) Verbänden oder Sportveranstaltungen Wirkungen im Hinblick auf die (in- und externe) Unternehmenskommunikation erzielt werden.“ (Bruhn 2003, p. 42)*

As previously displayed, literature considers sponsorship as efficient mean enhancing brand awareness and brand image. Sport sponsorship is globally the most popular sponsorship category influencing brand image, brand identity and brand equity (Henseler et al. 2011). Sport sponsorship builds on the same columns as elaborated previously, but contains certain characteristics which make them rather attractive to transfer a commercial message, building cognitive relations due to indirect perception within a favourable surrounding. Sport Sponsorship is rather accepted, as sports became a central component of society's leisure behaviours (Ladegast & Rennhak 2006). Sport in general is associated with attributes like healthy, young, dynamic, team spirit, emotions, passion, energetic, fast, vibrant etc. (Meenaghan 1999).

Nevertheless a unique definition of sport sponsorship is impossible, due to the variety and numerous structures on the global sports landscape, linking brands and sports. In common, independent of the level of involvement, is the significant potential to link a sponsor (consequently also sponsor's products) to strong emotions related to the experience of sports, actively involved or perceived as spectator (Henseler et al. 2011).

Drees and Traunstein (2007) identified three dimensions covering the base line of sport sponsorship, while the final dimensions depend on the objectives, possibilities and implementation potential as well as the acquired rights.

1. Sport discipline
2. Level of professionalism
3. Sponsorship object.

The choice of a fitting sport discipline allows sponsorship involvements to target most efficiently a certain audience, while the level of professionalism influences quantitative and qualitative reaching results, as professional sport, popular sport, handicapped sport, etc. involve and influence differently. Based on this, the sponsored subject has to be defined, rather to be a single person

(testimonial), a team or club, a single sport event, a series or a national or international sport association (Drees & Trautwein 2007).

Consequently the extent of acquired rights depends on the commitment and the level of sponsorship involvement. Sponsors, agencies and sponsored subjects are continuously developing new integration forms, as sport sponsorship is highly accepted within the target group (Hermanns & Marwitz 2008). Acknowledged categories are “full-sponsor”, main sponsor or co-sponsor varying in exclusivity and amount of rights. As sport and sport related happenings gain in importance and media coverage, various further categories in relation to particular means with specific rights are developed e.g. presenting sponsor, equipment/apparel sponsor, etc. alongside numerous co-operations e.g. official newspaper, official car partner, official beverage partner, etc. Therefore sponsors benefit from the increasing popularity, commercialization and media coverage of sports (Henseler et al. 2011, Dress & Trautwein 2007).

Sport sponsorship provides a wide spectrum of different ways for commercial usage depending on the sponsorship subject, the rights and the integration efforts of the sponsor. In general considerable possibilities are logo integration straight at the venue - TV or non-TV relevant, on equipment/apparel, on means of transport or means of standard communication e.g. homepage, etc. As well as integration of athletes in sponsors' communication strategies e.g. testimonial advertising. Furthermore communicative integration allows options such as previous to the happening leveraging by obtaining rights to communicate as “official sponsor”, “official partner” etc., the usage of the official logo as well as general event naming rights e.g. Audi FIS Alpine Ski World Cup (Drees & Trautwein 2007). Aaker and Joachimsthaler (2000) stresses sport venue naming to ensure awareness and guaranteed presence. Additionally onsite bannering, flags or logo placement at the pitch provide significant logo exposure. Especially at the pitch the media cannot intentionally refuse to show the logo. Furthermore logo placement in official communication tools, magazines, tickets, starting number, press backdrops, etc. can be part of the contract (Drees & Trautwein 2007).

Sport sponsorship rights may also include onsite presentation rights to establish positive sentiments with the target group e.g. half time entertainment, samplings, meet & greets, etc.

According to Henseler et al. (2011) even though sport sponsorship requires a consistent engagement, it does not solely stimulate brand awareness and recall, it furthermore enhances perceived preference toward the sponsoring firms' products amongst supporters. Even though not fully scholarly explored, sport sponsorship allows a psychological connectedness of a company or its products due to a linkage of strong emotional stimulations and therefore associations. This unconscious connectedness provides significant potential for a sustainable competitive advantage (Henseler et al. 2011).

Furthermore a perceived match of sponsors' and sponsored objects' attributes, the so-called sponsor-fit, is considered as a key success factor (Aaker & Joachimsthaler 2000), as effectiveness of sport sponsorship is dependent on a spectator required cognitive balance (Woisetschäger et al. 2010). According to the "individual level model" by Woisetschäger et al. (2010), sponsorship-fit covers the seven determinants (1) sincerity, (2) functional similarity, (3) autonomy preservation, (4) regional identification, (5) perceived benefits, (6) exclusiveness and (7) relatedness to sports. Whereas functional similarity, autonomy preservation and sincerity are considered to be the most essential influencing factors for sponsor-fit (Woisetschläger et al. 2010).

To conclude, sport sponsorship provides numerous opportunities to fulfil brand-related objectives, allowing tighter emotional interaction as the sports surrounding stimulates spectators' emotions positively. Therefore the provided brand exposure and general coverage of sports, combined with an understanding of the relative importance of the different elements, are significant for a potentially positive accomplishment (Henseler et al. 2011).

Nevertheless the initial euphoria toward sport sponsorship is gone, what remains is an intense professional planning and controlling to ensure most-efficient exploitation of sports as communication vehicle for brand-related objectives according to strategic approaches on return-on-investment (Ladegast & Rennhak 2006).



### 4 LINKAGE OF SPONSORSHIP AND BRAND

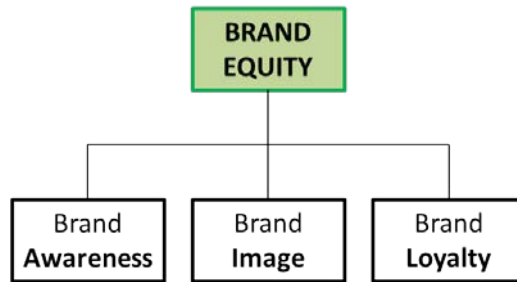
According to Aaker and Joachimsthaler (2000) sponsorship is a particular powerful brand building tool, internalizing (1) brand exposure, (2) brand association development, (3) establishment of customer/event bonds, (4) internal and external mobilization, providing (5) experience and acting as (6) demonstration tool for new products. Consequently according to the theory (Henseler et al. 2011), a fundamental correlation exists, considering sponsorships as effective instrument to enhance brand awareness and brand image. Cornwell et al. (2001) emphasize sponsorships' ability to significantly contribute to build brand equity. According to Javalgi et al. (1994) and Henseler et al. (2011) especially sport sponsorships are applied to stimulate and influence brand image and brand equity. Whereas also from a managerial point of view the perceived most important aspects targeted by sponsorships are brand image and brand awareness (Cornwell et al. 2001). Nevertheless it is not scholarly explored which elements of sponsorships create the most significant cognitive nodes in order to contribute the most to brand equity (Henseler et al. 2011). Cornwell (2008) refers to the complexity of sponsorship-related marketing and the interdependency of sponsorship decision-making on various corporate conditions in relation to the overall economic or non-economic objectives. Consequently as the popularity, especially of sport sponsorship, rises, the quest of value from sponsorships increases the necessity of an applied strategic approach (Henseler et al. 2011).

Accordingly a conceptual model (Figure 8), covering the essential elements, is developed to demonstrate the linkage of the different theories and fundamental business purposes. Furthermore this model should assist in analysing the underlying propositions of this paper.

The conceptual model consists of three core connections justifying realization of sponsorship to achieve corporate economic targets. These functions are primary the business function, the branding function and sponsorship as communication tool. The base of the model is the fundamental corporate objective to gain money by marketing any kind of product or service to potential customers. This is necessary in order to sustain and develop business to fulfil the entrepreneurial targets.

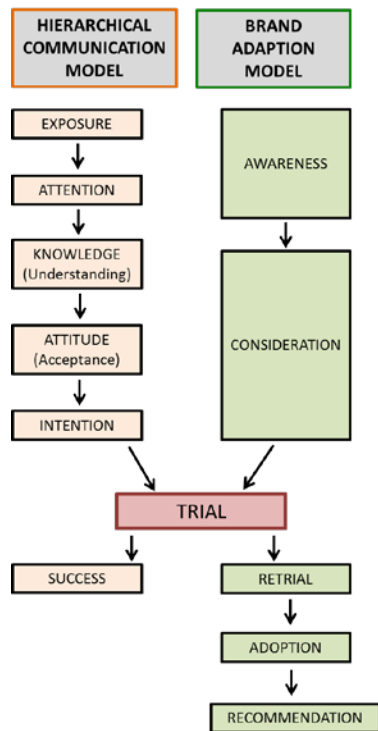
The second element is the branding function according to brand equity by Aaker (2008) (Figure 6). Aaker defines brand equity as a merger result of brand awareness, brand image and customer loyalty. Whereby brand image

and brand awareness are joint to the terminus brand knowledge. This interdependence in business is in the underlying model further developed by the Brand Adaption Model by Ghauri and Cateora (2010) defining this process by (1) awareness, (2) consideration, (3) trial, (4) retrial, (5) adoption and (6) recommendation (Figure 7). This enlargement signalizes the importance of costumer perceived quality, based on brand knowledge to establish loyalty finally contributing to brand equity (Henseler et al. 2011).



**Figure 6: Key Elements of Brand Equity**  
(Own Illustration based on Aaker 2008)

As Keller (2003) states, the customer’s mind-set is essential for brand success,



**Figure 7: Combination Brand Adaption Model and Hierarchical Communication Model**

since awareness, associations and attitudes influence significantly the brand value chain and in purchase situations the customers’ choices and actions. Consequently effective stimulation of brand knowledge increases the likelihood of product trial, intending retrial and loyalty in order to contribute to brand equity and create credible word-of-mouth propaganda through recommendations. Thus trial, retrial and recommendations contribute to sales, increasing the turnover. Even though sponsorship does not directly influence customer behaviour, the caused effects can be located at the earlier stages of the Hierarchical Communication Model (Figure 7) illustrated by Donovan and Henley (2010), addressing exposure, attention, knowledge and attitude. As figure 7 demonstrates there is an ideological linkage in terms of trial between these different processes.

The third element covers the use of sponsorship as a communication method to influence brand knowledge, since this is the corner stone in the Brand Adaption Process (Figure 7). As theory (Hierarchical Communication Model; Figure 7) verifies sponsorship activities are predominantly valuable for this purpose, if adequately adjusted and integrated into the corporate communication. In particular sport sponsorship is considered to internalize the ability to indirectly influence the behaviour of a specific target audience (Tripodi et al. 2003).

Consequently the conceptual model displays the integration process of sponsorship into the higher level of entrepreneurial business purpose. Furthermore it indicates the complexity and interdependence, even though this model is simplified by neglecting external influences and “noise” distracting customers’ perception.

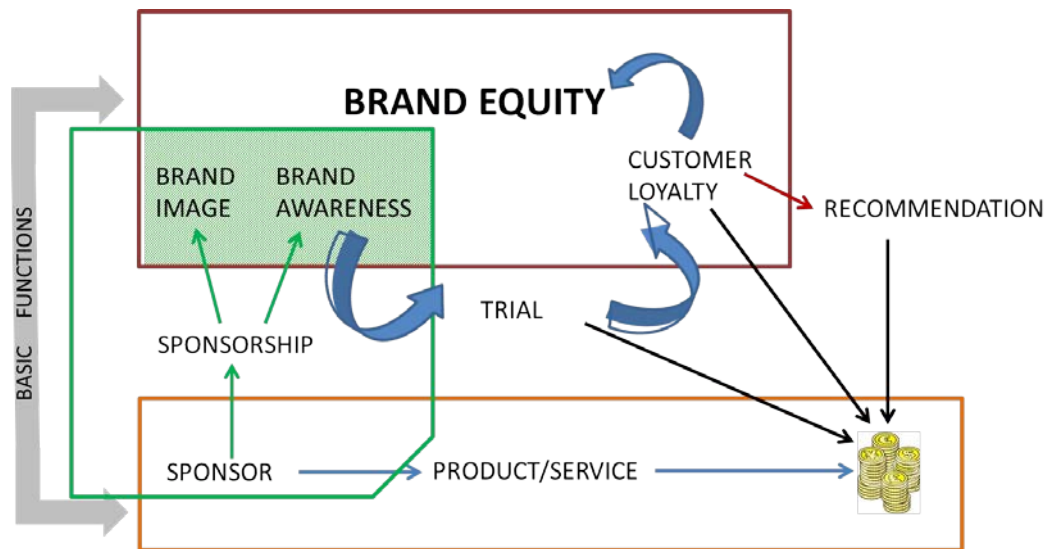


Figure 8: The Conceptual Model of the Study

To summarize, sponsorship is according to various theories (Aaker & Joachimsthaler 2000, Cornwell et al. 2001, Henseler et al. 2011, Javalgi et al. 1994) a powerful element influencing brand value and potentially able to indirectly stimulate consumer behaviour positively toward a particular target and intended action. Nevertheless the numerous influences on customer behaviour prevent a simple allocation of satisfying sponsorship evaluation methods and criterions, as it is an interwoven process, mixing all corporate touch points.

In relation to the discussion above, based on the fundamental elements of the conceptual model and the underlying theory, the following three propositions are developed, in order to support the answering of the main research question.

*P 1 (Brand Awareness):* Exposure and emotional connection to a sponsored subject enhance the unaided recall ability and brand recognition of the sponsor's brand.

*P 2 (Brand Image):* A positive attitude to sport sponsorship of a particular target audience has a positive effect on the perception of a sponsor's brand.

*P 3 (Sport Sponsorship):* Sponsor-Fit has an impact on brand knowledge in a specific target group, which is emotionally connected to the underlying sponsored field.

### 5 RESEARCH METHODOLOGY

This chapter contains a basic presentation of the used research. Firstly, it is explained why a quantitative research strategy is applied. Afterwards the research design of the study is elaborated, followed by a description of the data collection and the analysis. Before in the end of the chapter limitations are discussed, an overview of the composition of the questionnaire is given.

#### 5.1 Research Strategy

Considering the research question and the aim of the study, it is crucial to first of all decide what a most appropriate research strategy could be. Due to the reason that the asked research question aims for investigating *if* something happens and for proving a deducted theory – the influence of sports sponsorship on a brand – the quantitative research is chosen as the most suitable strategy. According to Bryman and Bell (2007) quantitative research can be seen “*as research strategy that emphasizes quantification in the collection and analysis of data*” (p. 28) rather than words. Generally the findings of quantitative research are less particular or specialised than of qualitative research, but allow getting generalizable results, which are applicable to other populations as well as testing theories (Xavier University 2012).

Furthermore the quantitative strategy seems to be the most appropriate one since the target group of hockey affine people is relatively large. Therefore the quantitative strategy allows reaching more respondents and promises a larger coverage within the time frame. Moreover the chosen target group can be characterised as being heterogeneous, consequently the quantitative approach gathers more tendencies and effects. Therefore it offers a more representative picture.

The qualitative strategy would have been an attractive alternative, if the purpose of the study had been to investigate the sponsorship in the perspective of Löfbergs Lila (corporate perspective). Since in the underlying case the consumer perspective is required, this alternative was neglected.

#### 5.2 Research Design

Fundamentally the nature of research design can be subdivided into exploratory, descriptive and causal research. While causal research deals with “cause-and-effect” relationships applying experiments, exploratory research targets an insight and paramount picture on a particular topic, while

descriptive research emphasizes on the description of the characteristics of a particular group (Churchill & Iacobucci 2002). Consequently, to answer the basic research question on the impact of sport sponsorship on a brand in a particular target audience, the descriptive research design is chosen, since the existing literature covers already theoretical concepts. According to Churchill and Iacobucci (2002) the descriptive research can be executed in two ways: longitudinal and cross-sectional analysis. While the longitudinal analysis requires repeated testing of the same sample within a particular time period, the cross-sectional analysis displays the situation at a specific point in time (Churchill & Iacobucci 2002). Therefore in order to investigate the basic research question a cross-sectional analysis is used. A longitudinal research is not an option since the study is not conducted over a lengthy period.

Basically the cross-sectional design covers more than one single case so as to gain quantitative data in relation to at least two variables. Furthermore the collected data is examined to identify patterns of relations. Inside the field of the cross-sectional design, the study uses a survey research, which compasses the cross-sectional approach with data that is collected by a questionnaire (Bryman & Bell 2007).

Once more, a case study approach only would have been interesting if the study had focussed on an evaluation of Ljöfbergs Lila's sponsorship. Nonetheless as mentioned the study aims for general statements about the impact of sport sponsorship on a brand and accordingly brand knowledge.

### **5.3 Data Collection and Analysis**

Due to the fact that the survey is conducted particularly for the purpose of this study, the chosen way of data collection is primary data. Secondary data on this specific case is not available and consequently cannot be applied. To come up with representative data for the study the survey was conducted in two different ways. Firstly, an onsite questionnaire was distributed inside the Ljöfbergs Lila Arena at the play-off quarterfinals match-day between Färjestad BK and HV71 on the 17<sup>th</sup> of March. Secondly, an online-questionnaire, announced on the official Facebook page of Färjestad BK, was launched from the 12<sup>th</sup> to 18<sup>th</sup> of April. Reasons for this procedure are on the one side to reach a larger amount of respondents and on the other side to come additionally into contact with a target group, which admittedly supports hockey, but is not necessarily frequently attending games at the venue. Furthermore to ensure an entire picture, the online questionnaire was enlarged

by supplementary questions in order to provide the possibility to compare the findings between Löfbergs Lila and a competitors' brand (Gevalia), which is also involved in sports sponsorship in Swedish hockey. Nevertheless this additional data is not used in the underlying paper, as it is supportive information and not relevant to answer the fundamental research question.

The analysis is based on version 20 of the IBM SPSS Statistics program. The applied data set consists of the relevant variables from the online and onsite data collection. For the analysis descriptive statistics and bivariate correlation are used, applying split files and multiple response variable sets. In more detail frequencies, descriptives and cross-tabs are used to describe the underlying variables, while in terms of significance and correlation the Pearson Chi<sup>2</sup>-test, Phi, Cramers V and Spearman's Rho are applied depending on the variable's scale. The statistical evaluation is done in English, nevertheless due to the data-set also Swedish termini occur in presented figures and tables.

### 5.4 Questionnaire

The questionnaire layout was primarily designed for onsite utilization. Therefore the amount and complexity of the questions is limited to enhance the likeliness of response. The questionnaire (Appendix 2 & 3) consists of six main sections: (1) Hockey Affinity, (2) Unaided Sponsor Recall, (3) Sport Sponsorship, (4) Coffee Related Questions, (5) Löfbergs Lila and Sponsorship Related Questions and (6) Demographics. Furthermore Swedish was used, whereas the development and analysis was done in English.

In the questionnaire design a mixture of open-ended and fixed-alternative questions is applied (Churchill & Iacobucci 2002), though the questionnaire consists of mainly closed questions with predefined answer possibilities. The main advantage of using closed questions lies in the more convenient comparison of the given answers as well as in the analysis of the completed questionnaires (Bryman & Bell 2007). Nevertheless in terms of "favourite hockey team" and unaided recall of sponsors open-ended questions are applied. Furthermore multichotomous questions providing various fixed-alternatives are used with the opportunity to indicate an additional individual answer to minimize the response error in case none of the provided answers capture the respondents' true opinion e.g. preferred coffee brand. Moreover also dichotomous questions providing only two fixed-alternatives were used (Churchill & Iacobucci 2002), especially according to multiple choice answers on attributes and emotions, to identify an existing and non-existing association

e.g. perception of the brand. Additionally in terms of the categories *Sport Sponsorship* and *Löfbergs Lila and Sponsorship Related Questions*, in the questionnaire a fixed-alternative four-point scale (Figure 9) is employed to capture the responses. This four-point scale belongs to the multichotomous question response form (Churchill & Iacobucci 2002).

<b>+++</b>	agree	instämmer helt
<b>++-</b>	most likely	instämmer till stor del
<b>+--</b>	not necessarily	instämmer delvis
<b>---</b>	not at all	instämmer inte alls

**Figure 9: Itemized Rating Scale Categories**

According to Churchill and Iacobucci (2002) in terms of attitude measurements the *terminus scale* is used in two different contexts. On the one hand as level of measurement and on the other hand as type of instrument used. While the level of measurement can be subdivided into nominal, ordinal, interval and ratio scales, the rating scales can be either graphic, itemized or comparative. For the questionnaire an itemized rating scale (Figure 9) is chosen, therefore the respondent had to select from a limited number of four categories. The applied itemized rating scale was used to ascertain the agreement-value having descriptor levels attached to the categories. While this scale internalizes a Likert method of summated ratings, which allows the expression of the intensity of feelings (Churchill & Iacobucci 2002). Furthermore, there is a slight difference in meaning in the translation from the original English terms, as the Swedish respondents are more familiar with the translated termini. Nevertheless the applied four-point scale remains in terms of content comparable, as the demonstration with +/- symbols in figure 9 shows.

After a pretesting of the questionnaire under real-time conditions of data collection, the amount of questions was adapted to eliminate the previously occurring shortcomings.

### **5.5 Relevance of the Study**

As previously outlined, this research emphasizes a quantitative research strategy by applying a cross-sectional approach. In order to evaluate the research the criteria validity and reliability have to be taken into consideration.



The internal validity of a cross-sectional approach is most likely rather weak due to the reason that it is difficult to ascertain causal connections (Bryman & Bell 2007). Therefore this paper produces rather associations than causal inferences, written in stone.

In contrast to the internal validity, the external validity is strong. The sample, which is used to collect the data, is randomly chosen and furthermore the size of the sample is convincing.

In terms of consistency of measures, the reliability, as applying a questionnaire, inter-observer consistency can be neglected, while stability in the sample is considered as given and therefore reliability is provided (Bryman 2012).

### **5.6 Limitations**

The research study is mainly based on supporters of Färjestad BK due applying the onsite and Facebook stimulated online survey. Furthermore only the impact of sponsorship on the perception of a brand in the field of hockey affine people is investigated. Besides, when we are talking about hockey affine people in Sweden, it is assumed that Löfbergs Lila and Färjestad BK can be regarded as being exemplary for sport sponsorship in this field.

Concerning the conducted onsite survey, it has to be considered that it was conducted in the Löfbergs Lila Arena, which already influences consciously or unconsciously the respondents having to answer questions about Löfbergs Lila, particularly regarding brand awareness. Furthermore LL conducted a product sampling at the match-day. In general is it barely possible to investigate Löfbergs Lila's sponsorship at Färjestad BK isolated, since Löfbergs Lila owns also the naming right of the hockey arena in Karlstad, which is not part of the actual sponsorship involvement at Färjestad BK, but influences can neither be neglected, nor isolated.

Additionally between the onsite survey (17<sup>th</sup> of March) and the online survey (12<sup>th</sup>-18<sup>th</sup> of April) a time period of 26 days passed by in which Färjestad BK was eliminated from the playoffs. This could have also affected the respondents in their formation of opinion.

A further factor of influence, which most likely hampers the analysis, is the point that Löfbergs Lila possesses a general awareness especially in the region of Värmland due the fact that the company produces a consumer convenience good (coffee) and has a long tradition in the same city as the sponsored club,

Karlstad. In addition due to a lack of comparative and baseline values it is difficult to associate the findings solely with the sponsorship.

Since the questionnaire is developed and analysed in English, but, in order to make the respondents feeling more convenient, translated into Swedish for the conduction, translational difficulties are unavoidable. The answer categories of the applied itemized rating scale in English are therefore used as labels for the Swedish categories.

Generally, due to the reason that image-transfer is rather located in psychological research, the underlying study does not cover this phenomenon.

## 6 FINDINGS

In the following chapter the findings on the core elements of the conducted survey are displayed. Accordingly the central parts of the research question, the developed conceptual model (Figure 8), the attitude toward sport sponsorship as well as brand knowledge are independently displayed and elaborated. Furthermore statistical findings on the relations between the fundamental elements are illustrated and in addition also the results of an existing sponsor-fit. The related questions are indicated in parentheses to simplify the readers understanding. Furthermore additional tables and figures demonstrating more explicitly the findings are provided in the appendix according to the specific chapter.

### 6.1 Description of the Population

The researched population consists of 94 variables and in total 803 cases, whereby 303 data sets (37,7% of the total population) were acquired at Löfbergs Lila Arena in Karlstad on the 17<sup>th</sup> of March 2012. Additionally 500 data sets (62,3% of the total population) were obtained through the online survey within the time span between the 12<sup>th</sup> and 18<sup>th</sup> of April 2012. The population consists of 91,4% Färjestad BK supporters. The gender split is 67,2% male and 32,8% female (Figure 10). In terms of age groups, category two (18-25 years) achieved the highest respond score with 26,6% of the valid responds. In general more than half of the population is younger than 36 years and still 78,2% of the respondents are younger than 56 years (Figure 10).

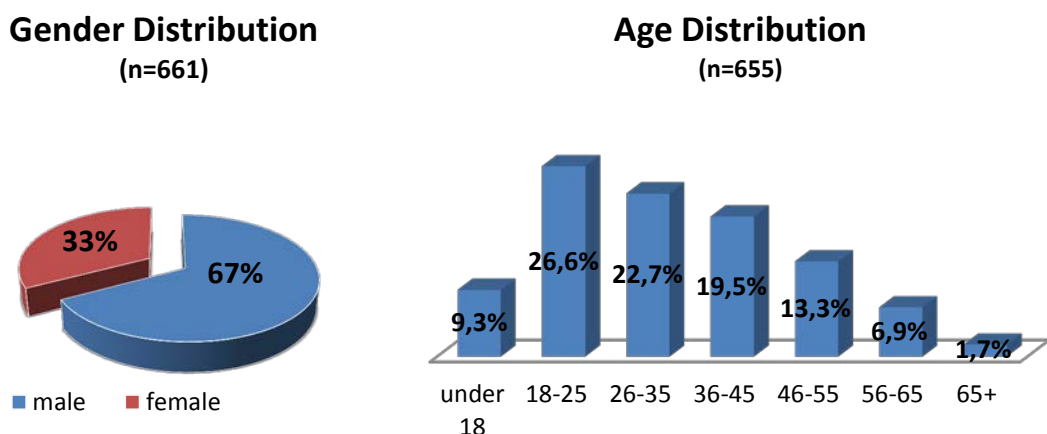


Figure 10: Frequency Demographics Gender and Age

## FINDINGS

On a geographical perspective (6c) 318 respondents indicated Värmland as home province, equivalent to 52,1% of the valid responds. The second largest province was Västra Götaland representing 13,6%, followed by Stockholm (5,9%) (Figure 11).

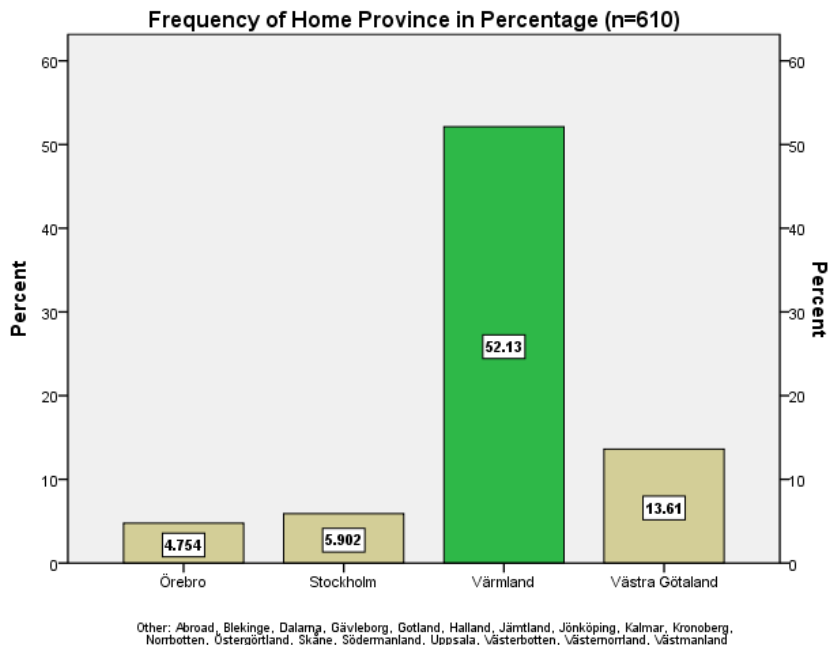


Figure 11: Frequency Home Province in Percentage

As displayed in figure 12, 62,6% of the valid population indicated Löfbergs Lila as their preferred coffee brand (4f). 60,6% of daily coffee drinkers, equivalent to 262 respondents, named Löfbergs Lila their favourite coffee brand, followed by 14,8% Zoégas and 9,7% Gevalia (Appendix 6).

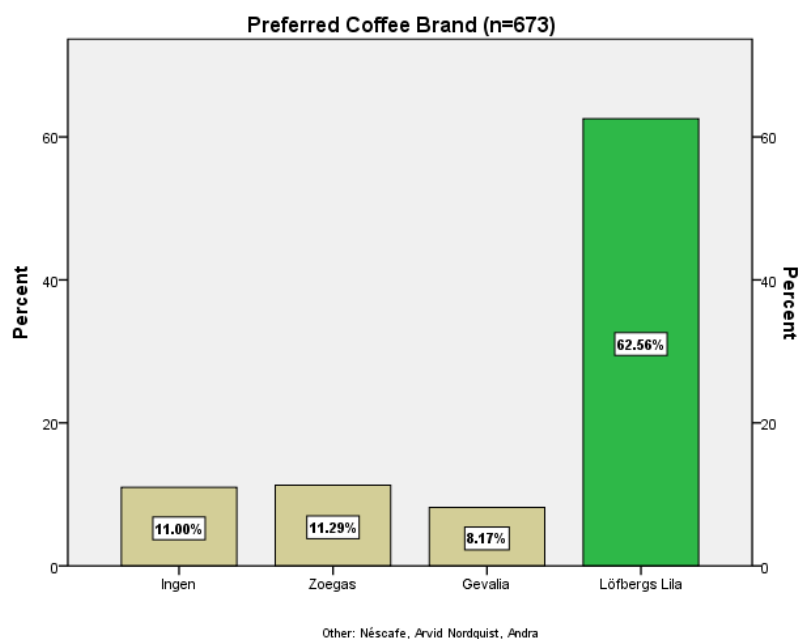


Figure 12: Frequency Preferred Coffee Brand in Percentage

## 6.2 Sport Sponsorship

Section 3 of the questionnaire, questions 3a to 3e, is aimed to provide a paramount picture of the opinion on sport sponsorship in general as well as according to a preferred team / sport (Table 1). For the underlying case question 3c is the most important, since it is targeting the positive attraction for a brand due to sponsoring the preferred team. As displayed in figure 13, 43,9% of the respondents feel positive attracted by sport sponsorship. The mean values are not fully reliable as the standard deviation turned out to be relatively high. Consequently the median (ordinal) and mode (nominal) value gain importance also confirming a strong agreement to positive attraction by sport sponsorship (Appendix 7).

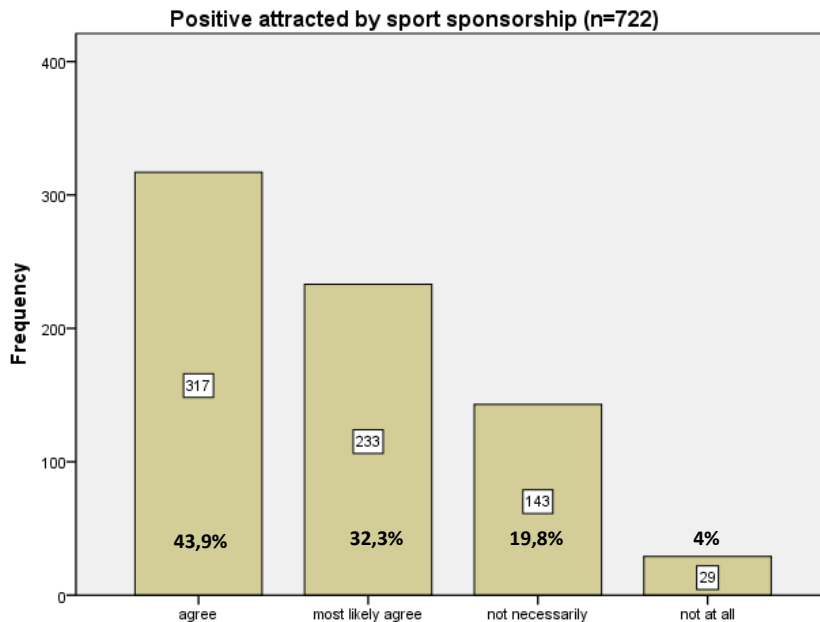


Figure 13: Histogramm Positive Attraction by Sport Sponsorship

Nevertheless the most meaningful statement is drawn from the frequencies (Figure 13). Consequently in terms of sponsorship table 1 provides an overview. Sport sponsorship is perceived in general by 88,1% of the respondents (Top3) positively (3a). Whereby 59,9% (Top1) claim not to neglect a brand due to its sponsorship efforts (3b). In more detail 56,3% of the valid population do not neglect brands sponsoring teams competing with the respondents' preferred team (3d), nevertheless 43,9% respondents (Top1) totally agree that brands sponsoring their favourite team do positively attract them (3c). 550 respondents (Top2 = 76,2%) out of 722 in total, most likely

## FINDINGS

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agree on positive attraction by sport sponsorship, while 96% at least partly agree (Top3). No noteworthy difference between online and onsite respondents can be observed in terms of positive attraction caused by general sport sponsorship.

**Table 1: Frequency Summary Section Sport Sponsorship**

TOTAL				agree		most likely		not necessarily		not at all	
			n	f	%	f	%	f	%	f	%
3a	SP01	Affect	721	107	14,8	214	29,7	314	43,6	86	11,9
3b	SP02	Neglect	723	52	7,2	69	9,5	169	23,4	433	59,9
3c	SP03	Attract	722	317	43,9	233	32,3	143	19,8	29	4
3d	SP04	Neglect Comp	723	63	8,7	81	11,2	172	23,8	407	56,3
3e	SP05	Prefer	722	183	25,3	159	22	182	25,2	198	27,4

### 6.3 Brand Knowledge

In the following chapter the findings of the survey regarding brand knowledge are presented. As displayed in the conceptual model (Figure 8) these findings are divided in brand awareness and brand image.

#### 6.3.1 Brand Awareness

The questions on brand awareness address the unaided recall and the recognition of Löfbergs Lila within the chosen target group and cover the questions 2c, 4a and 4b. Question 2c targets the unaided recall of any Färjestad BK sponsor, solely the first mention was taken into account. Consequently, in terms of unaided sponsor recall 78,3% (629 respondents) stated Löfbergs Lila, additional 3,5% indicated “kaffe”, whilst 9,1% of the population were not able to name any sponsor of Färjestad BK. Next to “kaffe”, “3” (1,7%), “Konsum Värmland” (1,5%) and “Stadium” (1,4%) were the most frequent replies. Nevertheless being the most frequent indication, the percentage of Löfbergs Lila has been set significantly higher in the onsite population (88,1%) compared to 72,4% online. In terms of general brand recognition, 100% (n=695) of the valid population indicated to know Löfbergs Lila. The question on brand perception (Figure 14) allowed multiple answers. The most frequent respond was “Färjestad BK” with a number of 648 checks, representing 26,2% of all responses. Followed by “Karlstad” and “Ishockey” with a percentage of 18,4% and 13,6%. The onsite respondents indicated as third most frequent response “Reklam” as channel for brand awareness, while online respondents emphasized even more on “Ishockey” (18,0% compared to average 13,6%). Even when summing up all the values belonging to the classical channel advertising (TV 7,4%, advertising 11,1%, print 4,6%) the total of 23,1% on brand communicating channels is still lower than the perception alongside “Färjestad BK” (26,3%).

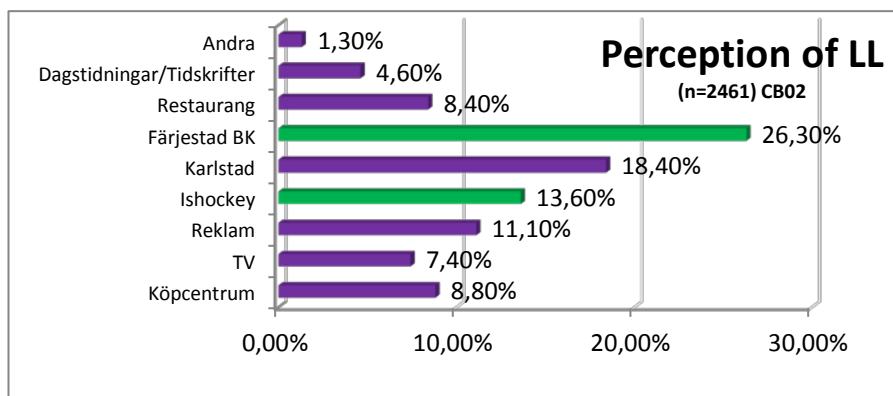


Figure 14: Frequency Perception of Löfbergs Lila

6.3.2 Brand Image

This chapter covers question 5a, 5e and 5f on brand image and image influencing factors. 39,4%, equivalent to 274 responses, indicated a total agreement on a more positive brand perception of Löffbergs Lila due to its sponsorship involvement, while additionally 25,9% most likely agree on this statement leading to major agreement (Top2) of 65,2% (Table 2).

In case of question 5e concerning the associated emotions with Löffbergs Lila, multiple answers were possible. The highest rate on response according to the implicated emotions are “traditionell” (20,8%), “sportig” (11,5%), “elegant” (11,1%), “exklusiv” and “modern”, each with 9,8%. Statistically no significant correlation can be proved between those attributes within the researched sample (Figure 15).

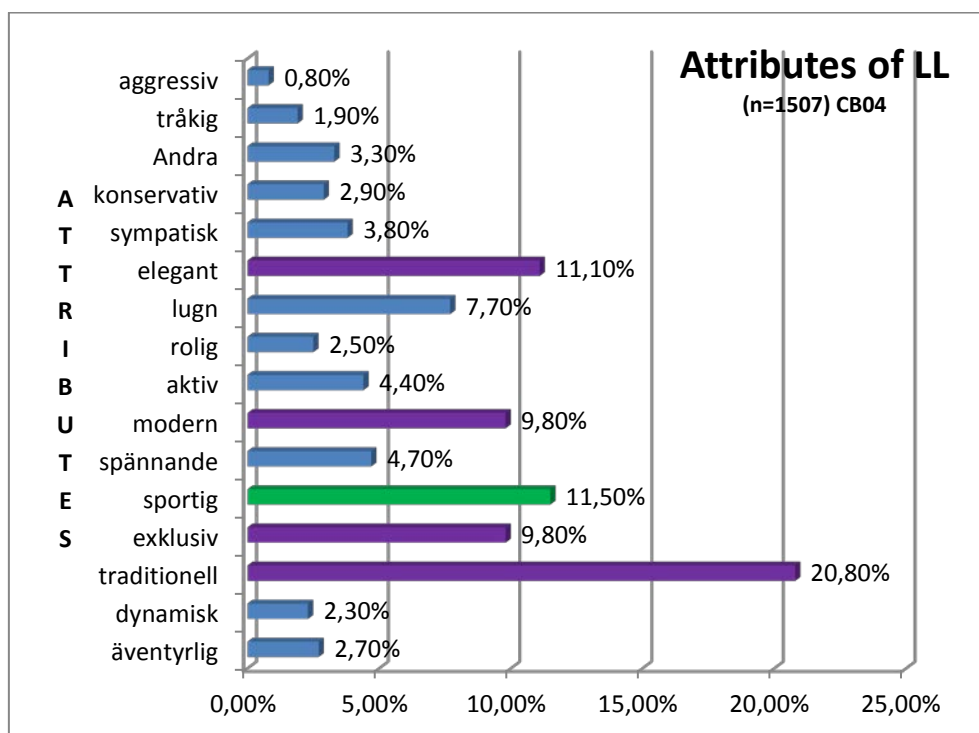


Figure 15: Frequency Attributes Perceived Related to Löffbergs Lila

Furthermore the strength of associations is tested with question 5f on the first in mind association. Multiple answers are possible. The most frequently linked association goes along with “kaffe” as this describes LL’s product, representing 470 answers, equivalent to 36,2% of all responses. This attribute is followed by the term “Hockey Arena” internalizing the event venue and the hockey club, with 22,3% and “Ishockey (FBK)” representing the sport associated with the club, with 12,1% (Figure 16).



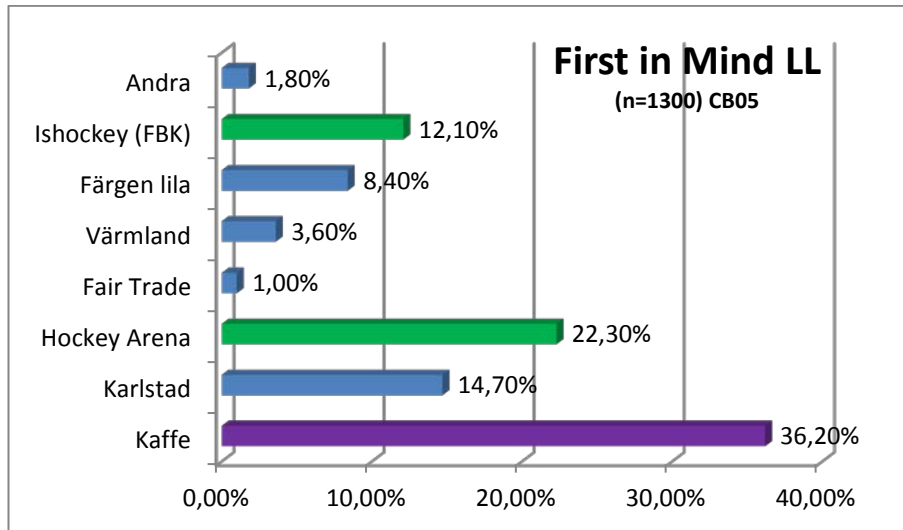


Figure 16: Frequency First in Mind Associations of Löfbergs Lila

In general concerning the relationship between Löfbergs Lila and its sponsorship involvement, 65,2% (Top2) of the respondents perceive the sponsor more positively due to the sport sponsorship (Appendix 9).

The following findings are dedicated to demonstrate whether a difference occurs in positive attraction of Löfbergs Lila in terms of frequent exposure.

Regarding the relation between the frequency of arena attendance (1b) and the positive attraction by brands sponsoring the favourite sport team (3c), it can be stated that the rate within the respondents that totally agree (Top1) on being attracted by a sponsor is the highest among the group of respondents, who attend more than 6 times per month a match in the arena (50%). Those are followed by the group, which only attends one game (47,4%). The lowest percentage (34,2%) is observed within the hockey supporters, who do not visit the venue at all. Furthermore 78,4% of the respondents that are attending 6+ matches/month agree or most likely agree (Top2) on being attracted by a sponsor (3c). This is the second highest score behind the hockey affine people that attending to 2-3 games per month (80%) (Table 2).

Crossing the frequency of visiting the arena with the perception of Löfbergs Lila due to its sponsoring in ice hockey (5a), indicates that the respondents attending highly frequent (6+) matches at the arena, perceive Löfbergs Lila to a higher degree positively (49,4%), than the average, where only 39,9% of all respondents agree (Table 3).

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Statistically the correlation (Pearson Chi<sup>2</sup>-test) between the considered question Frequency Arena (1b) and Perception Löfbergs Lila (5a) shows an error probability of 8,1%, which slightly exceeds the common applied p-value of 5% (Table 4).

**Table 2: Cross-Tab Positive Attraction by Sport Sponsorship and Frequency of Arena Visits**

Crosstabulation SP03 & HA02		Frequency Arena					Total	
		0	1	2-3	4-6	6+		
positive attraction	instämmer helt	Count	41	148	55	22	44	310
	% within Positive Attraction	13,2%	47,7%	17,7%	7,1%	14,2%	100,0%	
	% within Frequency Arena	34,2%	47,4%	44,0%	36,7%	50,0%	44,0%	
	instämmer till stor del	Count	43	95	45	21	25	229
	% within Positive Attraction	18,8%	41,5%	19,7%	9,2%	10,9%	100,0%	
	% within Frequency Arena	35,8%	30,4%	36,0%	35,0%	28,4%	32,5%	
	instämmer delvis	Count	30	57	24	13	15	139
	% within Positive Attraction	21,6%	41,0%	17,3%	9,4%	10,8%	100,0%	
	% within Frequency Arena	25,0%	18,3%	19,2%	21,7%	17,0%	19,7%	
	instämmer inte alls	Count	6	12	1	4	4	27
	% within Positive Attraction	22,2%	44,4%	3,7%	14,8%	14,8%	100,0%	
	% within Frequency Arena	5,0%	3,8%	0,8%	6,7%	4,5%	3,8%	
Total	Count	120	312	125	60	88	705	
% within Positive Attraction	17,0%	44,3%	17,7%	8,5%	12,5%	100,0%		
% within Frequency Arena	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%		

## FINDINGS

**Table 3: Cross-Tab Frequency of Arena Visits and Positive Perception of Löfbergs Lila due to Sport Sponsorship**

Crosstabulation HA02 & CB03_1			Frequency Arena					Total	
			0	1	2-3	4-6	6+		
a. Uppfattar du Löfbergs Lila mer positivt tack vare deras engagemang i ishockey?	instämmer helt	Count	36	129	47	18	41	271	
		% within positive perception	13,3%	47,6%	17,3%	6,6%	15,1%	100,0%	
			% within Frequency Arena	33,0%	41,9%	38,5%	31,6%	49,4%	39,9%
	instämmer till stor del	Count	35	73	38	15	16	177	
		% within positive perception	19,8%	41,2%	21,5%	8,5%	9,0%	100,0%	
		% within Frequency Arena	32,1%	23,7%	31,1%	26,3%	19,3%	26,1%	
	instämmer delvis	Count	29	56	25	13	17	140	
		% within positive perception	20,7%	40,0%	17,9%	9,3%	12,1%	100,0%	
		% within Frequency Arena	26,6%	18,2%	20,5%	22,8%	20,5%	20,6%	
	instämmer inte alls	Count	9	50	12	11	9	91	
		% within positive perception	9,9%	54,9%	13,2%	12,1%	9,9%	100,0%	
		% within Frequency Arena	8,3%	16,2%	9,8%	19,3%	10,8%	13,4%	
	Total	Count	109	308	122	57	83	679	
		% within positive perception	16,1%	45,4%	18,0%	8,4%	12,2%	100,0%	
		% within Frequency Arena	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

**Table 4: Chi<sup>2</sup> Test Frequency of Arena Visits and Positive Perception of Löfbergs Lila due to Sport Sponsorship**

Chi <sup>2</sup> HA02 & CB03_1	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19,335 <sup>a</sup>	12	,081
Likelihood Ratio	19,416	12	,079
Linear-by-Linear Association	,398	1	,528
N of Valid Cases	679		

a. 0 cells (0,0%) have expected count less than 5.

6.3.3 *Geographical Differences*

In this chapter the findings about the perception (4b) and cognitive “first-in-mind” connection (5f) with Löfbergs Lila are subdivided into national provinces. The provinces Stockholm, Värmland and Västra Götaland are chosen due to the fact that the respondents originate most frequently from those ones.

Regarding the first-in mind associations “Ishockey (FBK)”, when thinking of Löfbergs Lila geographical differences can be noticed. 30,6% of the supporters originally from Stockholm connect Löfbergs Lila primarily to “Ishockey (FBK)”, whereas in the home province Värmland only 17,9% percentage do so. Furthermore, respondents from Västra Götaland also connect Löfbergs Lila more often with “Ishockey (FBK)” (26,5%) than those from Värmland (Table 5). The correlation between these two parameters can statistically be proved by the Pearson Chi<sup>2</sup>-test, which shows a high significance (<0,003), even though the correlation is just slightly positive with a phi value of 0,265 (Appendix 10).

Table 5: First in Mind “Ishockey (FBK)”, First in Mind “Hockey Arena” and Perception of Löfbergs Lila “Ishockey” by Home Province

	Stockholm		Värmland		Västra Gotaland	
<b>First in Mind</b>	n	%	n	%	n	%
Hockey Arena	11	30,6	131	41,2	30	36,1
Ishockey (FBK)	11	30,6	57	17,9	22	26,5

	Stockholm		Värmland		Västra Gotaland	
<b>LL Perception</b>	n	%	n	%	n	%
Ishockey	22	61,1	140	44	36	43,4

Concerning the channels where Löfbergs Lila is perceived depending on the respondents’ home province, the results show that that 61,1% from Stockholm perceive the brand mainly in ice hockey, whereas approx. only 44% of the supporters from Värmland and Västra Götaland state to perceive Löfbergs Lila mainly in hockey environment (Table 5).

6.4 Sponsor-Fit

Theory (Woisetschläger et al. 2010, Henseler et al. 2011, Cornwell 2008) identifies for a successful sponsorship the necessity of a sponsor-fit. These interdependencies are shown in the following.

Question 1d allows multiple answers to the attributes of hockey, whereby the most frequent response is “spännande” with 661 answers, equivalent to 23% of the overall responses on attributes. The second most frequent emotion related to hockey is “sportig” (15,2%), followed by “rolig” with 14,6% (Figure 17). Statistically a rather weak correlation between sportive and joyful of 0,170 with an error probability of <0,001 can be observed (Table 9). Also joyful and exciting are only slightly positive correlated (Spearman’s Rho 0,176), whereas the other variables show a negligible correlation (Appendix 11).

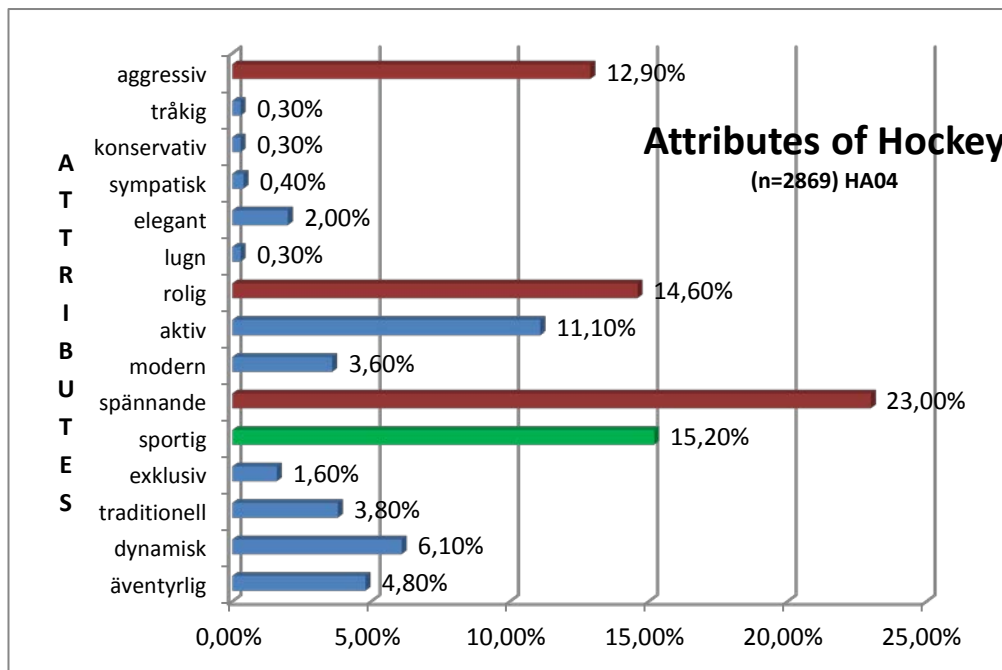


Figure 17: Frequency Attributes Perceived Related to Hockey

According to the perceived attribute “sportig” on hockey and the emotion “sportig” toward Löfbergs Lila, a potential sponsor-fit with an error probability of <0,004 (Pearson Chi<sup>2</sup>-test) is indicated. Whereby alongside the emotional attribute “traditionell” and the hockey attribute “sportig” also a slightly positive correlation exists (Appendix 11).

## FINDINGS

Furthermore the question 3f asks whether the respondents associate Swedish ice hockey with coffee brands. 494 respondents, equivalent to 68,6% (Top2), agree on an extensive association, with 36,7% totally agreeing (Table 6). Nevertheless the most crucial influence on buying decision is located at the attribute “smak” proved by 47,7% of the responses, followed by “kvalitet” (24,1%). As statistically shown, image plays an insignificant role (6,1%) within this target group concerning the coffee choice (Table 7). Even though highly associating Swedish ice hockey, and high percentage of preferring Löfbergs Lila coffee, taste remains statistically the most crucial purchase driver.

**Table 6: Frequency Association Swedish Ice Hockey and Coffee Brands**

	TOTAL		ONSITE		ONLINE	
	n	%	n	%	n	%
agree	264	36,7	103	34	161	38,4
most likely	230	31,9	82	27,1	148	35,3
not necessarily	183	25,4	97	32	86	20,5
not at all	43	6	19	6,3	24	5,7

**Table 7: Frequency Multiple Choice Answers Influencing Criteria for Coffee Choice**

	TOTAL	
	n	%
smak	479	47,7
ursprung	61	6,1
pris	122	12,1
kvalitet	242	24,1
image	61	6,1
Andra:	40	4
<b>TOTAL</b>	1005	100

### 7 ANALYSIS

**P1 (Brand Awareness):** *Exposure and emotional connection to a sponsored subject enhance the unaided recall ability and brand recognition of the sponsor's brand.*

As the findings have indicated, the unaided recall asking for any Färjestad BK's sponsor's brand name (2c) accounts 78,3% for Löfbergs Lila. This can be seen as a high value as the same as the knowledge of 100% of Löfbergs Lila (4a) in terms of general brand recognition. Regarding the unaided recall of Löfbergs Lila it is also interesting that in the onsite population more than 88% mention primarily Löfbergs Lila as sponsor of Färjestad BK comparing responds in the online survey of 72,4%. The difference of 15,7% between the onsite and the online population regarding the brand recall is indeed interesting, but not really unexpected. The onsite survey was conducted inside the Löfbergs Lila Arena, which already biased the respondents. A further influencing factor is that Löfbergs Lila itself distributed trial packs with coffee at the same day. Nevertheless since the online population also shows a very high recall value of 72,4%, it can be stated that within the target group of hockey affine supporters the sponsorship has induced an awareness of Löfbergs Lila's involvement and consequently also awareness of the brand.

This can be supported with the fact that the frequent exposures in media coverage due to logo placements on the jersey and within the arena as well as the naming right enhance the potential likelihood of brand perception, especially in a hockey affine target group. Additionally in this particular target group, the sponsorship perception and therefore the relation between Färjestad BK and Löfbergs Lila is enhanced by the long-term existing partnership since 1978.

These findings and assumptions are further underlined by the question where the brand is actually perceived (4b). The most frequent answer is "Färjestad BK" (26,3%), which points out the substantial connection between the high brand awareness and the actual perception of the sponsorship. Also "ice hockey" with 13,6% can be regarded as a direct result of sponsorship, since Löfbergs Lila has no other involvement in ice hockey. Significantly is also the fact, that "Färjestad BK" and "Ishockey" gained a higher percentage than naturally to the product related perception channels such as supermarkets (8,8%), restaurants (8,4%) or even classical communication/advertising channels e.g. TV and print (12%). This underlines the importance of sport in the target audiences' general perception.

Regarding the impact of frequent exposure to a subject, it can be stated that there is no direct link between frequency of arena attendance (1b) and the unaided recall ability (2c). For instance the supporter group that practically never attends ice hockey matches in the arena has a recall ability of 76,9%. The group with the highest recall value visits once per month the arena (84,1%), whereas the group attending four to six times per month the matches in the arena accounts for an ability of only 67,7%. A reasonable explanation therefore could be that supporters, which are more frequently in the arena, have knowledge of more sponsors than Löfbergs Lila and therefore are likely able to mention even minor sponsors. Nonetheless in contrast the recall ability of Löfbergs Lila by supporters attending more than 6 games a month rises again to more than 80% (Appendix 8). This allows the assumption, that as according to theory sponsorships are perceived as valuable to enable the sport due to financing reasons. This can be an explanation assuming that highly frequent arena visitors are more emotionally engaged with the supported team and accordingly appreciate the sponsor's involvement more. Nevertheless this assumption requires more in-depth psychological examinations. Statistically, no explicit linkage in terms of significance can be observed.

Concerning geographical differences of where LL is perceived the most, it is rather remarkable that respondents from Stockholm recognize LL to an amount of 60% in ice hockey, whereas in Värmland and Västra Götaland it is only approx. 44%. The correlation between the province and the perception of the brand in ice hockey is even statistical proved with a positive correlation of 0,243 (Phi value) and a significance of 0,021 (Chi<sup>2</sup>-Test).

Furthermore the distance to Karlstad/Värmland/Löfbergs Lila's homebase may explain the reason why in Stockholm LL is mainly perceived in the field of ice hockey. In and around Karlstad LL is traditionally highly connected to the area, as the headquarter and the roasting plant is located in Karlstad and "the smell of coffee" tracks through the city, which became inherited as regional landmark. Therefore the local perception in Värmland within this target group is more influenced by numerous factors and emotions beside the sport sponsorship compared to more distant areas as for instance Stockholm. This leads to the next point that has to be considered talking about the awareness of LL.

Especially in Värmland and provinces next to it, LL is well-known and an established brand due to its company tradition of more than 100 years. Furthermore the product coffee is regarded as an easily accessible convenience



good, rather well rooted in Swedish cultural patterns and the consumption wide spread in society. This is one explanation for the stunning recognition of 100%. Therefore the knowledge of 100%, even in this particular target group, is definitely not solely ascribable to the sponsorship engagement.

In summary it can be stated, that brand awareness of a certain brand is influenced by exposure and emotional connection to a sponsorship to a certain degree. Nonetheless the origin of the brand awareness is difficult to measure. Nevertheless the brand LL is mainly spotted and perceived at "Färjestad BK" as well as "Ishockey (FBK)" and subsequently it can be assumed that the impact is considerable.

**P2 (Brand Image):** *A positive attitude to sport sponsorship of a particular target audience has a positive effect on the linked associations with a sponsor's brand.*

According to the literature as stated by Aaker and Joachimsthaler (2000) or Henseler et al. (2011), sport sponsorship is a tool, which is willingly used to create certain brand knowledge or at least to influence the process of image building. The findings on the effect on a company's brand image have shown that 76% of the respondents agree (Top2) to feel in general positively attracted by brands sponsoring their favourite team (3c). Furthermore it turned out that the level of positive attraction is connected to the frequency of arena attendance (1a). In consequence the percentage of the respondents agreeing on being positively attracted declines in accordance with fewer visits to the arena. A reasonable explanation for this relation can be found in the fact, that people attending games more frequently in the arena are also most likely more aware of the importance sponsors have particularly in financing matters for a sports club. This underlies Dolphin's (2003) assumption, that more intense sentiments toward a particular team stimulate positive sentiments toward sponsoring brands. Therefore sponsors are barely seen as a disturbing factor. Nevertheless sport remains still in foreground, while the sponsorship message is subconsciously perceived as a by-product.

Regarding the more specific question whether Löfbergs Lila is perceived more positively due to its sponsorship involvement (5a), approx. 65% agreed (Top2). The highest agreement can be found in the group of supporters, which attend the hockey matches most frequently (6+) in the arena. This implies that a strong emotional bondage to a sport respectively hockey team is connected to the question if a sponsor is perceived rather positively. Statistically the  $\chi^2$  test indicates the significance value to be slightly higher

(<0,081) than the common applied level of 5%, therefore statistically the significance cannot be assessed as certain. Additionally the infrastructure sponsorship (naming right: Ljöfbergs Lila Arena) must not be neglected in terms of unconscious influences.

As the findings demonstrate, in the consumers' minds LL is strongly linked to the attributes traditional, sportive, elegant, exclusive and modern (5e). Traditional, elegant and exclusive are attributes, which naturally match the understanding of coffee as product and accordingly due to the inherited tradition also to Ljöfbergs Lila as brand. Moreover new and innovative products like coffee capsules for instance can be a reason for the frequent mentioning of the attribute modern. However the characteristic sportive does not fit the attributes describing coffee or a coffee brand. Therefore the image of being sportive can be ascribed to the sponsorship at Färjestad BK and the naming of the sports venue. Even though generally independent these involvements can be joint on a superior level to a complementary sport sponsorship activity, since this is the only major linkage of Ljöfbergs Lila to sports. The study also shows that no difference in the attributes allocated to Ljöfbergs Lila can be observed in different provinces. This leads to the assumption that sport sponsorship affects the associations of a brand not only in the area where the sponsored club is located. Consequently generally an image-transfer from sponsored subject to the sponsor can be supposed.

Additionally a more correlated impact of LL's sponsorship can be observed asking what the respondents have first in mind when thinking of Ljöfbergs Lila (5f). Whereas the most frequently given answer "kaffe" (36,2%) is clearly affiliated to the company's core product, the second most frequent answer "hockey arena" is unrelated to the core business. Due to the fact that Färjestad BK is the only sport team holding its home matches in the arena, the term "Hockey Arena" is a clear linkage to the sport just as well to the club. As already mentioned in the limitations (see ch. 5.6), the sponsorship at the hockey club cannot be investigated isolated from the naming-right of the arena. Even though the respondents are hockey affine, it is remarkable that Ljöfbergs Lila is associated with the hockey arena straight after its core product coffee. Combining "Hockey Arena" and "Ishockey (FBK)" the percentage within this target group (34,4%) is set just slightly behind "kaffe" (36,2%).

To sum up and come back to the proposition, it can be affirmed that a positive attitude toward sport sponsorship in general influences the perception

of a sponsor's brand in a positive way and therefore enhances the probability of success of a certain sponsorship.

**P3 (Sport Sponsorship):** *Sponsor-Fit has an impact on brand knowledge in a specific target group, which is emotionally connected to the sponsored field.*

As previously displayed sport sponsorship is an element of the communication-mix (Cornwell 2008, Dolphin 2003). It transmits a certain sponsorship message indirectly, utilizing an emotional connection to sport, while exposing the target audience with the message, logo or claims during the perception. Particularly in Sweden as ice hockey is very popular, with 0,75% being the third highest percentage of population actively practicing hockey globally, exceeded just by Canada (1,76%) and Finland (1,2%) (IIHF 2011), a rather high affinity to this specific sport can be detected. Moreover, the gained data set assumes hockey affinity, since gathered in direct relation to Swedish hockey. Significantly for the findings are the surplus of Färjestad BK supporters and geographically concentration of the respondents in Värmland. Therefore a natural connection exists between the researched target audience and the underlying sponsorship. Furthermore the sponsor, Löfbergs Lila AB, is traditionally located in and associated with the region Värmland, which allows the assumption of a linkage from another angle between the sponsored subject and the sponsor.

Additionally the fact that Sweden in general is considered as a "Coffee Nation" can be assumed to be beneficial for the underlying sponsorship. In 2010 the annual Swedish consumption per capita of grounded coffee reached 9,55kg, equivalent to 3,5 cups per capita per day or total 159 litres of coffee per person per year (European Coffee Report 2012). Only Finland exceeds this mark (9,9kg/pP/pY), compared to other parts of Europe e.g. Germany 6,4kg/pP/pY. Coffee is therefore rather intense fundamentally anchored in Swedish daily lives. Especially Löfbergs Lila as family owned company with long years of tradition established a nation-wide presence. In total 62,5% of the respondents indicated Löfbergs Lila to be the coffee brand of preference (4f). Nevertheless it is rather impossible to isolate the various impacts on coffee choice exactly to their origin.

As the findings of the question according the association between Swedish ice hockey and coffee (3f) demonstrate, there is a general association between these traditionally established national characteristics, as 68,6% of the respondents (Top2) extensively agree. Consequently even though coffee and

ice hockey in general feature different attributes and “consumption” conditions, positive sentiments in the particular target group can be assumed due to the familiarity in Sweden. Nevertheless to bear in mind, that next to Löfbergs Lila also Gevalia, the market leader in Sweden and main competitor of LL, also sponsors a professional hockey team in Swedish *Elitserien*, Brynäs IF. These two traditional Swedish coffee brands, can look back to a long-term involvement into Swedish ice-hockey, which probably also influenced considerably the target audience’s perception. Therefore a sponsor-fit must be distinguished in content-linked fit and target-audience-linked fit. Whereby, in case of coffee and ice-hockey in Sweden both levels can be satisfied by the underlying sponsorship example.

According to the findings, ice hockey is associated with the attributes “exciting” (23%), “sportive” (15,2%) and “joyful” (14,9%). These attributes are slightly positive correlated with each other (significance <0,001), generating the picture of a thrilling, dynamic and delighting leisure activity for the covered sample. This categorization displays rather similarities with general to sport assigned attributes such as being healthy, emotional, passionate, energetic or vibrant (Meenaghan 1991). Furthermore as already previously displayed, Löfbergs Lila obtained a more sportive image due to the sponsorship engagement at Färjestad BK and the naming right of the hockey arena. This stresses the assumption that positive correlations of a sponsorship involvement lead to sponsor-fit, which contributes to the adoption of values and attitudes in terms of brand image and stimulates brand awareness.

Due to the fact that the questioned audience can be defined as hockey affine, the positive sentiments toward this kind of sport provide a general positive attitude toward sport sponsorship. This is underlined by the fact, that this communication tool does not affect 11,9% of the research sample, while 88,1% evaluate it positively (3a). Nevertheless the unconscious effects and possible behavioural changes cannot be measured, as the respondents act unaware of these cognitive correlations. Particularly the emotional connection toward a preferred team allows the sponsor to be perceived more positively by 43,9% (Top1) and to a wider extend to 76,2% (Top2) of the researched sample (5a). These numbers show that an indirect exposure to the message via an emotional to the target audience relevant channel allows in general a more positive emotion for the sponsor. Furthermore the more intense the sentiments toward a preferred sponsored team are, an enlarged positive attraction can be observed. From a general point of view, only 4% do not feel

positively attracted, assuming that 96% of the respondents perceive a sponsor of the preferred team or sport positively.

Whereby, more positive attraction does not directly implicate refusal of competitive products in the sponsors' core business. In the researched segment, neither brands sponsoring a certain kind of sport (3b; 59,9%) nor sponsoring a competitor of the preferred team (3d; 56,3%) are generally neglected. This leads to the assumption, that even though more positively perceived due to sponsorship, the actual purchasing decision is driven by other variables than solely positive sentiments and associations toward a particular brand. In terms of coffee the analysed data set points out that image is rather unimportant in the final purchase decision (4e). The most important features for coffee selection are therefore taste (47,7%) and quality (24,1%). Consequently sport sponsorship influences the image, but is not amongst the key criterions for actual sales success.

Therefore to sum up, a sponsorship fulfilling sponsor-fit on any level is likely to obtain positive achievements in terms of brand knowledge within a related target audience. Nevertheless intense emotional connections internalize also vulnerability toward the risk of negative associations in terms of failures or negative associations e.g. scandals of the sponsor subject.

Nonetheless the sponsorship of a rather successful, traditional and well-known hockey club, results in favourable media coverage (Appendix 5). This definitely contributes significantly to the visibility of the brand outside the core conventional channels, reaching nationwide potential coffee consumers, assuming and benefiting from the general positive emotions toward ice hockey as kind of Swedish national sport. This is also further elaborated by the fact that recognition and unaided recall turned out to be enormously high in the researched sample and associations between the sponsorship and the outcomes can be drawn, as previously more in-depth explained.

To summarize, figure 18 displays the connections between the core elements and the specific results found at the underlying study. It demonstrates the stages and impacts within the framework of sport sponsorship and gives an overview of the interdependent areas investigated in this study.

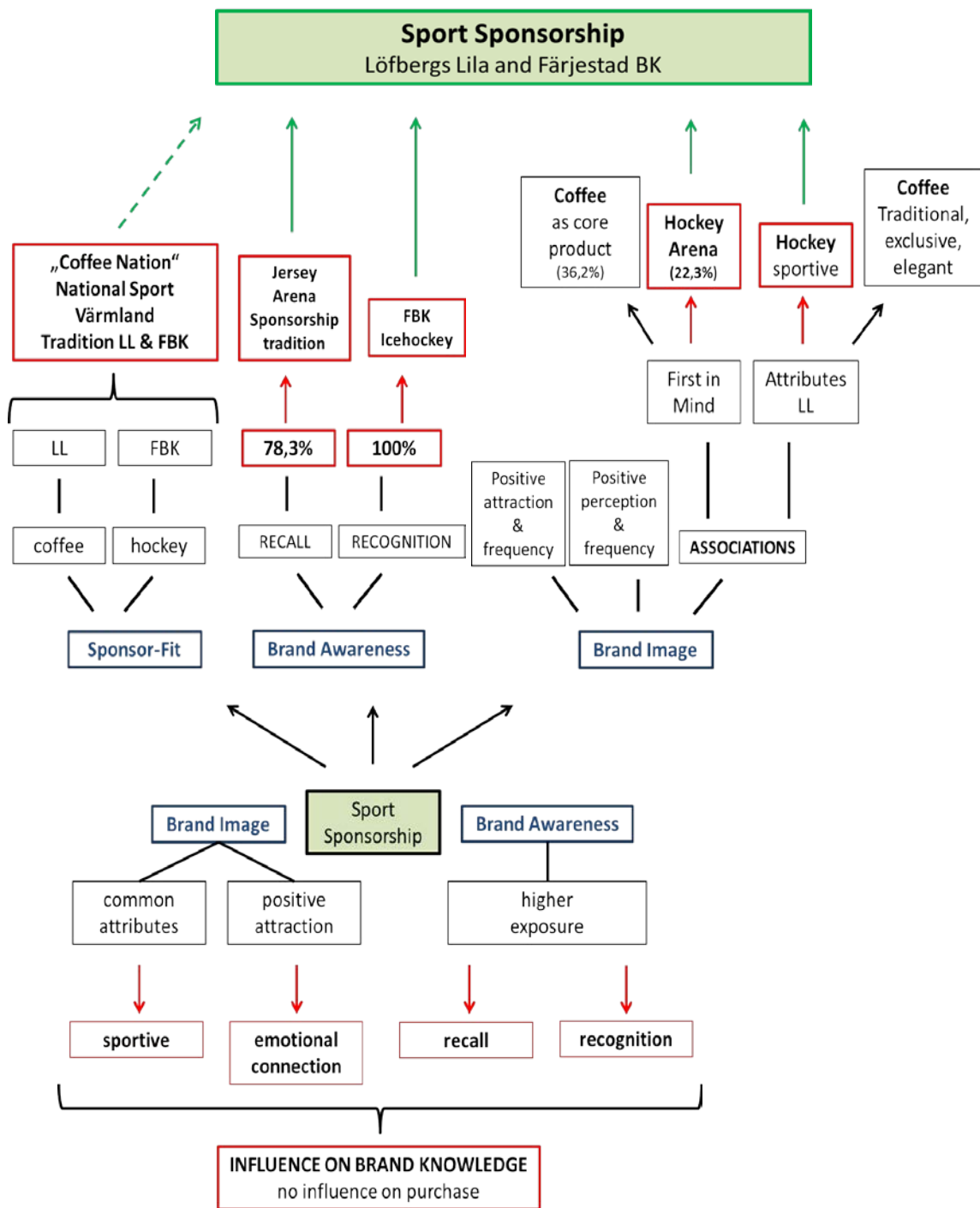


Figure 18: Sport Sponsorship Framework on Brand Knowledge

## 8 DISCUSSION

In the following chapter the impacts of sport sponsorship on a sponsor's brand according to the introduced conceptual model (Figure 8; see ch. 4) are further developed. As demonstrated in the previous chapters, sport sponsorship does have an impact on brand knowledge, since influencing and stimulating brand awareness and brand image.

According to the literature review as argued by Henseler et al. (2001; see ch. 4) and Cornwell et al. (2001; see ch. 3.3.5 & 4), sponsorship especially targets brand knowledge parameters. The conceptual model is in association to the Brand Equity Model by Aaker (2008; see ch. 4; Figure 6) and the underlying theory of sponsorship being a powerful brand building tool (Aaker & Joachimsthaler 2000; see ch. 4, Henseler et al. 2011; see ch. 4 & Javalgi et al. 1994; see ch. 4) enlarged. This allows an investigation and further elaboration of the impact sponsorship potentially indirectly has on product trial and customer loyalty (Figure 19) in order to allow a more in-depth analysis of the research question.

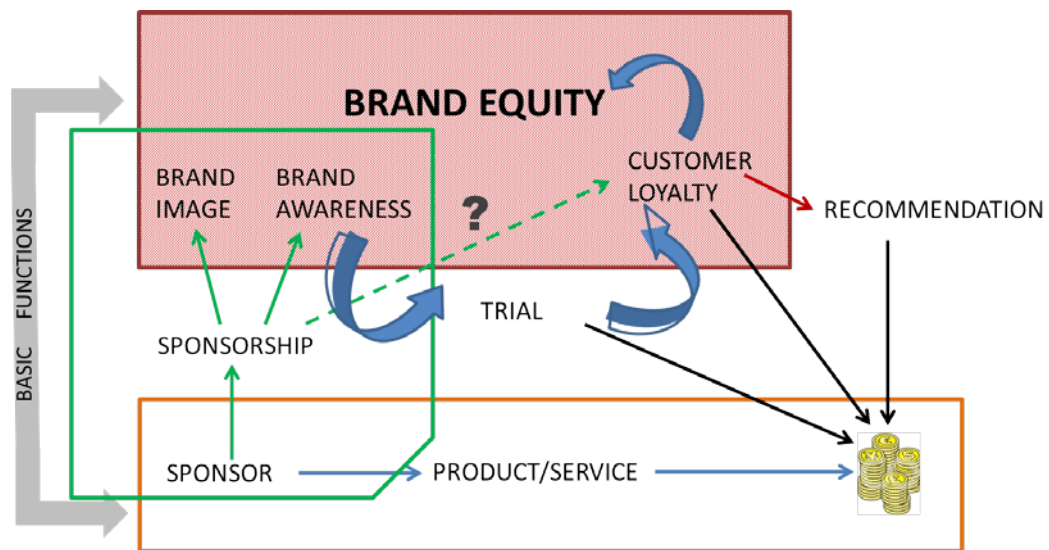


Figure 19: A Conceptual Model Enlarged by the Underlying Findings

According to theory (Nickell et al. 2011; see ch. 3.2) sponsorship due to the stimulation of positive sentiments and especially sport sponsorship due to its dynamic and emotional involvement (Henseler et al. 2011; see ch. 3.5), is achieving serious contributions on the brand level (Dolphin 2003; see ch. 3.3.3). The conducted research confirms as argued by Aaker and Joachimsthaler (2000; see ch. 4) that continuous exposure to a certain message in a particular target group contributes to develop a specific image, as the attribute of sportive in relation to Löfbergs Lila proves. Nevertheless the external impact can only hardly be estimated, as the intense emotional connection to Färjestad BK and accordingly its main sponsor Löfbergs Lila must not to be assumed as generally given. The data set also confirms the theory of Nickell et al. (2011; see ch. 3.2), that sponsorship stimulates positive feelings and emotions toward a corporation and brand. According to the sponsorship objectives stated by Javalgi et al. (1994; see ch. 3.3.3) and Gwinner (1997; see ch. 3.3.3) the primary set objectives affect brand knowledge, allowing the assumption sponsorship is chosen as a method to form the attitude of a particular target group, suiting the potential customers for the corporate product(s).

In a broader sense, sponsorship directly touches brand knowledge. Nevertheless according to the definition of brand equity by Aaker (2008; see ch. 2.4) and in relation to the theoretical positioning of sponsorship as brand equity-building tool (Cornwell et al. 2001; see ch. 4 & Aaker and Joachimsthaler 2000; see ch. 4) also brand loyalty supposed to be at least peripherally stimulated. As the underlying conceptual model (Figure 19) demonstrates, customer loyalty is dependent on fulfilled customers' needs and requirements, implicating repeated purchase, preference against competitive choices and personal recommendations. This is underlined by the fact that 60,8% (Top2) (Figure 21; Appendix 12) of the respondents in the conducted study agree that assuming same quality and price Löfbergs Lila would be the brand of choice due to the sponsorship (5b). Nevertheless as already elaborated previously, image and emotions toward a sponsor do not directly influence the purchase decision (Figure 7; see ch. 4). In the case of coffee, being a low involvement convenience good, the most important factors according to the conducted study are taste and quality (4e). Consequently in terms of the impact of sponsorship toward trial, it must be stated that positive emotions and associations increase the likelihood of product trial (Figure 7; see ch. 4), but the necessity of a requirements-matching product cannot be annulled. This reasoning is further underlined by the theory of "The Rossiter-



Percy Grid” stating that in terms of low involvement product as e.g. coffee, beer, etc. trial experience is sufficient and no prior to purchase research is required by the customer (Rossiter et al. 1991). As underlined by Nickell et al. (2011; see ch. 3.3.7) and Aaker and Joachimsthaler (2000; see ch. 4) sponsorship does create an association between sponsor and the sponsored subject, whereas the underlying study does not allow the conclusion of an enhanced bond between target audience and sponsor’s product. This leads to the point, that sponsorship can be evaluated in terms of brand knowledge in a specific target group positively, but this does not necessarily lead to a trial or adoption behaviour as indicated in the Brand Adaption Model by Ghauri and Cateora (2010; Figure 7; see ch. 4). Even though argued by Tripodi et al. (2003; see ch. 4) that sport sponsorship does influence the behaviour of a certain target group, the study has shown that although enhancing positive emotion, the need for a particular product must be given and quality and features of this product have to fit the underlying requirements.

Furthermore sport sponsorship may enhance the likelihood of trial due to favourable associations as argued by Keller (2003; see ch. 3.3.5), but according to the underlying data set within the hockey affine audience 50,5% of the population state that a discontinued sponsorship involvement does not have any impact on the preferred choice in coffee (5c) (Figure 22; Appendix 12). This approach is underlined as 71,9% (Table 47; Appendix 12) actually preferring Löfbergs Lila coffee would rather not change their coffee habits due to a discontinued sponsorship. This percentage is according to the chi<sup>2</sup>-test statistically significant (<0,008) (Table 48; Appendix 12).

From a different point of view, 50,6% of the respondents would not switch to a competitive coffee brand, under the presumption that this brand acts as main sponsor of Färjestad BK (5d). This is further confirmed by the total denial of switching to a competitive brand of 45,6% of the respondents already preferring Löfbergs Lila coffee. Consequently these findings underline the theory (Nickel et al. 2011; see ch. 3.3.7), that a sport sponsorship connects the sponsor and the sponsored subject emotionally and causally, but does not interfere with loyalty to a brand or product. Accordingly even though Löfbergs Lila is perceived in general more positively due the sponsorship, an impact on loyalty cannot be isolated and unambiguously allocated by the underlying study. These findings signalize that an isolated evaluation and presentation due to the interdependency of marketing stimuli, caused by sponsorship-linked or simultaneous marketing activities (Cornwell 2008; see

ch. 3.4) are rather impossible. Furthermore as emphasized by Meenaghan (1991) also in the underlying study, due to coffee being a low-involvement convenience good and the long-term tradition of Löfbergs Lila, external variables, “carry-over effect” as well as “halo-effect” can be observed.

In terms of the main research question it can therefore be summarized that sport sponsorship definitely has an impact on brand knowledge within a particular target group, nevertheless brand equity is related to more variables, in many cases independent from sponsorship. To conclude, nevertheless the underlying study allows assessing sport sponsorship to be a powerful attitude-forming method.

### 9 CONCLUSION

The paper contributes to the understanding of the complex interaction between sponsorship and branding. In order to illustrate the interaction processes, a theoretical conceptual model is developed. This model adapts the existing theories to the perspective, which is the base for the study in this paper. Hence the conceptual model displays the effect of sponsorship on branding as being verifiable on brand awareness and brand image, whereas loyalty is not consciously touched.

The analysis of the surveyed data has discovered that in terms of brand awareness an enormous unaided recall ability and recognition of the brand Löfbergs Lila in the target group of hockey affine people exist. The effect cannot completely be ascribed to sponsorship, even though a considerable influence can be proved, which is underlined by the fact that the brand is mostly perceived at Färjestad BK. Furthermore the unaided sponsor recall signalizes a remarkable awareness of the sponsor's brand within the target audience. Consequently proposition 1 of the paper, exposure and emotional connection to a sponsored subject enhance the unaided recall ability and brand recognition of the sponsor's brand, can be confirmed.

Concerning the effect of sport sponsorship on brand image, the analysis has brought up that supporters have to a great extent a positive attitude toward sponsoring brands. The study has also shown that within the framework of a sponsorship, a transfer of attributes through associations occurs. As Löfbergs Lila is perceived as being sportive, packed with a strong linkage to the club in customers' minds. Even though emotionally positively effected, this cannot be congruently transferred to effects in purchasing habits. Nevertheless proposition 2, a positive attitude to sport sponsorship of a particular target audience has a positive effect on the linked associations with a sponsor's brand, can also be affirmed in terms of positive associations.

Proposition 3, sponsor-fit has an impact on brand knowledge in a specific target group, which is emotionally connected to the sponsored field, can be answered affirmative to a significant degree. The study has shown that a sponsor-fit is likely to obtain positive achievements in terms of awareness and image. As shown in case of Löfbergs Lila and Swedish ice hockey, the more the single perceptions mesh the more the involvement is accepted and consequently positive emotions are enhanced.

## CONCLUSION

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Furthermore the study has confirmed the developed conceptual model (Figure 8; see ch. 4). Sport sponsorship does connect a sponsor to the sponsored subject in terms of awareness and image, whereby loyalty to a sponsor's product could not be revealed. Moreover it has turned out that in the field of low involvement product purchasing decisions on goods such as coffee, purchasing drivers such as quality and taste are more important than a brand's image. Consequently sponsorship embedded in an integrated communication-mix contributes to brand knowledge and indirectly stimulates behaviour toward trial, which is fundamental for brand loyalty.

Collating all the results the study has delivered, the superior research question *Does sport sponsorship especially in terms of brand image and brand awareness in a particular target group affect the sponsor's brand?* can definitely be affirmed. Nevertheless brand equity is related to more variables, which are also partly dependent on different parameters and therefore not directly touched by sport sponsorship.

Even though this paper gives an insight in the interaction of sport sponsorship and brands, further research is required. Sport sponsorship does not seem to decline in the foreseeable future (IEG 2011), since even the world economic crisis could not harm the branch sustainably. Nevertheless the professionalism and the ability to measure more cognitive and emotional effects of sport sponsorship need to be further increased. Therefore supplementary studies especially in the area of image-transfer, thus more determined by psychological components, are of concern. This concern is not only from an academic point of view, also the practitioners will benefit. As shown in the underlying study, sport sponsorship is indeed a powerful brand-building tool, with the ability to form attitudes, but in terms of efficiency on a business function level, the integration in an extensive marketing communication-mix is essential.

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## APPENDIX

### 1 Ad Sponsorship

In the following the beginning of sponsorship as well as more detailed explanations of the different types is provided.

#### *Sponsorship “Infancy”*

The growth of sponsorship in popularity around the world is undeniable, extensively applied by organizations operating in consumer markets (Dolphin 2003). In general sponsorship is not a new phenomenon, already in the Antic Rome wealthy citizens supported culture and sports. As this support was not related to any particular performances, the sponsor was a so-called Maecenas, who benefited from the ideological rewarding (Leuteritz et al. 2008). This individual altruistic behaviour developed to corporate donations. These patronages are based on charity objectives (Dolphin 2003). This in general philanthropic approach changed in the 1970s, when the request for value in return arose (Jiffer & Roos 1999) and economic-based intentions replaced the donation mentality (Dolphin 2003). Meenaghan (1991) emphasized that nowadays sponsorship is rather similar to advertising as a commercial purpose is targeted, while corporate giving e.g. patronage or charity, centralizes a certain return to the society.

#### *Add-on to Types of Sponsorship*

Culture sponsorship targets the perceived image of a company rather than marketing objectives. It might be applied for fine arts, music, cinematic art, performance art, etc. (Pleon 2008).

Social cause sponsorship can be in relation to corporate philanthropy, associating a corporation with attributes such as concerned, caring, intelligent and admirable, signaling corporate social responsibility (CSR) efforts by supporting non-profit organizations (NGO) (Meenaghan 1999). Social cause sponsorship has to be distinguished from ordinary fund raising activities.

Environmental sponsorship as another form of sponsorship addresses CSR parameters by communicating sustainable concerns, expressed by involvements in e.g. nature conservation, protection of animals, climate protection, environmental research, etc., but is often limited by credibility (Pleon 2008).

Educational sponsorship is related to educational establishments and can be defined as method of financing science and research. Furthermore, corporations apply naming-sponsorships with those establishments e.g. Jacobs University Bremen, Reinhold-Würth Hochschule Künzelsau.

Media sponsorship covers a different integration than via advertisement into various media channels e.g. TV, print, online, radio, cinema, etc. Forms are presenting, competitions, editorial contribution, patronages, etc. (Bruhn 1998)

The most perceived value for the upcoming years is given to environmental sponsorships. In average 16% of the total communication budget is devoted to sponsorship activities. The largest portion of the sponsorship budget, underlining the significance, is allocated to sport sponsorship (44.5%), followed by culture sponsorships and social cause sponsorship. Significantly is the fact that in average 79.3% of the total sponsorship budget is invested in rights and solely minor portions remain for realization of those rights. Concerning future development in the sponsorship portfolio, the study suggests educational sponsorships and environmental sponsorships being those categories with the highest potential. Most important sponsorship for CSR reasons are environmental sponsorship, social cause sponsorship and educational sponsorship.

2 Questionnaire English Language



Questionnaire „Master Thesis – SportSponsorship & Brand“  
Nina Pranti, Stefan Andres

This survey is conducted for the purpose of gathering data for our Master Thesis at Karlstad University. It is anonymous. Participation in the competition is voluntarily – attractive prices are waiting. Thank you very much for assisting us in our master thesis!



Questionnaire „Master Thesis – SportSponsorship & Brand“  
Nina Pranti, Stefan Andres

1. Hockey Affinity

- a. Which is your favorite team in the Swedish Hockeyligan? \_\_\_\_\_
- b. How often do you visit a hockey arena in average per month?  
 0  1  2-3  4-6  6+
- c. Who joins you going to the arena?  
 family  friends  work mates  none
- d. Which attributes fit best to hockey? \_\_\_\_\_ Others: \_\_\_\_\_  
 adventurous  sportive  joyful  conservative  
 dynamic  exciting  peaceful  boring  
 traditional  modern  elegant  aggressive  
 exclusive  active  likeable  Other: \_\_\_\_\_

2. Unaided Sponsor Recall

- Which sponsor(s) do you have first in mind thinking of
- a. Brynäs IF: \_\_\_\_\_
- b. Frölunda HC: \_\_\_\_\_
- c. Färjestad BK: \_\_\_\_\_

3. Sport Sponsorship

- a. Does sport sponsorship affect you in general positively?  
 agree  most likely  not necessarily  not at all
- b. Do you in general neglect brands due to sponsor a certain sport/team?  
 agree  most likely  not necessarily  not at all
- c. Do you feel positive attracted by brands sponsoring your favorite sport teams/events?  
 agree  most likely  not necessarily  not at all
- d. Do you neglect brands sponsoring a competitor's team?  
 agree  most likely  not necessarily  not at all
- e. Do you prefer brands sponsoring your favorite team to competitive choices?  
 agree  most likely  not necessarily  not at all
- f. Do you associate coffee brands with Swedish ice-hockey?  
 agree  most likely  not necessarily  not at all

4. Coffee Related Questions

- a. Do you know Löfbergs Lila?  
 yes  no
- b. Where do you perceive this brand (Löfbergs Lila)?  
 Supermarket  TV  Advertising  Ice Hockey  
 Karlstad  Färjestad BK  Restaurant  Print  
 Other: \_\_\_\_\_

- c. How often do you drink coffee per week?  
 0  once  2-3 times  4-6 times  daily
- d. How much coffee do you drink per day?  
 1 cup  2-3 cups  4-5 cups  6+ cups
- e. What is the most crucial factor influencing your coffee choice?  
 taste  origin  price  quality  image  Other: \_\_\_\_\_
- f. Do you have a preferred coffee brand?  
 None  Zoegas  Gevalia  Nescafé  Löfbergs Lila  Arvid Nordquist
- Other: \_\_\_\_\_
- g. Do you buy coffee personally?  
 yes  no

5. Löfbergs Lila & Sponsorship Related Questions

- a. Do you perceive Löfbergs Lila more positively/likeable due to their involvement in ice hockey?  
 agree  most likely  not necessarily  not at all
- b. Would you prefer Löfbergs Lila coffee due to their hockey sponsorship to any other brand regarding the assumption that quality and price are similar?  
 agree  most likely  not necessarily  not at all
- c. Would it effect your choice in coffee if the sponsorship will not be continued?  
 agree  most likely  not necessarily  not at all
- d. Would you switch to Gevalia, Zoegas or any other coffee brand if they would sponsor FBK assuming same price and quality?  
 agree  most likely  not necessarily  not at all
- e. Which of the following emotions do you associate with the brand Löfbergs Lila?  
 adventurous  sportive  joyful  conservative  
 dynamic  exciting  peaceful  boring  
 traditional  modern  elegant  aggressive  
 exclusive  active  likeable  Other: \_\_\_\_\_
- f. What do you have first in mind when thinking of Löfbergs Lila? (max. 2)  
 Coffee  Hockey Arena  Värmland  Ice Hockey (FBK)  
 Karlstad  Fair Trade  Lilac  Other: \_\_\_\_\_

6. Demographics

- a. Gender:  male  female
- b. Age:  under 18  18-25  26-35  36-45  46 – 55  56-65  65+
- c. Home Province (Län): \_\_\_\_\_ Other Nation: \_\_\_\_\_
- d. Household size:  single household  2-3 persons  4-5 persons  5+ persons

Thank you very much!  
If you want to participate in the competition/lottery with attractive prices of Färjestad BK and Löfbergs Lila, please leave your email address here: \_\_\_\_\_

## 3 Questionnaire Swedish Language



Frågeformulär „Master Thesis – Sportsponsorship & Brand“  
Nina Prandi, Stefan Andres

Denna undersökning görs för att samla data till vår uppsats på masternivå vid Karlstads universitet. Den är helt anonym. Det är helt frivilligt att delta i undersökningen – men vi kommer att lotta ut attraktiva priser. Tack för att du vill hjälpa oss med vår uppsats!



Frågeformulär „Master Thesis – Sportsponsorship & Brand“  
Nina Prandi, Stefan Andres

1. Hockey sympatier
- Vilket är ditt favoritlag i den svenska hockeyligan? \_\_\_\_\_
  - Hur ofta besöker du en hockeyarena per månad?  0  1  2-3  4-6  6+
  - Vem tar du med till arenan?  familj  vänner  arbetskamrater  ingen  andra: \_\_\_\_\_
  - Vilka av följande begrepp beskriver hockey bäst?  äventyrlig  sportig  rolig  konservativ  dynamisk  spännande  lugn  tråkig  traditionell  modern  elegant  aggressiv  exklusiv  sympatisk  aktiv  andra: \_\_\_\_\_
2. Vilken/vilka sponsorer(kopplar du samman med följande hockeylag
- Brynäs IF: \_\_\_\_\_
  - Frolunda HC: \_\_\_\_\_
  - Färjestad BK: \_\_\_\_\_
3. Kopplingar till idrottsponsoring
- Påverkas du generellt positivt av sponsoring?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Väljer du vanligtvis bort varumärken på grund av att de sponsrar en viss sport eller ett visst lag?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Känner du dig positivt inställd till varumärken som sponsrar ditt favoritlag/evenemang?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Väljer du bort varumärken som sponsrar ett motståndarlag?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Föredrar du varumärken som sponsrar ditt favoritlag framför konkurrerande varumärken?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Förknippas du koffemärken med svensk ishockey?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
4. Kaffevanor
- Känner du till Löfbergs Lila?  ja  nej
  - Var uppfattar/ser du detta varumärke (Löfbergs Lila)?  köpcentrum  TV  reklam  ishockey  karlstad  färjestad BK  restaurang  dagsstämningar/Tiöskriften  andra: \_\_\_\_\_
5. Kaffemärken
- Uppfattar du Löfbergs Lila mer positivt tack vare deras engagemang i ishockey?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Skulle du föredra Löfbergs Lila-kaffe tack vare deras hockeysponsoring framför något annat märke om man utgår från att kvaliteten och priset är lika?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Skulle det påverka ditt val av kaffe om sponsringen inte skulle försättas?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Skulle du byta till Gevalia, Zoegas eller något annat kaffemärke om de skulle sponsra FBK om man utgår från att kvaliteten och priset är lika?  instämmer helt  instämmer till stor del  instämmer delvis  instämmer inte alls
  - Vilka av följande känslor förknippas du med varumärket Löfbergs Lila?  äventyrlig  sportig  rolig  konservativ  dynamisk  spännande  lugn  tråkig  traditionell  modern  elegant  aggressiv  exklusiv  aktiv  sympatisk  andra: \_\_\_\_\_
  - Vad tänker du på först när du tänker på Löfbergs Lila? (max. 2)  kaffe  Hockey Arena  Värmland  ishockey (FBK)  karlstad  Fair Trade  färjen lila  andra: \_\_\_\_\_
6. Bakgrund
- Kön:  man  kvinna
  - Ålder:  under 18  18-25  26-35  36-45  46-55  56-65  65+
  - Län: \_\_\_\_\_ Annan Nation: \_\_\_\_\_
  - Hushållets storlek:  1 person  2-3 personer  4-5 personer  5+ personer
- Tack så mycket!
- Om du vill delta i utlottningen av attraktiva priser från FBK och Löfbergs Lila, skriv din e-postadress här: \_\_\_\_\_



## 4 Questionnaire Coding

QuestionNo	SPSS Code	Question
<b>HOCKEY AFFINITY</b>		
1a	HA01	Which is your favourite team in Swedish Elitserien?
1b	HA02	How often do you visit a hockey arena in average per month?
1c	HA03	Who joins you going to the arena?
1d	HA04	Which attributes fit best to hockey?
<b>UNAIDED SPONSOR RECALL</b>		Which sponsor(s) do you have first in mind thinking of
2a	EL01_1	Brynäs IF
2b	EL01_2	Frölunda HC
2c	EL01_3	Färjestad BK
<b>SPORT SPONSORSHIP</b>		
3a	SP01	Does sport sponsorship affect you in general positively?
3b	SP02	Do you in general neglect brands due to sponsoring a certain sport/team?
3c	SP03	Do you feel positive attracted by brands sponsoring your favourite sport team(s)/event(s)?
3d	SP04	Do you neglect brands sponsoring a competitor's team?
3e	SP05	Do you prefer brands sponsoring your favourite team to competitive choices?
3f	SP08	Do you associate coffee brands with Swedish ice hockey?
<b>COFFEE RELATED QUESTIONS</b>		
4a	CB01	Do you know Löfbergs Lila?
4b	CB02	Where do you perceive this brand (Löfbergs Lila)?
4c	US01	How often do you drink coffee per week?

## APPENDIX

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QuestionNo	SPSS Code	Question
4d	US02	How much coffee do you drink per day?
4e	US03	What is the most crucial factor influencing your coffee choice?
4f	US04	Do you have a preferred coffee brand?
4g	US05	Do you buy coffee personally?
<b>LÖFBERS LILA AND SPONSORSHIP RELATED QUESTIONS</b>		
5a	CB03_1	Do you perceive Löfbergs Lila more positively/likeable due to their involvement in ice hockey?
5b	CB03_2	Would you prefer Löfbergs Lila due to their hockey sponsorship to any other brand regarding the assumption that quality and price are similar?
5c	CB03_3	Would it effect your choice in coffee if the sponsorship will not be continued?
5d	CB03_4	Would you switch to Gevalia, Zoegas or any other coffee brand if they would sponsor Färjestad BK assuming same price and quality?
5e	CB04	Which of the following emotions do you associate with the brand Löfbergs Lila?
5f	CB05	What do you have first in mind when thinking of Löfbergs Lila?
<b>DEMOGRAPICHS</b>		
6a	SD01	Gender
6b	SD02	Age
6c	SD03	Home Province
6d	SD04	Household Size

## 5 Löfbergs Lila AB

The empirical research underlying this paper is based on the sponsorship involvement of Löfbergs Lila AB in Swedish ice-hockey. Löfbergs Lila AB is the main sponsor of the hockey club Färjestad BK. In the following appendix section the sponsor and its sponsorship involvement relevant for our study is elaborated. Fundamental information was gathered by interviewing the responsible marketing manager Leif Sjöblom.



The Swedish family-owned coffee roaster Löfbergs Lila AB was founded in 1906 by the Löfbergs' brothers. Its headquarter and main roasting plant is located in Karlstad, Värmland. The core business of Löfbergs Lila AB covers coffee and tea processing. Annually the turnover reaches SEK 1,5bn (Löfbergs Lila 2012a), equivalent to approx. 61.000 tons of coffee (SKI 2012) or 2.000bn consumed cups, produced by 280 employees. The product portfolio consists of retail and out of home product ranges, covering various tastes and product categories e.g. grounded, organic, fairtrade, whole beans, instant or innovative coffee capsules. Löfbergs Lilas' certified products are available in ten countries e.g. Sweden, Norway, Denmark, Estonia, whereas Sweden remains the most significant. Quality is ensured throughout the company by ISO 9001 certification.

Löfbergs Lila is the largest supplier of coffee in Swedish Out-of-Home segment, which means restaurants, cafés and companies/institutions (Löfbergs Lila 2012a). Furthermore Löfbergs Lila AB is the third most important retail coffee supplier in Sweden, with a total market share of 13,3%. In comparison the main competitor Gevalia comprises 35,6%, while Zoégas holds a 20% market share of the retail market (Nielsen 2012). In the main segment "Rostat Bönkaffe" Löfbergs Lila obtains a total market share of 20% (Nielsen 2012).

From the founding ancestors perception on the traditional family-owned coffee roaster is dedicated to quality, sustainability, responsibility and innovation. Social and environmental responsibility is therefore anchored deep in the company's history and philosophy. Corporate Social Responsibility is heavily emphasized on a regional as well as international scale. Consequently Löfbergs Lila AB acts as industry pioneer, being one of the major European importers of organic and fairtrade coffee. In 2000 the first fairtrade organic coffee was marketed, in 2012 Löfbergs Lilas' market share on ecological

certified coffee amounted to 45% (Nielsen 2012). In 2001 Ljöfbergs Lila AB launched the International Coffee Partners (ICP), a sustainability program together with four other international coffee rosters for funding and implementing development projects to support the small-scale coffee growers. Coffee & Climate is another initiative for environmental and social contribution where Ljöfbergs Lila AB is amongst the driving founding members. Furthermore green electricity, smart logistics using ships and railway as well as minimal packaging to reduce packaging material and consequently waste are proactive initiatives acting as industry forerunner (Ljöfbergs Lila 2012b).

### **Sponsorship visibility of Ljöfbergs Lila**

Ljöfbergs Lila AB is the main sponsor of the hockey club Färjestad BK, located in Karlstad, competing in the Swedish national hockey league. Next to the sponsorship with the club, the hockey arena, hosting 8.250 seats, is named since its opening in 2001 Ljöfbergs Lila Arena. This additional involvement has to be considered as separate sponsorship, but cannot be neglected as LLA is the host arena of Färjestad BK matches. Furthermore the LLA is used next to hockey matches as multi-functional venue hosting conferences and concerts e.g. Bryan Adams, Elton John. At the venue Ljöfbergs Lila is next to the naming, also integrated in decoration elements and colors as well as in the catering facilities and offers (Ljöfbergs Lila AB 2012c).

Ljöfbergs Lilas' sport sponsorship on Färjestad BK exists since 1978 (Ljöfbergs Lila AB 2012d). It is a further demonstration of the local bond of the international coffee roaster to Karlstad and the Swedish hockey tradition. The logo is visible on the jersey on the front and backside, as well as at the rink and inside the arena. Moreover it is integrated into the communication channels of Färjestad BK. The logo exposure provides coverage in various national and international media. From September 2011 until February 2012 Färjestad achieved in total 73 hours TV visibility, mainly in pay-TV channel C+ (67h15min), reaching an audience of approx. 82,3m viewer (Sponsor Insight 2012). The press exposure in Swedish print media was according to Sponsor Insight (2012) equivalent to SEK 11,5m.

According to Ljöfbergs Lila AB (2012d) information, in terms of brand activation, three particular events per season are realized, covering numerous communication tools as e.g. sampling, game-hosting, lotteries, etc. From a relationship angle, Ljöfbergs Lila AB invites business partners and important

key partners to the hockey matches, using the sponsorship to establish a more intense bond by providing a particular event experience. In terms of employee motivation, Löfbergs Lila employees receive the possibility to acquire reduced match tickets.

The sponsorship contract covers also associational rights in terms of Färjestad BK's logo usage and integration of players for corporate events, but both rights are rarely applied by Löfbergs Lila AB (Löfbergs Lila 2012d).

## 6 Ad 6.1. Description of the Population

Table 8: Frequency Data Collection Method

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Onsite LLA	303	37,7	37,7	37,7
	Online	500	62,3	62,3	100,0
	Total	803	100,0	100,0	

Table 9: Frequency Favourite Team

Frequency HA01	Frequency	Percent	Valid Percent	Cumulative Percent
AIK	1	,1	,1	,1
BIK Karlskoga	1	,1	,1	,3
Bjorkhoven	1	,1	,1	,4
Brynäs	9	1,1	1,2	1,5
Djurgarden	5	,6	,6	2,2
Färjesad	1	,1	,1	2,3
FBK	734	91,4	94,2	96,5
Frölunda	2	,2	,3	96,8
HV71	11	1,4	1,4	98,2
Valid IFK Munkförs	1	,1	,1	98,3
Leksand	2	,2	,3	98,6
LHC	1	,1	,1	98,7
Luleå Hockey	1	,1	,1	98,8
Modo Hockey	2	,2	,3	99,1
Mora IK	4	,5	,5	99,6
Redskins	1	,1	,1	99,7
Västeras IK	1	,1	,1	99,9
VF	1	,1	,1	100,0
Total	779	97,0	100,0	
Missing "no preferred team"	24	3,0		
Total	803	100,0		

## APPENDIX

Figure 20: Demonstration of the data in terms of gender, age and survey origin

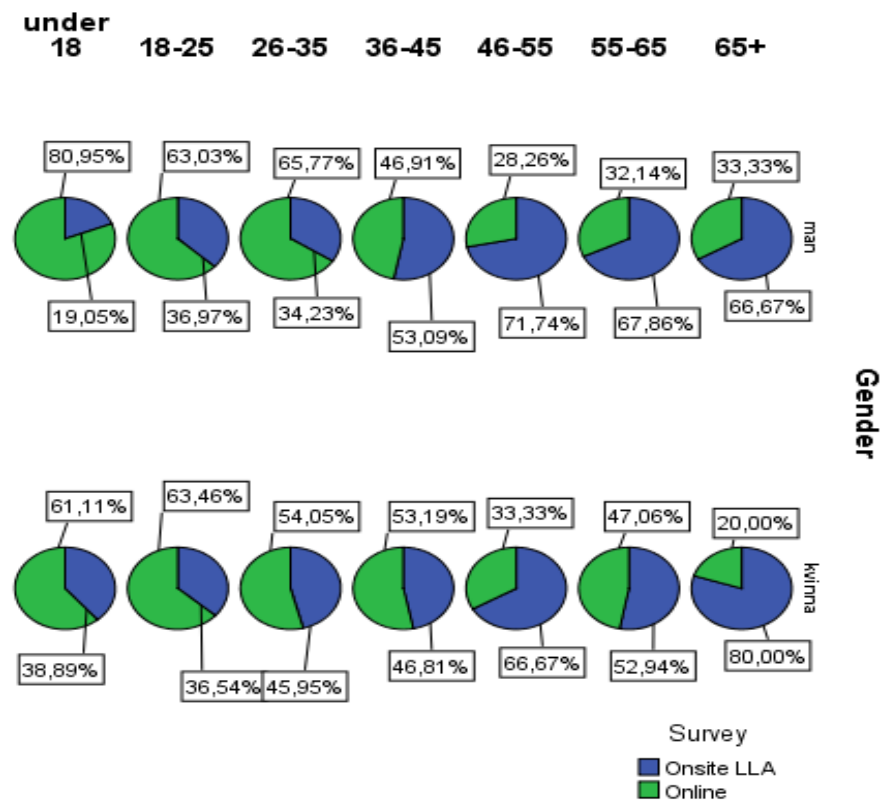


Table 10: Frequency Gender

Frequency SD01	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	man	444	55,3	67,2
	kvinna	217	27,0	32,8
	Total	661	82,3	100,0
Missing	Not answered	11	1,4	
	System error	131	16,3	
	Total	142	17,7	
Total	803	100,0		

## APPENDIX

**Table 11: Frequency Age**

Frequency SD02		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 18	61	7,6	9,3	9,3
	18-25	174	21,7	26,6	35,9
	26-35	149	18,6	22,7	58,6
	36-45	128	15,9	19,5	78,2
	46-55	87	10,8	13,3	91,5
	56-65	45	5,6	6,9	98,3
	65+	11	1,4	1,7	100,0
	Total	655	81,6	100,0	
Missing	Not answered	17	2,1		
	System error	131	16,3		
	Total	148	18,4		
Total		803	100,0		

**Table 12: Frequency Preferred Coffee Brand**

Frequency US04		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ingen	74	9,2	11,0	11,0
	Zoegas	76	9,5	11,3	22,3
	Gevalia	55	6,8	8,2	30,5
	Nescafé	12	1,5	1,8	32,2
	Löfbergs Lila	421	52,4	62,6	94,8
	Arvid	25	3,1	3,7	98,5
	Nordquist	10	1,2	1,5	100,0
	Total	673	83,8	100,0	
Missing	Not answered	33	4,1		
	System error	97	12,1		
	Total	130	16,2		
Total		803	100,0		



Table 13: Frequency Home Province

Frequency SD03	Frequency	Percent	Valid Percent	Cumulative Percent
ABROAD	8	1,0	1,3	1,3
Blekinge	1	,1	,2	1,5
Dalarna	10	1,2	1,6	3,1
Gävleborg	9	1,1	1,5	4,6
Gotland	2	,2	,3	4,9
Halland	9	1,1	1,5	6,4
Jämtland	2	,2	,3	6,7
Jönköping	14	1,7	2,3	9,0
Kalmar	5	,6	,8	9,8
Kronoberg	9	1,1	1,5	11,3
Norrbottn	5	,6	,8	12,1
Örebro	29	3,6	4,8	16,9
Östergötland	13	1,6	2,1	19,0
Skåne	10	1,2	1,6	20,7
Södermanland	13	1,6	2,1	22,8
Stockholm	36	4,5	5,9	28,7
Uppsala	15	1,9	2,5	31,1
Värmland	318	39,6	52,1	83,3
Västerbotten	2	,2	,3	83,6
Västernorrland	9	1,1	1,5	85,1
Västmanland	8	1,0	1,3	86,4
Västra Götaland	83	10,3	13,6	100,0
Total	610	76,0	100,0	
Missing Not answered	193	24,0		
Total	803	100,0		

Table 14: Cross-Tab Preferred Coffee Brand and Coffee Consumption per Week

Crosstabulation US04 & US01		Consumption Week					Total	
		inte alls	1 gång	2-3 gång	4-6 gång	dagligen		
Brand	Ingen	Count	29	13	3	4	25	74
		% within per week Consumption	33.0%	25.5%	6.3%	7.8%	5.8%	11.0%
	Zoegas	Count	3	3	5	1	64	76
		% within per week Consumption	3.4%	5.9%	10.4%	2.0%	14.8%	11.3%
	Gevalia	Count	1	2	3	7	42	55
		% within per week Consumption	1.1%	3.9%	6.3%	13.7%	9.7%	8.2%
	Nescafé	Count	0	1	1	3	7	12
		% within per week Consumption	.0%	2.0%	2.1%	5.9%	1.6%	1.8%
	Löfbergs Lila	Count	54	32	36	34	262	418
		% within per week Consumption	61.4%	62.7%	75.0%	66.7%	60.6%	62.4%
Arvid Nordquist	Count	0	0	0	1	24	25	
	% within per week Consumption	.0%	.0%	.0%	2.0%	5.6%	3.7%	
Andra:	Count	1	0	0	1	8	10	
	% within per week Consumption	1.1%	.0%	.0%	2.0%	1.9%	1.5%	
Total	Count	88	51	48	51	432	670	
	% within per week Consumption	100.0 %	100.0 %	100.0%	100.0%	100.0%	100.0 %	

7 Ad 6.2. Sport Sponsorship

Table 15: Statistical Values Sport Sponsorship

Statistics on SP01 – SP05	Affect	Neglect	Attract	Neglect Competitor	Prefer
N Valid	721	723	722	723	722
Missing	82	80	81	80	81
Mean	2,53	3,36	1,84	3,28	2,55
Median	3,00	4,00	2,00	4,00	3,00
Mode	3	4	1	4	4
Std. Deviation	,886	,924	,879	,974	1,142

Table 16: Frequency Positive Affection by Sport Sponsorship

Frequency SP01	Frequency	Percent	Valid Percent	Cumulative Percent
Valid instämmer helt	107	13,3	14,8	14,8
instämmer till stor del	214	26,7	29,7	44,5
instämmer delvis	314	39,1	43,6	88,1
instämmer inte alls	86	10,7	11,9	100,0
Total	721	89,8	100,0	
Missing Not answered	12	1,5		
System error	70	8,7		
Total	82	10,2		
Total	803	100,0		

Table 17: Frequency Neglecting a Brand Sponsoring a Sport/Team

Frequency SP02	Frequency	Percent	Valid Percent	Cumulative Percent
Valid instämmer helt	52	6,5	7,2	7,2
instämmer till stor del	69	8,6	9,5	16,7
instämmer delvis	169	21,0	23,4	40,1
instämmer inte alls	433	53,9	59,9	100,0
Total	723	90,0	100,0	
Missing Not answered	10	1,2		
System error	70	8,7		
Total	80	10,0		
Total	803	100,0		

**Table 18: Frequency Positive Attraction by Sponsorship at Favourite Team**

Frequency SP03	Frequency	Percent	Valid Percent	Cumulative Percent
instämmer helt	317	39,5	43,9	43,9
instämmer till stor del	233	29,0	32,3	76,2
instämmer delvis	143	17,8	19,8	96,0
instämmer inte alls	29	3,6	4,0	100,0
Total	722	89,9	100,0	
Not answered	11	1,4		
Missing System error	70	8,7		
Total	81	10,1		
Total	803	100,0		

**Table 19: Frequency Neglecting Brands Sponsoring Competitor Teams**

Frequency SP04	Frequency	Percent	Valid Percent	Cumulative Percent
instämmer helt	63	7,8	8,7	8,7
instämmer till stor del	81	10,1	11,2	19,9
instämmer delvis	172	21,4	23,8	43,7
instämmer inte alls	407	50,7	56,3	100,0
Total	723	90,0	100,0	
Not answered	10	1,2		
Missing System error	70	8,7		
Total	80	10,0		
Total	803	100,0		

**Table 20: Frequency Preference against Competitive Choice**

Frequency SP05	Frequency	Percent	Valid Percent	Cumulative Percent
instämmer helt	183	22,8	25,3	25,3
instämmer till stor del	159	19,8	22,0	47,4
instämmer delvis	182	22,7	25,2	72,6
instämmer inte alls	198	24,7	27,4	100,0
Total	722	89,9	100,0	
Not answered	11	1,4		
Missing System error	70	8,7		
Total	81	10,1		
Total	803	100,0		

## 8 Ad 6.3.1 Brand Awareness

Table 21: Frequency Unaided Sponsor Recall

Frequency EL01_3	Frequency	Percent	Valid Percent	Cumulative Percent
Not answered	73	9,1	9,1	9,1
3	14	1,7	1,7	10,8
Arcebor Mittal	2	,2	,2	11,1
Bergqviststav	1	,1	,1	11,2
elon	2	,2	,2	11,5
EVRY	1	,1	,1	11,6
Harrys	4	,5	,5	12,1
Intersport	1	,1	,1	12,2
kaffe	28	3,5	3,5	15,7
Valid Kewab	6	,7	,7	16,4
Konsum Värmland	12	1,5	1,5	17,9
Länsförsäkringar	4	,5	,5	18,4
LL	629	78,3	78,3	96,8
Moelven	4	,5	,5	97,3
OLW	8	1,0	1,0	98,3
Reebok	2	,2	,2	98,5
Sofiero	1	,1	,1	98,6
Stadium	11	1,4	1,4	100,0
Total	803	100,0	100,0	

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**Table 22: Onsite Sample – Unaided Sponsor Recall**

Sample Onsite: Frequency EL01_3	Frequency	Percent	Valid Percent	Cumulative Percent
Not answered	12	4,0	4,0	4,0
3	1	,3	,3	4,3
Arcebor Mittal	2	,7	,7	5,0
Bergqviststav	1	,3	,3	5,3
Harrys	1	,3	,3	5,6
Valid kaffe	14	4,6	4,6	10,2
Kewab	2	,7	,7	10,9
Konsum	1	,3	,3	11,2
Värmland				
LL	267	88,1	88,1	99,3
Stadium	2	,7	,7	100,0
Total	303	100,0	100,0	

**Table 23: Online Sample – Unaided Sponsor Recall**

Sample Online: Frequency EL01_3	Frequency	Percent	Valid Percent	Cumulative Percent
Not answered	61	12,2	12,2	12,2
3	13	2,6	2,6	14,8
elon	2	,4	,4	15,2
Evry	1	,2	,2	15,4
Harrys	3	,6	,6	16,0
Intersport	1	,2	,2	16,2
kaffe	14	2,8	2,8	19,0
Kewab	4	,8	,8	19,8
Valid Konsum Värmland	11	2,2	2,2	22,0
Länsförsäkringar	4	,8	,8	22,8
LL	362	72,4	72,4	95,2
Moelven	4	,8	,8	96,0
OLW	8	1,6	1,6	97,6
Reebok	2	,4	,4	98,0
Sofiero	1	,2	,2	98,2
Stadium	9	1,8	1,8	100,0
Total	500	100,0	100,0	

Table 24: Frequency Multiple Choice Answers Brand Perception

Frequency CB02		Responses		Percent of Cases
		N	Percent	
Checked Brand Perception	Perception LL/Köpcentrum	216	8,8%	30,9%
	Perception LL/TV	183	7,4%	26,1%
	Perception LL/Reklam	274	11,1%	39,1%
	Perception LL/Ishockey	335	13,6%	47,9%
	Perception LL/Karlstad	454	18,4%	64,9%
	Perception LL/Färjestad BK	648	26,3%	92,6%
	Perception LL/Restaurang	206	8,4%	29,4%
	LL/Dagstidningar/Tidskrifter	114	4,6%	16,3%
	Perception LL/Andra:	31	1,3%	4,4%
Total		2461	100,0%	351,6%

Table 25: Perception of Löfbergs Lila Subdivided by Survey Sample

	TOTAL		ONSITE		ONLINE	
	n	%	n	%	n	%
Köpcentrum	216	8,8	77	8,3	139	9,1
TV	183	7,4	92	9,9	91	5,9
Reklam	274	11,1	127	13,7	147	9,6
Ishockey	335	13,6	59	6,4	276	18
Karlstad	454	18,4	173	18,6	281	18,3
Färjestad BK	648	26,3	271	29,2	377	24,6
Restaurang	206	8,4	70	7,5	136	8,9
Dagstidningar	114	4,6	54	5,8	60	3,9
Andra	31	1,3	6	0,6	25	1,6

Table 26: Knowledge Löfbergs Lila

Frequency CB01		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	695	86,6	100,0	100,0
	no	0	0		
Not answered		12	1,5		
Missing	System error	96	12,0		
	Total	108	13,4		
Total		803	100,0		

Table 27: Cross-Tab Unaided Sponsor Recall and Frequency of Arena Visit

Crosstabulation EL01_3 & HA01		Frequency Arena					Total	
		0	1	2-3	4-6	6+		
<b>2c. Sponsor Recall on Färjestad BK</b>	3	Count	1	5	6	2	0	14
		% within Frequency Arena	.7%	1.4%	4.4%	3.2%	.0%	1.8%
	kaffe	Count	6	9	3	5	4	27
		% within Frequency Arena	4.2%	2.6%	2.2%	8.1%	4.3%	3.5%
	Konsum	Count	2	4	3	0	2	11
	Värmland	% within Frequency Arena	1.4%	1.2%	2.2%	.0%	2.2%	1.4%
	LL	Count	110	290	97	42	75	614
		% within Frequency Arena	76.9%	84.1%	71.9%	67.7%	80.6%	78.9%
	Stadium	Count	1	1	4	1	4	11
		% within Frequency Arena	.7%	.3%	3.0%	1.6%	4.3%	1.4%
	Total		345	135	62	93	778	



## 9 Ad 6.3.2 Brand Image

Table 28: Frequency Positive Perception of Löfbergs Lila due to Sport Sponsorship

Frequency CB03_1		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	instämmer helt	274	34,1	39,4	39,4
	instämmer till stor del	180	22,4	25,9	65,2
	instämmer delvis	147	18,3	21,1	86,4
	instämmer inte alls	95	11,8	13,6	100,0
	Total	696	86,7	100,0	
Missing	Not answered	11	1,4		
	System error	96	12,0		
	Total	107	13,3		
Total		803	100,0		

Table 29: Frequency Multiple Choice Answers Emotions toward Löfbergs Lila

Frequency CB04		Responses		Percent of Cases
		N	Percent	
Checked Emotion toward Löfbergs Lila	Emotions LL/äventyrlig	41	2,7%	6,2%
	Emotions LL/dynamisk	34	2,3%	5,2%
	Emotions LL/traditionell	314	20,8%	47,6%
	Emotions LL/exklusiv	147	9,8%	22,3%
	Emotions LL/sportig	173	11,5%	26,3%
	Emotions LL/spännande	71	4,7%	10,8%
	Emotions LL/modern	148	9,8%	22,5%
	Emotions LL/aktiv	67	4,4%	10,2%
	Emotions LL/rolig	37	2,5%	5,6%
	Emotions LL/lugn	116	7,7%	17,6%
	Emotions LL/elegant	168	11,1%	25,5%
	Emotions LL/sympatisk	58	3,8%	8,8%
	Emotions LL/konservativ	44	2,9%	6,7%
	Emotions LL/tråkig	28	1,9%	4,2%
	Emotions LL/aggressiv	12	0,8%	1,8%
	Emotions LL/Andra:	49	3,3%	7,4%
Total		1507	100,0%	228,7%

Table 30: Correlation Emotions drawn to Löfbergs Lila

Correlation CB05			Emotions LL sportig	Emotions LL traditionel	Emotions LL exklusiv	Emotions LL modern	Emotions LL elegant
<b>Spearman's rho</b>	Emotions LL/sportig	Correlation Coefficient	1,000	-,045	,114**	,055	,022
		Sig. (2-tailed)	.	,229	,002	,145	,553
		N	707	707	707	707	707
	Emotions LL/traditionell	Correlation Coefficient	-,045	1,000	,054	-,047	,056
		Sig. (2-tailed)	,229	.	,151	,211	,136
		N	707	707	707	707	707
	Emotions LL/exklusiv	Correlation Coefficient	,114**	,054	1,000	,208**	,246**
		Sig. (2-tailed)	,002	,151	.	,000	,000
		N	707	707	707	707	707
	Emotions LL/modern	Correlation Coefficient	,055	-,047	,208**	1,000	,195**
		Sig. (2-tailed)	,145	,211	,000	.	,000
		N	707	707	707	707	707
	Emotions LL/elegant	Correlation Coefficient	,022	,056	,246**	,195**	1,000
		Sig. (2-tailed)	,553	,136	,000	,000	.
		N	707	707	707	707	707

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

Table 31: Frequency Multiple Choice Answers First in Mind by Löfbergs Lila

Frequency CB04		Responses		Percent of Cases
		N	Percent	
<b>Checked First in Mind by LL</b>	First in Mind LL/Kaffe	470	36,2%	67,5%
	First in Mind LL/Karlstad	191	14,7%	27,4%
	First in Mind LL/Hockey Arena	290	22,3%	41,7%
	First in Mind LL/Fair Trade	13	1,0%	1,9%
	First in Mind LL/Värmland	47	3,6%	6,8%
	First in Mind LL/Färgen lila	109	8,4%	15,7%
	First in Mind LL/Ishockey	157	12,1%	22,6%
	First in Mind LL/Andra:	23	1,8%	3,3%
Total		1300	100,0%	186,8%

10 Ad 7.3.3 Geographical Difference

Table 32: Cross-Tab First in Mind “Ishockey (FBK)” and Home Province

Crosstabulation CB05_4 & SD03		Home Province			Total	
		Stockholm	Värmland	Västra Götaland		
First in Mind LL/Ishockey (FBK)	Count	25	261	61	474	
	Not checked	% within First in Mind LL/Ishockey (FBK)	5,3%	55,1%	12,9%	100,0%
		% within Home Province	69,4%	82,1%	73,5%	77,7%
		% of Total	4,1%	42,8%	10,0%	77,7%
		Count	11	57	22	136
	Checked	% within First in Mind LL/Ishockey (FBK)	8,1%	41,9%	16,2%	100,0%
		% within Home Province	30,6%	17,9%	26,5%	22,3%
		% of Total	1,8%	9,3%	3,6%	22,3%
		Count	36	318	83	610
	Total	% within First in Mind LL/Ishockey (FBK)	5,9%	52,1%	13,6%	100,0%
		% within Home Province	100,0%	100,0%	100,0%	100,0%
		% of Total	5,9%	52,1%	13,6%	100,0%

Table 33: Chi<sup>2</sup>-Test and Correlation First in Mind “Ishockey (FBK)” and Home Province

Chi <sup>2</sup> CB05_4 & SD03	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42,764 <sup>a</sup>	21	,003
Likelihood Ratio	45,934	21	,001
N of Valid Cases	610		

a. 0 cells (0,0%) have expected count less than 5.

Correlation CB05_4 & SD03		Value	Approx. Sig.
Nominal by Nominal	Phi	,265	,003
	Cramer's V	,265	,003
N of Valid Cases		610	

Table 34: Cross-Tab First in Mind “Hockey Arena” and Home Province

Crosstabulation CB05_3 & SD03		Home Province			Total	
		Stockholm	Värmland	Västra Götaland		
First in Mind LL/Hockey Arena	Count	25	187	53	369	
	Not checked	% within First in Mind LL/Hockey Arena	6,8%	50,7%	14,4%	100,0%
		% within Home Province	69,4%	58,8%	63,9%	60,5%
		% of Total	4,1%	30,7%	8,7%	60,5%
		Count	11	131	30	241
	Checked	% within First in Mind LL/Hockey Arena	4,6%	54,4%	12,4%	100,0%
		% within Home Province	30,6%	41,2%	36,1%	39,5%
		% of Total	1,8%	21,5%	4,9%	39,5%
		Count	36	318	83	610
	Total	% within First in Mind LL/Hockey Arena	5,9%	52,1%	13,6%	100,0%
		% within Home Province	100,0%	100,0%	100,0%	100,0%
		% of Total	5,9%	52,1%	13,6%	100,0%

Table 35: Cross-Tab Perception of Löfbergs Lila "Ishockey" and Home Province

Crosstabulation CB02_4 & SD03		Home Province			Total	
		Stockholm	Värmland	Västra Götaland		
Perception LL/Ishockey	Not checked	Count	14	178	47	314
		% within Perception LL/Ishockey	4,5%	56,7%	15,0%	100,0%
		% within Home Province	38,9%	56,0%	56,6%	51,5%
		% of Total	2,3%	29,2%	7,7%	51,5%
	Checked	Count	22	140	36	296
		% within Perception LL/Ishockey	7,4%	47,3%	12,2%	100,0%
		% within Home Province	61,1%	44,0%	43,4%	48,5%
		% of Total	3,6%	23,0%	5,9%	48,5%
	Total	Count	36	318	83	610
		% within Perception LL/Ishockey	5,9%	52,1%	13,6%	100,0%
		% within Home Province	100,0%	100,0%	100,0%	100,0%
		% of Total	5,9%	52,1%	13,6%	100,0%

Table 36: Chi<sup>2</sup>-Test and Correlation Perception of Löfbergs Lila "Ishockey" and Home Province

Chi-Square Tests

Chi <sup>2</sup> CB02_4 & SD03	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36,105 <sup>a</sup>	21	,021
Likelihood Ratio	39,917	21	,008
N of Valid Cases	610		

a. 0 cells (0,0%) have expected count less than 5.

CB02_4 & SD03		Value	Approx. Sig.
Nominal by Nominal	Phi	,243	,021
	Cramer's V	,243	,021
N of Valid Cases		610	

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Table 37: Frequency Association Swedish Ice Hockey and Coffee Brands

Frequency SP08	Frequency	Percent	Valid Percent	Cumulative Percent
	instämmer helt	264	32,9	36,7
	instämmer till stor del	230	28,6	68,6
Valid	instämmer delvis	183	22,8	94,0
	instämmer inte alls	43	5,4	100,0
	Total	720	89,7	100,0
Missing	Not answered	13	1,6	
System		70	8,7	
	Total	83	10,3	
Total		803	100,0	

Table 38: Frequency Multiple Choice Answers Hockey Attributes

Frequency HA04	Responses		Percent of Cases
	N	Percent	
Attributes Hockey/äventyrlig	138	4,8%	17,6%
Attributes Hockey/dynamisk	174	6,1%	22,1%
Attributes Hockey/traditionell	108	3,8%	13,7%
Attributes Hockey/exklusiv	47	1,6%	6,0%
Attributes Hockey/sportig	436	15,2%	55,5%
Attributes Hockey/spännande	661	23,0%	84,1%
Attributes Hockey/modern	104	3,6%	13,2%
Attributes Hockey/aktiv	319	11,1%	40,6%
Attributes Hockey/rolig	418	14,6%	53,2%
Attributes Hockey/lugn	9	0,3%	1,1%
Attributes Hockey/elegant	57	2,0%	7,3%
Attributes Hockey/sympatisk	11	0,4%	1,4%
Attributes Hockey/konservativ	8	0,3%	1,0%
Attributes Hockey/tråkig	9	0,3%	1,1%
Attributes Hockey/aggressiv	370	12,9%	47,1%
Total	2869	100,0%	365,0%

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**Table 39: Correlations Hockey Attributes “sportive”, “exciting” and “joyful”**

Correlation HA04_5, HA04_6, HA04_9			Attribute Hockey/sportive	Attribute Hockey/exciting	Attribute Hockey/joyful
<b>Spearman's rho</b>	Attribute sportive	Correlation Coefficient	1,000	,079*	,170**
		Sig. (2-tailed)	.	,025	,000
		N	803	803	803
	Attribute exciting	Correlation Coefficient	,079*	1,000	,176**
		Sig. (2-tailed)	,025	.	,000
		N	803	803	803
	Attributes joyful	Correlation Coefficient	,170**	,176**	1,000
		Sig. (2-tailed)	,000	,000	.
		N	803	803	803

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

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

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**Table 40: Correlations Hockey Attributes and Emotions Assigned to Löfbergs Lila**

Crosstabulation HA04 & CB04		Attribute Hockey sportig	Attribute Hockey spännande	Attribute Hockey rolig	Emotion LL traditionell	Emotion LL sportig	Emotion LL elegant	
Spearman's rho	Attribute Hockey/ sportig	Correlation Coefficient	1,000	,079*	,170**	,176**	,110**	,056
		Sig. (2-tailed)	.	,025	,000	,000	,004	,139
		N	803	803	803	707	707	707
	Attribute Hockey/ spännande	Correlation Coefficient	,079*	1,000	,176**	,119**	-,001	,034
		Sig. (2-tailed)	,025	.	,000	,002	,969	,364
		N	803	803	803	707	707	707
	Attribute Hockey/ rolig	Correlation Coefficient	,170**	,176**	1,000	,038	,064	,095*
		Sig. (2-tailed)	,000	,000	.	,313	,091	,012
		N	803	803	803	707	707	707
	Emotion LL/ traditionell	Correlation Coefficient	,176**	,119**	,038	1,000	-,045	,056
		Sig. (2-tailed)	,000	,002	,313	.	,229	,136
		N	707	707	707	707	707	707
	Emotion LL/ sportig	Correlation Coefficient	,110**	-,001	,064	-,045	1,000	,022
		Sig. (2-tailed)	,004	,969	,091	,229	.	,553
		N	707	707	707	707	707	707
	Emotion LL/ elegant	Correlation Coefficient	,056	,034	,095*	,056	,022	1,000
		Sig. (2-tailed)	,139	,364	,012	,136	,553	.
		N	707	707	707	707	707	707

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

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



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**Table 41: Cross-Tab Emotion Löfbergs Lila “sportig” and Attribute Hockey “sportig”**

Crosstabulation CB04 & HA04		Attributes		Total
		Hockey/sportig		
		Not checked	Checked	
<b>Emotions</b>	Not checked	256	278	534
<b>LL/sportig</b>	Checked	61	112	173
Total		317	390	707

**Table 42: Chi<sup>2</sup>-Test and Correlation Emotion Löfbergs Lila “sportig” and Attribute Hockey “sportig”.**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	8,494 <sup>a</sup>	1	<b>,004</b>		
Continuity Correction <sup>b</sup>	7,989	1	,005		
Likelihood Ratio	8,616	1	,003		
Fisher's Exact Test				,004	,002
Linear-by-Linear Association	8,482	1	,004		
N of Valid Cases	707				

a. 0 cells (0,0%) have expected count less than 5

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Nominal by Nominal	Phi Cramer's V	,110 ,110			,004 ,004
Interval by Interval	Pearson's R	,110	,037	2,928	,004 <sup>c</sup>
Ordinal by Ordinal	<b>Spearman Correlation</b>	<b>,110</b>	<b>,037</b>	<b>2,928</b>	<b>,004<sup>c</sup></b>
N of Valid Cases		707			

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Table 43: Statistical Values Relation between Löfbergs Lila and Sport Sponsorship Involvement at FBK

CB03_2, CB03_3, CB03_4	5b. Skulle du föredra Löfbergs Lila- kaffe tack vare deras hockeysponsring framför något annat märke om man utgår från att kvalitet och pris är lika?	5c. Skulle det påverka ditt val av kaffe om sponsringen inte skulle fortsätta?	5d. Skulle du byta till Gevalia, Zoegas eller något annat kaffemärke om de skulle sponsra FBK om man utgår från att kvalitet och pris är lika?
N Valid	689	689	688
Missing	114	114	115
Mean	2,23	3,18	3,07
Median	2,00	4,00	4,00
Mode	1	4	4

Table 44: Frequency Likelihood of Preference of Löfbergs Lila Coffee due to Sport Sponsorship

Frequency CB03_2	Frequency	Percent	Valid Percent	Cumulative Percent
instämmer helt	264	32,9	38,3	38,3
instämmer till stor del	155	19,3	22,5	60,8
Valid instämmer delvis	118	14,7	17,1	77,9
instämmer inte alls	152	18,9	22,1	100,0
Total	689	85,8	100,0	
Missing Not answered	18	2,2		
System	96	12,0		
Total	114	14,2		
Total	803	100,0		

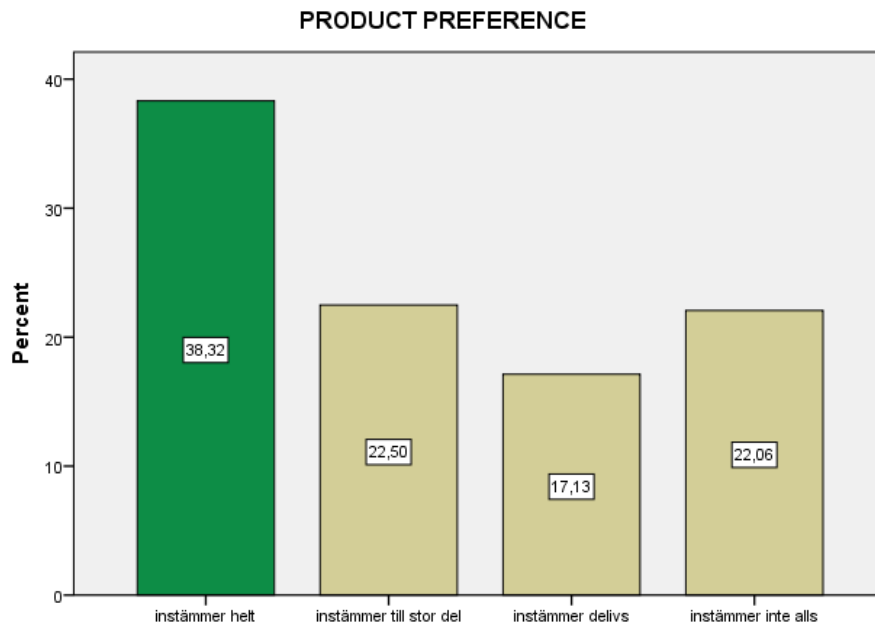
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**Table 45: Frequency Influence of Discontinued Sponsorship on Coffee Preference**

Frequency CB03_3	Frequency	Percent	Valid Percent	Cumulative Percent
instämmer helt	62	7,7	9,0	9,0
instämmer till stor del	100	12,5	14,5	23,5
Valid instämmer delvis	179	22,3	26,0	49,5
instämmer inte alls	348	43,3	50,5	100,0
Total	689	85,8	100,0	
Missing Not answered	18	2,2		
System	96	12,0		
Total	114	14,2		
Total	803	100,0		

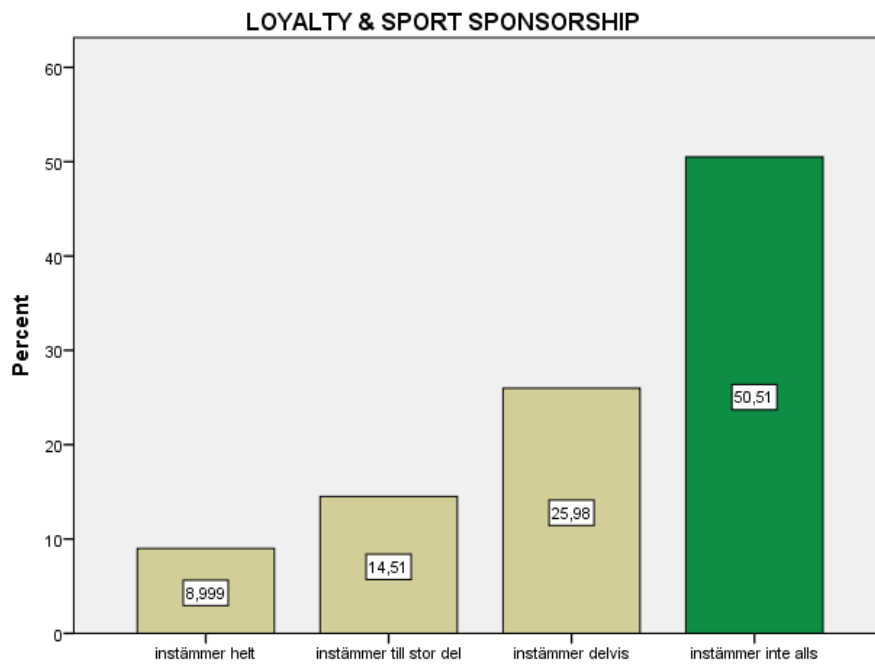
**Table 46: Frequency Likelihood of Switching to Another Coffee Brand due to Discontinued Sport Sponsorship**

Frequency CB03_4	Frequency	Percent	Valid Percent	Cumulative Percent
instämmer helt	94	11,7	13,7	13,7
instämmer till stor del	110	13,7	16,0	29,7
Valid instämmer delvis	136	16,9	19,8	49,4
instämmer inte alls	348	43,3	50,6	100,0
Total	688	85,7	100,0	
Missing Not answered	19	2,4		
System error	96	12,0		
Total	115	14,3		
Total	803	100,0		



**b. Skulle du föredra Löfbergs Lila- kaffe tack vare deras hockeysponsring framför något annat märke om man utgår från att kvalitet och pris är lika?**

Figure 21: Frequency Likelihood of Preference of Löfbergs Lila Coffee due to Sport Sponsorship (n=689)



**c. Skulle det påverka ditt val av kaffe om sponsringen inte skulle fortsätta?**

Figure 22: Frequency Influence of Discontinued Sponsorship on Coffee Preference (n=689)

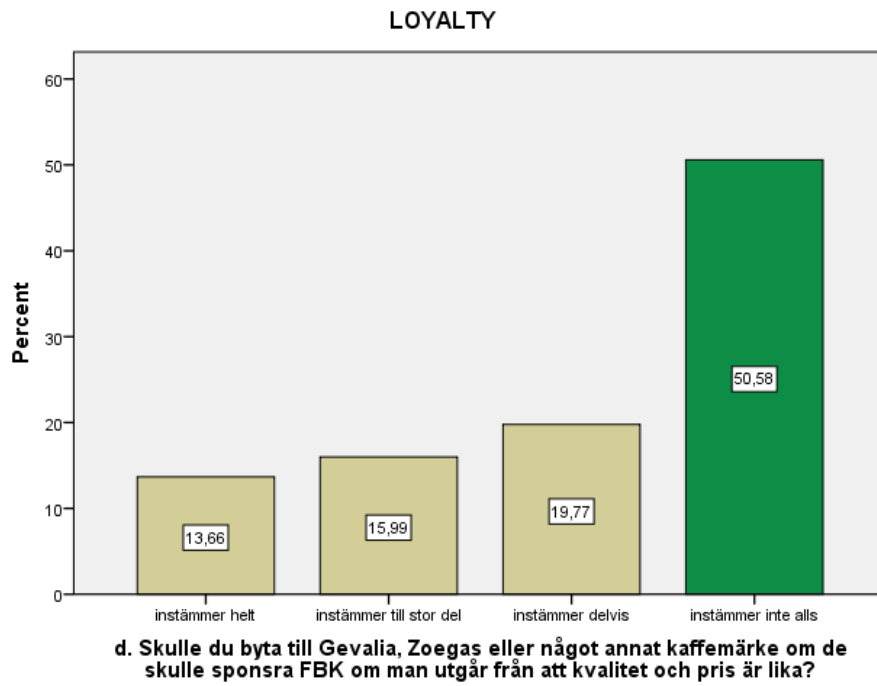


Figure 23: Frequency Likelihood of Switching to Another Coffee Brand due to Discontinued Sport Sponsorship (n=688)

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Table 47: Cross-Tab Preferred Coffee Brand and Influence of Discontinued Sponsorship on Coffee Preference

Crosstabulation CB03_3 & US04			Preferred Coffee Brand			
			Ingen	Zoegas	Gevalia	Löfbergs Lila
5c. Skulle det påverka ditt val av kaffe om sponsringen inte skulle fortsätta?	instämmer helt	Count	5	5	1	48
		% within CB03_3	8,3%	8,3%	1,7%	80,0%
		% within Brand	7,2%	6,8%	1,9%	11,8%
	instämmer till stor del	Count	8	10	3	66
		% within CB03_3	8,7%	10,9%	3,3%	71,7%
		% within Brand	11,6%	13,5%	5,7%	16,3%
	instämmer delvis	Count	20	15	9	110
		% within CB03_3	11,8%	8,9%	5,3%	65,1%
		% within Brand	29,0%	20,3%	17,0%	27,1%
	instämmer inte alls	Count	36	44	40	182
		% within CB03_3	11,0%	13,5%	12,2%	55,7%
		% within Brand	52,2%	59,5%	75,5%	44,8%
Total	Count	69	74	53	406	
	% within CB03_3	10,6%	11,4%	8,2%	62,7%	
	% within Brand	100,0%	100,0%	100,0%	100,0%	

Table 48: Chi<sup>2</sup>-Test and Correlation Preferred Coffee Brand and Influence of Discontinued Sponsorship on Coffee Preference

Chi-Square Tests

Chi <sup>2</sup> CB03_3 & US04	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35,447 <sup>a</sup>	18	,008
Likelihood Ratio	43,418	18	,001
Linear-by-Linear Association	5,219	1	,022
N of Valid Cases	648		

a. 0 cells (0,0%) have expected count less than 5.

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Nominal by Nominal	Phi	,234			,008
	Cramer's V	,135			,008
N of Valid Cases		648			

Table 49: Cross-Tab Preferred Coffee Brand and Likelihood of Switching to Another Brand due to Discontinued Sport Sponsorship

Crosstabulation US04 & CB03_4			Preferred Coffee Brands			
			Ingen	Zoegas	Gevalia	Löfbergs Lila
5d. Skulle du byta till Gevalia, Zoegas eller något annat kaffemärke om de skulle sponsra FBK om man utgår från att kvaliteten och pris är lika?	instämmer helt	Count	9	12	4	59
		% within CB03_4	10,1%	13,5%	4,5%	66,3%
		% within Brand	13,2%	16,2%	7,5%	14,5%
	instämmer till stor del	Count	8	15	4	72
		% within CB03_4	7,7%	14,4%	3,8%	69,2%
		% within Brand	11,8%	20,3%	7,5%	17,7%
	instämmer delvis	Count	11	10	11	90
		% within CB03_4	8,4%	7,6%	8,4%	68,7%
		% within Brand	16,2%	13,5%	20,8%	22,2%
	instämmer inte alls	Count	40	37	34	185
		% within CB03_4	12,3%	11,4%	10,5%	57,1%
		% within Brand	58,8%	50,0%	64,2%	45,6%
Total	Count	68	74	53	406	
	% within CB03_4	10,5%	11,4%	8,2%	62,7%	
	% within Brand	100,0%	100,0%	100,0%	100,0%	