



LUND UNIVERSITY
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Football Sponsorship in a context of Club Rivalry: the possible moderating effect of product type based on the FCB grid

Can the Negative Effects of Sponsoring a Football Club from the Rival Fans in a Rivalry be Avoided for any Sponsor Brand, depending on its product type?

by

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Abstract

Title:	Football Sponsorship in a context of Club Rivalry: the possible moderating effect of product type based on the FCB grid
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Purpose:	The purpose is to explore the potential difference of the adverse effects of sponsoring a football club in the context of team rivalry between brands based on the level of involvement and rationality when purchasing/using/choosing them.
Methodology:	A quantitative study, drawing upon multiple answers from an online survey. A series of paired samples T-Tests and independent samples T-Test will help us to determine potential effects of the product type on the negative association.
Theoretical Perspective:	Literature review on sports sponsorships and football club rivalries lay down a solid basis for our research. The analysis is based upon theory on product type classification and advertising message elaboration models, and other previously researched factors.
Empirical Data:	Collected through an online survey, the empirical data is based on the answers of 145 respondents in France.
Conclusions:	The findings demonstrate that the product type of a sponsor brand has no significant moderating effect on the negative association made by rival supporters compared to other, previously researched factors.
Practical Implications:	Based on this study, brands looking to sponsor football clubs do not need to pay attention to their product offering and focus on other moderating factors.
Keywords:	sports sponsorship, rivalry effects, oppositional loyalty, social groups, product type

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1 – Introduction

This chapter introduces the research fields and the direction of the thesis, including a display of relevant critical research papers. This section also includes the positioning of the research. The research proposal, subjects, and plan are then presented. Finally, the study limits are delivered, accompanied by the research's structural outline.

1.1 Background and problematisation

Worldwide spending on sponsorships has grown exponentially during the last two decades. Thanks to its commercial potential, companies have been using it more and more as a promotional tool. The objectives linked with sponsorship are reached through the exploitation of the possibility of commercial activity. Meenaghan (1983) defines sponsorship as a “*provision of assistance in either financial or in-kind to an activity by a commercial organisation for the purpose of achieving commercial objectives*”.

As of 2018, the global sponsorship spending was forecasted at around 65.8 billion dollars, which is a lot compared to the numbers ten years before, when global sponsorship spending was estimated at 43.1 billion dollars (IEG, 2019a). When looking at the different regions of the world, we notice that global sponsorship spending has been consistently increasing, in both developed and developing countries, confirming that sponsorships are becoming a priority for companies as a promotional tool (IEG, 2019b)

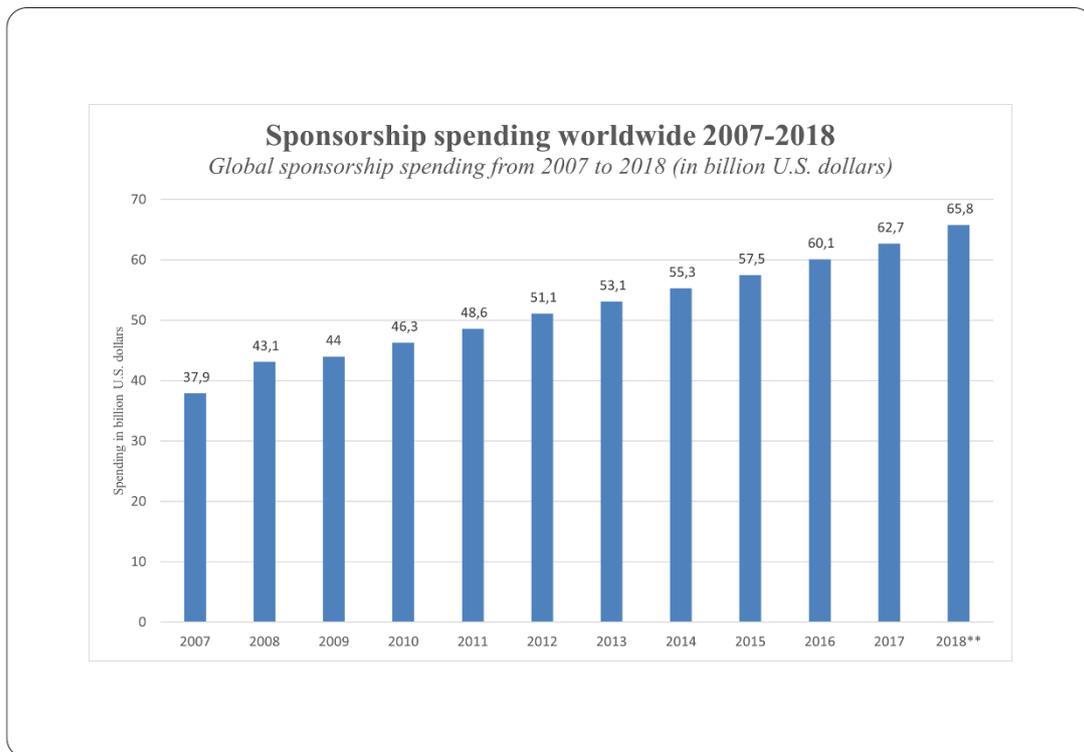


Figure 1. *Sponsorship spending worldwide 2007-2018 (IEG, provided by Statista, 2019)*

Among the different commercial activities a company can choose to sponsor to benefit from its commercial potential, sports are the primary focus. In 2017, sports sponsorships represented 16.26 of the 23.1 billion dollars spent on sponsorships in North America overall (IEG, 2019c). Like global spending in sponsorships, sports sponsorships are expected to become even larger: in the United States, an estimated 19.8 billion dollars will be spent on sports sponsorship in 2024 (Two Circles, 2021). The reason behind this remarkable growth is both the interest and the immense commercial potential behind sports events. In 2019, worldwide recognised sports events like the Superbowl had an estimated brand value of 780 million dollars ((Forbes, 2020)). In the top ten of sports events by estimated brand value, two are related to football (or soccer): the FIFA World Cup and the Champions League.

In the sports business, and more specifically for team sports like football or basketball, clubs can augment revenue via multiple streams, such as ticket sales, TV broadcasting rights, merchandising, and many more. However, the operating costs have been increasing considerably, especially when clubs are trying to battle at the highest level, meaning the before-mentioned streams of revenue can be insufficient to attain that goal. As a result, teams look outside of the sports world to look for business partners, seeking out sponsorships as a form of financial assistance in hopes of achieving their objectives.

For-profit organisations like businesses, the goal is to maximise their profit by any measure possible. When collaborating with another organisation, companies need to assess its risks and threats while ensuring a return on investment. In the world of sports sponsorships, threats can exist in many forms, one of which might be the rivalry existing between two sports organisations, both on the level of the team, the business, or its supporters. More than just being leisure activities, sports, especially at a professional level, has always had the spirit of competition within it. When two organisations face each other, to fight for a top spot in a championship, moving through the next round of a tournament, or acquiring the unofficial title of “best sports club” of a city or a region, rivalries can emerge.

Some of the fiercest sports rivalries in the world today are in Europe and South America, between historic football clubs. Football, being the number one sport in terms of the following and active players, occupies a large part of sports culture, both on an international and local level. It is not unusual for people to develop a bond with a football club simply because it represents their city.

When sponsoring a sports team, companies expose themselves to a multitude of risks. If the sponsored team is not performing well, one of the star players is involved in a scandal creating a PR disaster, or any other case where the team does not look good in the eye of the public, the sponsor brand, by association, could also lose a lot in terms of brand value or purchase intention. In the case of football, supporters of a football club can also be accounted as a potential risk: cases of violence between supporters of two different teams either in or outside a football stadium, disruption of an ongoing match, or property damage in cities following a win or a loss are all subject to potentially negatively impact a sponsor brand, mainly if the brand is heavily featured in the merchandising of a club or associated with the club in general in terms of contract longevity.

While the threats listed in the paragraph before were internal, both in terms of organisation (the football club) and other significant stakeholders (the club supporters), a large part of the supporter subculture is dedicated to the dislike of a rival club. When attending games at the home stadium, fans of a club will participate in prepared arrangements and chanting. Another side of this subculture, however, is dedicated to the dislike of a rival team. This becomes dangerous for businesses when the logo of one’s brand is on a team jersey representing a club that is disliked by a part of the brand’s target audience.

This issue is essential for both football clubs and sponsor brands, as the money spent on sponsorships can reach more than tens of millions of dollars in some instances for the most renowned clubs. During the 2019/2020 season, five football clubs in the Barclays Premier League had a jersey kit sponsorship value above 40 million British pounds. The largest of them all is the title sponsorship of Manchester United by Manchester United as part of a seven-year deal, which is estimated at around 64 million British pounds, worth 19 million more annually than the agreement between Etihad and their main rivals, Manchester City (Sporting Intelligence, 2020).

As a result, it is crucial for both companies and professional sports organisations to fully evaluate both the risks and the opportunities sponsorship can present. To do so, both parties must have the most accurate and up-to-date information on each other and other stakeholders that could be involved in this partnership process. Understanding whether there is a risk for a potential brand association between a sports organisation and its sponsors is a critical subject study, considering the importance for both the sports teams as financial support and the companies when risk-assessing.

1.2 Research Question

Based on the information from the previous chapter, the following research question is being proposed:

Question: Does the type of product a sponsor brand offers influences the negative association between a football club and the sponsor brand made by fans of a rival club?

1.3 Research purpose

The present study investigates whether the product type of sponsor brands can have moderating effects within football (or soccer) rivalry and which brands would suffer more or less from this effect. In European football, fierce rivalry between teams is typical; in each major country league, historical rivalries have been around for more than decades, and the games played are always anticipated. Rivalries between clubs emerge for two main reasons: geographical proximity between two clubs or high-performance, high-stakes games. Any football fan would not be able to resist smiling at the prospect of watching El Clásico, the famous game where FC Barcelona faces Real Madrid faces each other, regardless of their performance form. Other famous club rivalries on the continent include the battle for London in the Premiere League, “Le Classique” with Paris versus Marseille in France’s Ligue 1, the Portuguese big three of Benfica, Porto and Sporting CP, “Der Klassiker” in the Bundesliga with Bayern Munich and Borussia Dortmund, and many more...

The context of the present study is the rivalry of two well-recognised football clubs in France, namely the Olympique Lyonnais and the A. S. Saint-Étienne. Due to the relative proximity of the two cities and multiple high-performance, high-stakes games dating back to the 1980s, this rivalry is one of the fiercest in Ligue 1. The clubs offered the opportunity to test out the theory of impact difference of sponsoring a rival team as a brand compared to another, based on their product/service.

1.4 Intended Contribution

From the existing literature explored in chapter two, it is clear that there is a link between the sponsor brand and the football club regarding the brand association. Most literature sources cited in this study also point out the negative association made by the supporters of one's team between their rival club and the sponsor brand backing them. Bergkvist (2012), in his research, shows the brand perception of a beer brand sponsoring a rival club was more negative among football supporters supporting their club, a rival of the one's being sponsored by the beer brand, than a representative sample of the population.

While many research papers focusing on sports sponsorships and club rivalries proved this negative association, the product type of brands has not been explored yet. Bergkvist (2012), in his limitations, suggests that further research must be done on other types of brands, other than brands offering consumer products. This research paper will be taking two brands, different from easily accessible consumer products, to explore a potential difference in negative impact.

1.5 Outline of the Thesis

The thesis is divided into six defined chapters. The reader already had the chance, in this first chapter, to get introduced to the overall research subject. The second chapter will go further on the topic by providing a literature review of existing academic research, focusing on sports sponsorships and the impact of team rivalry.

The third chapter will provide the reader with the methodology chosen for this study and how the data will be collected. We will then analyse the findings of the data contained in chapter fourth. Finally, we will discuss the results found from the study and conclude our research.

2 - Literature Review

This chapter mainly develops on the primary research areas of this thesis and incorporates other essential research domains to understand the researched topics better. This literature review is centred around two main concepts: Sport sponsorships and Club rivalries. We will exhibit the concepts separately and highlight the connections between them and their effects on each other. Lastly, we will showcase the shortcomings the current research has on the chosen subject and why this explorative research exists.

2.1 Sport Sponsorships

2.2.1 What is a sports sponsorship?

Before we begin to go deeper into the mechanics of sport sponsorship for a brand, defining sponsorship is of the utmost necessity. The matter of sponsorship is acknowledged by researchers as considerably complex, without a stable theoretical base. According to Meenaghan (1983), sponsorship is a component of a company's marketing mix as a way for the latter to apply communication strategies. More recent literature accepts sponsorship as an efficient strategic marketing tool (Vance, Raciti & Lawley, 2016) and common practice in communication (Cornwell, 2008).

According to Wakefield, Wakefield & Keller (2020), sponsorships rely upon two required components: the trade of cash or in-kind consideration and establishing brand objectives by the company leading the sponsorship. Wakefield, Wakefield & Keller (2020) add that sponsorship is an interaction between three entities: the brands, the properties (i.e., events, people, or organisations), and the consumers, all surrounded by many stakeholders and each with its characteristics that could influence the effectiveness of the sponsorship.

Regarding the goals a brand would like to achieve with a sponsorship, Roper & Fill (2012) identify key opportunities a company would like to convert on, such as building brand awareness and image transfer between the subject of the sponsorship and the sponsor. Additionally, Roper & Fill (2012) categorise sponsorship as secondary communication, meaning it is more subtle than a primary form of communication, such as advertising. Wakefield, Wakefield & Keller (2020) have two types of outcomes from sponsorship for a sponsor brand: consumer-focused and brand-focused outcomes. The former will increase the brand's perception among customers (i.e., increasing brand awareness, building a brand association with a recognised property, inflating loyalty and preference, and growing sales and purchase intention). At the same time, the latter will focus on strengthening the brand and its profitability (i.e., creating engagement and boost brand equity).

In our case, the goal for a sponsor is to positively influence the purchase behaviour and brand perception of his target audience in the brand's favour through exposure with sports entities,

under the form of logos on team jerseys, panels in the sports environment, and many other forms of sponsorship activation (Prendergast, Paliwal & Mazodier, 2016).

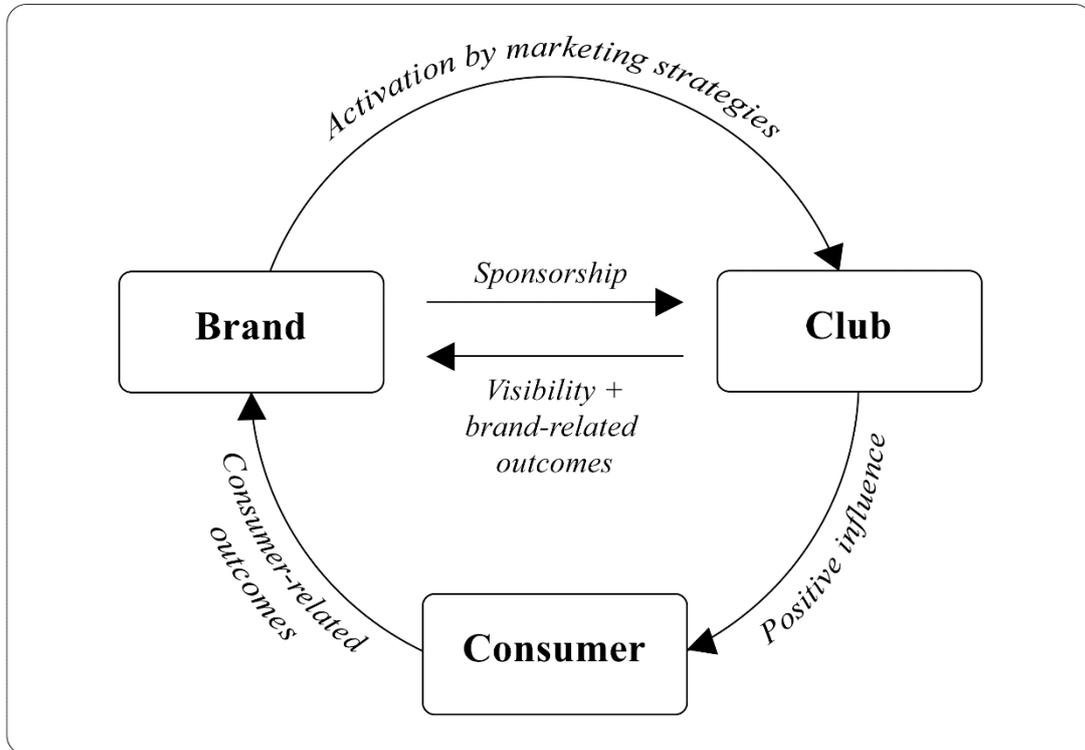


Figure 2. *The Sponsorship 'circle'*

2.2.2 How it works and its benefits

When discussing sponsorships, research highlights it as a relationship between two or more organisations to create value for each other, more than just a simple transaction (Roper & Fill, 2012). It can be further added that the aim of sponsorship is for one side of the coin to reach the audience of the other side.

It has been proven that sports sponsorships, in most cases, will benefit the sponsor brand by image transfer (Olson, 2010). In the sport sponsorship literature, image transfer is referred to a process in which the sponsor brand inherits the attributes of the sponsee. According to Dos Santos, Vveinhardt, Calabuig & Ríos (2016), sports properties (i.e., sporting events and clubs or sports organisations) have associated personalities and attributes to their brand. When a team is sponsored, those brand characteristics mentioned before are being transferred to the sponsor brand, indicating the attitude towards a sporting organisation is now the identical attitude towards the sponsor (Grohs, Wagner & Vsetecka, 2004).

This image transfer can be activated in two ways, with a direct or indirect image transfer (Bergkvist, 2012). For the indirect image transfer, the affective response to the brand relies on the activation in the individual's memory of the sponsored object/subject. This sort of image transfer is most prevalent in sport sponsorship. It invites repeated pairings connecting the brand and, in this case, the sports team, to have the positive association stimulated in memory.

To achieve the goals linked to the sponsorship of the entity, brands must set out strategies that activate the sponsorship as support. Sponsorship activation is defined by Cornwell, Weeks & Roy (2005) as 'collateral communication of a brand's relationship with a property'. While the brands have an official agreement with the property, they still need to communicate and associate their image. If not, the brand will not reach its sponsorship objectives (Fortunato, 2015). The form a sponsorship activation strategy can take is only limited by the imagination and stakeholders' creativity of both the property and the sponsor, as ideas and initiatives can emerge from both parties (Fortunato, 2015).

2.2.3 The fit between the brand and the object/subject

Previous research in sports sponsorship demonstrated the importance of perceived fit between the sponsor and the sponsee. According to Kim (2015), the degree of success in terms of the association between a sponsor brand and a sports team has the highest degree of influence over sponsorship outcomes (i.e., sponsor loyalty and sponsor attitudes), followed by the perceptions by fans of the sponsor motives, and their degree of involvement with the sports club. Other research papers also mention the relevance of sponsor fit, showing a higher fit between the sponsor and the sponsee will lead to better sponsor recall (Grohs, Wagner & Vsetecka, 2004), improved attitude from supporters towards the sponsor brand (Becker-Olsen & Simmons, 2005), and increased credibility (Rifon, Choi, Trimble & Li, 2004).

There are two types of fit between the sponsored object/subject and the sponsor brand: the functional fit, which refers to the possible use of the sponsor's product in correlation with the sponsored object/subject, and the image fit, where there is an overlap of one or more features between the sponsor brand and the sponsored object/subject (Bergkvist, 2012). Research further attests that image transfer for "thinking" products was more plentiful in a situation with functional fit than image fit. The opposite was true for "feeling" products.

Speaking of fit between the object of the sponsorship and the sponsor brand, the brand needs to consider its compatibility with the environment it enters. Angell, Gorton, Bottomley & White (2016) affirm that brands will benefit more from sponsorships compatible with the football team. Research also considers the importance of consumer attitude towards the brand before the sponsorship activation; in short, a better attitude towards the brand pre-sponsorship will lead to better results.

However, brands sponsoring a sports entity with poor perceived fit is still quite common in all sports. For example, the title sponsor of the Tottenham Hotspur, AIA, is an insurance company based in Hong Kong and the leading brand featured on the team kit since 2013. To counterbalance for the lack of fit with the sponsee and moderate the damaging effects,

companies will employ marketing articulation strategies based on the explanation of the basis and the purpose of the sponsorship (Cornwell, Humphreys, Maguire, Weeks & Tellegen, 2006) through sponsorship activation investments (i.e., advertising, merchandising, and more). Previous literature on this subject demonstrated the positive influence those messages had on perceptions of both the sponsor brand and the actual sponsorship in question (Simmons & Becker-Olsen, 2006).

2.2 Club Rivalries and Fans

2.2.1 Football rivalries

While we have discussed the multiple benefits of a sports sponsorship for a brand, numerous studies also show various downsides to this marketing initiative. In our research, a rivalry between two sports clubs can adversely impact the brand. First, we must define what a football rivalry and the different stakeholders involved in one is.

According to Benkwitz & Molnar (2012), a rivalry is a binary opposition between two entities that involves a competition to reach a specific goal. Rivalries are an essential component of sports, including football. According to Garcia-del-Barrio & Szymanski (2009), these are even a necessity for sports organisations to exist, stating that since ‘rivalries make for excitement’, the success of sporting competitions depends on their ability to ‘create exciting rivalries’ as ‘the central proposition of the economics of sports’.

In football rivalries, the opposition is with football fans who root for a different club than other football fans and share a shared collective identity. In football, Giulianotti (1999) stated, ‘football supporters of the modern age belong to an “imaginary community” of those that follow the same club’. The members of these groups of fans share the same passion for a football club, creating a common sense of unity, but do not necessarily share physical experiences, like going to the stadium for a match.

2.2.2 Football supporters and their subculture

Being a fan of a football club (or any sports entity in general) relates to the individual's identity and identification within a group. By being a football supporter of a specific team, an individual adopts a role identity that it plays, with one set of beliefs related to that role within a group (Brewer, 2001). This role is one of many different roles an individual develops during their lives, following a specific hierarchy based on the importance of the part compared to another. The more critical the role is in the individual's eyes and the more it identifies to it, the more likely it is for the individual to have this specific role as a personality trait (Forehand, Deshpandé & Reed, 2002). In football, supporters with a high level of involvement and self-identification in the fanship of a specific club will lead to a more predominant role of being a supporter to an individual than another, less involved, and who identify less with the sports team.

Not everyone is born a sports fan, and not everyone is destined to become one at some point in their life. Individuals are influenced by numerous factors that shape their social structures, like becoming a football club supporter. According to Stets & Burke (2014), relational networks (i.e., friends and family), demographics (i.e., gender, age, location, or social class), and organisations (i.e., companies or schools) have a role to play in shaping an individual's identity, influencing their behaviours and attitudes. For example, an individual born and raised in Lyon is more likely to become a supporter of the Olympique Lyonnais than the A.S. Saint Etienne, simply because the individual's environment put higher social pressure on its identity building.

As a football fan can be a large part of an individual's identity, the latter needs to be perceived as positive. Two strategies used by sports fans to achieve and maintain this positive identity are BIRGing and CORFing. BIRGing (or Basking in Reflected Glory) consists of an individual supporting a sports team or an athlete appropriating the latter's success and promoting their association to others to enhance their own identity (Cialdini & Thorne, 1976). CORFing (or Cutting Off Reflected Failure), meanwhile, is about a sports fan separating themselves from unsuccessful teams and athletes to protect their own identity (Mahony, Howard & Madrigal, 2000). Those two behaviours, used to enhance the identity of a sports fan regarding their peers, are determined by two factors: athletic performance and sports fandom (Spinda, 2011). Based on BIRGing and CORFing, Ware & Kowalski (2012) determined those two behaviours had a role in the supporters' choice to wear the team merchandise following a team success and the latter's appropriation when speaking about it to their peers, like using the pronoun "we".

Campbell Jr., Aiken & Kent (2004) also determined a third self-enhancing strategy based on the association of a sports fan to their team or athlete based on performance that goes beyond BIRGing and CORFing. BIRFing (or Basking in Reflected Failure) is about self-image management regarding the team losing. Using various positive aspects of being a fan of a sports team or athlete, individuals will try to see the good in defeat by showing off their loyalty or remaining optimistic for the future. Ultimately, BIRFing is for sports fan a way to boost their self-esteem (Campbell Jr., Aiken & Kent, 2004).

Rivalries between two entities can lead to socially divisive attitudes, further creating tensions that can lead to hostilities and even violence. For football rivalries between clubs, they can be manifested in many ways within the supporter subculture. The first manifestation of a feud between football clubs comes in the form of chanting. The slandering chants of supporters towards other football clubs could perform as an index of which football clubs the fans see as rivals (Benkowitz & Molnar, 2012). Chanting is especially important in anticipated matches like derbies. It helps the fans identify themselves in the "imagined community" as who they are, but most importantly, who are not: the fans of the other team, the rivals.

Another demonstration of rivalry in the football supporter subculture is the display of large flags and banners within the stadium, orchestrated by many fans. These have multiple functions: they are used to intimidate the rival team and fans present within the stadium, show a sense of unity between the home team supporters, and demonstrate their superiority (Benkowitz & Molnar, 2012). Those displays are even more common today, thanks to social media helping

the organisation of such demonstrations and the retransmission of the matches on television, helping to spread the message of unity and superiority outside the stadium.

In some cases, the rivalry between two football clubs can lead to violence between the fans of both clubs, inside and outside the stadium. The actors of this violence are referred to as hooligans. According to Maniglio (2007), hooliganism is a form of “recognised supremacy”. Extreme fans will support and fight for their club to be seen and respected by their peers as good supporters and good fighters. Furthermore, hooligans believe that winning is always possible. They think they can change the game's outcome, thanks to supporters' demonstrations of support to their players, like the beforementioned chants and banners. In more extreme cases where the situation between hooligans of both teams escalates, especially for those where a historical rivalry takes place, hooligans will fight each other with the goal of dominating their opponents and helping their team win in a communicated and recognised way (Maniglio, 2007).

2.2.3 The impact on club sponsorships

In the two previous subsections, we observed, thanks to the literature available, how football rivalries were created and maintained, how the supporter subculture emerged as well as some of its main components, and how rivalries between football clubs existed in part thanks to the impulse of extremely passionate fans. It is now time to connect the previously mentioned stakeholders with another stakeholder involved in the success of a football club, the sponsors.

To use the visibility of football to maximise profit and increase market shares, brands have to make sure the sponsorship of a football club will benefit them. Thankfully, it seems to be the case between the sponsor brand and the fans of the sponsored team: according to Silva (2020), supporters were probably going to buy the products or use the services of a brand if the latter was a sponsor of their club, had a more positive perception of the sponsor brand, and showed an increased purchase intention. Those three changes are fundamental in helping brands' decision to go through with a sponsorship agreement, as they are listed as consumer-related outcomes.

Moreover, Apostolopoulou, Papadimitriou, Synowka & Clark (2012) explain that this increased attachment from the supporters to the sponsor brand results from the relationship the supporters maintain with the club. According to the researcher, fans were more likely to have stronger purchase intention for the sponsor's products to publicly display their team support and affiliation to their peers, reinforcing the idea that the sports team is part of their identity. This is further emphasized with the Basked in Reflected Glory behaviour (Campbell Jr., Aiken & Kent, 2004; Cialdini & Thorne, 1976; Mahony, Howard & Madrigal, 2000), as the visual association is mainly possible when wearing or carrying the club's merchandise.

The relationship between football fans and the sponsor brands is also impacted by their team's athletic performance and emotional attachment. Depending on the outcome of a game, supporters were more or less likely to connect with the sponsors. If their favourite team were scoring or winning games, team fans would be more likely to develop a positive connection with the sponsor brands, whereas conceding a goal or losing games would result in a negative

connection (Pan & Phua, 2020). Moreover, a more passionate fan will have a greater tendency to develop a relationship with the sponsors and publicly promote their association with both the team and the sponsors, using the BIRGING behaviour (Campbell Jr., Aiken & Kent, 2004), than a less involved, less passionate fan.

However, sponsoring a football club gets rather complicated when looking at stakeholders outside the initial environment, here the sponsored football club. Suppose the team is involved in a rivalry with another team inside or outside the main league they compete in. In that case, the sponsor brand could be impacted, notably in the eyes of the supporters of the rival club. According to Bergkvist (2012), there is a transfer of negative association between the home team and the sponsors from the rival team's fans; the rival team's dislike also involved the sponsors linked to it. This influenced several consumer-oriented sponsorships-related objectives, namely the purchase intention, the brand attitude, and the brand beliefs (i.e., the effects of advertising on consumer perception of a brand). As a result, the home team fans were less likely to purchase a brand's product sponsoring an identified rival team and were also more hostile.

While the fans of a home team will most likely dislike the rival club, their supporters, and their sponsors, their level of involvement and identification with the club can also be a factor. Angell et al. (2016) showed that highly involved, passionate fans were more likely to know the sponsors of the rival club than casual fans. This goes back to the notion from Olson (2010) that sponsorship is comparable to philanthropy to a certain degree. As sponsorships are a way for sports clubs to increase their budget, and as a result, their competitiveness, sponsor brands of a rival club could be seen as a threat by the fans from the other rival club. The stronger a fan identifies with a sports team, the more negative their opinion will be of the rival team and its sponsors (Grohs, Reisinger & Woisetschläger, 2015).

The sponsorship of one side of a club rivalry could even be more dangerous if the other club has a sponsor that can be identified as a direct business rival. Again, the notion of philanthropy by Olson (2010) must be mentioned. Sponsorships are a way for brands to create goodwill and loyalty among sports club fans, as Silva (2020) shows. If a rival team acquires a sponsor that is a rival of one of their sponsors, the harmful effects of the rivalry will be more severe on this sponsoring brand (Olson, 2018).

2.3 Summary and Theoretical Framework

2.3.1 Previous studies on sports sponsorships and club rivalries

The articles mentioned in the literature review primarily investigate the effects brands sponsoring a football club have among consumers supporting a rival club. The main key finding is a clear connection between the negative associations these consumers have of the rival club and their opinion of the sponsor in question. There is a clear indication of a lower purchase intention among supporters for products from brands sponsoring a rival team.

Moderating factors were identified in measuring the influence of the rivalry on the sponsorship effectiveness:

- The fit of the brand in the sponsoring environment will affect its perception from the fans, and as a result, their opinion; the more the brand naturally fits the sport in which it is sponsoring, the more severe the negative sentiment from the fans from a rival team will be (Olson, 2018).
- The attitude towards the brand before the sponsorship also influences the association; the more positive the fan's opinion regarding the brand is, the less likely it is to be affected negatively by sponsoring a rival club (Angell et al., 2016).
- The level of fans' identification regarding their home team also plays a role in the negative association between the rival team and the sponsor brand. A high level of identification from a fan will lead to a more severe negative association, while a low level of identification means a less powerful negative association (Grohs, Reisinger & Woisetschläger, 2015) (Bee & Dalakas, 2013).

Different variables will impact fans' intention to purchase consumer products brands that sponsor a rival team. However, we face several limitations. Most of the literature focuses on the impact of sponsoring a sports team as a brand on a rival team's fans. However, the literature does not differentiate brands of different product types. While Bergkvist (2012) and Grohs, Reisinger & Woisetschläger (2015) findings might apply to some product types outside of just beer brands, it is unclear if similar results would be seen in entirely different consumer product types, such as cars or consumer electronics. Bergkvist (2012) specifically mentions in the research's limitations that only one product category was investigated, leaving room for more research to be conducted. Bergkvist (2012) even recommends future research to determine the potential moderating effects of a product category and the potential difference of these effects, more than others, depending on specific product categories. The literature also omits the consequences of club sponsorship on a rival team's fans for brands not offering consumer products, like service brands. This is relevant as the food delivery, online betting, insurance, and passenger airline sectors, for example, are reasonably common sponsors in the football industry today.

H0: There is no correlation between the level of involvement and rationality in a brand products' purchase/usage decision and the negative effect of their sponsorship on the purchase/usage intention among rival supporters.

H1: The higher the involvement and rationality is required in the purchase/usage decision for a brand, the lower the negative effect of their sponsorship on rival supporters' purchase/usage intention.

2.3.2 Conceptual framework

According to previous research, there is a negative association between a football club and their sponsor brand made by the supporters of a rival club. Furthermore, the association leads to a transfer of negative emotions, hurting the sponsor brand to reach its consumer-focused objectives that one sets when agreeing to a sponsorship agreement with another entity, which in our study will be a football club. Research shows that a lower purchase intention, a more hostile brand perception, and lower brand preference are some of the results of such a negative association.

However, several factors as for which the sponsor brand could moderate the dislike of rival fans: brand's fit within the sport (i.e., the perception of the public on if the presence of the brand is logical and explainable), the attitude towards the brand before the announcement of the sponsorship and more. However, in the previous research on sports sponsorships and football club rivalries, it has not been determined if the product type of the sponsor brand could play a role in the negative association with the football club by supporters of a rival club.

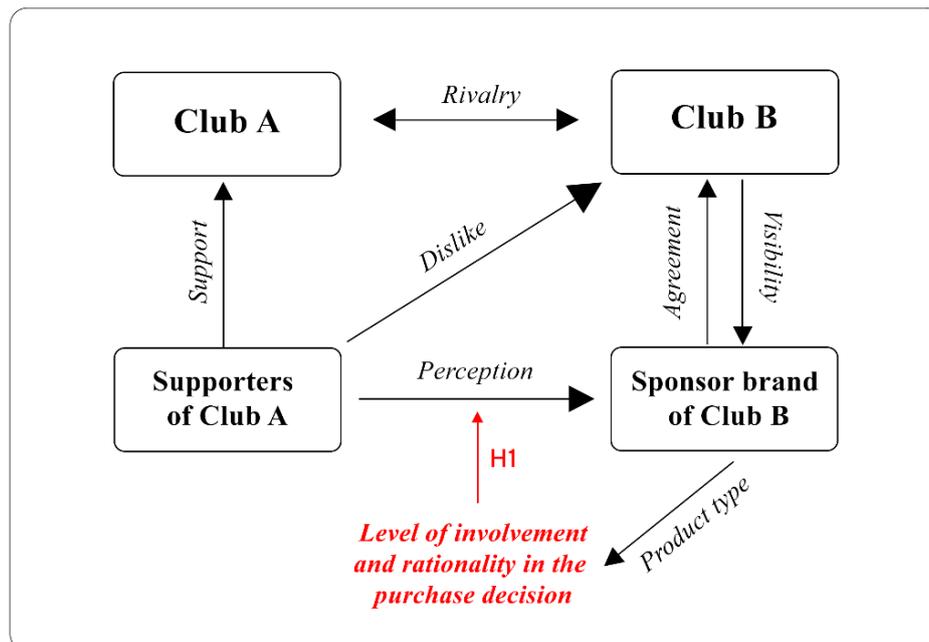


Figure 3. *Conceptual Framework*

2.3.3 Theoretical Background: the FCB grid

To explain our theoretical framework, we must first understand the theory that can support our study. One model that can help us explain the difference between brands would be the Foote, Cone and Belding model, or more commonly known as the FCB grid. Created by Richard Vaughn in 1980, who was then vice president of the FCB advertising agency, it is today one of the most prominent tools for advertising and consumer research, used for both creating campaigns and as theoretical background for research purposes (Cheong & Cheong, 2020).

The FCB Grid was first used as a recommendation tool for advertisers to choose the adequate advertising strategy, like using informative messaging when promoting high-rationality, high-involvement products and affective messaging when promoting high-involvement, low-rationality products (Vaughn, 1980). Additionally, the FCB Grid also provides a hierarchy of effects for each of the four sections, meaning the sequence by which the consumer makes a purchase decision. Based on three stages - learning, feeling, and doing -, this purchase decision will be, according to Vaughn (1980), different from one product type to another. For example, a low involvement, “feeling” product would lead the consumers to purchase the product first, then “feel” it, to finally learn about the other choices present in the market. As the low cost to buy the product works as a small, easy-to-pass barrier to entry, the consumer is encouraged to experience the product before doing extensive research about it.

The model developed by Richard Vaughn is based upon two axes, the level of involvement in the purchase decision, ranging from low to high, and the other on the type of purchase decision, with a level of rationality: “think” products will call for a high level of consciousness. At the same time, “feel” products require a low level of consciousness and is more explained by consumer impulses. This grid helps to qualify different product types into four main quadrants, representing the four purchase-decision types (Vaughn, 1980). Those four dimensions are informative (high involvement and high rationality), affective (high involvement and low rationality), chronic (low involvement and high rationality) and satisfaction (low involvement and low rationality). For Bergkvist (2012), the consumer products studied in the research, two Swedish beer brands, Abro and Falcon, were considered to be low involvement and low rationality (i.e., more of a “feeling” product), and as such, associated with the “satisfaction” purchase-decision type.

A high involvement purchase decision is characterised by many factors that must be accounted for when making the actual decision. These range from the complexity of the product, its value in the consumer's eyes, the number of potential replacements or alternatives to the actual product, and more (Vaughn, 1980). While a negative association between the brand behind the product and another entity like a football club in our case is entirely possible, it may not be an influential factor to consider. Suppose a brand's product fulfils all the criteria the consumer is looking for. In that case, the sponsor brand's logo on a rival team kit may not be the deciding factor in the purchase decision, let alone be even considered.

The second axis of the grid represents the level of rationality in the purchase decision, which equals the amounts of thoughts or emotions a consumer will go through when making a choice. If a product calls for more thinking, focused on the actual characteristics and tangibles of the product or the service, it may be less influenced by consumer arguments based on their feelings and impulses (Vaughn, 1980). In our case of sports sponsorship, the negative association between a football club and their sponsor brand might not be enough to influence the purchase decision by a rival club supporter if this product requires high rationality. Additionally, a low rationality product based on the impulsive behaviour of its consumers during the purchase decision might be more exposed to the negative effects of a club rivalry as a sponsor brand.

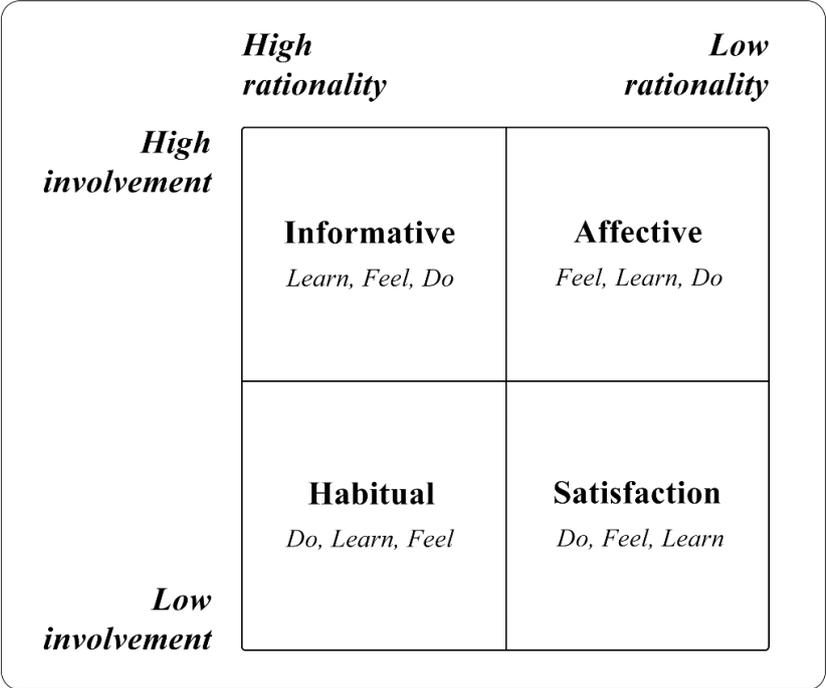


Figure 4. *The Foote, Cone and Belding Model - FCB Grid - Richard Vaughn (1980)*

Although the relationship one entertains with a brand might be different between people based on many personal factors, it seems logical that the brand and the type of product it offers might have consequences on the perception of rival fans. While Bergkvist (2012) has deliberately proven low involvement and rationality product-types like beer would be impacted by the football rivalry, how about a product or service that is more complex? Does that require more engagement in the purchase decision from the consumer? Will the fact that Chevrolet is currently the title sponsor of Manchester United have a negative influence on the brand perception of Manchester City fans, their primary rival team?

The FCB grid will allow us to choose which type of products to study and look at the potential difference of reaction from football supporters rooting for a rival club. To do so, we will select two brands with two types of products that are spaced enough on the FCB grid to lead the study.

However, before we do so, we must ensure that we use the most up-to-date version of the FCB grid to avoid any differences between the perceived involvement and rationality of a product type from the customer's eyes and previous research.

Cheong & Cheong (2020) have, based on the previous work and research methods of Ratchford (1987) and Vaughn (1980), led a study to update the Foote, Cone and Belding grid to the twenty-first century and the new types of products that came along the way since the 1980s. Based on various purchase situations and product types, eight new grids emerged, including product categories and product examples. These new grids help substantially, especially considering the emergence of the Internet and later e-commerce platforms have significantly impacted the way individuals shop for products online, offline, or both (Cheong & Cheong, 2020).

To offer the most accurate representation of product categories in the dimensions of involvement and rationality, we decided to, thanks to its relative recency, base our choice of brands to study comparative to the new grids provided by Cheong & Cheong (2020). If the study is conclusive, the negative perception of a sponsor brand involved in a football rivalry by the rival supporters will be influenced by the level of rationality and involvement in the purchase decision of the sponsor's product. It will help companies evaluate the potential risks of sponsoring a football club involved in a rivalry that could lead to losing a portion of their target audience and understand the alignment between its product and its relationship with the sport.

2.3.3 Theoretical Background: The Elaboration Likelihood Model

When facing a purchase decision, a few variables can influence the perception and persuasion of a consumer. In the variables related to communication, the persuasion message is judged on its quality and the receiver's capacity to process the message based on understanding it, fulfilling a need or responding to an internal desire. Several models exist on the persuasion process of a consumer based on advertising messages. Our study will utilise the Elaboration Likelihood Model (ELM) of persuasion (Petty & Cacioppo, 1986).

Focused on the receiver's capability to process the message, the ELM model designates the individual interest or competency as the critical factor in understanding and processing the information. The more relevant the message is to the receiver, the more likely the individual will process it in an essential way to form an opinion. In this case of high involvement, the attention will be directed to the message's quality proposed to the receiver.

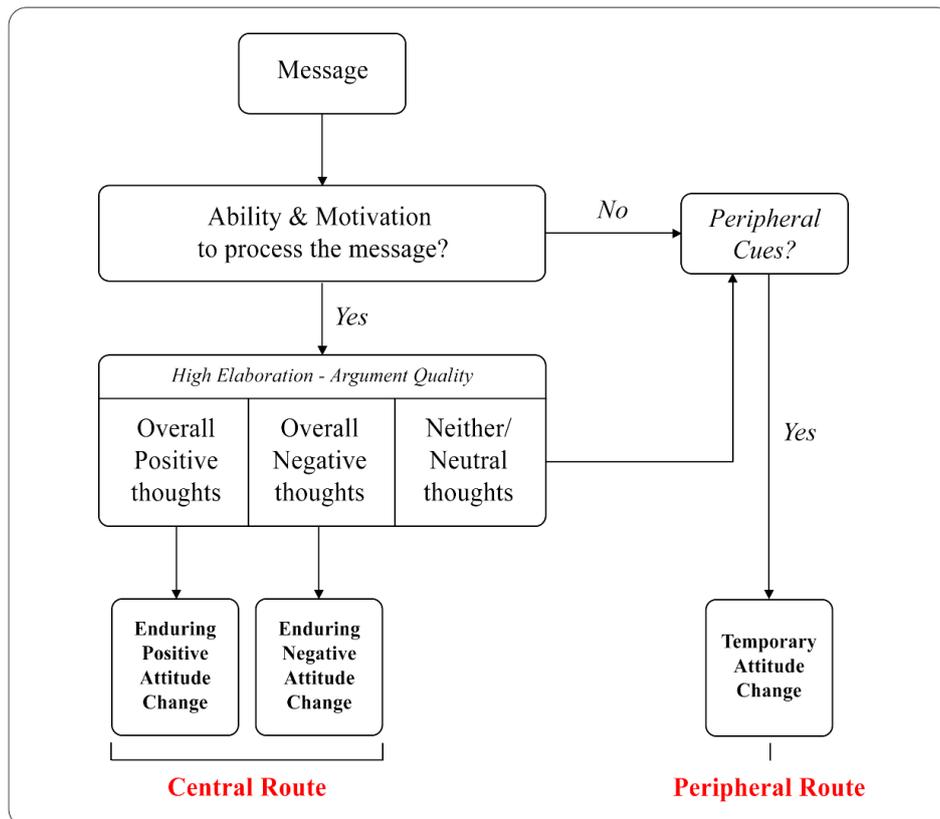


Figure 5. *Elaboration Likelihood Model - Petty and Cacioppo (1986)*

The Elaboration Likelihood Model is based on two routes. Their use will depend on the individual receiving the message's level of interest and motivation when it starts interpreting it (Petty & Cacioppo, 1986).

- The *central route*, also known as the main path, is used when the receiver has tremendous motivation to interpret the message. Depending on the quality of the message and the brand's traits related to it, the attitude and behaviour of the individual will produce a lasting change.
- Meanwhile, the *peripheral route* is used when the receiver has a feeble motivation to interpret the message. Depending on the peripheral cues associated with the statement that will affect the receiver's emotions, the attitude and behaviour of the individual will experience a momentary change.

Like the Foote, Cone and Belding Model, product categories can be divided into two main groups: high-involvement and low-involvement product categories (Fortunato, 2015). For high-involvement product categories, the message's receiver will pay more attention to the quality of the information joined with the message and its associated brand features (Fortunato, 2015). For low-involvement product categories, however, the quality of the message is not a prominent part of the persuasion process, as the individual does not have any particular interest, need, or

desire in the product category (Fortunato, 2015). Instead, the evaluation of the message is done with other criteria, less informational and rational, based on the form of the message and other peripheral cues not necessarily relevant to the actual product: the interpretation of the message becomes primarily subjective. The understanding of product categories is, needless to say, up to the consumers receiving the message, as their needs evolve constantly. Therefore, a low-involvement product could become a high-involvement product overnight (Fortunato, 2015).

As we are trying to figure out if the level of rationality and the level of involvement in the purchase decision of the sponsor’s product will influence the negative perception of a sponsor brand involved in a football rivalry by the rival supporters, we will need to adapt the Elaboration Likelihood Model to our needs. The central route will first be used to question the message recipient on its purchase/usage intention of the presented sponsor brand’s products and services and their level of involvement or rationality when making a purchase decision on the represented product type. Then, the message will be modified to include the sponsorship agreement between the brand and the rival football club, leading to the message's questioning on their awareness of such association.

Suppose the individual is aware of the existing relationship between the brand and the football club. In that case, we will ask how much impact it has on their purchase/usage intention and how their purchase/usage intention would be if the brand was not sponsoring a rival club, therefore eliminating peripheral cues from the equation. However, suppose the recipient is not aware of such sponsorship. We will use the peripheral route by informing the recipient of such sponsorship to trigger the processing of peripheral cues and, as a result, ask if their purchase/usage intention has now changed. This method will allow us to obtain two different elaborations of the message, one solely based on the information available on the brand and the product, and another influenced by the endorsement of the rival club by the brand.

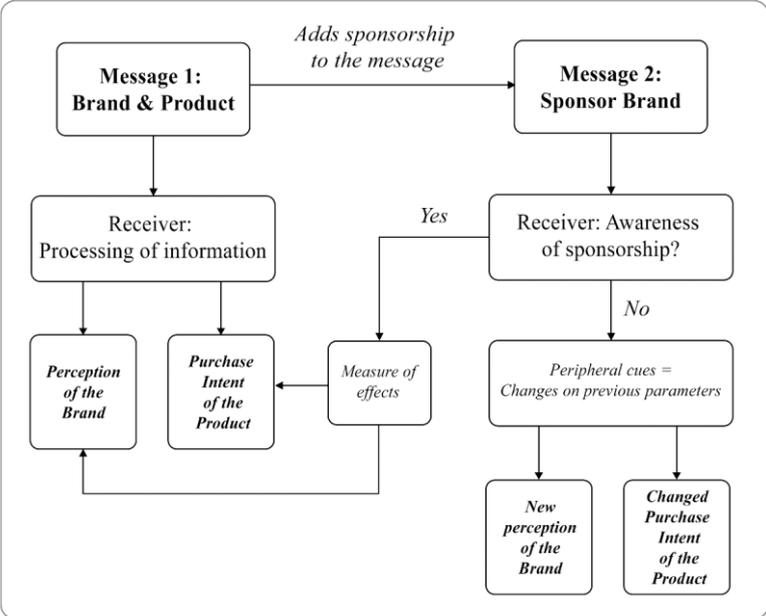


Figure 6. Modified Elaboration Likelihood Model

3 – Methodology

In this chapter, we support the decisions made regarding the methodology for this research paper. First, the research philosophy is introduced with precise arguments. Then, the research strategy with the method utilised is reported. Additionally, the research design is reviewed, and the method as to how the survey has been carried. Furthermore, the data collection segment includes the selection of online platforms. The data analysis section includes how the data was examined, accompanied by attentiveness on ethics.

3.1 Research philosophy

Research philosophy is the development of hypotheses in research. Some would state it is the frame of the study, articulating several dimensions of research: the selection of the research problem, the decision of research strategy, the obtention of data, the data analysis method, and how it will be examined. Thanks to scientific research philosophy, researchers can reconstruct ideas into knowledge in the scope of research (Žukauskas, Vveinhardt & Andriukaitienė, 2018)

The scientific community recognises four main research philosophies: the positivist research philosophy, interpretivism research philosophy, pragmatist research philosophy, and realistic research philosophy (Žukauskas, Vveinhardt & Andriukaitienė, 2018).

- *Positivist research philosophy* claims that only an unbiased interpretation of the social world is possible. In this research philosophy, the investigator is a detached reviewer and, based on it, and separates himself from personal interpretations to operate autonomously.
- *Interpretivist research philosophy* is when a researcher states that it is not manageable to comprehend the social world based on principles. As a result, it calls for a subjective interpretation.
- *Pragmatist research philosophy* bargains with the details. This research philosophy declares that the research problem mainly settles the choice. In this research philosophy, the importance of practical results is tremendous.
- *Realistic research philosophy* relies on premises required for the judgement of the biased nature of the individual.

The scientific research model helps to determine scientific research philosophy. An accurate definition of the concept would be a vast composition incorporating perception, expectations, and knowledge of various practices and theories employed to orchestrate scientific research (Cohen, Manion & Morrison, 2007). Žukauskas, Vveinhardt & Andriukaitienė (2018) add that the scientific research model operates as a framework, made with precepts and standards. Scientists following the same model will go through those same standards and methods.

Žukauskas, Vveinhardt & Andriukaitienė (2018) outline the three main elements of the scientific research paradigm that could correspond to approaches helping to understand research philosophy:

- Epistemology
- Ontology
- Methodology

Žukauskas, Vveinhardt & Andriukaitienė (2018) propose a framework where each research philosophy has its associated terminology, research method (quantitative or qualitative), and examples of collected data measurements. Based on this framework, we can assume we are supporting a positivist research philosophy: we, the researchers, are entirely isolated from the subject of the study and will try to observe it most objectively. As we are leading an experimental research paper, this research philosophy fits to determine if the product type of a brand sponsoring a football club can affect the negative perception of rival fans in terms of purchase intent.

3.2 Research strategy

3.2.1 Quantitative research strategy

There are two fundamental philosophical beliefs on which research can be conducted: positivism or constructivism (Burns & Burns, 2008). For positivism, the researcher needs to be as autonomous as possible from the study, with theories that can be evaluated quantitatively. Therefore, quantitative studies rely on positivist notions. Constructivism has the researcher included in the observation to base the analysis on the interactions with other individuals. As a result, following the constructivist method leads to qualitative studies.

Both methods have their advantages and disadvantages. For example, while being genuinely authentic in natural science, the quantitative research method cannot give such precision in human sciences. The quantitative research strategy is also restrained in terms of its more comprehensive application, as human behaviour is complex enough to make it difficult to predict. Depending on various factors, such as prior occurrences or “mood”, reactions will vary significantly (Burns & Burns, 2008). While it might be a better instrument for reading the human experience, qualitative research does not permit generalisation in a more widespread context (Burns & Burns, 2008).

While we could make the case to follow one philosophical belief over the other and the opposite, too, we need to assess which research method would suit best to present the most accurate results and answers to our theory. Since our study intends to determine if the product type of a brand sponsoring a football club can alter the negative perception of rival fans in terms of purchase intent, we must generalise the results on the club’s supporters to reach our goal. Additionally, the subject of football rivalry and club sponsorships is supported by numerous

research papers already, meaning we have a solid base. Therefore, we chose a quantitative research strategy following a positivist research philosophy for our study.

3.2.2 Research approach

There are two research approaches available to us in business research: the deductive research approach and the inductive research approach (Burns & Burns, 2008). A deductive approach will test a theory on collected data, while an inductive research approach will instead construct a theory based on the data (Burns & Burns, 2008). As this research project will observe the integrity of an existing theory on data, a deductive research approach may be more suitable for our case.

3.3 Selection & Proceeding

3.3.1 Selection of football clubs

Choosing the clubs that would fit our research has led to a lengthy process of selection. Several variables had to be listed, examined, and compared to select the right clubs for the survey to work.

First, it was of the utmost importance that the two clubs selected were involved in intense club rivalry, which could still be manageable in terms of popularity. As such, big names on the European football scene had to be removed from the discussion, like the world-renowned Clasico, involving the two largest Spanish football clubs, FC Barcelona and Real Madrid. Other famous clubs did become ineligible, such as the famous London clubs like Tottenham and Arsenal. Even though they matched the other criteria that we will be presenting later, their popularity would be their downfall in our study.

Another criterion that was necessary to apply across the board was the eligibility of the sponsors themselves. The sponsor had to be recognizable by a noticeable portion of the sample to work accordingly. The sponsor had to be visible somewhere on the football club team wear, such as game jerseys. This criterion limited the selection of sponsors to only the most involved, thus making sure the football fans would have had already encountered one of their logos somewhere. Sponsors also needed to fit our involvement and rationality matrix; this part made it hard for business-to-business brands sponsoring football clubs. Their position on the matrix was hard to judge, as they were not providing consumer products or services, making the task almost impossible when the survey was to be answered by football fans who are not necessarily in a managerial position. It was necessary to have two leading sponsor brands that would not be close to each other in terms of rationality and involvement; if not, our research would have been severely limited compared to those two variables.

Several hypothetical candidates were explored, some being more of a match than others. A prime candidate was the Stockholm rivalry of three football clubs: AIK Fotboll, Djurgårdens

IF, and Hammarby IF. The advantages presented by those three clubs were many: First, a three-way rivalry meant that we had potentially three potential title sponsor brands to analyse, but also a larger sample of football fans of each three clubs. The specificity of the rivalry between the Stockholm football clubs is its nature. More than being just a glorified derby between the neighbourhoods of the Swedish capital, the three clubs also regularly compete for the top three spots in the Swedish football league. Those top spots lead the clubs in the eliminatory phases of two of the most renowned football championships in the world, the Champions League and the Europa League. The 2019 season, for example, saw the Stockholm football clubs occupy three of the four top spots in the Swedish football league, AIK missing the second spot for the Europa League against Malmö FF by just a win.

However, we came to a stop when it was time to choose the sponsors presented in our survey to measure the potential effects of involvement and rationality in the purchase/usage decision on the sponsor of a football club involved in a rivalry. The three title sponsors of the Stockholm football clubs did not match the criteria needed to be eligible. For example, the title sponsor of Hammarby IF, Huski Chocolate, a cold chocolate drinks brand, was too close to the previous research with beer brands made by Bergkvist (2012), as both products types were low-involvement, low-rationality consumer products. Additionally, Huski Chocolate became a title sponsor of Hammarby only this year, meaning the supporters' awareness might not be sufficient. Regarding the other two football clubs in Stockholm, the two other title sponsors were not recognizable enough. They were too difficult to place on the rationality and involvement matrix accurately. As such, we needed to find a replacement to conduct our research.

The football clubs in the French primary football league were also prime candidates for our study. The Ligue 1 is the house of multiple rivalries based on geographical proximity and competition to reach the league's top spots, granting the tickets to the desired eliminatory phases of the Champions League and the Europa League, for which clubs set as an objective for both competition and finance gains. The first potential rivalry that was considered was the inter-regional rivalry between the Paris Saint-Germain and the Olympique de Marseille, whose name is "Le Classique". While there is no proximity between the two cities, this rivalry embodies the rivalry between the North and the South of France. On top of that, the Paris Saint-Germain and the Olympique de Marseille are regular participants in both the Champions League and the Europa League. Even though the rivalry is not the same as it used to be, mainly due to the dramatic increase of the Paris Saint-Germain budget in recent years, the games between those two historical football clubs are still highly anticipated for their intensity. They are often compared to El Classico as being the French equivalent.

Unfortunately, we encountered a few issues when looking more into the details of the rivalry, starting with the status of both clubs. While the Olympique de Marseille is a recognized football club, both in France and parts of Europe, it cannot hold ground against the behemoth that the Paris Saint-Germain had become in terms of popularity. The football club from Paris has now reached the same level of recognition and performance as other great European football clubs, regularly reaching the quarterfinals or the semi-finals of the Champions League. Meanwhile, the Olympique de Marseille is regularly eliminated in the preliminary phases of the tournament

of relegated to the Europa League. Boosted by the presence of worldwide football icons like Neymar and Kilian Mbappé, the status of the Paris Saint-Germain cannot be compared with the one for the Olympique de Marseille.

Another issue we faced was the title sponsors of each club in this rivalry. Paris Saint-Germain has recently acquired a new title sponsor, Accor Live Unlimited, a multinational chain of hotels of diverse standards. In contrast, the Olympique de Marseille's title sponsor is Uber Eats, Uber's food delivery service. In our case, the issue was related to the conflict of interest between the two clubs. More precisely, one of PSG's main sponsors, Deliveroo, is also a food delivery service similar to the Olympique de Marseille's title sponsor. This business "rivalry" would have biased the survey results on the PSG fans' side and would not have been relevant, considering previous research has already demonstrated such a point.

Thus, the selection process for our football rivalry was back to square one, one certainty being this rivalry would probably come out of the Ligue 1. Another candidate emerged in the form of the Olympique Lyonnais versus the A.S Saint Etienne. While being more local than the Paris Saint Germain versus the Olympique de Marseille, this rivalry is both extraordinarily intense and competitive. The two football clubs are regulars in the top 10 of the French football League and frequently participate in the Europa League and sometimes the Champions League. While less exciting than the ones between the Paris Saint Germain and the Olympique de Marseille, the games between the two clubs are still worthy of attendance. The proximity between the two cities of Lyon and Saint-Etienne allows for a large group of rival team supporters to purchase tickets and root for their team on "enemy" territory.

3.3.2 Selection of brands

As for the choice of sponsors within the two teams, we selected two brands that were featured on the players' jerseys, ensuring exposure to fans and game attendants alike in both stadiums and television distribution. The selection of the brands also had to be done according to the desired position on the updated Foote, Cone and Belding grid of Cheong & Cheong (2020) to match our study criteria. The sponsor brands analysed needed to be at different levels of rationality and involvement in the purchase decision while also avoid any similarity with previous research. The goal was to obtain one sponsor brand with a product type requiring high involvement and rationality and one sponsor brand with lower levels.

The sponsor selected for the Olympique Lyonnais is Emirates, the airline from the United Arab Emirates that is one of the main actors of travel in Lyon's primary airport, Lyon Saint-Exupery. Emirates is the title sponsor of the Olympique Lyonnais and is one of the only two brands present on the team kit, sharing the spotlight with Adidas, the title sports equipment supplier of the team. Emirates became the title sponsor of Lyon's primary football club in February 2020 with a five-year agreement.

As for the A.S. Saint Etienne, we decided to go not with the title sponsor AESIO, a health insurance company, but instead with ZeBet, a betting platform spotted on the team kit shorts. By doing so, we now have sponsor brands on different positions on the involvement and

rationality matrix, Emirates being the high involvement, high-rationality option, and ZeBet being the lower involvement, low-rationality option.

3.4 Collection of data

3.4.1 Selection of platforms

As the study will be conducted online, we need to decide which platforms to collect our survey answers. Our research has several criteria to filter the population and come up with a good and accurate sample. The study focuses on the intra-regional rivalry between the Olympique Lyonnais and the A.S. Saint-Etienne, two football clubs competing in the primary French football club. As a result, we will reach out to supporters of both teams to collect our data.

To do so, we have selected a list of community-led groups on social media where our survey could be suitable. Those online groups are mainly found on Facebook, the first social media platform for regular usage in France (Statista, 2020). Facebook was chosen as the primary social media platform to share our survey on since it regroups the most significant amount of supporter groups online, offer an excellent level of freedom on the types of posts available (i.e., the variety of media: pictures, videos, GIFs, etc.), and is widely accessible to all parts of the population, which proves to be beneficial since we are not looking for a specific age group but instead a particular area of interest.

There is a notable size difference in terms of membership between the Facebook groups of Lyon's supporters and Saint-Etienne's. The largest group of ASSE supporters barely reaches ten thousand members compared to the one-hundred and fifty of the largest OL supporter groups. Nonetheless, it is compensated by their level of engagement within them. The proportion of like-per-member on group posts is higher in the ASSE ones than in the OL ones, meaning these groups are more active than the other for Lyon's supporters. Another issue with such large groups is the reachability of the group administrators: bigger groups of supporters on Facebook tend to have more robust moderation than smaller groups, meaning our survey could be viewed as spam.

The survey was conducted using the web-powered survey tool Google Forms. This service, provided by Google, is widely known by the population. This proximity will ensure the reliability of the survey in the eyes of the respondents, who might be aware of the existence of other survey tools. Regarding the research itself, the platform offers solutions to easily export the data, analyse individual answers to the survey, and allow for direct, on-the-go modifications, if necessary.

3.4.2 Survey design

The purpose of the survey was to identify any changes in patterns regarding the perception of brands before and after stimuli, in our case, the sponsorship agreement between the brand and

the football club, with answers coming from a sample composed of supporters of two French football teams engaged in an active rivalry. Brand perception of the sponsors will be evaluated by measuring the purchase intention of the supporters answering the survey, both before and after the stimulus' activation. To boost the completion rate, Burns & Burns (2008) recommends a meticulous preparation of the survey to make sure the respondents go to the end. To do so, we have designed our survey in six clear sections: supporter engagement, rivalry intensity, brand presentation, sponsorship stimuli, demographic questions, and expression of thanks to round off. As for the questions, none were open. Apart from the filter and demographic-related ones, all were based on a 7-point Likert scale adapted to the question's nature.

The survey is articulated around the first question, asking the respondent to choose which of the two clubs involved in the study they support. This question is essential, as it will work as a filter and separate the fans of l'Olympique Lyonnais from the fans of l'A.S. Saint Etienne, to then set them on different lists of questions. A note of appreciation and a description of the survey itself is also included in the introduction. A small summary of the research was also added to make the participants more familiar with the subject they will be questioned on. Respondents have also been informed that the treatment of their answers was completely confidential and only used in the scope of this research paper to comply with the GDPR guidelines.

The questionnaire then follows with the second section, composed of questions on the level of involvement the fan answering the questionnaire thinks it has when supporting its football club. Four criteria measure the degree of involvement: the frequency as to which the respondent goes to see football games of its club, their level of engagement in following club-related news and activity on available media, how do they consider themselves as a fan (between casual and passionate), and how do their peers perceive them as a fan of the club. Those questions are widely based on the Sports Spectator Identification Scale of Wann & Branscombe (1993) and its modified version by Bee & Dalakas (2013). The SSIS is a standard tool used for measuring individuals' level of identification with a sports team. It will help us create an index to measure the overall engagement on the four dimensions mentioned previously.

Then, the fan will be asked questions regarding the rivalry's intensity with the rival club: how much they dislike the rival club, how much they think the fans of the rival clubs are despising them, and the intensity of the rivalry between the two clubs. This section of the questionnaire will help us identify the proportion of passionate fans answering the survey and further confirming the intensity of the rivalry between the Olympique Lyonnais and the A.S. Saint-Etienne. We will create a second index destined to measure the perceived rivalry intensity from both sides, like the supporter engagement section. The results will help us determine if the rivalry's dynamic is the same between the two football clubs or unbalanced, with one taking the advantage over the other.

The survey will then present the selected brand sponsoring the rival club without informing the respondent of such sponsorship agreement first. The brand's presentation includes details on the company's activity, its products and services, and visuals like logos and website screenshots to help the respondent get a better picture of what the company is. Like mentioned previously in

the “selection of sponsor brands” part, Lyon supporters will receive a presentation of ZeBet, whereas Saint-Etienne supporters will be showed Emirates. The following questions in this section are based on the hypothetical purchase/use of the brand’s product/service type. The respondent is asked how complex and time-consuming the purchase decision of a product similar to the brand presented (i.e., the purchase of a medium-distance flight with a premium airline carrier like Emirates). Remaining in a hypothetical situation, the supporter will be asked how likely it will purchase the brand's product and how probable it might be that the purchase decision will end up being the presented brand.

Following the brand presentation section, the survey presents the brand a second time, focusing primarily on the sponsorship agreement with the rival club. The respondent is then asked on their awareness of the existence of such sponsorship deal. Depending on their answer (yes or no), the questionnaire will then provide two different sets of questions.

The first one, designed for the supporters who were aware of the brand sponsoring their rival club, asks about the influence of such sponsorship on their brand perception. More specifically, how much it has influenced their answer to the previous two questions regarding the purchase intention of the brand. Another question follows, based on the change of attitude of the respondent faced with the sponsorship; it asks how negative or positive their perception of the brand is because of the sponsoring. The survey then proposes a hypothetical situation where the brand was and will never be a sponsor of the rival club, followed by the two previous questions on purchase intention based on the likelihood of purchase.

Meanwhile, the second set starts by asking the respondent how much the sponsorship deal changes their perception of the brand, followed by another question on brand attitude, just like in the first set of questions. This section includes the same two previous questions of the last section to measure the purchase intention of the brand now perceived as a sponsor of the rival club.

The questionnaire will end with questions aimed at acquiring the demographic data of the respondents. The respondents were asked to fill in the following demographic characteristics: gender, age group, level of education, and type of employment. To face the sensibility of the demographical questions, the age question had the numerical answers given under the form of groups (i.e., 18 to 24 years old). For the other questions, the respondent could decide not to disclose their personal information.

The survey was made in French to match the primary language of the respondents and facilitate the collection of data. This decision will help reach out to all football fans and be more presentable on the online social media groups and forums where the survey will be shared.

3.5 Data analysis

The data collected from our survey on Google Forms was imported and analysed using the SPSS (Statistical Package for Social Sciences) software provided by the Lund University School of Economics and Management. To ensure complete reliability of the results, the correlated items needed to be reliable according to the internal reliability measurement tool, known as the Cronbach's Alpha, to obtain the recommended value above 0.7. For demographic questions, descriptive statistics were employed with calculations of the mean values and frequencies.

The analysis of the first two sections, Fan engagement and Rivalry intensity, was made using a series of independent samples T-Tests to obtain the mean values, the standard deviations, the statistical significance, and the effect sizes. The results of those tests will allow us to compare the two football clubs on an item-by-item basis. We will create an index through the combination of each item of their respective section from the collected data. This index will generate a score that will be used for further comparison between the two clubs, and so on, both sections.

Furthermore, a series of paired sample T-Tests will be conducted on the four groups created by the two filter questions. Both the Olympique Lyonnais and the A.S. Saint Etienne supporter groups will be split in two depending on their awareness of the sponsorship of their rival club by the presented brand. The paired samples T-Tests aimed to determine if there was a significant difference within the group and measure the effect sizes using Cohen's *d*.

Finally, an analysis between groups will allow us to determine if the product type has a moderating effect on the negative perception of the brand sponsoring the rival club. To do so, we will compute the involvement and the rationality of both groups aware and unaware of the sponsorship agreement, using independent samples T-Tests.

3.6 Ethical considerations

When designing the survey, the rights of the participants were carefully considered. The focus was on the central issues regarding participants' rights listed by Burns & Burns (2008). The first point which had to be taken care of was the right to voluntary participation. When answering the survey, participants must not start blindly; they need to be provided with the correct information to ensure they consent to be a part of the research (Burns & Burns, 2008). This information should include the scope and goal of the study, details about the analysis of the data such as anonymity and confidentiality, a list of contacts in case of questions or feedback, and an option to discontinue the survey. This option was offered to all the non-supporters of both the Olympique Lyonnais and the A.S. Saint Etienne under the form of a third answer in the first "filter" question, "I do not support any of these two clubs", leading to a blunt end of the survey.

Another point that needed to be addressed in the survey's introduction was the possible harms and discomforts the survey could create among the respondents. The latter must feel safe when answering questions, according to Burns & Burns (2008). As our survey did not include any graphic imagery or messages, the introduction instead focused on the positive side of completing the survey, such as helping research. However, if the survey was creating stress or damaging a respondent's mental health, the contact email of the researcher was included to provide feedback.

According to Burns & Burns (2008), the right to anonymity and confidentiality is about protecting the respondents' identity both during the completion of the survey and after with the safety of their data. While we do not ask for private, sensitive information throughout the survey, the demographic questions could be seen as intrusive in the participants' lives. To face this issue, a specific answer, "I prefer not to disclose this information", was provided for questions regarding educational level, main activity, and gender. In contrast, the age question offered answers listed in wide ranges of years (i.e., between 18 and 24, between 25 and 34, and so forth)

4 - Analysis

The following chapter will exhibit and explain the empirical findings of this study whilst simultaneously dissecting the results. The presentation of the empirical data and analysis will be structured according to the conceptual framework.

4.1 Demographic Information

In total, 145 responses were gathered from both Olympique Lyonnais and A.S. Saint Etienne supporters. Of those 145 respondents, 91% (or 132 respondents) were male and 7,6% (or 11 respondents) were female. Two subjects that undertook the survey decided to no disclose this information. The repartition of the answers between the age groups was quite balanced; if we omit the small percentage of the 65 plus (2,8%), every age group represent at least more than 15% of the sample population. The two major groups were the 18 to 24 years old with 29,7% and the 45 to 54 years old with 20,7%. As for the educational level, most of the answers, 121 out of 140, were from people who have obtained at least the 'baccalauréat' (France's equivalent of the high school diploma), and more than half of them had an advanced study diploma with 52,4%. Finally, the respondents' main occupation was a full-time job, representing slightly more than half of the sample with 50,3%, far more represented by the second main occupation, studies attendance, with 22,8%.

		Frequency	Percentage
Gender	Female	11	7,6
	Male	132	91,0
	Prefer not to answer	2	1,4
Age	18-24	43	29,7
	25-34	24	16,6
	35-44	22	15,2
	45-54	30	20,7
	55-64	22	15,2
	65 et +	4	2,8
Educational Level	None	22	15,2
	Baccalaureate	47	32,4
	PHD	3	2,1
	Bachelor	45	31,0
	Master	28	19,3
Main occupation	Looking for employment	6	4,1
	Other	19	13,1
	Contract	5	3,4
	Full time job	73	50,3
	Student	33	22,8
	Prefer not to answer	4	2,8
	Independent worker	5	3,4

Table 1. *Survey demographics*

The distribution of supporters between the two clubs was quite balanced, even though there were surprisingly more respondents from the A.S. Saint Etienne than the Olympique Lyonnais, which is interesting considering the latter's fan base is considerably larger and has more populated Facebook groups. In short, there were 75 respondents (51,7%) from fans of the A.S. Saint Etienne and 68 respondents (46,9%) from fans of the Olympique Lyonnais. Only two respondents were not a supporter of either football club, ending their survey prematurely.

4.2 Reliability

Before going over the overview of the results we received from the questions regarding supporter engagement, rivalry intensity, product type, and effects of the stimulus, we must confirm that the responses we received are reliable and the survey consistent. Burns & Burns

(2008) determines that the consistency of the items composing a survey should have the Cronbach's Alpha over 0.7. To do so, SPSS was used to assess the reliability of each group of questions representing a variable. The questions regarding the perception of the brand and the influence of the sponsorship on the perception were not included, as they are not directly related and differ between brands. As we can observe in the table below, the indicators of Cronbach's Alpha are acceptable for some variables, but others fall below the recommended value of 0.7.

<i>Construct</i>	<i>Chronbach's Alpha</i>
Supporter engagement	0.651
Rivalry Intensity	0.596
Product Type 1	0.906
Product Type 2	0.916
Intention and Likelihood 1	0.896
Intention and Likelihood 2	0.974
New Intention and Likelihood 1	0.958
New Intention and Likelihood 2	0.927
Hypothetical Intention and Likelihood 1	0.929
Hypothetical Intention and Likelihood 2	0.983

Table 2. *Cronbach's Alpha*

In short, the four items used to measure supporter engagement and the three items used to measure the intensity rivalry were not coherent enough according to Cronbach's Alpha, just below the recommended value of 0.7 with 0.651. To pursue further analysis, we could select or reject items relevant to our research. For Supporter Engagement, removing the item "Game Attendance" would significantly increase the Cronbach's Alpha. However, we believe the item is too relevant for the research to be deleted. As such, we will keep the construct as it is, as 0.651 is still satisfactory for Cronbach's Alpha. As for Rivalry Intensity, removing any item of the variable would not lead to a large enough increase of the Cronbach's Alpha. However, since

the variable only has three items, a Cronbach's Alpha value of almost 0.60 could be considered sufficient.

The comparison of results between the Olympique Lyonnais' supporters and the A.S. Saint Etienne's ones through the first variables not related to the sponsorship message stimulus will be made thanks to the run of Independent Sample T-Tests on SPSS statistics.

4.3 Supporter Engagement and Rivalry Intensity

4.3.1 Supporter Engagement

Supporters of both clubs were asked questions on their level of engagement with the club in terms of game attendance at the team's stadium, following of the club's activity on all types of media, how did they perceive themselves as a supporter and how their peers perceived them as a club' supporter. The first question, related to game attendance, gave us some exciting insights into both clubs' supporters. Observing the data, we can distinguish three groups of supporters: the fans who never go to the stadium, the fans who go there from time to time and the passionate fans who try to attend as many games as possible or have paid the yearly membership to become a season-ticket holder. However, on average, in Appendix 2.1, respondents supporting the A.S. Saint Etienne were going to more games to their home stadium (mean=4,23) than the supporters of the Olympique Lyonnais (mean=3,47). The Sig. of Levene's test is over 0,1, meaning we cannot assume equal variances. Nonetheless, the p-value (Sig. 2-tailed) is 0,050, which is the limited recommended value. Therefore, we can conclude a statistically significant difference between the means of the Olympique Lyonnais' supporters and the A.S. Saint Etienne's.

As for the following of the club's news on all media available, most respondents do not want to miss the latest news or watch their team's games on television, as most of the answers showed a real commitment to following the club, wherever the supporters are. This is understandable as the survey was shared on Facebook groups created and animated by passionate fans. In contrast, more casual fans would probably only follow the team's owned media and their accounts on social media. An interesting feat to note is the difference in answers between the supporters of l'A.S. Saint Etienne and the supporters of the Olympique Lyonnais, the former showing more devotion to their club (mean=6,83) compared to the latter (mean=6,44). Looking at Appendix 2.1, we can assume equal variances thanks to the Sig. of the Levene's Test. The p-value (Sig. 2-tailed) is under 0,05, resulting in a statistically significant difference between the means.

The self-reflection question helps us understand the importance of the role of the supporter for an individual. As expected, when looking back at the previous questions, a large proportion of the respondents consider themselves a passionate fan of the team, and Saint Etienne supporters believe they are more devoted to their team (mean=6,59) than Lyon's (mean=6,07). The Sig. of Levene's test is under 0,1, at 0,001. Therefore, we can assume equal variances. The p-value

(Sig. 2-tailed) at 0,004 further confirms a statistically significant difference between the means of the Olympique Lyonnais' supporters and the A.S. Saint Etienne's.

The results are further reflected in the following question on peers' perception of the individual as a club' supporter, showing a similar tendency (mean=6,57 versus mean=5,97) with the previous questions. By first looking at Levene's test (Sig.=<0,001), we can easily conclude that the variances are equal. With further analysis, the p-value (Sig. 2-tailed) at 0,001 shows a statistically significant difference between the means of the two football clubs.

To summarize, our sample is composed of passionate supporters from both sides of the rivalry, with a slight advantage for the supporters of Saint Etienne over the supporters of Lyon. This could be justified in several ways, like the accessibility of the stadium tickets in terms of price or the feeling of belonging in a supporter group possibly influenced by the size of the football club and the city it exists in. Nonetheless, this is not the subject of our study, but it could be interesting for future research to identify the factors of fan engagement.

Index comparison of Supporter Engagement between OL and ASSE

Thanks to all the answers collected from the supporters of both football clubs, we can build an index that will represent the level of engagement of a supporter in its football club. This index will also allow us to compare the supporter groups of both the Olympique Lyonnais and the A.S. Saint Etienne to determine which of the two has the most fervent supporters behind them.

	Team	N	Mean	Std. Deviation
FanEngagement	L'OL	68	5,49	1,160
	L'ASSE	75	6,05	,804

Table 3. *Fan Engagement Index Statistics*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Fan Engagement	Equal variances assumed	2,708	,102	-3,407	141	,001	-,564	,166	-,892	-,237
	Equal variances not assumed			-3,349	117,788	,001	-,564	,169	-,898	-,231

Table 4. *Independent Samples Test of Fan Engagement Index*

Fan Engagement	Cohen's d	Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
		,98918	-,571	-,904	-,235

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Table 5. *The effect size of the Fan Engagement Index*

According to the results, we can see the sample we obtained from the supporters of Saint Etienne is more engaged in the fanship of their club (mean=6,05) than the supporters of Lyon (mean=5,49). To see if the difference is statistically significant, we must first look at Levene's Test for Equality of Variances. With a Sig. of 0,102, we are slightly above the acceptable value of 0,1, meaning we cannot assume equal variances. Nonetheless, the p-value (Sig. 2-tailed) is at 0,001, resulting in a statistically significant difference.

4.3.2 Rivalry intensity according to the fans

To make sure the rivalry between the Olympique Lyonnais and the A.S. Saint Etienne was still ongoing and to gather data on the difference in perception of the rivalry depending on the club's following. On the first question of this section, the respondents were asked to answer how much they disliked the other club. Regarding the results, we can observe a genuine dislike between the Olympique Lyonnais and the A.S. Saint Etienne, at least according to the opinion of their supporters. The data collected shows a difference between the dislike between the two groups; supporters of the A.S. Saint Etienne hate the Olympique Lyonnais (mean=6,65) more than the other way around (mean=5,63). With Levene's test under 0,001 and the p-value (Sig. 2-tailed) also under 0,001, we can assume equal variances and conclude a statistically significant difference between the means.

Individuals answering the survey were also asked about the dislike showed by the supporters of the opposite team. The respondents, in their answers, clearly confirmed the reciprocity in their dislike of the other football club, as the mean of both supporter groups was close to the full answer available in the 7-point Likert scale question. However, there is a notable difference with the previous question regarding the rivalry intensity. While the Olympique Lyonnais fans have shown the minor dislike of the two groups of supporters, they also perceive minor dislike from the Saint Etienne's fans (mean=6,29) than the latter does (mean=6,63). As shown in Figure X below, the Sig. of Levene's test is over 0,1, meaning we cannot assume equal variances. Furthermore, the p-value (Sig. 2-tailed) is 0,077, which is above the limited recommended value. Therefore, we can conclude there is no statistically significant difference between the means.

Finally, the last question asked the respondents to evaluate the rivalry between the Olympique Lyonnais and the A.S. Saint Etienne. As mentioned earlier, the rivalry between those two football clubs works both as a derby and a performance-related rivalry. The two cities are close geographically, creating an intra-regional dispute for football supremacy and competing for the

top spots of the primary football league in France to participate in the Champions League or the Europa League. As a result, we were expecting to see many responses leaning towards an intense rivalry. Expectations were indeed met; however, just like most previous questions addressing fan engagement and evaluating the intensity of the rivalry, there was a notable difference between Saint Etienne’ supporters and Lyon’s. The rivalry was perceived as highly intense by the “Stéphanois” (Saint Etienne’s fans nickname) (mean=6,88) while the “Gones” (Lyon’s fans nickname) thought it was still intense but not as much (mean=6,40). With Levene’s test well under its limited recommended value (Sig.=<0,001), we can easily assume equal variances. With the p-value (Sig. 2-tailed) at <0,001, there is a statistically significant difference between the means.

Index comparison of Rivalry Intensity between OL and ASSE

Like for Supporter Engagement, we can create an index that would evaluate the rivalry among supporters of the Olympique Lyonnais and the A.S. Saint Etienne. Based on their current dislike of the rival team, the perceived dislike received from the supporters of the rival club, and their take on the intensity of the rivalry, this index will allow us to determine which side of the rivalry is more involved.

	Team	N	Mean	Std. Deviation
Rivalry Intensity	L'ASSE	75	6,72	,534
	L'OL	68	5,98	1,238

Table 6. *Rivalry Intensity Index Statistics*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
RivalryIntensity		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
	Equal variances assumed	37,327	,000	4,722	141	< 0,001	,741	,157	,431	1,051
	Equal variances not assumed			4,564	89,242	< 0,001	,741	,162	,418	1,063

Table 7. *Independent Samples Test of Rivalry Intensity Index*

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
RivalryIntensity	Cohen's d	,937	,791	,448	1,130

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Table 8. *The effect size of the Rivalry Intensity Index*

Thanks to the results extracted from SPSS Statistics, we can observe a notable difference between the perception of the intensity of the rivalry between the supporters of the A.S. Saint Etienne and the supporters of the Olympique Lyonnais, the former thinking the rivalry is more intense (mean=6,72) than the later (mean=6,11). As Levene's Test for Equality of Variances reveals a p-value under 0,05, we can assume equal variances. Knowing that, we can look at the p-value (Sig. 2-tailed), which is also under 0,05, resulting in a statistically significant difference.

In short, we can determine the rivalry between the Olympique Lyonnais and the A.S. Saint Etienne is regarded as an intense football rivalry, even though there is a slight difference in terms of dislike between the two football clubs, the A.S. Saint Etienne disliking the Olympique Lyonnais more than the other way around. This could be explained by the difference in team performance between the two clubs, as Lyon has outperformed Saint Etienne in championship and league results during the last five years. This could be the beginning of a decline in rivalry, as a shift in rivalry dominance could lead to such a change in intensity.

4.4 Confirmation of product-type differences

To confirm a difference between the two product types chosen to be in our study, we must confirm by asking the sample of supporters the level of involvement and rationality required by the product type when making the purchase decision. Regarding the time needed and the complexity of choosing the right brand in the purchase decision, two questions were asked to evaluate how involved and rational an individual must be when deciding, as mentioned earlier.

Emirates, the title sponsor of the Olympique Lyonnais, provides passenger flights to many destinations in the world. The airline carrier is mainly known for medium-haul flights, more specifically to the Middle East and Asia. As such, and when looking at the updated FCB grid, we were expecting the flight tickets, as a product, will require a high level of involvement and rationality in the purchase decision. The answers given by the supporters of the A.S. Saint Etienne further confirms this: purchasing a medium/long-haul flight with a premium airline carrier like Emirates can take a substantial amount of time (mean=4,56), and deciding between airlines can be challenging (mean=4,65).

ZeBet, one of the main sponsors of the A.S. Saint Etienne, is an online betting platform. An exciting yet potentially tricky factor in evaluating is the inexistence of online betting and gambling in the revised FCB grid made by Cheong and Cheong (2020). In fact, online betting

could be regarded more as a service than an actual product. Nonetheless, an individual choosing a betting platform will most likely go through a decision process, which we shall name the “usage decision”. While it might technically be easier to choose a platform than to purchase a product, betting platforms, when setting up an account, require most of the time a money deposit of up to 100 euros, therefore making a change in the platform more complicated. According to the supporters of the Olympique Lyonnais, the process of selecting a betting platform is less time-consuming (mean=3,25) and difficult choice wise (mean=3,50) than the purchase decision of a flight ticket.

	Team	N	Mean	Std. Deviation	Std. Error Mean
Involvement	L'OL	68	3,25	1,606	,195
	L'ASSE	75	4,56	1,961	,226
Rationality	L'OL	68	3,50	1,644	,199
	L'ASSE	75	4,65	1,956	,226

Table 9. *Involvement and Rationality Statistics*

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Involvement	Equal variances assumed	2,581	,110	-4,344	141	< 0,001	-1,310	,302	-1,906	-,714
	Equal variances not assumed			-4,387	139.6	< 0,001	-1,310	,299	-1,900	-,720
Rationality	Equal variances assumed	2,333	,129	-3,797	141	< 0,001	-1,153	,304	-1,754	-,553
	Equal variances not assumed			-3,829	140.2	< 0,001	-1,153	,301	-1,749	-,558

Table 10. *Independent Sample T-Test for Involvement and Rationality*

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Involvement	Cohen's d	1,801	-,727	-1,065	-,387
Rationality	Cohen's d	1,814	-,636	-,971	-,298

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Table 11. *The effect size of Involvement and Rationality*

In summary, it is now confirmed, thanks to the survey participants, that we have in our study two product types that differ from one another in terms of levels of rationality and involvement required during the purchase decision. Additionally, those two product types, being flight tickets and online betting platforms, are different from the previous research led by Bergkvist (2012) and follows the recommendation made by the researcher to expand on the effects of team rivalry on sponsorship brands on other products than consumer ones.

4.5 Testing the hypothesis

H1: *The level of involvement and rationality in the purchase decision of a product type' brand sponsoring a football club influences the perception of the supporters of the rival club; the higher this level is, the less affected the perception of the brand will be because of the sponsorship.*

In the brand presentation section, the respondent was first presented a brand without any association to the rival club. After answering the two questions regarding the product type we discussed earlier, the questionnaire followed with a question regarding the current intention of purchase/usage of the brand's products/services and a question regarding their likelihood of purchasing/using the brand's products/services in the future.

The respondent was then exposed to the sponsorship message stimulus to create a negative association between the rival football club and the sponsor brand. Furthermore, the participant responded on if they were aware of the existence of such partnership. There were no surprises in the results, as the supporters of Saint Etienne were more mindful of the sponsorship to the Olympique Lyonnais by Emirates (65,3% yes) than the supporters of Lyon of the backing of the A.S. Saint Etienne by ZeBet (19,1% yes).

4.5.1 Analysis of perception change

After the sponsorship message followed by the filter question on sponsorship awareness, the respondent answered two questions. The first one was about how much the sponsorship affects their perception of the brand, whether they were ignorant of the agreement before the stimulus or not, while the second was about the change in perception of the brand because of the

sponsorship. If the respondent was neutral after the stimulus, four on the 7-point Likert scale was the option representing no change.

To measure the effect the sponsorship had on the participant, we run an independent sample T-Test, computing the answers of both subgroups from the Olympique Lyonnais supporters and the A.S. Saint Etienne ones. According to the results, there is only but a very slight difference. The supporters of Lyon answered the question by being a bit more affected by the sponsorship of ASSE by ZeBet (M=3,03) than the supporters of Saint Etienne (M=2,96) by the sponsorship of OL by Emirates. Further analysis of Levene's test for equality of variances showed we could not assume equal variances (Sig.= 0,638). Additionally, an analysis of the p-value (Sig. 2-tailed) demonstrated no significant difference between the two means, confirming the sponsorship effect was the same across the board, regardless of the sponsor brand.

As for the second question destined to measure the change of perception resulting from the sponsorship message, the results between the two group of supporters were slightly more different. The perception of the sponsor brand ZeBet for Lyon's supporters became more negative (M=2,66) than for Saint Etienne's supporters for the sponsor brand Emirates (M=3,08). By looking at the results from Levene's Test, we can assume there are unequal variances (Sig.=0,369). Furthermore, we can gather from the p-value, marginally above the limited recommended value of 0,05 with 0,089, leading to the conclusion that there is no significant difference between the two means. Nonetheless, we can still observe the effect size with Cohen's d to determine if there is a detectable effect on the change of perception. With a p-value of -0,284, we could conclude that the product type has a low effect on the change of perception after the sponsorship message stimulus. Still, an insignificant difference between the two means restricts us to be sure of the results we obtained.

4.5.2 Analysis of purchase intention and likelihood within groups

A Repeated Measures T-Test was conducted on SPSS to determine the size of the effect of the sponsorship message stimulus for both brands included in the study. The results show a negative impact on the intention and likelihood of purchase for either Emirates or ZeBet, which confirms the negative association made by the supporter between the rival club and the sponsor brand. The chart below represents the evolution of the purchase intention and the purchase likelihood for both sponsor brands, with a before and after sponsorship message stimulus comparison. The results were consistent in their dimension, reducing the intention and the probability after the stimulus compared to before.

For Lyon' supporters not aware of the sponsorship:

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Intention before stimulus	3,29	55	1,739	,235
	Intention after stimulus	2,22	55	1,370	,185
Pair 2	Likelihood before stimulus	3,13	55	1,754	,236
	Likelihood after stimulus	2,31	55	1,451	,196

Table 12. *Statistics of Lyon supporters unaware*

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Intention before stimulus - Intention after stimulus	1,073	1,730	,233	,605	1,541	4,597	54	< 0,001
Pair 2	Likelihood before stimulus - Likelihood after stimulus	,818	1,973	,266	,285	1,352	3,076	54	,003

Table 13. *Paired Samples T-Test of Lyon supporters unaware*

		Cohen's d	Standardizer ^a	Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Intention before stimulus - Intention after stimulus		1,730	,620	,329	,906
Pair 2	Likelihood before stimulus - Likelihood after stimulus		1,973	,415	,137	,689

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.

Table 14. *Effect sizes of Intention and Likelihood for Lyon supporters unaware*

As is clear from the results, the sponsorship message stimulus had a significant effect on the purchase intention and the purchase likelihood of the respondents supporting the Olympique Lyonnais. While the participants intended to use the online betting platform and thought it was

likely they would use it in the future in the initial questions, ZeBet is sponsoring their rival club, leading to lower purchase intention (mean=2,31) and a lower purchase likelihood (mean=2,40). As the associated probability (under the Sig. 2-Tailed column) is lower than 0.05, we have evidence of a statistically significant difference. Additionally, the 95% confidence interval of the Difference is positive in both the Lower and Upper level of the interval, further confirming the difference is statistically significant. Regarding the effect size, the purchase intention is way more affected (Cohen's $d=0,622$) than the likelihood of purchase (Cohen's $d=0,411$).

For Lyon' supporters aware of the sponsorship:

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Hypothetical Intention	3,69	13	1,797	,499
	Intention after stimulus	2,69	13	1,601	,444
Pair 2	Hypothetical Likelihood	3,46	13	1,561	,433
	Likelihood after stimulus	2,23	13	1,536	,426

Table 15. *Statistics of Lyon supporters aware*

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Hypothetical Intention - Intention after stimulus	1,000	1,225	,340	,260	1,740	2,944	12	,012
Pair 2	Hypothetical Likelihood - Likelihood after stimulus	1,231	1,301	,361	,445	2,017	3,411	12	,005

Table 16. *Paired Samples T-Test of Lyon supporters aware*

		Standardizer ^a	Point Estimate	95% Confidence Interval		
				Lower	Upper	
Pair 1	Hypothetical Intention - Intention after stimulus	Cohen's d	1,225	,816	,172	1,436
Pair 2	Hypothetical Likelihood - Likelihood after stimulus	Cohen's d	1,301	,946	,273	1,593

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.

Table 17. *Effect sizes for Intention and Likelihood for Lyon supporters aware*

The analysis of the supporters already aware of the sponsorship agreement was conducted differently from the previously observed subgroup. Since respondents knew of the sponsorship agreement between the brand and the rival club, they have already been exposed to the sponsorship message stimulus, meaning the experiment has already been conducted. To follow the same “before-and-after” design of the study, the question where the participant is asked what their purchase intent and their purchase likelihood would be in the hypothetical situation where the brand is not a sponsor of the rival club would serve as the “before”. In contrast, the initial question, representing the individual already exposed to the stimulus, would work after.

Out of the 68 respondents that were supporters of the Olympique Lyonnais, only 13 of them were aware of the sponsorship of the A.S. Saint Etienne by ZeBet. As a result, the sample size was not large enough to provide an accurate representation of the effects of the sponsorship on rival supporters when the latter are already aware of the existence of such an agreement. However, we will still proceed to the analysis of this group. The associated probability (or p-value) was lower than 0.05 for purchase intention and purchase likelihood, meaning there was a statistically significant difference between the means. We can observe the 95% confidence interval of the difference for further confirmation, which is positive for both the Lower and the Upper level on both occasions. The effect sizes observed for both the purchase intention and the likelihood of purchase were both highly significant, with a Cohen’s d above 0,8 (0,816 for purchase intention, 0,946 for purchase likelihood).

For Saint Etienne' supporters not aware of the sponsorship:

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Intention before stimulus	3,65	26	1,875	,368
	Intention after stimulus	2,73	26	1,801	,353
Pair 2	Likelihood before stimulus	3,31	26	1,892	,371
	Likelihood after stimulus	2,46	26	1,838	,360

Table 18. Statistics of Saint Etienne' supporters unaware

		Paired Differences				t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower Upper			
Pair 1	Intention before stimulus - Intention after stimulus	,923	2,038	,400	,100 1,746	2,309	25	,029
Pair 2	Likelihood before stimulus - Likelihood after stimulus	,846	1,759	,345	,136 1,557	2,452	25	,022

Table 19. Paired Samples T-Test of Saint Etienne' supporters unaware

		Standardizer ^a	Cohen's d	Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Intention before stimulus - Intention after stimulus	2,038	,453	,045	,853	
Pair 2	Likelihood before stimulus - Likelihood after stimulus	1,759	,481	,070	,883	

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.

Table 20. The effect size of Intention and Likelihood of Saint Etienne' supporters unaware

Like with ZeBet, the sponsorship message stimulus influences the purchase intention and the likelihood of Emirates' flight tickets. However, the sponsorship effect on the supporters regarding the purchase intention is reduced compared to the one observed earlier with the online betting platform. With the associated probability lower than 0.05 for both intention and likelihood, we can assume a statistically significant difference between the means. Additionally, the 95% confidence interval of the Difference is positive in both the Lower and Upper level of the interval, further confirming the difference is statistically significant. As for the effect sizes, there are both similar, with a Cohen's d of 0,453 for purchase intention and 0,481 for purchase likelihood.

For Saint Etienne' supporters aware of the sponsorship:

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Hypothetical Intention	4,22	49	1,982	,283
	Already exposed Intention	3,35	49	2,047	,292
Pair 2	Hypothetical Likelihood	4,27	49	1,966	,281
	Already exposed Likelihood	3,27	49	1,923	,275

Table 21. *Statistics of Saint Etienne' supporters aware*

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Hypothetical Intention - Already exposed Intention	,878	1,787	,255	,364	1,391	3,438	48	,001
Pair 2	Hypothetical Likelihood - Already exposed Likelihood	1,000	1,756	,251	,496	1,504	3,986	48	< ,001

Table 22. *Paired Samples T-Test of Saint Etienne' supporters aware*

		Cohen's d	Standardizer ^a	Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Hypothetical Intention - Already exposed Intention		1,787	,491	,192	,785
Pair 2	Hypothetical Likelihood - Already exposed Likelihood		1,756	,569	,265	,869

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Table 23. *The effect size of Intention and Likelihood of Saint Etienne' supporters aware*

The analysis of the supporters aware of Emirates' sponsorship agreement with the Olympique Lyonnais makes us follow the same methodology used for the supporters of Lyon mindful of the sponsorship to Saint Etienne by ZeBet. In the Olympique Lyonnais and Emirates case, the partnership agreement was announced on January 6th, 2020, more than a year before the study was led, meaning the sponsorship message could have been processed by the supporters long before completing the survey.

It is interesting to observe the respondents' answers as, even though they have already been exposed to the sponsorship message stimulus, they have shown greater intention of purchase (M=4,22) and the likelihood of purchase (M=4,27) in the hypothetical situation of the brand not being a sponsor of their rival club than the members of the subgroup unaware of the sponsorship before the exposure of the sponsorship message. This could be interpreted in several ways: since the sponsorship message could have processed up to a year before this study was made, the supporter could have accepted the idea that the brand is the title sponsor of its rival club, resulting in a slight reduction in the intention of purchasing the sponsor brand's products.

4.5.3 Analysis of purchase intention and likelihood between groups

While we have observed different results in terms of effect size (Cohen's d) between the four subgroups, we cannot yet come to the conclusion that the level of involvement and the level of rationality of a sponsor brand's products/services has a moderating effect on the perception of the rival fans. To do so, we must conduct between groups analysis on purchase intention and purchase likelihood.

Purchase Intention between groups unaware of the sponsorship:

The difference between the purchase intention before and after the sponsorship message stimulus is notable. According to Figure X below, the purchase intention difference has a mean of 1,07 for supporters of the Olympique Lyonnais unaware of the sponsorship agreement between Saint Etienne and ZeBet. In contrast, the purchase intention difference has a mean of

0,92 for the A.S. Saint Etienne supporters ignorant of the sponsorship agreement between Lyon and Emirates. However, we must look first if there is a statistically significant difference between the two means before concluding. As Levene's Test demonstrates (Sig. 0,215), we cannot assume equal variances. Moreover, the p-value is way above the limited recommended value of 0,05 with 0.748. Therefore, we can conclude there is no statistically significant difference between the means. However, we can still observe the effect size to see if any patterns are emerging. With a Cohen's d of 0,082, the level of involvement and rationality of a product type has only but an insignificant effect on the intention of purchase of a supporter from a rival club.

	Team	N	Mean	Std. Deviation	Std. Error Mean
Intention Difference	OL	55	1,07	1,730	,233
	ASSE	26	,92	2,038	,400

Table 24. *Intention Difference statistics*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Intention Difference	Equal variances assumed	1,564	,215	,343	79	,733	,150	,436	-,719	1,018
	Equal variances not assumed			,323	42,650	,748	,150	,463	-,784	1,083

Table 25. *Independent sample t-test of Intention Difference*

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Intention Difference	Cohen's d	1,833	,082	-,385	,548

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Table 26. *The effect size of Intention Difference*

Purchase Likelihood between groups unaware of the sponsorship:

From what we can observe, the likelihood of purchase is slightly less different between the before and after the sponsorship message exposure than the purchase intention. The purchase likelihood difference has a mean of 0,82 for supporters of the Olympique Lyonnais unaware of

the sponsorship agreement between Saint Etienne and ZeBet. In contrast, the purchase likelihood difference has a mean of 0,85 for the A.S. Saint Etienne supporters unaware of the sponsorship agreement between Lyon and Emirates. Interestingly, the purchase likelihood was slightly more affected for Emirates than ZeBet, even though the two differences are minimal. We, however, still need to determine if the difference between the means is statistically significant. According to the results of Levene's Test, the variances are not equal (Sig. 0,786), resulting in a rejection of the null hypothesis. With a p-value of 0,949, the results show no significant difference between the means. Additionally, the results for the purchase likelihood in terms of effect size are unexpected, as it goes against the hypothesis of the level of rationality and involvement being a moderator in the negative perception of a sponsor brand by rival supporters. In fact, the effect size, measured with Cohen's d, is negative (= -0,015), meaning the likelihood of purchase for ZeBet was less affected than the one for Emirates.

	Team	N	Mean	Std. Deviation	Std. Error Mean
Likelihood Difference	OL	55	,82	1,973	,266
	ASSE	26	,85	1,759	,345

Table 27. *Likelihood Difference statistics*

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Likelihood Difference	Equal variances assumed	,074	,786	-,062	79	,951	-,028	,454	-,932	,876
	Equal variances not assumed			-,064	54,620	,949	-,028	,436	-,901	,845

Table 28. *Independent sample t-test of Likelihood Difference*

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Likelihood Difference	Cohen's d	1,908	-,015	-,481	,452

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Table 29. *The effect size of Likelihood Difference*

Purchase Intention between groups aware of the sponsorship:

Like the analysis made on the paired sample t-tests, the difference will represent the potential gain in terms of purchase intention and purchase likelihood from an individual if the observed brand was not a sponsor of the rival team in a fictional situation. This will allow us to compare the data as if the individual were not exposed to the sponsorship message stimulus and thus identify a potential moderating effect of the product type on the purchase intention of a brand sponsoring a club in a rival setting.

The difference between the hypothetical purchase intention and the purchase intention registered before the sponsorship message is similar to the difference observed for the subgroup of supporters unaware of the sponsorship agreement for either club. The purchase intention difference has a mean of 1 for supporters of the Olympique Lyonnais aware of the sponsorship agreement between Saint Etienne and ZeBet. In contrast, the purchase intention difference has a mean of 0,88 for supporters of the A.S. Saint Etienne aware of the sponsorship agreement between Lyon and Emirates. Looking at Levene’s test for equality of variances, we can assume the latter are not equal (Sig. 0,775). Furthermore, the p-value tells us there is no statistically significant difference between the means. Nonetheless, we can still observe the effect size. For the supporters aware of the sponsorship before the experiment, their purchase intention would only be very slightly affected by the product type's level of involvement and rationality (Cohen’s $d= 0,072$).

	Team	N	Mean	Std. Deviation	Std. Error Mean
Hypothetical Intention Difference	OL	13	1,00	1,225	,340
	ASSE	49	,88	1,787	,255

Table 30. *Hypothetical Intention Difference statistics*

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Hypothetical Intention Difference	Equal variances assumed	1,695	,198	,232	60	,817	,122	,527	-,932	1,177
	Equal variances not assumed			,288	27,212	,775	,122	,425	-,749	,994

Table 31. *Independent Sample t-test of Hypothetical Intention Difference*

	Cohen's d	Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Hypothetical Intention Difference		1,68950	,072	-,539	,684

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Table 32. The effect size of Hypothetical Intention Difference

Purchase Likelihood between groups aware of the sponsorship:

The difference in purchase likelihood between the already exposed situation and the hypothetical situation shows a similar trend with the difference in hypothetical purchase likelihood. The difference between the initial question and the hypothetical one is tremendous for ZeBet (M=1,23) than for Emirates (M=1). The sponsorship had a more significant impact on the respondent's mind for a lower involvement and rationality service like ZeBet than it had for a higher involvement and rationality product like flight tickets for Emirates. With Levene's test still not allowing us to assume equal variances (Sig. 0,198), the value from the p-value (Sig. 2-tailed=0,604) helps us conclude no notable difference between the means. As for the effect size, the value observed is 0,138, meaning the level of involvement and rationality of a product still does not significantly affect the likelihood of purchase for supporters aware of the sponsorship.

	Team	N	Mean	Std. Deviation	Std. Error Mean
Hypothetical Likelihood Difference	OL	13	1,23	1,301	,361
	ASSE	49	1,00	1,756	,251

Table 33. Hypothetical Likelihood Difference statistics

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Hypothetical Likelihood Difference	Equal variances assumed	,258	,613	,442	60	,660	,231	,523	-,814	1,276
	Equal variances not assumed			,525	24,948	,604	,231	,439	-,674	1,136

Table 34. Independent Sample t-test of Hypothetical Likelihood Difference

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Hypothetical Likelihood Difference	Cohen's d	1,67485	,138	-,475	,749

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Table 35. *The effect size of Hypothetical Likelihood Difference*

5 - Discussion

This chapter will go further into the analysis of the outcomes from the survey while making connections to prior research. Firstly, it will scrutinise the influence of the level of involvement and rationality of a product type on the negative perception of the sponsor brand by rival supporters. Secondly, it will interpret the different findings regarding supporter engagement, rivalry intensity, and product types.

The purpose of the survey was to demonstrate the possible correlation between the product type of a sponsor brand and the change in perception, purchase intent and purchase likelihood from the supporters of the rival club through the level of rationality and involvement required to make the purchase decision of the sponsor brand's products or services. We applied two indexes to measure the level of engagement from the supporters who participated in our survey and the level of intensity of the rivalry between the two football clubs selected. Finally, we confirmed the level of involvement and rationality for one product type, flight tickets, and attempting to determine the same levels for a service type not observed by previous literature, online betting platforms.

According to the results, the difference in product type and their level of involvement and rationality in the purchase decision does not significantly differ in the perception of the brand, purchase intention, or purchase likelihood of rival supporters. Firstly, the product type of the sponsor brand had close to no effect on the reaction of the survey respondents' reaction to the sponsorship, regardless of which football club they were supporting nor their awareness of the sponsorship agreement before this study was led. Secondly, while the product type seems to have a minor influence on the brand's perception after the exposure to the sponsorship message stimulus according to the effect size measured, we cannot still conclude it does have a moderating impact. We noticed no significant statistical difference between the means of the results from the supporters of the Olympique Lyonnais and the supporters of the A.S. Saint Etienne. Therefore, while the outcome still reflects the one observed by previous literature (Bergkvist, 2012; Bee & Dalakas, 2013; Grohs, Reisinger & Woisetschläger, 2015), the product type difference on the level of rationality and involvement in the purchase decision is not a moderating factor according to this study.

All four experiments conducted, for both supporters unaware and aware of the sponsorship and both purchase intention and purchase likelihood, showed negligible effects at best and dissatisfactory results at worst. The most pronounced effect observed was from the change in purchase likelihood for supporters aware of the sponsorship in the hypothetical case of the brand not being the sponsor of the rival club. The supporters of Lyon more likely to use ZeBet if it was not a sponsor of the A.S. Saint Etienne compared to their initial purchase likelihood than the supporters of Saint Etienne for Emirates in a hypothetical situation.

Nonetheless, we have observed on the results from the survey some notable differences between the two groups of supporters and their perception of the two brands. Overall, the supporters of Saint Etienne had a more significant initial intention of purchase and likelihood of purchase for Emirates than the supporters of the Olympique Lyonnais had for ZeBet. Being more known by the public and more present on other sports by either sponsoring other clubs or events, Emirates has the advantage. In contrast, ZeBet is fighting for a position on the market of online betting platforms is disputed by giants of the industry taking most of the market shares. Furthermore, the difference between ZeBet and Emirates regarding purchase intention and purchase likelihood could also be justified by the type of product/service. The service proposed by ZeBet is associated with gambling, which is not necessarily perceived as a safe activity. In contrast, Emirates offers the possibility for its consumers to travel to many destinations for either business or leisure purposes, creating a positive association between the product-type benefits and the brand. This distinction could explain the smaller purchase intention and likelihood for ZeBet compared to Emirates.

The survey shows us a difference between the purchase intention and the purchase likelihood before the respondents' exposure to the sponsorship message and after the exposure. With the means registering a drop of a minimum of 1 point on a 7-point Likert scale, we can safely say the change of perception is similar to the one observed by previous literature (Bee & Dalakas, 2013; Bergkvist, 2012). The sponsorship of a rival club indeed creates a negative association between the brand and the football club, which directly affects purchase intention and likelihood. Thanks to this study, we can also add two more product types that are different from the one used by Bergkvist (2012) to compare negative association.

For this research study, we have also taken a different approach to the negative effects of the sponsorship agreement between the sponsor brand and the football club on rival supporters. We reversed the research design for the respondents already aware of the sponsorship, therefore, already exposed to the sponsorship message stimulus. This “after and potential before” research design allowed us to get a glimpse of the respondent’s mind in how its purchase intention and likelihood would change was not a sponsor of their rival team anymore. Interestingly, the respondents already aware of the sponsorship had lower but still very similar initial purchase intention and likelihood than those who were not aware. Furthermore, when asking their potential purchase likelihood and intention when the brand was not a sponsor anymore, the respondents had a greater purchase intention and likelihood than the initial ones of the supporters unaware of the sponsorship agreement. The results could be interpreted in several ways, like the possibility that the supporters, with the awareness of the sponsorship, also gained awareness of the brand, which is one of the desired, consumer-related outcomes (Wakefield, Wakefield & Keller 2020). The effect size of the difference between control and experiment groups for both brands varies from medium-low to high, with ZeBet, the product type with the lower levels of rationality and involvement in the purchase decision, registering the most considerable differences.

Before experimenting, we wanted to determine the level of engagement our respondents had for their respective football clubs. To do so, we combined several questions destined to measure

the attendance of the supporters to the home stadium, their following of the club's activity on different media platforms, their self-reflection as a supporter, and the perception of their peers as a supporter, to create an index to measure the overall engagement of a supporter based on those four factors. Based on the results, the supporters of the A.S. Saint Etienne are, according to the index, slightly more engaged with their club than the supporters of the Olympique Lyonnais.

While there is no way to determine why one group of supporters is more engaged than the other in this study, we could argue that several factors could be at the origin of such difference. Firstly, the criteria used to create this index could justify this observed difference; for example, the attendance to the home stadium could largely be influenced by the price of the tickets, its accessibility, and many other factors. Additionally, the size of the club and its athletic performance could play a role in the overall supporter engagement of a group of supporters. The more sizable and the more popular a football club is, the more likely it could attract more casual fans chasing recognition like observed with the BIRGing behaviour (Campbell Jr., Aiken & Kent, 2004; Cialdini & Thorne, 1976). In fact, since the athletic performance of one of the two football clubs, the A.S. Saint Etienne, is in decline compared to the Olympique Lyonnais, only the most passionate and loyal supporters remain. In the case of the rivalry, this could lead to the radicalisation of some supporter groups resulting in the apparition of hooligans, helping their favourite club in any way to "help" them win (Maniglio, 2007). Nonetheless, the difference could simply be explained by the two samples of supporters from both football clubs not being similar enough.

To ensure we had an ongoing, intense rivalry between the Olympique Lyonnais and the A.S. Saint Etienne, we have also made an index to measure the intensity of the rivalry between the two clubs according to both supporters. The items composing this index aimed at measuring the dislike expressed to the rival team, the dislike received from the rival supporters, and finally, a measure of the intensity of the rivalry. According to this index, the supporters of Saint Etienne viewed the rivalry with Lyon as slightly more intense than the supporters of the Olympique Lyonnais. From the results, we could argue that this difference in the rivalry intensity index is potentially explained by the recent athletic performance and the history of those two football clubs. The rivalry between OL and ASSE is considered one of the most virulent in France's primary football league. However, the Olympique Lyonnais has had the advantage of this rivalry for more than a decade now, beating the A.S. Saint Etienne in both league and championship results. Furthermore, while the ASSE was competing almost every year for a spot in the European football championships with the likes of the Olympique Lyonnais, the Olympique de Marseille and the Paris Saint-Germain, the club has registered a loss in athletic performance those last two years. As a result, the dynamic of the rivalry is rapidly shifting to a rivalry more based on geographical proximity and league history than actual competition.

The study aimed to determine whether the type of product of a brand sponsoring a club would positively affect the negative perception of the supporters of a rival club. We needed to select two sponsor brands with different product types, different levels of involvement and rationality according to the FCB grid made by Vaughn (1980) and updated by Cheong & Cheong (2020).

We also needed to make sure we did not use the same product types used in previous research like Bergkvist (2012) to avoid repetition and losing research value. By choosing Emirates as the sponsor for the Olympique de Marseille, we allowed our study to analyse a product type that, according to the respondents supporting the A.S. Saint Etienne, required a high level of involvement and rationality in the purchase decision. When transcribed to the updated FCB grid of Cheong & Cheong (2020), the results were quite similar, even though the related questions mentioned flight tickets for “premium” airline carriers like Emirates, which could have led to making an impact on the results. The increasing accessibility of booking a flight online and potential modifications or cancellations could be at the origin of a change of the place of the flight tickets on the FCB grid. The second brand chosen, meanwhile, had to be different from both the first selected brand and the brands selected in the previous research to obtain valuable information and pursue our study. With Saint Etienne and its sponsors, the choice of making ZeBet was clear from the start. However, there was no position for online sports betting platforms or direct substitutes on neither the original FCB grid (Vaughn, 1980) nor the more recent, updated version (Cheong & Cheong, 2020). We estimated it would have a level of rationality and involvement in-between the consumer products studied by Bergkvist (2012) and the flight tickets of Emirates, while also leaning more towards being a “feeling” product than the latter (Cheong & Cheong, 2020). Therefore, by asking the respondents supporting the Olympique Lyonnais about ZeBet and online sports betting platforms, we attempted at placing the service type on the FCB Grid. The results we collected from the survey followed our prediction, with the levels of involvement and rationality in the purchase decision being lower than those for Emirates. Nonetheless, there is an opportunity to extend the FCB grid to other product types linked with the Internet and other online features or even further with an FCB grid solely dedicated to online services and platforms.

6 – Conclusion

This section resolves the central ideas studied in the questionnaire results and the discussion. We will showcase both the theoretical contributions and the managerial implications of this research paper while also outline its limitations and deliver our recommendations for future research on the subject.

The purpose of this thesis was to contribute to the existing research on the negative association between a brand and the football club it sponsors made by the supporters of a rival club by investigating if the product type of the sponsor brand had a moderating effect on the negative perception from the rival supporters, based on the level of involvement and the level of rationality in the purchase decision. To do so, we observed the perception and the purchase intention of two brands in the case of an intense football rivalry in France between the Olympique Lyonnais and the A.S. Saint Etienne. We also measured the engagement of the supporters with their club, the intensity of the rivalry between the two football clubs, and an updated placement of one product type and the introduction of a new one on the FCB grid created by Vaughn (1980) and renewed by Cheong & Cheong (2020). With quantitative analysis, the significance of the moderating variable and the other items researched in this paper were tested to provide insights on the subject.

More than just discussing theories, this paper aims to provide contributions on a theoretical level and advise brands interested in sponsoring a football club involved in an ongoing intense rivalry. This study serves as benchmarking the different effects of sponsorship on the rival supporters and the potential moderating effects of the level of involvement and rationality in the purchase decision.

6.1 Theoretical contributions

The negative association between a brand and the football club it sponsors made by the fans of a rival club has already been approached by previous research in several ways. However, the parameters of the product type and its levels of rationality and involvement in the purchase decision were not explored yet and recommended by researchers in previous research papers. Due to this lack of information on this subject, it is crucial to observe if those parameters can positively affect the negative association. The study results were consistent with the previous research. The survey respondents, unaware of the sponsorship agreement between the presented brand and their rival club, had a decreasing purchase intention and likelihood when being exposed to the sponsorship message stimulus (Bee & Dalakas, 2013; Bergkvist, 2012; Grohs, Reisinger & Woisetschläger, 2015). Our research approach with the survey respondents already exposed to the stimulus yielded the same results. Interestingly, their purchase intention and likelihood were higher in the hypothetical situation of the brand not sponsoring the rival club

any longer than the individuals not exposed to the stimulus yet. This could hint at the positive effect of exposure for a sponsor brand as a contributing factor to sponsorship consumer-related outcomes (Wakefield, Wakefield & Keller 2020).

Moreover, our study revealed that while a brand might have an initial purchase intention and purchase likelihood than another, the brand would have a similar drawback after exposure to the sponsorship message stimulus, regardless of the product type of the concerned brand. This demonstrates that the product type of a brand, even though different from another in terms of its position on the FCB grid, would still endure the same negative association between the sponsor brand and the football club with very similar results in decreasing purchase intention compared to others. While the results showed a slight change between the brands analysed with different product types, the variation proved to be negligible in all cases. Subsequently, the level of rationality and the level of involvement in the purchase decision of a product type cannot be accounted as a moderator on the negative perception of the sponsor brand by the rival supporters already discussed in the literature (Bee & Dalakas, 2013; Bergkvist, 2012; Grohs, Reisinger & Woisetschläger, 2015).

Despite that, our study contributed to other aspects, primarily those related to the FCB grid and the positioning of two product types. Our survey respondents allowed us to confirm the positioning of an existing product type, the flight tickets, on the updated FCB grid of Cheong & Cheong (2020). We were also able to register an estimated position for a not studied before product/service type, the online sport betting platforms, based on their level of involvement and rationality when choosing which platform to bet on sporting events.

The study also attempted to make two indexes relevant to the supporter engagement with their football club and the intensity of a rivalry between two football clubs, inspired by previous research from Wann & Branscombe (1993) and Bee & Dalakas (2013). Thanks to those two indexes, a comparison can be made between the supporters of two clubs and, in the case of an intense rivalry, determine how the dynamic of the rivalry between the two football clubs works. According to the results, we could theorise the use of BIRFing (Campbell Jr., Aiken & Kent, 2004). from the supporters of Saint Etienne, as even though the athletic performance of the football club is down compared to the one of the Olympique Lyonnais, only the most fervent supporters still associate themselves with the club. Similarly, the respondents rooting for the Olympique Lyonnais could be BIRGing (Cialdini & Thorne, 1976; Spinda, 2011) with their superior athletic performance and better league results, leading to more casual fans joining the ranks of the supporters.

6.2 Managerial implications

As mentioned earlier, brands undertaking the process of becoming a sponsor of a football club or any sports team, in general, have quite a few factors to consider before choosing which one fits best to achieve brand-related and consumer-related outcomes. With the results from our study, we can safely confirm that sponsoring a football club will negatively associate with the

latter from the supporters of a rival club involved in a rivalry like already demonstrated in previous research. Additionally, our thesis paper shows that the product type of the brand does not play a significant factor in the moderation of the negative association. Instead, brands should be more careful with other factors mentioned in the topic-related research literature, like the perceived fit of the brand in the sports environment or the pre-sponsorship attitude of the consumer (Angell et al., 2016). Nonetheless, our “after and potential before” demonstrated how the brand's exposure to the rival supporter would still lead to beneficial outcomes. The respondents already aware of the sponsorship showed only a slightly lower initial purchase intention and likelihood than those unaware before the message stimulus and higher than after the stimulation. This outcome could mean the negative association could lose in intensity over time. Down the line, it could even contribute to the sponsorship-related outcomes the brand is after by supporting exposure and keeping the brand top of mind (Wakefield, Wakefield & Keller, 2020). This result confirms the idea mentioned by Bergkvist (2012) on the benefits for a small brand pursuing sponsorship of a football club to gain exposure despite the negative association for a fraction of the population.

In a sponsorship agreement, there are two parties directly involved in its success. While we have extensively talked about brands previously, clubs can also get valuable information from this study to optimize future sponsorships with other brands. The index on fan engagement, primarily inspired by the Sport Spectator Identification Scale of Wann & Branscombe (1993) and the modified version of Bee & Dalakas (2013), could help clubs determine if their supporters are engaged enough with the club. After all, an engaged fan would be more likely to see the games at the home stadium, resulting in an augmentation of ticket sales or being proud to represent its club's colours by buying the team's merchandise. Overall, measuring supporter engagement could eventually help the clubs decide what strategies to follow to boost fan acquisition and, down the line, increase the club's popularity, which could attract more sponsors.

6.3 Limitations and Recommendations for future research

Our study was conducted following the philosophy of positivism, leading us to use quantitative research methods. By doing so, we may have overlooked certain aspects, like individual differences in behaviour, that could lead to the deviation of results (Burns & Burns, 2008). This study contributed to the potential moderation of the product type on the negative association of the sponsor brand with the football club by rival supporters. Still, it does not guarantee that each individual that answered the survey has the same perception of the rival club or the sponsor brand. Therefore, a more in-depth analysis using the qualitative research method might be helpful to explore the potential effects of the sponsorship message on rival fans on a case-by-case basis. This is also supported by the negligible effect sizes observed in the analysis, requiring further investigation.

While the sample size collected from our online survey could be perceived as satisfactory considering the parameters required and the fact that the research was only conducted online, the size of the four main subgroups observed was not balanced. This is mainly due to the respondents supporting Lyon when presented ZeBet, the lack of awareness for the latter. We noticed a significant difference between the awareness of the two studied brands, one thriving on the international level with several sponsorship agreements with other sports teams and events (Emirates), and one still trying to make its place on the top spots on its home market (ZeBet). As a resolution for the future, it would be vital to make sure there is a similarity between the examined brands regarding awareness to avoid such discrepancy. Moreover, the sample has only been acquired through an online survey shared on Facebook groups of supporters. While we believe the sample is reasonably representative of the passionate fans of both the Olympique Lyonnais and the A.S. Saint Etienne, a sample composed of both an online survey and a survey with answers collected at the stadium, for example, might be more relevant for the study.

When leading the research, we omitted if the respondents were purchasing or using the presented brands' products or services. While we specified on the survey that questions were displayed in a hypothetical, "in case of" situation, some respondents were not concerned with the actual product or service that might have played a role. It could have affected both the initial answers for both the questions related to the placement of the product/service on the FCB grid and the questions regarding purchase intention and likelihood. To correct this issue, future research might want to integrate an additional filter question to distinguish the respondents concerned with the product/service and those who are not.

This study, with the use of the updated FCB grid of Vaughn (1980) by Cheong & Cheong (2020), was mainly focused on one of the consumer-related outcomes, purchase (or, in the case of a service, usage) intention. While we demonstrated the product type difference in terms of rationality and involvement in the purchase decision had no significant moderating effects on the negative association between the sponsor brand and the rival club leading to the reduction of purchase intention and likelihood, other consumer-related outcomes might have been less affected. Therefore, we recommend a more general observation of multiple consumer-related results to obtain the whole picture.

The process of selecting the sponsor brands of both the Olympique Lyonnais and the A.S. Saint Etienne was made according to their identified positions on the Foote Cone and Belding grid of Vaughn (1980) and the difference with the previous research (Bergkvist, 2012) to give the study its total relevancy. Consequently, we chose two brands whose product types were different enough on rationality and involvement in the purchase decision while also not being considered easy to obtain consumer products. Nonetheless, since the position difference of the two brands on the FCB grid does not seem to have an impact on the negative perception of the sponsor brand by rival supporters, future research could aim at offering an analysis of two product types that are significantly more divergent on the level of involvement and rationality.

Other criteria that could be altered in future research are selecting the football clubs and, subsequently, the rivalry. As the generalisation of our results and findings is difficult,

considering the diversity of factors in play, future research should select another sports rivalry, which could yield a different conclusion. As this topic can be applied to more than just football, it could be interesting to see the results for a rivalry from another football league or even from another team sport like basketball, rugby, or even cricket, as the long as the rivalry matches the requirements.

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Appendix 1 – Online survey

As part of my Masters, I am currently writing my final thesis on the effects of sports rivalry on sports club sponsors. As a former resident of Lyon, I decided to take the rivalry between Olympique Lyonnais and A.S. Saint Etienne.

This questionnaire will take you less than five minutes to complete. To be eligible, you must support one of the two clubs mentioned and be over 18 years old. In addition, all data is treated anonymously and confidentially.

If you have any questions or feedback, please feel free to email me at leandre.tellene@gmail.com.

Thanks again for your participation!

Filter Question:

- Are you a supporter/fan of either l'Olympique Lyonnais or l'A. S. Saint Etienne? Olympique Lyonnais, A.S.S.E, None of the above (Respondent is sorted out if third option selected)

Questions on club support:

- During a typical season (before the pandemic), how many of (clubs') home games do you attend?

1 - Never	2	3	4	5	6	7 – Almost all of them
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- During the season, how closely do you follow the (club) football team via live games, on television, in the news, on the internet, on the radio etc.?

1 – Very rarely	2	3	4	5	6	7 – Almost every day
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- I see myself as a big (club) supporter (7-point Likert scale, Strongly disagree/Strongly agree)

1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
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- My friends and family see me as a big (club) supporter

1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
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Questions on the rival team and club rivalry:

- How much do you dislike l’Olympique Lyonnais/l’A.S Saint Etienne?

1 – Do not dislike	2	3	4	5	6	7 – Dislike very much
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- How much do you think you are being disliked by the fans of the rival club?

1 – Neutral	2	3	4	5	6	7 – Hated
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- How intense do you think the rivalry between the two football clubs is?

1 – Not intense	2	3	4	5	6	7 – Very intense
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Questions on the brand sponsoring their rival club:

Presentation of the sponsor brand with basic information on the brand and company activity. Respondents asked to indicate their responses to the following statements:

- How much time does the selection of this product/service take you? (Including research)

1 – Not much time	2	3	4	5	6	7 – A lot of time
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- How difficult would the selection of the product/service be?

1 – Very easy	2	3	4	5	6	7 – Very hard
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- I would be likely to consider becoming a customer of this brand.

1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
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- I would be likely to become a customer of this brand.

1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
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After answering the above, the respondents would be shown a new page, informing that the brand is a sponsor to their rival club, along with the following question:

- Were you aware of the company’s sponsorship of (rival club) when answering the previous questions? (Yes/No)

If answering Yes, the respondent will be asked:

- How much does the sponsorship of the rival club affect your previous answers on purchase intention and likelihood?

1 – Not at all	2	3	4	5	6	7 – A lot
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- Is your perception of the brand now more negative or positive?

1 – More negative	2	3	4	5	6	7 – More positive
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If the brand were not and had never been a sponsor of (rival club), how would you respond to the previous statements:

- I would be likely to consider becoming a customer of this brand.

1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
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- I would be likely to become a customer of this brand.

1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
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If answering No, the respondent will be shown the following:

- How much does the sponsorship of the rival club affect your previous answers on purchase intention and likelihood?

1 – Not at all	2	3	4	5	6	7 – A lot
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- Is your perception of the brand now more negative or positive?

1 – More negative	2	3	4	5	6	7 – More positive
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Keeping in mind that the brand is a sponsor of (rival club), how would you respond to the previous statements:

- I would be likely to consider becoming a customer of this brand (7-point Likert scale, Strongly disagree/Strongly agree)

1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
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- I would be likely to become a customer of this brand (7-point Likert scale, strongly disagree/Strongly agree)

1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
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Demographic questions:

- Age (18-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Gender (Male, Female, Other, Prefer not to answer)
- Highest educational level (PhD, Diploma, Master, Bachelor, College, None)
- Current Occupation (Student, Part-time employed, Full-time employed, Self-employed, Unemployed/Looking for a job, Other, Prefer not to say)

Appendix 2 – Tables of results

Appendix 2.1 – Tables of Fan Engagement

Attendance:

Group Statistics

	Team	N	Mean	Std. Deviation	Std. Error Mean
Attendance	L'OL	68	3,47	2,229	,270
	L'ASSE	75	4,23	2,351	,272

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Attendance	Equal variances assumed	,539	,464	-1,968	141	,051	-,756	,384	-1,516	,003
	Equal variances not assumed			-1,973	140,711	,050	-,756	,383	-1,514	,001

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Attendance	Cohen's d	2,294	-,330	-,659	,001

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Following:

Group Statistics

	Team	N	Mean	Std. Deviation	Std. Error Mean
Following	L'OL	68	6,44	1,111	,135
	L'ASSE	75	6,83	,578	,067

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Following	Equal variances assumed	20,226	,000	-2,636	141	,009	-,385	,146	-,675	-,096
	Equal variances not assumed			-2,563	98,551	,012	-,385	,150	-,684	-,087

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Following	Cohen's d	,873	-,441	-,773	-,108

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Self-Identification:

Group Statistics

		Team	N	Mean	Std. Deviation	Std. Error Mean
Self_Identification	L'OL		68	6,07	1,273	,154
	L'ASSE		75	6,59	,790	,091

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Self_Identification	Equal variances assumed	10,940	,001	-2,924	141	,004	-,513	,175	-,860	-,166
	Equal variances not assumed			-2,861	109,818	,005	-,513	,179	-,869	-,158

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Self_Identification	Cohen's d	1,048	-,490	-,822	-,156

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Peers' perception:

Group Statistics

	Team	N	Mean	Std. Deviation	Std. Error Mean
Peers_Perception	L'OL	68	5,97	1,360	,165
	L'ASSE	75	6,57	,791	,091

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Peers_Perception	Equal variances assumed	15,742	,000	-3,275	141	,001	-,603	,184	-,967	-,239
	Equal variances not assumed			-3,197	105,451	,002	-,603	,189	-,977	-,229

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Peers_Perception	Cohen's d	1,099	-,548	-,882	-,213

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

Appendix 2.2 – Tables of Rivalry Intensity

Dislike of the rival club:

Group Statistics

	Team	N	Mean	Std. Deviation	Std. Error Mean
How much do you dislike your rival club?	L'OL	68	5,63	1,525	,185
	L'ASSE	75	6,65	1,225	,141

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Dislike_Rival_Club	Equal variances assumed	17,525	,000	-4,433	141	,000	-1,021	,230	-1,476	-,566
	Equal variances not assumed			-4,386	128,488	,000	-1,021	,233	-1,482	-,560

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Dislike_Rival_Club	Cohen's d	1,376	-,742	-1,080	-,402

a. The denominator used in estimating the effect sizes. Cohen's d uses the pooled standard deviation.

Dislike perceived from the rival supporters:

Group Statistics

	Team	N	Mean	Std. Deviation	Std. Error Mean
Dislike_Received	L'OL	68	6,29	1,259	,153
	L'ASSE	75	6,63	,927	,107

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Dislike_Received	Equal variances assumed	6,183	,014	-1,810	141	,072	-,333	,184	-,696	,031
	Equal variances not assumed			-1,784	122,303	,077	-,333	,186	-,702	,036

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Dislike_Received	Cohen's d	1,097	-,303	-,633	,027

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.

The intensity of the rivalry:

Group Statistics

	Team	N	Mean	Std. Deviation	Std. Error Mean
Intensity	L'OL	68	6,40	,794	,096
	L'ASSE	75	6,88	,327	,038

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Intensity	Equal variances assumed	67,387	,000	-4,834	141	,000	-,483	,100	-,680	-,285
	Equal variances not assumed			-4,667	87,321	,000	-,483	,103	-,689	-,277

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Intensity	Cohen's d	,597	-,809	-1,150	-,467

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.