

Watching Either Match or TV Commercials: Conceptualization and Estimation of Fanaticism and its Impact on Brand Recall

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Abstract: Cricket fans have a doubt when they sit in front of the TV to watch the game. It is about what actually they are watching, whether the match or TV Commercials (TVC). Therefore, this study was mainly focused on finding the impact of "Fanaticism" (FAN) on "Brand Recall" (BR) of products which being telecasted during the cricket match subjectively with L shape (LS) vs Full Frame (FF). Secondly, to develop an empirical instrument to measure "fanaticism" as a latent concept to confirm which type of TVC has more impact on BR. This study was based to the hypothesis of FF TVC makes relatively more benefits in terms of BR than LS TVC does. First, exploratory factor analyses (EFA) procedure was used to reduce the dimension on the 58-items in the questionnaire. We found statistical evidence to reduce the 58 items into 43 items which have over 0.7 eigenvalues and over 0.75 Cronbach's Alpha value averagely. Second, data were collected by the reduced questioner from 200 respondents who in boy's hostel of the University. We used the Confirmatory Factor Analysis (CFA) approach using Structural Equation Modelling (SEM) procedure for parcel the items with minimum error in each measurement. The IFI (0.918=FF, .725=LS) value and TLI (0.902=FF, 0.78=LS) value close to 1 indicates that goodness fit of the empirical model with conceptualized model. On the other hand RMSEA value is less than 0.8 indicates that a close fit of the model in relation to the degree of freedom. The estimated value of each hypothesized relationship of conceptualized models was statistically significant except the relationship between "Attitudinal Loyalty" an indicator called "Q19.4. There is a negative relationship between BR and FAN, on the other hand, the negativity is grater with LS TVCs (-0.585) than FF TVCs (-0.472). According to the convergent validity is based on average variance extracted (AVE) and only one construct called "Attribute" is failed to establish as a good construct in the model. These results break the common acceptance of marketers who pursue their marketing objectives via FF TVCs during the matches.

Keywords: Brand Recall, TV commercial, Cricket, Fanaticism

1. Introduction

Sports sponsorship is a global phenomenon due to the strength of the sport which has large crowds of fans across the world. Sponsoring the sporting event has become one of the prominent marketing communication tools during the last two decades (Grohs, 2016). This study is based on the conventional definition of sponsorship by Meenaghan(1991). A lot of commercial products have selected sports sponsorship as their main marketing communication channels like "Coca-cola and Pepsi cola"(Amis & Cornwall, 2005).

Being the main sponsor for an international game is very competitive. Therefore the concept of "Ambush Marketing" was developed. A lot of non-sports sponsors have selected to put their TV commercial while the game being telecasted with a hypothesis of fans' commitment on particular sport can be equally traced on their product (Zrgar et. al, 2013). This particular type of sponsorship is known as "Purchasing advertising time in and around broadcasts"(Crompton, 2004). Cricket has become one of the most popular sports in terms of TV viewership today. There are plenty of matches being playing all around the world including T20 format. A lot of local producers tends to put their TV commercial during the match being telecasted while global brands take the opportunity of being the main sponsor for the event.

In terms of per head cost of marketing communication, TV advertisements were popular among both local and global producers. Due to the limitation of the broadcasting time duration of each match, it makes leads to more competition to have a time slot for TVCs. Consequently, it has two formats of TVCs called Full Frame (FF) and L Shape (LS).

Recently LS TVCs got more attention by especially local producers.

The verities of reasons that firms enter into the sponsorship arrangements are 01. Increase brand awareness 02. establish, strength or change brand image (K. Gwinner, 1997). Giving a sponsorship, therefore, is a type of business investment towards the success of the business in future. Sports sponsorship can offer opportunities for the marketer to improving brand awareness and building and brand image. That is why the main objective of putting TV commercial during the match is building up the brand awareness of the relevant product (Jalleh, et al, 2002). Aaker (1991) and Keller (2008) show that brand awareness is based on both brand recognition and recall. Aaker, (1991) defines brand awareness as "the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category"

Sports spectators are looking for the maximum enjoyment from watching the match. Specially, loyalty fans are counting the ball by ball of the match sometimes. Fans engage in the sport because they enjoy it and remembering the good times from games makes them feel better (Delaney and Madigan, 2009). Cricket fans especially in the south Asian region has unique fan behaviour than other fans in the world (Walle, 2013), (Davis & Upson, 2004). They accept Cricket as one of the religion and players as gods. The Sri Lankan situation is not pretty much similar to India and Pakistan, but fan loyalty of Sri Lankan fans is a very high level. Fans are spending their time and money for watching the cricket game to derive various benefits (Kuenzel & Yassim, 2007). The TV fans have limited watching space to watch the match unlike spectators at the ground. Watching the cricket game using the TV screen has some advantages like re-play, slow motion and zoomed fanned about their

loyal cricketers. This makes more contradiction with the objective of sponsors who put their TV commercial during the cricket matches especially LS TVCs. The LS TVCs take the part of the screen while match being telecasted.

The relationship between sport team fans and brand equity and purchasing behaviour of fans about sponsor's product was analyzed by using structural equation modelling (SEM) as an extended work of Asker's (1991) model in sports sponsorship context (Tsordia, Papadimitriou, & Parganas, 2018). This work confirms the positive relationship between sports fans brand equity and their purchasing behaviour of sponsor's product. In this study, they have used basketball clubs and a software company which is not directly linked with sport products for their investigation. If there is a matching between the sports event and the sponsor's product, it makes more positive results comparatively (Gwinner & Eaton, 1999).

Gwinner and Eaton (1999) further explained in their research that the sports event's image can be transferred into the sponsors' product image. Therefore the subject of the event and the brand which is going to be associated with should be considered by both marketers out of several relationships in this context. This concept is not maintaining in the field of sports sponsorship today. It is very easy to find a lot of cosmetic products and insurance products and telecommunication services etc. as sponsors for the broadcasting matches.

Koronios et al (2016) work with football fans regarding an image of a sponsor on fans and the purchasing intention. They found that there is a significant relationship between the product's image on fans and fans' purchasing intention. Furthermore, they explained clearly fans' team attachment helps to develop the relationship between the sponsor's product and fans. The positive connection between the attributes of sports event and the sponsor's brand image was investigated by Dalakas & Levin (2005). It was about NASCAR fans' loyalty on their car drivers in the race and the sponsor. The attitudes toward the brand by exploring the brand recall ability of the fan who watched the NASCAR by television. They notice that putting traditional ad on a TV is less effective than logo display in the car. However, the financial success of sponsoring on football was investigated by Naidenova et al, (2016) (Filis & Spais, 2012).

Relatively rear areas of study about sports sponsorship and brand awareness were addressed by Jensen et al, (2015).

Brand integration during broadcasts was not prominently addressed by previous researchers. Smartphone and tab are known as the second screen on the other hand due to modern facility fans or sponsors can put their advertisement as half of the screen or part of the screen. This context is called dual coding theory. They found that brand recall ability and recognition were reduced by second screen activity significantly. This is a rare argument which this research can be used as its hypothesis.

According to the above review of the literature, it reveals that lack of investigation about the impact of sponsoring on sporting event in a format of broadcast on sponsor's cooperative objectives. In many pieces of research, it was addressed the positive impact of being the main stream sponsor in commercially successful sports like football, cricket and basketball. But advertise non-sport product during the broadcasting time was not significantly addressed. Especially, Cricket as a popular sport had not been examined adequately by researchers about this regard. Therefore, this research fills the gap in the field of sports sponsorship with reference to Cricket in Asian perspective.

The main objective of the research is to find the impact of "Fanaticism" (FAN) on "Brand Recall" (BR) of products which being telecasted during the cricket match subjectively with L shape (LS) vs Full Frame (FF) [Part-screen ads (L shape ads) during the over and Full ads at the end of the over]. Secondly, to develop an empirical instrument to measure "fanaticism" as a latent variable and to confirm which type of TV commercial more impact on BR. This study was based on the hypothesis of FF TVC makes relatively more benefits on brand awareness than LS TVC does. The constructs and variables derivation of the latent concept of BR and FAN will be addressed in the methodology section.

2. Methodology

2.1 Research Design

To achieve the two objectives of this research we executed this research at two stages called the pilot survey and final survey based on positivist research approach. The diagram below shows all the steps which had been taken to achieve the main and specific objectives of the research.

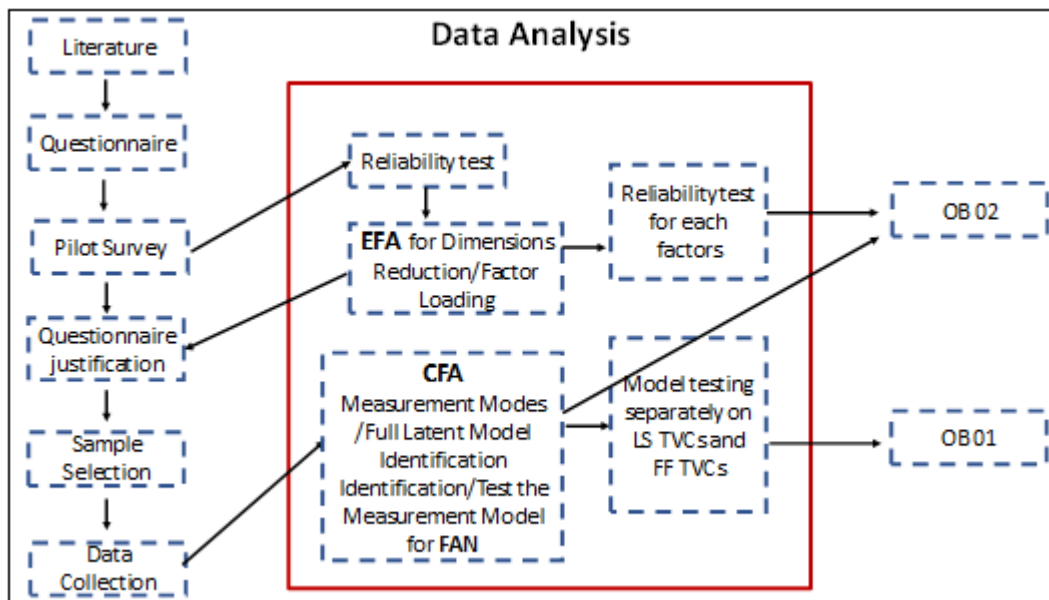


Figure 1: Research Design

The main objective of the pilot survey was to confirm and validate the constructs and variables for each latent concept. It was used 50 sample which was randomly selected among the male students of University of Kelaniya, Sri Lanka. Cricket has become like a ‘male soap opera’ in the Asian region significantly. In Sri Lanka, the majority of TV viewers of cricket games are males. Therefore, this study focused only on male TV spectators. To select accurately those who watched the match last night, 200 boy students in a hostel University of Kelaniya, Sri Lanka was selected in the second stage. Based on prior observation, the respondents were selected random basis in the following day. The second stage was done to estimate the parameters to measure the association between two latent variables (concepts) as the main objective.

Preliminary discussion with TV agencies confirms that their hypothesis was LS TVCs are relative more effective than FF TVCs. FF TVCs normally broadcast in between over to next over change in the live match. Therefore, Marketers who wish to pay money for TV commercials generally believe that during time gap over to over, spectators tend move away from for their needs.

2.2 Variable and its Measurements

The conceptualized model to estimated shown below, it shows how FAN and BR were conceptualized with different construct and variables (questioner’s items).

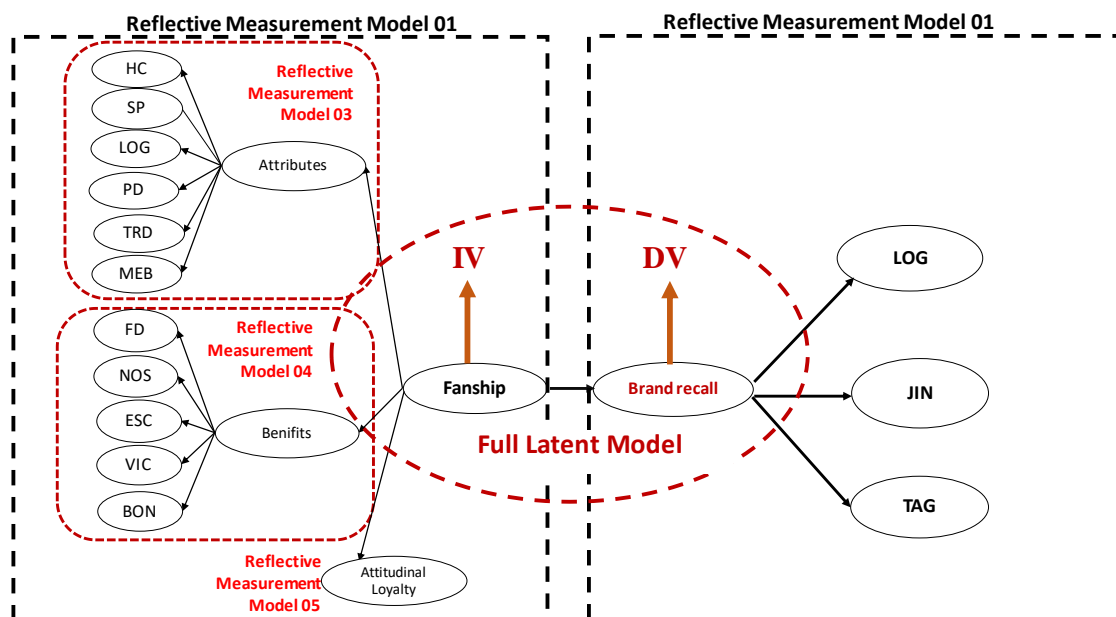


Figure 2: Conceptualized Model (Structural Model)

2.3 Abbreviations

Table 1: Abbreviation of Conceptualized Model

Cricket Fanship: Endogenous variables are,		Brand Recall: endogenous variables are,	
Attributes		Brand Elements	
HC	Head Coach	LOG	Logo
SP	Star Player	BN	Brand Name
LOG	Logo Design	TAG	Tagline
PD	Product delivery	JIN	Jingle
TRD	Tradition	PAC	Packaging
Benefits			
MEB	Media Behaviour		
FD	Fan Identification		
NOS	Nostalgia		
ESC	Escape		
VIC	Vicarious Achievements		
BON	Bonding with Friends		

Basically, there are five reflective measurement models to be estimated which measures FAN and BR respectively. There is one structural model (full latent model) to be tested which along with main objective the research. Brand Recall (BR) as the dependent concept in the conceptual model and 02. Fanship (FAN) as an independent concept will be explained below. The conceptualized model is shown above

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2.4 Hypotheses

The model above mentioned (**Error! Reference source not found.**) was conceptualized based on the hypotheses. All hypotheses were developed based on relevant literature. These six hypotheses finally will help to achieve the main two objectives of the research.

H1 - FAN impacts on BR of the Advertised Brand while the cricket match been telecasting.

H2 – FF TVCs outweighed the LS TVCs in terms of BR ability of the consumer (fan)

H3 – Attributes is reflected by HC, SP, LOG, PD, TRD, MEB

H4 – Benefits is reflected by FD, NOS, ESC, VIC, BON

H5 – BR is reflected by LOG, JIN, TAG

H6 – FAN is reflected by Attributes, Benefits and Attitudinal Loyalty

2.5 Independent Variable Derivation

Independent variable and final core variables of the independent variable were build up based on literature and pilot survey. Cricket fanship (FAN) as a concept was conceptualized(Dimeo & Kay, 2004), (Wos, 2014), Attributes, Benefits and Attitudinal Loyalty which are the construct of FAN were developed(Kuenzel, et al, 2017), (Doyle, et al, 2013).Responses of these items were made of seven-point Likert format ranged from 1 – Strongly Agree to 7 – Strongly Disagree.

2.6 Dependent Variable Derivation

Dependent variable and final core variables of the dependent variable were build up based on literature and pilot survey. Brand Recall (Singh, Rothschild, Churchill, 1988), Brand Elements (Keller, 2008), Product attributes (Keller, 2008)

Usage goal, Speed of recall (Jensen et al., 2015), were the core variables of the dependent variable. These core variables of BR depend on cricket matches. Therefore, the reflective measurement model of BR was customized based on the pilot survey. Responses to these items were made of seven-point Likert format ranged from 0 – Strongly Agree to 6 – Strongly Disagree

2.7 Questionnaire Design

Questionnaire of this research was used to measure the FAN and BR of advertised brand. The questionnaire was divided into 3 sections as follow.

Section A: To capture respondents' demographic details.

Section B: To capture respondents' cricket behaviour while a cricket match been telecasting on Television. Every individual measurement items measuring on a 7-point Likert scale, where 0=strongly agree, 1=Agree, 2=slightly agree, 3=neither agree nor disagree, 4=slightly disagree, 5=Disagree, 6=strongly disagree.

Section C: To captured respondents' Brand Recall of advertised brand while the cricket match been telecasting.

2.8 Parallel Observation to Select Suitable TVCs

Our research team watched the matches parallel to the respondents watching at their premises. The main objective of parallel observation was to count the FF TVCs and LS TVCs with their content of the advertised massaged. Based on the content and the frequency of the appearance of TVCs during the broadcasting time was categorized as follows

Table 2.

The TV commercial was selected based on the frequency of the broadcasting time during the match. The questionnaire was distributed the following date of the match by selecting two selected product which had the highest frequency in terms of broadcasting. The tables (

Table 2 and Table 3) below show the brand name with their frequency of broadcasting during the match. Based on the frequency it was selected the brand names to be measured the concept BR ability of the cricket fans. Data were collected at two different dates as mentioned in

Table 2and Table 3. The first set of questionnaires were subjectively based to question about “Dialog” for LS TVCs and “BOC¹” for FF TVCs. But the Second set of

¹ Brand name of State Commercial Bank

questionnaires were subjectively based to question about "Dialog" for LS TVCs and "Fair & Lovely²" for FF TVCs.

Table 2: Frequency of broadcasting TVCs during the match of 10.12.2017 (1st ODI Match)

Product /Brand	LS TVCs	FF TVCs	Repetition
Dialog	85	27	112
Medoli	03	05	11
Milo	21	41	62
Shanida Wasanawa	40	09	49
Sri Lanka Insurance	-	13	13
DIMO LED Bulb	-	15	15
BOC (commercial bank)	-	45	45
Commercial Bank	POP-UP 125	33	158
Tuition Class	-	17	17
COSS Lanka Institute		10	10

Table 3: Frequency of broadcasting TVCs during the match of 13.12.2017 (2nd ODI Match)

Product /Brand	LS TVCs	FF TVCs	Repetition
Dialog	92	32	124
BOC	-	41	41
Commercial Bank	POP-UP	30	30
Shanida wasanawa (a Lotary)	28	18	46
Sri Lanka Insurance	12	09	21
Milo	14	43	57
Fair & Lovely Men's Fairness Cream	53	52	105
GOLD	21	2	23
Medoli	06	06	12
OPPO (smartphone)	POP-UP	34	34
Dimo LED Bulb		15	15
Lanwa Sansatha Wane (metal product)	-	37	37

3. Data Presentation and Analysis

As explained above, the first stage of the data analysis is devoted to reduce the dimension and to validate the construct of FAN³. The pilot survey was held on 08th of December 2017. The prepared questionnaires distributed among undergraduates (boys) in University and hostel premises. After collect data from fifty (50) undergraduates data were subjected reliability test with Exploratory Factor Analysis (EFA).

3.1 Reliability Analysis of the Pilot Survey

The "Attributes", "Benefits", "Attitudinal Loyalty" of the FAN all had high reliabilities, all Cronbach's $\alpha = .743$.

Table 4: Reliability Statistics

Case Processing Summary			
Cases		N	%
	Valid	50	100.0
	Excluded ^a	0	.0
Total		50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

² Brand name of Men's Fairness Cream

³ BR can't be used for reliability test prior to final survey due to subjectivity of the TV commercials

.743	.779	43
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The "Cronbach's Alpha" is at 0.74 means that there is a high level of reliability of measurement items for FAN in the questioner.

3.2 Factor Analysis for Independent Variables of Conceptual the Model

A principal component analysis (PCA) was conducted on the 58 items (Independent variables) with orthogonal rotation (varimax). The purpose of the EFA was dimension reduction before executing the final survey. It was selected only components (factor) which cumulatively convey 75% of the total variance explained. Cronbach's alpha value. After doing EFA, it was excluded 15 of items from the questionnaire.

3.3 Final Analysis and Tests

Data collection was held on 14th of December 2017 after Sri Lanka vs India 2nd One Day International match (ODI). It was held on the 13th of December 2017 in India. Every match of "Sri Lanka tour of India 2017", telecasted through "Channel Eye" which is under "Sri Lanka Rupawahini" Corporation. Questionnaires used to collect data in university and hostel premises. After collecting data from two hundred (200) undergraduates, data analysis did as follow.

⁴ Only one dedicated TV channel for sports

Table 5 shows the reliability of each constructs of FAN. Only one construct has moderate reliability called “Attitudinal Loyalty”, otherwise rest of constructs were at high level of reliability.

Table 5: Reliability, Mean, Standard Deviation of constructs of FAN

Construct of FAN	Component Name	Questions No	Mean of Computed Variables	Standard Deviation of Computed Variables	Cronbach's Alpha
Attributes	HC	Q9.1 - Q9.2	2.89	1.7	0.725
	SP	Q8.1 - Q8.2	1.82	0.81	
	LOG	Q10.1, - Q10.3	2.85	1.35	
	PD	Q11.1- Q11.3	2.63	1.26	
	TRD	Q12.1 -Q12.3	2.7	2.01	
Benefit	MEB	Q13.1 - Q13.5	4.84	2.76	0.818
	FD	Q14.1 - Q14.3	2.79	1.74	
	NOS	Q15.1 - Q15.3	3.56	2.57	
	ESC	Q16.1 - Q16.3	3.09	2.2	
	VIC	Q17.1 - Q17.3	2.45	1.14	
Attitudinal Loyalty	BON	Q18.1- Q18.3	2.85	1.64	0.661
		Q19.1 - Q19.5	4.65	3.22	

Table 5 and

Table 6 show all the relevant questions for each construct with their mean value and standard deviation.

Table 6: Reliability, Mean, Standard Deviation of BR

Constructs of BR	Questions No	Mean	SD	Cronbach' Alpha
LOG	Q21.1 -Q21.4 for FF	2.79	2.01	0.725
	Q`26.1-Q26.4 for LS	3.08	1.1	
JIN	Q23.1-Q23.3 for FF	1.9	0.99	
	Q28.1- Q28.3 for LS	2.16	1.22	
TAG	Q22.1-Q22.2 for FF	1.28	0.89	
	Q27.1 - Q27.2 for LS	2.24	0.731	

3.4 Model Estimation

The model above mentioned (**Error! Reference source not found.**) was estimated using SPSS AMOS computer software with structural equation modelling (SEM) procedures. There is a number of different measurement which can be used to measure the goodness of fit of the model in SEM. The minimum discrepancy value (CMIN), the root mean square error of approximation (RAMESA), the incremental fit index (IFI), and Tucker LewisIndex (TLI) were used to estimate the goodness of fit of the model. All estimation separately run for FF TVCs models and LS TVCs

Table 6 shows the reliability BR as the dependent variable in the models. On the other hand, both these model because BR was estimated based on two different TVCs as above mentioned.

Table 7 shows the baseline comparison of the model. The IFI value and TLI value close to 1 indicates that a good fit of the empirical model with the conceptualized model. On the other hand RMSEA value is less than 0.8 indicates that the close fit of the model in relation to the degree of freedom.

Table 7: Base Line Comparison

Model		NFI	RFI	IFI	TLI	CFI
		Delta1	rho1	Delta2	rho2	
Default model	FF	0.672	0.621	0.918	0.902	0.707
	LS	0.688	0.639	0.725	0.781	0.723
Saturated model	FF	1.0000		1		1
	LS	1		1		1
Independence model	FF	0.00	0.00	0.00	0.00	0.00
	LSS	0.00	0.00	0.00	0.00	0.00

Table 8: Root mean square error of approximation

Model		RMSEA	LO 90	HI 90	PCLOSE
Default model	FF TVCs	0.066	0.152	0.172	0.0000
	LS TVCs	0.065	0.149	0.169	0.0000
Independence model	FF TVCs	0.027	0.269	0.287	0.0000
	LS TVCs	0.028	0.272	0.29	0.0000

Table 9 shows all estimates value of each hypothesized relationship when it building the models. Only four one relationships (Attitudinal Loyalty -> Q19.5) were not statistically significant, but other relationships can be taken into consideration. The main hypothesized relationship was between FAN and BR. There is a negative relationship between Brand FAN, on the other hand, the negativity is grater with LS TVCs (-0.585) than FF TVCs (-0.472). Both

relationships is at a moderate level in terms of regression weights.

Table 10 shows the convergent validity and construct reliability of main construct and concepts. Convergent validity is based on average variance extracted (AVE) and only one construct called “Attribute” is failed to establish as a good construct in the model.

Table 9: Regression Weight of Default Model

		Estimate		S.E.		C.R.		P	
		FF TVCs	LS TVCs	FF TVCs	LS TVCs	FF TVCs	LS TVCs	FF TVCs	LS TVCs
Attribute	<--- FAN	1	1						

Benefits	<---	FAN	0.986	0.986	0.045	0.045	21.921	21.908	***	***
Attitudinal Loyalty	<---	FAN	0.379	0.379	0.019	0.019	20.119	20.114	***	***
BR	<---	FAN	-0.472	-0.585	0.243	0.320	-1.9424	-1.83	0.03	0.04
HC	<---	Attribute	0.066	0.066	0.026	0.026	2.574	2.573	0.01	0.01
SP	<---	Attribute	0.074	0.074	0.019	0.019	3.822	3.822	***	***
LOG_FAN	<---	Attribute	0.321	0.321	0.026	0.026	12.111	12.109	***	***
PD	<---	Attribute	0.159	0.158	0.03	0.03	5.372	5.373	***	***
TRD	<---	Attribute	0.421	0.421	0.042	0.042	10.028	10.028	***	***
MEB	<---	Attribute	1	1						
FD	<---	Benefits	0.114	0.113	0.051	0.051	2.212	2.208	0.03	0.03
NOS	<---	Benefits	1	1						
ESC	<---	Benefits	0.829	0.829	0.036	0.036	23.111	23.116	***	***
VIC	<---	Benefits	0.476	0.476	0.028	0.028	16.938	16.929	***	***
BON	<---	Benefits	0.463	0.463	0.038	0.038	12.135	12.14	***	***
Q19.1	<---	Attitudinal Loyalty	0.975	0.975	0.051	0.051	19.168	19.168	***	***
Q19.2	<---	Attitudinal Loyalty	1	1						
Q19.3	<---	Attitudinal Loyalty	0.217	0.217	0.041	0.041	5.336	5.333	***	***
Q19.4	<---	Attitudinal Loyalty	-0.135	-0.135	0.129	0.129	-1.044	-1.05	0.297	0.294
Q19.5	<---	Attitudinal Loyalty	0.19	0.191	0.047	0.047	4.092	4.094	***	***
TAG	<---	BR	1	1						
JIN	<---	BR	0.916	8.418	0.18	3.799	5.082	2.216	***	0.027
LOG	<---	BR	0.962	7.79	0.193	2.871	4.978	2.713	***	0.007
***= significant at 0.01 level										

Table 10: Convergent Validity (AVE) and Construct Reliability (CR)

	FAN	Attribute	Benefits	Attitudinal Loyalty	BR
$AVE = \sum x_i^2 \div N$ Value >0.5	0.585	0.219	0.428	0.505	0.700
$CR = (\sum (x_i)^2 + \sum \delta)$ Value >0.7	0.698	0.471	0.744	0.681	0.887
Convergent Validity	Established	Not established	Established	Established	Established

4. Results and Conclusion

The conceptualized model (**Error! Reference source not found.**) is statistically significant to measure the concept of FAN as a latent concept, especially with loyalty fan. Based on the values estimated for RMSEA, TLI and IFI are at an acceptable level to determine the goodness of fit of the model. All estimates regarding the relationship between indicators and constructs and constructs and concepts are statically significant except one relationship between construct (Attitudinal Loyalty) and indicator (Q19.5).

Based on the results given by **Table 10**, the construct called "Attribute" was failed to establish as a measurable construct of FAN. The impact on BR by FAN was at a moderate level and LS TVCs makes a more negative impact on fans' BR behaviour as we hypothesized in this research.

Any managers in the field of sports marketing can use this finding before investing in LS TVCs than FF TVCs. On the other hand, the researchers in the field of sports marketing can use this filtered questionnaire to measure the concept of FAN and BR with some modifications. This research was based on data from male fans due to an Asian perspective on Cricket, but when these instruments are used in any other context, it should consider the social context.

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