

The downside of Fandom and Sponsorships

An empirical study of sports team rivalry and other negative sport sponsorship effects

ABSTRACT

This study examines how sports team rivalry and other negative sport sponsorship effects can interfere with a successful sponsorship agreement between a sponsor and its sponsored object. The study consists of two sections, a quantitative, as well as a qualitative research part.

In the quantitative part of this study, I have focused my research on European club football and analyzed rival fan's reactions in the highest club football competitions in Austria and Germany. Results showed that fans of the examined football teams transferred their negative rivalry feelings towards their rival's sponsors. However, not all sponsors were fully influenced by this negative image transfer. For this, influencing factors were analyzed. The level of fan identification showed no significant influence on fan's responses; however, the cause of the cooperation deal did. Furthermore, it was found that there is a statistically significant interaction between the effects sponsorship level and geographic origin of a rival brand on fans' responses towards this brand. An experimental design was used to test those hypotheses.

The qualitative research part tried to examine what fans' reactions look like if their favorite team's main sponsor acts in a legally or socially controversial way. This was done through a Netnography study of two different German football fan groups. The study tried to analyze supporters' opinions towards their controversial main sponsor. Results showed that it seems like the longer and more intense a sponsorship deal lasts, the easier sponsor and team become "one" in the supporters' mindsets and, as a further step, negative opinions towards this controversial sponsor seem to disappear.

The implications of these studies' findings for both managers in the business world as well as football club officials are discussed. Managers are recommended to consider possible negative effects of sponsorships in subgroups. Similarly, team sport officials have to strategically analyze their potential main sponsors and consider future scenarios.

Key words: sponsorships, rivalry affiliation, fan identification, image transfer, negative spill-over effects

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Introduction

“Suddenly the ball is in the goal. It is hard to describe the emotions and actions which follow this. All feelings of inadequacy and discomfort are banished in that one moment. Suddenly all I feel is immense pleasure, shared with those around me. A roar erupts, a primeval scream, a noise which explodes from somewhere deep inside. Arms are thrown wildly in the air, grown men jump and career, hugging friends, and strangers alike. A look of shock and panic spreads across my wife’s face as the fans around her try to share their joy with her. The sense of relief which I feel is palpably shared by those around me now.” (Parry 2012)

The wonderful game of football has always been connected to fandom and the immense positive emotions associated with it. These intense feelings football games are able to transport have not only been acknowledged by sports teams and their fans, but also by corporations. Huge companies try to positively push their brands through sponsorships of certain sports teams. The goal here is to connect a brand with a certain positive emotion or image that a sports team is associated with. However, with all these positive aspects mentioned, we should not forget that every sponsorship deal offers potential space for obstacles and pitfalls. This study should help to track some of these pitfalls connected to football fandom and sports team rivalry.

Background

Sponsorships in the modern European football environment

Some might argue that the field of European football is too narrow to do empirical research on. What is more, a lot of people do not really understand why companies pay these vast amounts of money to get sponsorship deals with certain football clubs. Back in the days, football was just a sport like every other. Today, however, most European football clubs can be easily compared with corporations in the regular business world.

Senaux (2011) tried to take a look at the history of French football. He confirmed that football clubs today are more and more connected with institutional pluralism. The initial vision of football clubs as practice, volunteering, amateurism and not-for-profit organizations have long been replaced by football clubs as entertainment, commercialization and professionalization institutions. In his work, Senaux (2011) defined four major stages in the transformation of French football from an amateur sport to a “normal” business. (Senaux 2011)

The first stage (1872-1930) corresponds to the emergence of football as an amateur sport. In the second stage (1930-1969), the stabilization of a professional football field can be identified. This stage is followed by an era (1970-1990) that defines football as a national spectacle. The last stage (1990-today) is responsible for the emergence of managerial logic within the club's framework and therefore, the full transformation of this sport into a "regular" business. (Senaux 2011)

One phrase from Senaux' (2011) article might explain best what a football club today is:

"A couple of years ago, when asked how he would define his club, a director of a leading football club responded to me: "Which answer do you want? The one for the journalist? The one for the supporters? Or the one for the academic?" Such an anecdote illustrates how football clubs are multiple things to multiple people, i.e. pluralistic organizations." (Senaux 2011, Kraatz, Block 2008)

To give an example of how much money is actually involved in football sponsorship deals today, consider, for instance, the German Bundesliga, one of the biggest Football leagues in Europe. The expenditures on football sponsorship deals already reached almost 500 million Euros in the 2008/2009 season and have been growing further ever since. Next to sponsorships, selling media rights has evolved as a key source of funding in the German Bundesliga. (Breuer, Rumpf 2011)

During the 2013/14 season, the Bundesliga was able to sell their media rights outside of Germany for over 70 million Euros per year – apparently a huge sum of money, however, small compared to the "giant" in this category, the Barclays Premier League with annual media rights sales of 562 million Euros outside of their own country. (Oediger, Eberhardt 2013)

These figures show dramatically how much money football and especially sponsorship deals in this sport are able to generate. Hence, it is legitimately necessary to do adequate academic research on business fields like this, even though their framework might differ from usual business environments. This research helps managers to overcome pitfalls that arise from sponsorship agreements and tells them that they must assess both the negative and positive outcomes of a sponsorship contract.

There are several reasons why a company takes part in sponsorship agreements with a certain football club. One major reason is to transpose positive effects of a sports team to their brand. (Pope, Voges & Brown 2009)

Theory shows that true sponsorship arrangements (exclusivity, visibility and emotive connection given) have similar persuasion and recall effects as traditional advertising. These positive sponsorship effects appear to be based on different cognitive processes (compared to straightforward product selling we see in advertising). (Harvey, Gray & Despain 2006)

The difference between advertising and sponsorship can be defined by four different factors. Sponsorship gains advantages through its mutuality of benefit, different consumer interaction and communication process, as well as the fact that sponsorship activities can be seen as the “leisure end of marketing”. In other words, sponsorship is seen as a less than wholly commercial business activity. (Meenaghan 2005)

Different authors argue that sponsorship can be used as a central driver of a companies’ brand strategy. Sponsorships are able to create an extended experience for customers and achieve to add value to a brand through the leverage of functional and nonfunctional brand values. (Cliffe, Motion 2005)

We can definitely see that there are several advantages connected to a sponsorship deal in the modern football environment. Sponsorship helps to strengthen brand images and thus, improves customer loyalty. The transformation of positive information and emotion is the key driver of this strength. (Pope, Voges & Brown 2009)

Nevertheless, as relevant literature shows, negative information has a stronger effect on attitude formation than positive information. In other words, negative cues give less room for questions than positive and neutral cues, since they are less ambiguous. Such negative information or cues could, for example, be the defeat in an important football game. If a team used their sponsor’s products before losing a vital game, it might be possible that people associate the poor performance of the team with the brand’s overall quality. This is only one negative spill-over effect that might occur through a sports sponsorship deal. (Pope, Voges & Brown 2009)

There are, of course, further negative effects connected with sport sponsorship. These negative examples might cause serious damage to a brand’s image. The most prominent ones are connected to single sportsmen and their misbehavior that causes troubles for both the sponsorship brand and the sportsmen involved in the sponsorship deal.

One famous illustration might be Tiger Woods and his alleged unfaithfulness back in 2009 – one prominent example of how a brand’s reputation can be negatively affected by the misbehavior of its sponsored sportsmen. Tiger Woods’ extramarital affairs presented on all media channels not only put pressure on him as a person, but also on his major sponsors. Accenture and other companies immediately terminated their contracts with Woods in order to minimize the negative spill-over effects of this scandal. Other companies like Gillette and P&G decided to limit their exposure of Woods in their future marketing campaigns. Tiger Woods’ biggest sponsor, Nike, however, decided to stay with the golf professional because of the fact that they had invested too much in him since the start of their sponsorship deal in 1996. (Runsbech, Sjölin 2011)

A scandal like this can be very harmful for a sponsor. Negative emotions that are caused by the misbehavior of a sportsmen can easily be transferred to the company’s brand and might cause serious damage.

However, a scandal does not always mean that a brand has to suffer for a long period of time. On the long run, many brands that were connected to scandals managed to get out of their bad position and rose back to their former strength. In an interesting article by Mazanov et al. (2012), the authors tried to take a look at the impact of scandals in investor valuation of sport. They tried to do this by examining changes in share prices of football clubs involved in the 2006 Italian “Calciopoli” scandal. This scandal involved six prominent Italian football clubs and was connected to illegal match-fixing by these clubs. The authors showed that, at least in terms of how investors view the value of clubs involved in a scandal, common wisdom that scandals harm the economic viability of sport is incorrect. Clubs that were involved in the scandal experienced a catastrophic fall in share prices, followed by a constant rise that was above the performance of the market in general. Within a one-year period, the share price of all the affected football clubs was higher than in the pre-scandal timeframe. This can be explained by the fact that after the scandal, the share market judged that the moral hazard problem had been solved. Therefore, when the news were “less bad”, they were taken as good news by investors. This reduced uncertainty caused the share price to rise again (even at a higher level than before). (Mazanov et al. 2012)

As we see, the majority of literature has focused on the positive effects of sport sponsorships and most of the “negative” sponsorship literature deals with failures of single sportsmen and idols. Only a few authors - Bee, Dalakas (2013); Bergkvist (2012) - focused their analyses on two other factors involved in the modern football environment - fandom, as well as sports team rivalry. To get a better understanding of these two factors, I will try to give a short introduction into these fields.

Football fandom and sports team rivalry

The FIFA 2014 World Cup in Brazil is over and with it all the positive as well as negative emotions shown by fan groups involved in this spectacular event. Brazil as the World Cup host has always been a very special country when it comes to football and fandom. Brazilian fans and even players tend to be highly emotional when talking about their favorite sport and the Seleção (the Brazilian football national team). This is not a new phenomenon, football fandom in Brazil has been like this for many years.

The American author Janet Lever already tried to examine fandom in Brazil 30 years ago. However, many of her findings from then are still present in the year 2014. The author tried to get some notion of how football players rank in popularity compared to other public personalities, for example. For this, Lever presented 12 photographs of famous and important Brazilian people and asked working-class people on the street to name as many celebrities pictured as they could. She found that twelve percent of the people did not recognize the Brazilian president and only 32 percent were aware of the Brazilian Finance Minister, the second most-shown person in Brazilian public in terms of TV and press coverage at that time (number one was the president). Still, people on the street did not seem to know them. However, when Lever showed pictures of famous and well-known football players, the differences were immense. Almost all football players were recognized by 90 percent of these people, with Pele (the most successful football player in Brazil) ranking number one overall, reaching almost 100 percent. These findings show how present and almost overwhelming football can be in people’s mindsets. In her book, Lever pointed out that football emphasizes the shared interests that make us all alike. This is one reason why this sport is so fascinating to many people. (Lever 1983)

Shared interest is one cornerstone that football fandom is built on. As will be further explained in the theory section of this thesis, committed supporters not only watch and follow games of their

favorite team. They positively seek opportunities to associate themselves with their team and other fan members. (Davies, Veloutsou & Costa 2006)

By associating themselves with a large fan group, fans are able to increase their own self-esteem. To achieve this effect, football fans must be able to accurately identify non-group members from group members. Furthermore, group members have to be perceived as both different and better than non-group members to receive the desired boost in self-esteem. (Gwinner 2005)

Hence, when we look at football fandom and emotions, we should never forget another important factor that comes into play in the modern world of football, the factor of team sport rivalry. Rivalry is a powerful psychological phenomenon with extensive consequences on fan behavior. Games with intense rivalry can be seen everywhere in the modern football world. Great examples are the games of AC Milan against Inter Milan in Italy, FC Barcelona against Real Madrid in Spain and Manchester United against Liverpool in England, just to name a few in Europe. Theory states that the nature of competition varies depending on the relationship between competitors. (Kilduff, Elfenbein & Staw 2010)

In their article, Kilduff, Elfenbein & Staw (2010) describe rivalry in the following way:

“We conceptualize rivalry as a subjective competitive relationship that an actor has with another actor that entails increased psychological involvement and perceived stakes of competition for the focal actor, independent of the objective characteristics of the situation. In other words, rivalry exists when an actor places greater significance on the outcomes of competition against—or is more “competitive” toward—certain opponents as compared to others, as a direct result of his or her competitive relationships with these opponents (with any financial, reputational, or other objective stakes held constant).” (Kilduff, Elfenbein & Staw 2010)

The question remains why the factor of rivalry is important in a fandom and sponsorship context – the answer to this is pretty simple. For a football fan, being the supporter of your favorite team often goes hand in hand with a feeling of dislike towards your favorite team’s major rival. In a sponsorship context, the question is to what extent this dislike of a rival is transferred to the rival’s sponsor and might cause negative spill-over effects. Past literature shows that these negative effects exist. (Bergkvist 2012)

As we see, there are a lot of issues involved in the field of sport sponsorships, fandom and sports team rivalry. With these statements in mind I will now dig deeper into the specific purpose and expected contribution of this study.

Purpose of this study

Several authors - Bee, Dalakas (2013); Bergkvist (2012) - have taken the approach to analyze the influence of sports team rivalry on negative sponsorship affiliation. However, all of these authors have pointed out significant limitations to their work that I would like to address.

The first part of this thesis tries to identify the underlying factors that cause and influence negative emotions of rival groups. This will be done by a quantitative study that examines supporters of two different rival and sponsorship associations. The teams that take part in this study are Austria Wien and Rapid Wien from Austria, as well as Schalke 04 and Borussia Dortmund from Germany (additional information on the research group choice will be presented in a further part of this study).

The second part of this thesis includes a qualitative study which takes a different look at negative image transfer caused by sponsorship agreements. Previous literature has mainly focused on a one-sided view of this phenomenon. Namely, the misbehavior of a sponsored sportsmen/club causes trouble for the sponsor. In this specific approach I want to take a look from the reverse side and try to identify what the fan behavior of a specific group looks like if their favorite team's main sponsor acts in a legally or socially controversial way. Furthermore, I try to discover how intense and damaging these expected fan reactions are for the misbehaving sponsor. This will be done through a Netnography study of supporters from the German football clubs Werder Bremen and Schalke 04 (the reasons for these specific sample choices will likewise be explained in a further part of this study).

Research questions

With this purpose in mind, I am able to formulate my research questions. In the first part of this study, I focus my research on whether past sponsorship literature's findings on fandom and sports team rivalry can be confirmed. Furthermore, the study tries to identify the underlying factors that influence negative emotions of rival groups. Thus, the research question is:

Do football supporters experience negative emotions towards brands that are connected to their favorite team's rival club? Moreover, if the stated sponsorship deal triggers negative emotions, what are the underlying factors that influence these emotions?

Since this Master thesis is separated into two major studies, there are two research questions that have to be answered. The research question for the qualitative study is formulated in the following way:

When confronted with the legal or social misbehavior of their home team's major sponsor, what do highly identified fan reactions look like?

Expected contribution

The first part of this thesis aims to address different limitations that showed up in former literature on the field of sponsorship in association with team sport rivalry. The intention hereby is to confirm the key findings of the existing literature and to strengthen the validity of these findings through an additional study. This will be done through different empirical analyses. Furthermore, the new approach of this thesis tries to broaden the knowledge within this research area.

The second part of this thesis aims to offer some new insights when it comes to negative image transfer of sponsorship deals. By taking a different approach than former literature, I hope to gain a better understanding within this field. Also, I try to find out if sponsorship is a potential tool for companies to deal with their current crises. This study makes a unique contribution to the field of sponsorship by investigating influence factors that former researchers have not dealt with yet.

Theoretical framework & literature review

Theory models – Theoretical framework

Both studies stated (qualitative & quantitative) are based on the psychological foundation of at least one of these four theory models. I will try to explain each one of them briefly.

Balance Theory

Positive and negative responses on sponsorship deals are based on different backgrounds. One of them is the impact of fan identification. Heider (1958) tried to address this phenomenon through his Balance Theory. Balance Theory tells us that people prefer to have balance, order and harmony in their lives. When people experience imbalance or disharmony, they will typically try to change their attitude and behavior in order to regain this balance. Speaking in different words, people will tend to like whatever is connected with what they already prefer and will tend to show negative emotions towards things that are connected to what they already dislike. If we try to transform this behavior to the world of sports and sponsorships, the responses are pretty clear. When fans have built a strong positive attachment to their favorite team, these people will automatically associate similar positive attitudes towards the sponsor that becomes connected with their favorite team through a sponsorship agreement. It makes sense that this process is most likely to occur as well if fans strongly dislike a team (e.g. their favorite team's main rival). It is the well-known "my enemies' friends are my enemies" behavior. The rival team's sponsor has to be disliked by the home team's fans in order for them to maintain their psychological balance. (Dalakas, Levin 2005, Heider 1958)

Social Identity Theory

The second theory model takes a different approach. Social Identity Theory was first defined by Tajfel & Turner (1986) and tells us that a person's overall perception of him- or herself is a collection of his or her identities. These identities can be both social and personal. An example of personal identity could be the look of a person. In contrast, social identities are determined by memberships within social groups. A link between social categorization and Social Identity Theory can be built through team identification. (Oksnes, Dyer 2012, Tajfel, Turner 1986)

As stated in the introduction part of this thesis, by association with a large fan group, fans are able to increase their own self-esteem. For this, football fans must be able to identify non-group members from group members accurately. (Gwinner 2005)

This identity will have considerable influence on beliefs and actions that will typically lead to group member favoritism and non-group member dissociation (or “in-group” versus “out-group” behavior). (Oksnes, Dyer 2012, Tajfel, Turner 1986)

Hence, people define their identity in terms of the groups, clubs or associations they like and use a social categorization process of “us” and “them”. This behavior is expected to be similar in a sponsorship environment. Highly identified fans are expected to strongly like their favorite team and dislike their team’s rivals. As soon as a sponsor becomes the partner of one of the competing associations, fans of the other team tend to dislike the sponsor of their competitor as well. (Dalakas, Levin 2005, Tajfel, Turner 1986)

The Dualistic Model of Passion

Vallerand et al. (2008a) offered a conceptual analysis of people’s passion towards activities. They did this through the Dualistic Model of Passion. Passion can be defined as a “*strong inclination toward an activity that individuals like (or even love)*” (Vallerand et al. 2008a)

Some activities (e.g. being the supporter of a football team) come to be so self-defining that they mirror central features of one’s identity. In this sense, two types of passion were defined by the authors through this model (Vallerand et al. 2008a):

- Harmonious Passion

This type of passion comes from an autonomous internalization of an activity into the person’s identity. This makes sense for the included personality, since the activity is perceived to be important for him or her. A sense of personal endorsement about engaging in the activity is formed. In other words, people freely choose to engage in an activity that is in harmony with other aspects of the person’s life.

- Obsessive Passion

This type of passion comes from a controlled internalization of an activity into the person’s identity. This internalization is formed from an interpersonal or/and intrapersonal pressure (this pressure could, for example, be the social acceptance within a

group or a person's self-worth). Even though the person likes the activity, he/she also feels obligated to take part in it. In other words, the person cannot help him- or herself and has to engage in the passionate activity due to the interpersonal/intrapersonal pressure that leads him/her.

Both of these two types of passion occur in the modern football fandom environment and are able to explain football fans' behavior. (Vallerand et al. 2008a, Vallerand et al. 2008b)

Hence, this model is an important psychological foundation for the two studies presented in this research paper.

Affect Infusion Model

Affect Infusion Theory was first introduced by Forgas in 1995. It attempts to explain how mood is able to affect a person's ability to process information. There are four different judgmental strategies described by the author (Forgas 1995):

- Direct access (involves reproducing a stored reaction that has been given to a similar situation before)
- Motivational (involves a targeted search strategy with a preexisting goal in mind)
- Heuristic (or Affect-as-Information – Feelings can directly influence judgments during fast, heuristic processing. In other words, people are simply making sense of their emotional reactions as they happen.)
- Substantive Processing (or Affect-Priming – Mood is able to affect each stage in the cognition process.)

One key message that the Affect Infusion Model conveys is that as situations become more complicated, mood becomes more influential in driving evaluations and responses. Furthermore, mood and emotion not only influence the information processing but also people's response behaviors. (Forgas 1995)

This model can easily be connected to the world of fandom and rivalry. Different judgmental strategies mentioned by the author are able to explain fans' negative reactions towards a rival team's sponsor or (in sense of my second study part) towards a controversial home team's sponsor.

Literature review

Former research on this topic

The quantitative part of this study that has already been conducted within this research field is built on past literature. Therefore, I try to briefly summarize some of these findings and point out their major contributions and limitations.

Dalakas & Levin introduced a study on highly involved NASCAR racing fans. The authors found out that fans dislike their favorite driver's rivals and furthermore develop negative attitudes towards their rivals' sponsors. This goes hand in hand with their findings that there is a strong positive correlation between fan attitude toward their favorite driver and attitude toward this driver's main sponsor. Limitations of this study were the limited research scope and the fact that this study did not employ an experimental design. (Dalakas, Levin 2005)

Hickman & Lawrence (2010) took a different approach and used University Athletics as their research group. These authors found similar results to Dalakas & Levin's work; however, their findings were limited in a sense that they only used hypothetical brands for their study. (Hickman, Lawrence 2010)

One study that was conducted in the environment of European club football was Bergkvist's "The Flipside of the Sponsorship Coin". In this study, Bergkvist provided evidence for the existence of negative sponsorship effects with regard to team sport rivalry. He did this through an examination of two Swedish football clubs and their main beer sponsors. Both football clubs are situated in the Swedish capital of Stockholm and share a long and intense history of rivalry with each other. Bergkvist's study was limited in the sense that he only investigated highly involved football fans, his research scope was limited to the Swedish football competition and only one product category was investigated. (Bergkvist 2012)

The Norwegian Business School students Oksnes & Dyer took Bergkvist's study one step further and extended its generalizability.¹ Through their thesis paper, both authors investigated the big Derby of Manchester, held between Manchester City and Manchester United. Overall, Oksnes & Dyer confirmed former literature's findings on this topic. In their research study, the authors additionally distinguished between high and low fit sponsors. Hence, they took the approach to analyze the influencing brand factor "product category" in their study. They found out that high and low fit sponsors will be punished equally when home team's and rivalry team's sponsors operate in different industries. Nevertheless, high fit sponsors will be more severely punished when both sponsors are competing in the same industry. This study was limited in the sense that the external validity of this study was rather weak (the research group consisted mainly of predominantly young Norwegian Manchester United fans). Furthermore, the authors only relied on people's own reports regarding attitudes and did not use actual sponsorship brands for their study. What is more, Oksnes & Dyer (2012) did not distinguish between highly identified fans and supporters with low fan identification. Also, a greater variety of sponsors could have been added to the study to strengthen reliability and validity. (Oksnes, Dyer 2012)

Bee & Dalakas (2013) took another step further in this research area. The authors tried to examine how social identities and message characteristics influence the processing of sponsorship associations. They found out that highly identified fans respond negatively towards a rival team's sponsor, even when message characteristics include strong, favorable arguments. On the other hand, less identified fans formed evaluations mainly based on message characteristics. Even though this distinction between highly and less identified fans was an important contribution to this research area, their study was limited in the sense that it didn't include a single brand. This was important for the authors in order to put focus on the effect of their variables of interest; however, it came at the expense of external validity. Furthermore, Bee & Dalakas' study took part in an American College Football context between the Oregon State University and the University of Oregon and might not be directly transferrable to the situation of European club football. (Bee, Dalakas 2013)

¹ N.B.: Bergkvist (2012) was never mentioned in Oksnes & Dyer's thesis paper, this assertion is my own advanced opinion.

The studies (quantitative + qualitative)

Quantitative study

Hypotheses generation

The quantitative part of this thesis is defined by a deductive research approach. This means that, on the basis of existing academic theory and knowledge, hypotheses were deduced and subsequently empirically tested. (Bryman, Bell 2011)

Drawing on the theoretical background, the following hypotheses were formulated:

Highly identified fan reactions on rival team's main sponsors

In hand with former research and the psychological foundation presented, it is expected that the disliking of a rival will transfer to its sponsor. Former literature provided evidence for the existence of negative sponsorship effects with regard to team sport rivalry, especially if high identified fans² are involved. (Davies, Veloutsou & Costa 2006, Bergkvist 2012, Dalakas, Levin 2005)

This effect can also be explained by the heuristic approach of the Affect Infusion Model by Forgas (1995). In this approach, feelings (e.g. negative emotions towards a rival team's sponsor) can directly influence judgments during fast, heuristic processing (e.g. the choice whether to purchase the rival sponsor's product in the supermarket or not). (Forgas 1995)

It is not expected that findings of this study will differ from those reported in the relevant literature. However, in order to further generalize findings in previous literature, the basic assumption that negative fan reactions³ will occur in this experimental setting as well is going to be the starting point of this thesis. This assumption is based on the psychological foundation presented in this paper.

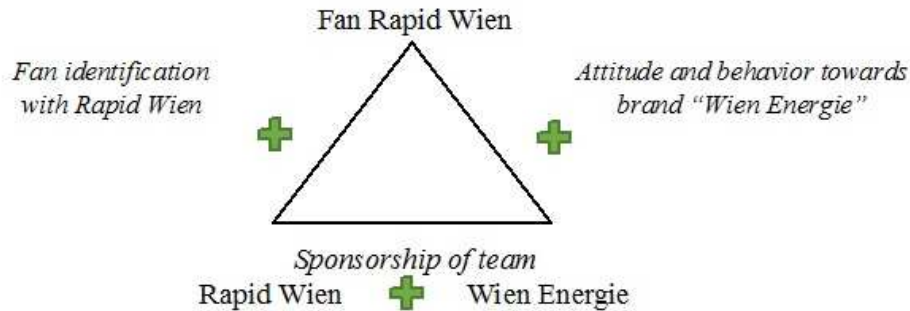
Similar to Dalakas & Levin's study, Figure 1 shows a graphical model that defines conceptual links between Balance Theory and Sponsorship Responses. (Dalakas, Levin 2005)

The teams included in this graphical model are Rapid Wien and Austria Wien from the "Wiener Derby".

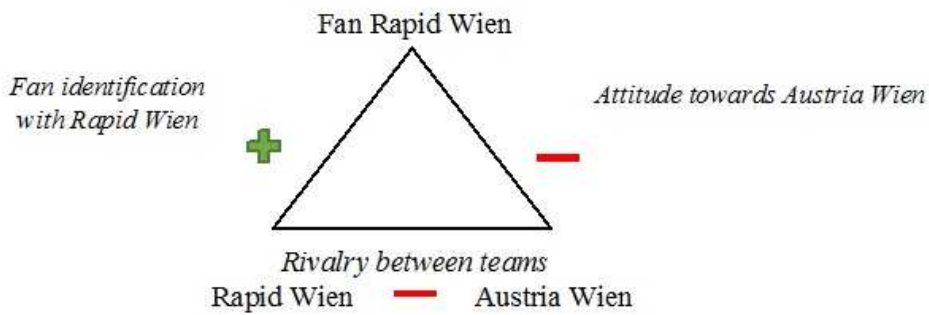
² N.B.: Fans with strong identification, commitment and passion for a team

³ N.B.: Feelings of dislike and rejection for a rival team's sponsor

Panel A: Identification with favorite team and responses to team's sponsor



Panel B: Identification with favorite team and dislike for team's rival



Panel C: Dislike for rival team and responses to rival's sponsor

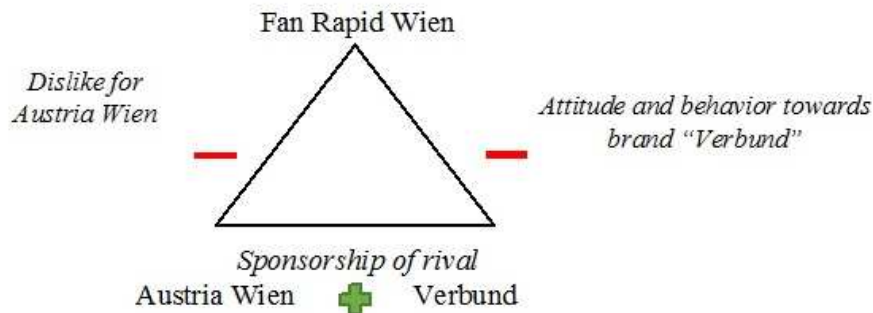


Figure 1 - Conceptual links between Balance Theory and sponsorship responses

Given these assumptions grounded by former literature and our psychological foundation, I form the following hypothesis as a starting point of my study:

Hypothesis 1:

When exposed to their rival team's main sponsor, fans of a football team will generate stronger negative emotions towards this sponsor than fans with no rivalry affiliation.

Hardcore versus moderate fan identification

When people try to define a stereotypical highly identified football supporter, they often form the following picture in their minds: middle aged, maybe bold men with beer bellies who are fairly drunk, causing trouble on and around the football pitch.

Some of these stereotypes were possibly formed by Bill Buford's "Among the Thugs" in which Buford himself joined a football hooligan fan group. Here are some short lines from this book to get a feeling what it means to be "Among the Thugs" (Buford 1993):

"Adrenaline is one of the body's most powerful chemicals. Seeing the English on one side of me and the Italians on the other, I remember seeming quickly to take on the properties of a small helicopter, rising several feet in the air and moving out of everybody's way. There was a roar, everybody roaring, and the English supporters charged into the Italians. [...] Directly in front of me – so close I could almost touch his face – a young Italian, a boy really, had been knocked down. As he was getting up, an English supporter pushed the boy down again, ramming his flat hand against the boy's face. He fell back and his head hit the pavement, the back of it bouncing slightly." (Buford 1993)

However, this specific type of football "fan" is not the predominant supporter type in Europe's major football stadiums. Nevertheless, these hardcore fans are the ones that stand out in the huge crowd of football supporters. They live and die for their favorite club, no matter what happens. Fans are let down all the time with poor performances and lost matches, yet the loyal fan base still turns up to watch the next game and hopes for better times. (Tsiotsou 2013)

Highly identified fan movements of football supporters are defined by these people's passion for the sport and especially for their team. A study of Vallerand et al. (2008b) showed that there is strong support for the applicability of the author's Dualistic Model of Passion to being a sports fan. Theory on passion and team identification have shown that the passionate activity of supporting one's team is part of a person's own identity. This fact helps to understand why people want to celebrate and tell the outside world that their team succeeded in an important game. In his study, Vallerand et al. (2008b) showed another interesting finding. He pointed out that harmonious passion was associated with adaptive behaviors (e.g. the celebration of your favorite team's victory), while obsessive passion was associated with maladaptive behaviors (e.g. to risk losing your employment to go to your favorite team's game). (Vallerand et al. 2008b)

There are large variations in the extent to which people identify with teams ranging from low identified fans to highly identified individuals. The characteristics of highly identified fans can

be defined in the sense that they display long-term loyalty to the team and support it through both their time and financial commitments. Hence, highly identified fans are influenced by their favorite team's major decisions. It has been shown that this fan group possesses greater knowledge about sports and competing football teams than fans with low team identification. What is more, highly identified fans are able to recognize sponsorship partners better than supporters with low fan identification. However, as mentioned, this fan group is just a minority compared to the rest of a football club's supporters. In contrast to their highly identified counterparts, low identified fans have little emotional or financial commitment to the team they are supporting. This fan group is likely to only be attracted by the entertainment value provided by the sports event. Nevertheless, this fan group makes up the majority of supporters in a football stadium. (Gwinner 2005)

When addressing football fans with a certain brand image, it might be more important for a sponsor what the big group of "normal" fans thinks about the brand rather than what the minority full of hardcore supporters does. Therefore, it is important to make a differentiation between the different levels of fan identification within fan groups. Given the stated theory and in similarity with Bee & Dalakas' (2013) findings in their study, it is expected that there is a significant difference in responses towards rival team's sponsors between highly identified and low identified fans. Thus, my hypothesis:

Hypothesis 2:

When exposed to their rival team's sponsors, highly identified fans of a club will associate stronger levels of negative emotions towards these sponsors than supporters with a low level of fan identification.

Good cause and "sponsorship" deals – charity partnerships

When Barcelona introduced their first shirt sponsor back in 2006, fans of the Catalan club did not know how to react to this deal. Even though Barcelona broke with its long history of avoiding sponsorships on their playing shirts, they did it for a good cause. The club announced a five-year agreement with the organization UNICEF which included showing the UNICEF logo

on their shirts. Furthermore, the club annually donated 0.7 percent of its ordinary income to the organization as part of their CSR commitment. (Laporta 2014)

Today, professional football clubs like Barcelona can easily be considered as brands. Hence, these brands require a specific sports brand management approach. Brand image, brand identity and brand reputation are predominant concerns for all European football teams. The results of the study by Blumrodt, Desbordes & Bodin (2013) show that spectators simply expect and desire more accomplishments from their club than just pure entertainment. One of these accomplishments is reflected in a team's CSR commitment. A sports team not only has to present its best performance, its sport brand also has to provide a valuable contribution to society. Thus, it is expected that clubs show CSR commitment in several ways. One way to show this social commitment could be through a partnership with a charitable organization. Even though the football club gets no financial compensation for their social commitment, the partnership generally pays off. The connection between a charitable organization and a football club adds value to the brand of the club. (Blumrodt, Desbordes & Bodin 2013)

This study tries to identify possible negative spill-over effects caused by sponsorship agreements in connection with team sport rivalry. Hence, it might be interesting to analyze whether rival fan groups generate the same negative emotions towards a rival team's cooperation partner if this partner is a charitable organization.

Expected fan reactions of this approach might be explained by the Social Identity Theory. As mentioned before, Social Identity Theory tells us that a person's overall perception of him- or herself is a collection of his or her identities. One of these identities is the social identity of a person. Moreover, social identities are determined by memberships within social groups. By association with a large group, people are able to increase their own self-esteem. (Tajfel, Turner 1986)

In this example, "society" can be defined as one of these large groups. Even though the cooperation between a charitable organization and the home team's rival team might cause imbalance for a supporter - given Heider's (1958) Balance Theory - I expect that the value and importance of the charitable organization within society is higher than the negative emotions caused by this imbalance. Hence, it is expected that the good cause of a cooperation deal

overcomes the negative emotions that the supporter associates with the rival team and its charity cooperation partner. Thus, my hypothesis:

Hypothesis 3:

When exposed to the good cause of a rival team's cooperation deal, no significant negative rivalry affiliation of home team's fans towards this cooperation partner is expected.

High presence as a pitfall – sponsors and cluttering

Being a corporate sponsor in a big European football league offers a broad variety of opportunities for brands. However, such sponsorship deals do not pay off for every brand and depend on several factors. These factors can be classified, for example, by the level of TV exposure or the prominence of the brand in the target group. The more present the sponsor is, the more likely this sponsor is to be perceived and memorized by the consumer. (Breuer, Rumpf 2011)

Sponsorship clutter is a word that always shows up when the influencing factors of sponsorship image transfer are being discussed. The most obvious factor contributing to clutter is the sheer number of sponsorship deals. The more sponsors are added, the more likely certain brands will not be noticed by spectators. Furthermore, another factor that influences the potential of sponsorship deals is its partnership level. Sponsorship packages are sold at various levels. Thus, a higher price package level is associated with more visibility for the sponsor. Low-level sponsorships (e.g. pure partnerships) are likely to get lost in the sponsorship clutter and thus, do not add as much value to the brand. (Gwinner 2005)

To sum up, brands which are more prominent within the target group are more likely to be memorized and associated with a certain club than brands that are less prominent. (Breuer, Rumpf 2011) In terms of negative image transfer considering rivalries, the reverse effect is likely to occur. Low-level sponsorship brands might have the potential not to get recognized by rival fan groups and thus, do not experience negative sponsorship spill-over effects. This is due to the fact that the connection between sponsor and rival team was not built up properly. Therefore, the

“imbalance” feeling that rivalry fans usually experience might not occur in a setting like this. (Heider 1958)

The low-level sponsor will be experienced as “neutral” by home team’s fans and not as their rival’s influential partner. On the other hand, a highly-present sponsor is likely to experience a strong connection between its brand and the sponsored sports team and is therefore expected to cause strong rivalry affiliations. Hence, my hypothesis:

Hypothesis 4:

The presence of the rival team’s sponsor has a significant effect on the level of negative emotions associated by the home team’s fans towards the rival team’s sponsors.

“We are similar, let’s be rivals” – geographic origin of a sponsor

Greater similarity between sport teams breeds greater rivalry, for several reasons. This is especially true when we talk about the location of both rivals. Closely located competitors are more visible in people’s mindsets and are thus more likely to be seen as rivals. In fact, the closer two teams are located to each other, the stronger their rivalry tends to be. This is due to the fact that competitors that are similar have similarly valued identities, or identities they strive for. This not only counts for sports teams, but also for corporations. Studies show that geographically proximate companies compete on a higher intensity level than distant ones do. (Kilduff, Elfenbein & Staw 2010)

This background information is important when looking at the next possible factor regarding negative sponsorship effects, namely geographic origin of a rival teams’ sponsor. As we have heard before, greater similarity between sport teams breeds greater rivalry. In this sense it might be interesting to find out whether greater similarity between a rival team and the rivalry team’s sponsor (e.g. through its location) fosters negative sponsorship spill-over effects.

When relating the former statements with Balance Theory and Social Identity Theory, the outcome should be pretty clear. The closer a sponsor is connected to a rival team (e.g. through its geographical location), the stronger the expected “my enemies’ friends are my enemies” behavior is expected to be. (Heider 1958)

Furthermore, it makes sense that the geographic proximity between rival team and rival team's sponsor makes it easier in the supporter's mindset to form an "in-group" versus "out-group" behavior. (Tajfel, Turner 1986)

Moreover, this geographic proximity offers a great potential for supporters to form a strong connection between sponsor and involved football club. Such a strong fit between sponsor and the sponsorship object is an important factor for sponsor awareness. (Grohs, Wagner & Vsetecka 2004)

Sponsor awareness is especially beneficial when talking about positive sponsorship effects; however, it likewise has the potential to form stronger negative spill-over effects with regard to team sport rivalry. I expect that the rival team's sponsors that are closely located to the home town of the rival team will experience a higher level of dislike by home team's fans. Thus, my final hypothesis:

Hypothesis 5:

The geographic origin of the rival team's sponsors has a significant effect on the level of negative emotions associated by the home team's fans towards the rival team's sponsors.

Study background

In this section I provide a short introduction into the history of the football clubs examined in my study. Furthermore, I want to point out the rivalry relationships between these clubs. Since most of the people reading this thesis might not be familiar with Austrian and German club football rivalries, I hope to be able to support them with this brief summary.

The "Wiener Derby"

The "Wiener Derby" defines the rivalry between Rapid Wien and Austria Wien, Austria's most successful football clubs. Rapid Wien is the record champion of Austria with 33 league titles (season 2013/2014). Austria Wien, on the other hand, won the league trophy 24 times and is the record holder when it comes to Austrian Cup competition titles. The "Veilchen" (as they are called by their supporters) won this competition 27 times (Rapid won 14 Cup trophies). So far, these two football clubs competed in about 400 games out of which about 310 games where

official games in the highest Austrian club competition. Thus, the “Wiener Derby” is the second most played football derby in Europe after the “Old Firm” derby between Celtic Glasgow and the Glasgow Rangers. Since its early days, the rivalry between Rapid Wien and Austria Wien has always been defined as the meeting of the two classes existing in Vienna back in the days. Rapid Wien was founded in 1898 as the first working-class football club in Austria, while Austria Wien was more seen as a typical "middle-class" club when it was founded in 1910. Furthermore, the “birthplace” of both clubs was situated in the Viennese district of Hietzing and thus, was always of great local importance. Usually a football match between Rapid Wien and Austria Wien is seen as a high-risk match and is always accompanied by a large contingent of police, due to the excessive rivalry between both fan groups. (Wiener Derby 2014)

The “Revierderby”

When we talk about the “Revierderby”, we talk about games between the two biggest football clubs in the German region of North Rhine-Westphalia, Borussia Dortmund and FC Schalke 04. Both clubs have managed to win the German club football competition several times (8 titles for Dortmund, 7 titles for Schalke 04). What is more, both clubs provide the biggest supporter groups within the region of North Rhine-Westphalia. The rivalry between Borussia Dortmund and Schalke 04 has grown over time and is still defined as young and peaceful compared to other international derbies. For many years, Borussia Dortmund was not able to gain the same acceptance in German club football as Schalke 04 and was therefore not seen as a rival of S04. What is more, the history of both clubs does not differ a lot. Hence, there was no place for religious or ideological conflicts between both supporter groups. Schalke 04 as well as Borussia Dortmund have arisen from working-class neighborhoods. The actual rivalry started after World War II, when Dortmund managed to become a more successful football club on a national scale. The intense competition between the neighboring clubs has been growing ever since. Hence, the “Revierderby” goes far beyond the actual athletic competition and can nowadays be seen as one of the major derbies in German club football. Even though not comparable to big city derbies like the “Wiener Derby” or the “Old Firm” of Glasgow, this derby is critically important in the view of both teams’ supporters. A reason for this is the geographical proximity of both cities and the fact that followers of the respective clubs often meet in everyday life, raising tensions before and after the derby. (Blöding 2011)

Methodology

Scientific Approach

In the quantitative research part of my thesis, I made use of a deductive research approach. In other words, I deduced my hypotheses and subsequently tested them empirically on the basis of existing academic theory and knowledge. (Bryman, Bell 2011)

To test the manipulation of this experimental design, highly and low identified football fans out of two different European club competitions were recruited as participants. Even though this study did not include an actual pre-study, the positive findings of the first hypothesis led to an extension of the whole study and thus featured pre-study characteristics.

Choice of participant groups

Fan groups from the “Wiener Derby” in Austria, as well as the “Revierderby” in Germany were chosen as the participant groups for this study. Both rival groups were compared with matched Control Groups that consisted of people that were no fans of any of the four rival teams mentioned. Furthermore, participants of the Control Groups had no expected negative or positive emotions towards any of the football clubs involved in this study.

This was an excellent setting for the test of my hypotheses, particularly with regard to the nature of rivalry and football fandom. First, an empirical test of two different rival competitions makes it easier to generalize the study’s findings. Second, the fact that these two football rivalries are different in their characteristics leaves potential room for future research within this research area (e.g. if the findings between the Austrian and German study would differ a lot). Characteristic differences between the German and the Austrian study are the historical background of the rivalries (old & intense “Wiener Derby” vs. new & moderate “Revierderby”), as well as the geographic setting of the rivalry (inner-city derby versus regional derby).

Given this setting, some might argue that it is hard to compare fan reactions that were generated in two different countries; however, due to the fact that the German and Austrian cultures share so many similarities (not only language-wise), a comparison between these two settings might seem reasonable. This assumption can also be confirmed by the cultural comparative studies of GLOBE, Trompenaars and World Values Survey, which categorize these two countries into the same country clusters due to their cultural similarities. (Walther 2006)

Participants

Survey responses were collected from 261 respondents of the Austrian survey, as well as 318 respondents of the German study. These responses were collected in several ways. Most fan responses were generated through postings in official fan forums. Furthermore, I made use of social media and personal contacts to get a hold of as many participants as possible.

The respondents of this study were classified into 3 different groups, namely: Supporters club A, Supporters club B and the Control Group.

When looking at both surveys, a couple of exclusions had to be made. 13 participants from the Austrian Control group and 18 participants from the German Control group had to be excluded from the study due to preexisting strong negative emotions towards one of the mentioned rivalry clubs (a detailed explanation of this approach can be found in the Survey Design part of this thesis). Another 3 respondents had to be excluded from the Austrian study due to the fact that these respondents declared both rival teams as their favorite team.

These exclusions left 300 participants for the German Market (age range from 18 to 75) and 245 participants for the Austrian Market (age range from 14 to 74). The majority of the Austrian survey participants live in the eastern part of Austria (states Vienna, Lower Austria and Burgenland – short VLB), the majority of the German survey participants live in the western part of Germany (states North Rhine-Westphalia, Lower Saxony, Hesse, Baden-Württemberg and Rhineland-Palatinate – short NLHBR). This geographic origin is important to point out since there might be differences in product preferences between different states of Austria and Germany. These participants were classified into the three groups in the following way:

Table 1 - Classification Austrian supporters

Austria	Participants	Ø Age	Male/Female	Geographic origin in VLB ⁴
Supporters Rapid Wien	93	26.3	98/02	84%
Supporters Austria Wien	44	28.3	86/14	95%
Control Group	108	25.4	58/42	75%
Total sum	245			

⁴ N.B.: Vienna, Lower Austria and Burgenland

Table 2 - Classification German supporters

Germany	Participants	Ø Age	Male/Female	Geographic origin in NLHBR ⁵
Supporters Schalke 04	107	43.0	91/09	92%
Supporters Dortmund	62	36.2	90/10	82%
Control Group	131	25.6	59/41	66%
Total sum	300			

The data collection took part between March 23rd and April 6th, 2014. Both regional derbies took place during that time (“Wiener Derby” on April 6th, 2014; “Revierderby” on March 26th, 2014).

Survey Design

Participants in both settings responded to the survey instrument online. Two different surveys were created, one for the Austrian supporters and one for the German supporters. The published aim of the survey was to get information on consumers’ perceptions of companies acting in different industrial sectors. Therefore, no direct link between the companies and football teams was communicated through the survey.

The participants were asked to declare their personal perceptions of different firms that act in the industry sectors of cars, energy operators, beer breweries, credit institutes, insurance companies, charity institutions and sports equipment manufacturers (for an overview of the sponsorship companies acting in these sectors see Table 11 in the Appendix). (BVB Dortmund 2014, FC Schalke 04 2014, FK Austria Wien 2014, SK Rapid Wien 2014)

The last part of the questionnaire asked the participants to state whether they follow football and especially their countries’ own football league. Furthermore, they were asked to name their favorite football club and rate their level of fan identification through Wann & Branscombe’s (1993) “Sport Spectator Identification Scale” (SSIS). SSIS is measured by 8 items including a mixture of attitudinal and behavioral questions with a choice of answers between 1 (low identification) and 7 (high identification). The initial questions of this scale were translated into German since all study participants were either of German or Austrian nationality. (For the detailed translation see Table 12 in the Appendix.) (Wann, Branscombe 1993)

⁵ N.B.: North Rhine-Westphalia, Lower Saxony, Hesse, Baden-Württemberg and Rhineland-Palatinate

What is more, this tool helped me to classify respondents into supporters with high- and low fan identification. All participants that answered the question “How much do you dislike <name of rival team>, the major rival of <name of home team>?” with 6 or 7 were classified into the group of highly identified fans. Low-identified fans were fans that answered this question with a 5 or lower.⁶ The choice for this classification approach was the usage of the rather harsh German word “verabscheuen” in the translated version of this survey question. “Verabscheuen” means to purely abhor or detest something or someone. With this approach I wanted to make sure that only fans with a high level of dislike towards the rival team will be classified in the highly identified fan group. I tested and confirmed the reliability of this approach with Cronbach’s alpha (detailed findings will be displayed in the Analysis and Results part of this thesis).

Participants who stated that they do not follow football and/or their countries’ own football league were classified into the “neutral” Control Group. Additionally, fans of other football clubs within this league were also added to this group.

It has to be mentioned that the fan identification scale only appeared when participants named one of the participating rival clubs of this study as their favorite team. When naming another team, however, fans were able to state their favorite team’s major rival and their personal relationship to this rival. These answers were necessary for me in order to exclude other fan groups’ football fans from the Control group that might have preexisting strong negative emotions towards one of the mentioned rival clubs and/or one of their sponsors (e.g. a Bayern Munich fan from the German study might declare strong feelings of rivalry towards Borussia Dortmund and is therefore not suitable for the “neutral” Control Group).

The questionnaires were created using the online survey program “Qualtrics”. Participants responded online via a link to this web-based software. The data was collected electronically and afterwards transferred to the data analysis program SPSS. To test the hypotheses, several statistical tests were used to compare groups. Participants were not offered any incentives to participate in this study.

⁶ N.B.: These cut-off points were chosen to gain reliable fan group sizes. An overview of the participant distribution can be found in Table 3.

Data quality

Quantitative research is important to evaluate in terms of reliability and validity. Reliability in this sense refers to *“the extent to which a scale produces consistent results if repeated measurements are made”* (Malhotra 2010). Reliability is further given when *“the standard of a result is steady and when the research can be repeated several times with the same or similar results”* (Malhotra 2010). Hence, a reliable study offers results that are repeatable. In contrast, validity refers to *“the issue of whether or not an indicator that is devised to gauge a concept really measures that concept”* (Bryman, Bell 2011).

Reliability

Reliability is especially important when talking about quantitative studies. In terms of data quality it is important to analyze whether a study produces similar results if repeated several times. In this sense, reliability can be discussed in terms of the usage of primary and secondary sources. (Bryman, Bell 2011)

Cronbach’s alpha was used in several ways in my primary source to test the consistency of the applied measures (e.g. in terms of the level of fan identification). This measurement determines the internal consistency or average correlation of items in a survey construct. The theoretical value of Cronbach’s alpha varies between zero and one. A high value in this sense is desirable, but values above 0.6 are acceptable and values above 0.7 are considered to provide good reliability. (Malhotra 2010)

The fact that the experiment was conducted in two different settings, adds to the study’s reliability. What is more, the study was conducted in an uncontrolled environment given its online setting. In a controlled environment, respondents might be stressed, unwilling to answer or do report wrong answers in order to finish faster. In an online setting, respondents are able to answer the questions in their own time frame with no external control measurements. Of course, this approach bears risks. To further increase response rate and the quality of answers, filling questions and tasks were included in the surveys to keep participants motivated.

In terms of the secondary sources used, reliability can be considered high. The theoretical framework for this study has been carefully selected from established sources (well-cited journal articles and books) in order to provide relevance. (Bryman, Bell 2011)

This ensures that the standard of the results is steady and thus, the study is reliable.

Validity

In order to find out whether a research design is valid, it is typical to evaluate two different types of validity, namely internal and external validity. (Bryman, Bell 2011) Internal validity hereby raises the question whether the researcher can be confident that the independent variable actually is, or at least is in part, responsible for the variation that has been identified in the dependent variable. In other words, it tries to explain whether there is a good match between a researcher's observations and the theoretical thoughts that the researcher expands throughout the research. (Bryman, Bell 2011)

This criteria is satisfied in the case of my study since all tests I have conducted were grounded by my psychological foundations and similar research that has already been done on this field in another setting (e.g. in another type of sport). Furthermore, relationships between the independent and dependent variables were studied and proven right by different statistical analyses.

What is more, in order to be able to claim internal validity all other possible factors that may have effects on the dependent variable must be ruled out. The biggest challenge in this sense was that supporters have preexisting attributes towards a sponsor that are not part of my research study. However, due to the research and study design, choice of research groups as well as participant exclusions, it was possible to rule out potential external influencing factors right at the beginning of the data collection. Since participants were only asked to name their favorite football club and rate their level of fan identification at the end of the survey, no direct link between the companies and football teams was formed. Hence, responses of fans were not influenced by obvious connections of the brand and the rival football club.

External validity refers to the confidence for which a causal relationship can be generalized across different types of persons, settings, and times. In other words, external validity refers to the extent that findings can be found in other social settings. (Bryman, Bell 2011)

A representative sample is a good way of ensuring external validity. Due to the fact that I made use of several official fan forums and fan pages to generate responses from identified fans, my sample can be seen as representative for this study and thus ensures external validity. However, the fact that the choice of fan groups was a convenience sample (only Austrian and German football fans were considered), this endangers external validity. The study was performed using a large sample of brands out of different industries which means that the results are generalizable for several types of sponsorship brands. However, only one sport setting has been tested so more research is needed to be able to say if the results can be generalized and transferred to other sports.

Results & analysis

Manipulation controls

The level of fan identification was assessed through the Sport Spectator Identification Scale by asking respondents to indicate how strongly they disagree or agree with 8 different statements on a 7-point scale. (Wann, Branscombe 1993) Consistent with previous literature on this topic, Cronbach's alpha for the scale was at a high level for the fan groups of Rapid Wien ($\alpha=0.900$), Austria Wien ($\alpha=0.934$), Schalke 04 ($\alpha=0.786$) and Borussia Dortmund ($\alpha=0.931$).

As indicated in the Survey Design part of this study, the classification of fan groups was conducted the following way. All participants that answered the question "How much do you dislike <name of rival team>, the major rival of <name of home team>?" with a 6 or 7 were classified into the group of highly identified fans. Low-identified fans were fans that answered this question with a 5 or lower. This resulted in the creation of four highly identified groups and four low identified groups. The participants' overall fan identification score (considering all 8 different statements) is reflected in their mean scores. Differences in the level of fan identification between groups were significant. What is more, Cronbach's alpha scores for all fan groups were at a high level to provide good internal reliability (for more details see Table 3). Levene's Test for Equality of Variances was used in this approach.

Table 3 - Detailed results: fan identification

Football club	Fan identification	n	Cronbach's alpha	Mean Score SSIS	Mean difference between groups
Rapid Wien	High	51	0.736	6.34	t(57.272)= -6.467, p<0.01
	Low	42	0.919	4.91	
Austria Wien	High	26	0.931	6.15	t(42)= -3.298, p<0.01
	Low	18	0.922	4.95	
Dortmund	High	15	0.863	6.42	t(49.746)= -6.061, p<0.01
	Low	47	0.925	4.79	
Schalke 04	High	35	0.670	6.49	t(101.021)= -6.265, p<0.01
	Low	72	0.818	5.68	

Thus, my findings support the classification approach I developed and confirmed its reliability.

Test of hypotheses

Test of Hypothesis 1

In line with previous literature it was expected that, when exposed to their rival team's main sponsor, fans of a football team will generate stronger negative emotions towards this sponsor than fans with no rivalry affiliation. The results of H1 showed a significant difference between the fan groups of Rapid Wien, Austria Wien and the Control group in terms of their main jersey sponsors Wien Energie (Rapid Wien) and Verbund (Austria Wien). The 11-point scale for the SPSS analysis ranked from 1 (dislike) to 11 (like)⁷. For detailed information please refer to the following Table:

Table 4 - Mean differences between fan groups and Control Group – Rapid versus Austria

	Rapid Wien (n=93)	Austria Wien (n=44)	Control Group (n=108)	Mean difference between groups
Wien Energie	Not part of study	M=3.91 (SD=2.35)	M=6.65 (SD=2.57)	t(150)= -6.110, p<0.01
Verbund	M=4.92 (SD=2.83)	Not part of study	M=6.91 (SD=2.32)	t(178.017)= -5.371, p<0.01

Levene's Test for Equality of Variances was used in this approach. For a more detailed information about the SPSS Output, see Appendix 3. The mean scores of both fan groups for the brands Verbund, as well as Wien Energie were significantly lower than the results of the Control Groups.

⁷ N.B.: Survey respondents provided their preferences on an 11-point scale ranging from (-5) dislike to (5) like.

For more clarity, the scale has been changed to the initial -5 to 5 ranking available in the survey, as illustrated in the following graph:

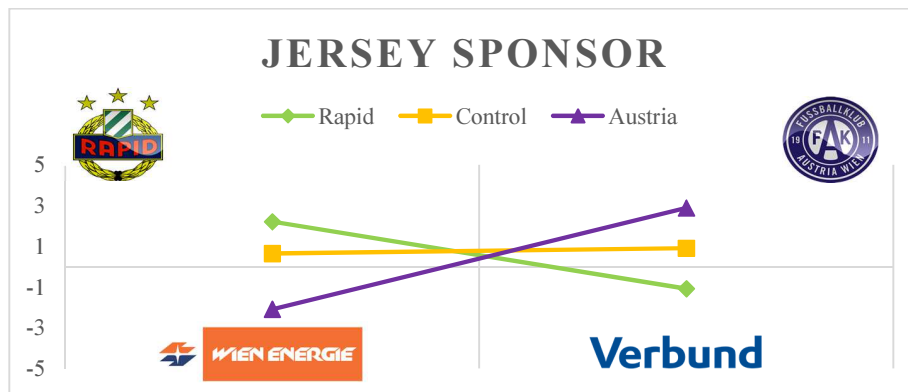


Figure 2 - Graphical overview of Mean differences Rapid-Austria

As you can see, in the Control Group there were only small differences between the two brands Wien Energie and Verbund. The results in the experiment groups, however, were significantly different. The mean score for Wien Energie was on the “positive” half of the answer score of Rapid Wien Fans and on the “negative” half of the answer score of Austria Wien Fans (and vice versa for the brand Verbund).

Similar results have been found between the fan groups of Schalke 04, Borussia Dortmund and the Control group in terms of their main stadium sponsors Veltins (Schalke 04) and Signal Iduna (Dortmund), even though both companies act in different industries. The 11-point scale for the SPSS analysis ranked from 1 (dislike) to 11 (like)⁸. For detailed information please refer to the following Table:

Table 5 - Mean differences between fan groups and Control Group – Schalke versus Dortmund

	Schalke 04 (n=107)	Dortmund (n=62)	Control Group (n=131)	Mean difference between groups
Veltins	Not part of study	M=4.23 (SD=3.27)	M=6.60 (SD=2.39)	t(191)= -5.685, p<0.01
Signal Iduna	M=3.79 (SD=2.66)	Not part of study	M=5.95 (SD=1.72)	t(236)= -7.557, p<0.01

For a more detailed information about the SPSS Output, see Appendix 3. Again, the mean scores of both fan groups for the brands Veltins, as well as Signal Iduna were significantly lower (or

⁸ N.B.: Survey respondents provided their preferences on an 11-point scale ranging from (-5) dislike to (5) like.

higher) than the results of the Control Groups. For more clarity, the scale has again been changed to the initial -5 to 5 ranking available in the survey, as illustrated in the following graph:

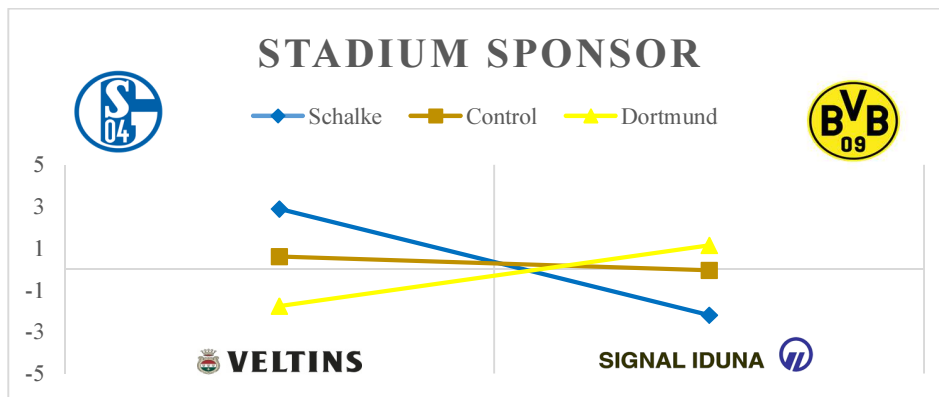


Figure 3 - Graphical overview of Mean differences Schalke-Dortmund

Given these findings, H1 is supported and goes in line with former literature findings. In fact, a negative image transfer from a rival team to the brand sponsoring it exists. As stated in the Hypotheses Generation part of this study, the first hypothesis was used as the starting point for further investigations in this field.

Test of Hypothesis 2

The second hypothesis stated that highly identified fans of a club will be subject to stronger levels of negative emotions associated towards a rival team's sponsors than supporters with a low level of fan identification. The easiest way to test this hypothesis was through a comparison of the mean scores of both fan groups. (Field 2013) The 11-point scale for the SPSS analysis ranked from 1 (dislike) to 11 (like)⁹. Levene's Test for Equality of Variances was used in this approach. For a more detailed information about the SPSS Output and an overview of the mean scores of both fan groups, see Appendix 3.

⁹ N.B.: Survey respondents provided their preferences on an 11-point scale ranging from (-5) dislike to (5) like

The results showed that only a few brands were significantly affected by the level of fan identification, namely:

Table 6 – Influence level of fan identification (high versus low)

Club		Name of Rival Sponsor				Significant difference between groups	
Rapid Wien	Verbund*	t(90.051)=2.498; p<0.05	Generali**	t(91)=2.005; p<0.05	-----	-----	
Dortmund	Veltins**	t(28.218)=2.860; p<0.01	ERGO	t(60)=-2.560; p<0.05	Gazprom*	t(59.829)=2.874; p<0.01	
Schalke 04	Brinkhoff's	t(57.242)=2.074; p<0.05	Signal Iduna**	t(105)=2.190; p<0.05	Sparda Bank	t(105)=2.135; p<0.05	

*Jersey sponsor

**Stadium sponsor

All other brands examined in this study (26 brands in total) did not show any significant difference between the two different levels of fan groups. It has to be mentioned that the lack of findings for Austria Wien might be caused by the low amount of observations. These results indicate that only a small number of the examined brands show a statistically significant effect between the level of fan identification and the level of “negative emotions”¹⁰ associated by home team’s fans towards a rival team’s sponsor. One explanation for this phenomena could be that fans might not have been aware of the fact that all the stated companies are sponsors of their rivalry team. This could be caused by the fact that these sponsors are not obviously visible as home team’s cooperation partners for rivalry fan groups (e.g. a brand like Volksbank is not visible on Schalke 04’s jerseys). What is interesting in this sense is the fact that nearly all main sponsors (jersey and stadium sponsors) showed significant differences between the responses of both fan groups. However, the majority of brands did not show any significant difference between these two observation groups. This especially counts for the findings of Borussia Dortmund and their rival sponsor ERGO. Highly identified Dortmund fans ranked the brand significantly higher than low identified Dortmund supporters. This finding stands in strong conflict with the expected outcome. However, when comparing all different mean scores between high- and low identified fan groups, the following graphs can be presented (Figure 4 to Figure 7). For more clarity, the scale has again been changed to the initial -5 to 5 ranking available in the survey.

¹⁰ N.B.: The term „negative emotions“ might not be adequate in this sense since most participants had neither negative nor positive feelings towards the stated sponsorship brands as Figures 4-7 show.

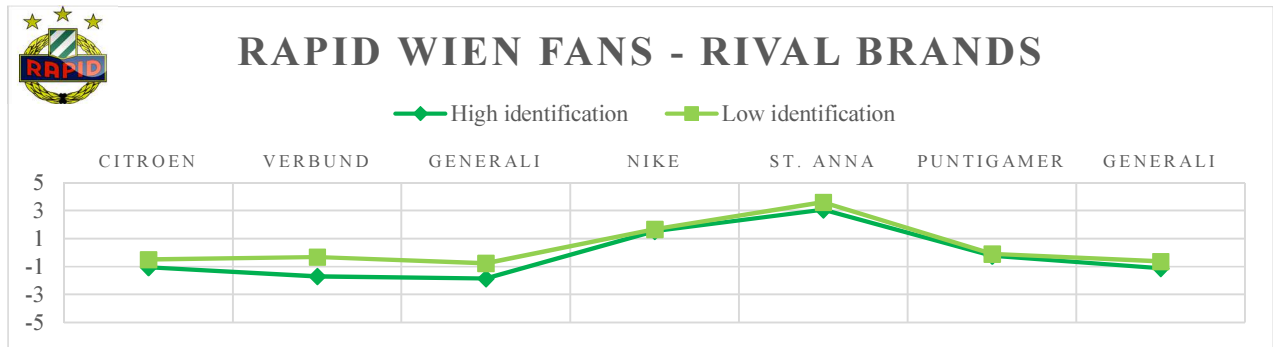


Figure 4 - Mean scores Rapid Wien fans

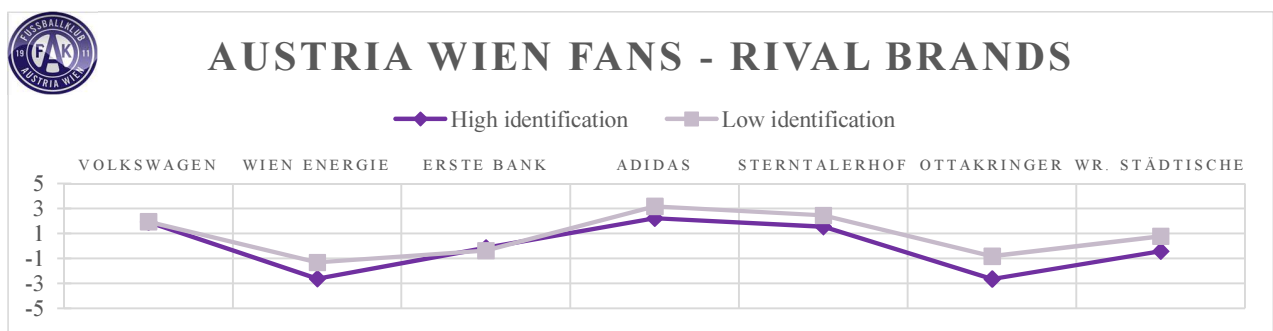


Figure 5 - Mean scores Austria Wien fans

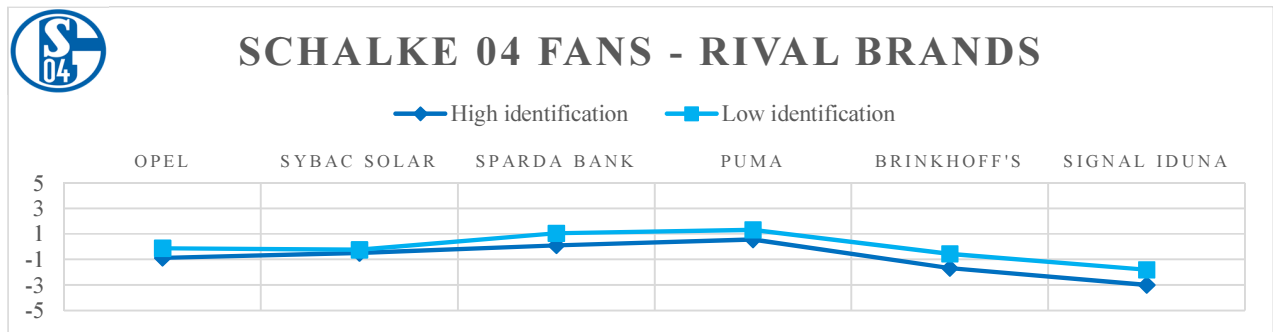


Figure 6 - Mean scores Schalke 04 fans

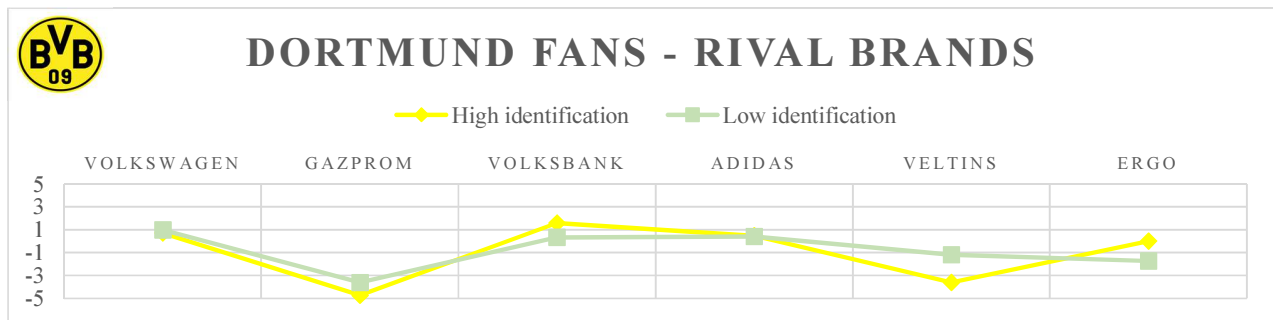


Figure 7 - Mean scores Dortmund fans

As becomes obvious from this data, even though not every single brand displays a significant difference in scores between fans with high fan identification and fans with low fan identification, rival brands were, in general, lower ranked by highly identified fans in comparison to low identified fans (with a few exceptions). Hence, an influencing effect is discernible, even though this effect is not significant for every single brand examined in this study. Nevertheless, Hypothesis 2 will be denied due to its lack of statistical significance.

Given the fact that responses of highly identified fans and fans with low fan identification do not differ significantly, all further hypotheses tests will not differentiate between these two groups.

Test of Hypothesis 3

Through the third hypothesis I tried to find out whether rival fan groups generate the same negative emotions towards a rival team's cooperation partner if this partner is a charitable organization. In other words, I wanted to know if home team's fans experience a lower level of negative emotions towards the rival team's cooperation partner if this deal is of charitable interest.

The easiest way to test this hypothesis was through a comparison of means between groups. (Field 2013) If there is no significant difference between answers of the supporters and answers within the Control Group, it can be assumed that the cause of a sponsorship deal does indeed have an effect on fan groups' reactions towards a rival brand. For this I've included two charitable organizations into the Austrian study. Both charitable organizations had or still have cooperation deals with one of the two stated rival clubs (Rapid Wien has a cooperation with Sterntalerhof and Austria Wien's CSR commitment is displayed by their cooperation with St. Anna Kinderspital). What is more, both organizations are concerned with the same charitable issue, namely child cancer. Furthermore, it has to be mentioned that both organizations are not displayed as sponsors or cooperation partners on the general homepages of both teams. Still, both organizations are visible through both clubs' CSR commitments (which are, for example, displayed in the newsfeed on the homepages).

As expected, the findings of both fan groups reported **no** significant differences ($p > 0.1$) between responses of fan groups and the Control Group. What is more, supporters of both rival groups ranked the charitable organizations higher than the Control Group. For a more detailed

information about the SPSS Output, see Appendix 3. Thus, no negative emotions towards a rival team’s charitable cooperation partner could be found. The 11-point scale for the SPSS analysis ranked from 1 (dislike) to 11 (like)¹¹.

Table 7 – Overview means charitable organizations

	Supporters Rapid Wien	Supporters Austria Wien	Control Group	Mean difference between groups
St. Anna Kinderspital	M=9.31 (SD=2.03)	Not part of study	M=8.86 (SD=2.21)	t(199)=1.496; p>0.1
Sterntalerhof	Not part of study	M=7.91 (SD=1.97)	M=7.34 (SD=2.16)	t(150)=1.502; p>0.1

Supporters of Rapid Wien, Austria Wien and participants from the Control Group ranked the organizations St. Anna Kinderspital and Sterntalerhof quite similarly. Thus, Hypothesis 3 is supported by my findings. For a graphical overview see Figure 8. For better visibility, the scale has again been changed to the initial -5 to 5 ranking available in the survey:

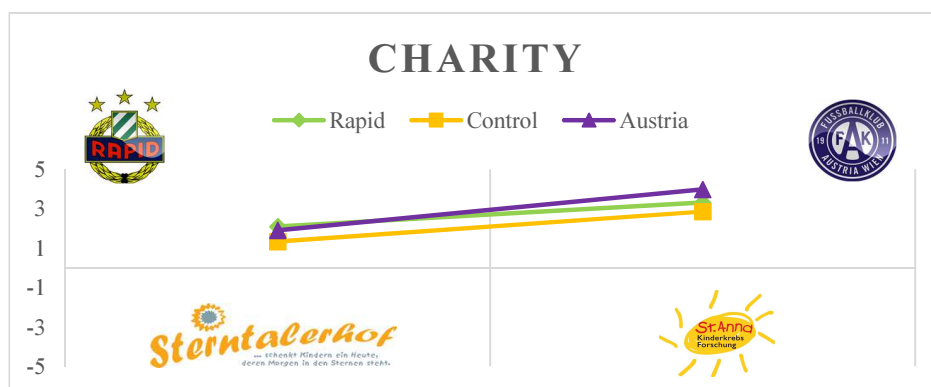


Figure 8 - Graphical overview charitable organizations

Test of Hypothesis 4 & 5

Both, Hypothesis 4 and Hypothesis 5 tried to test influencing factors on fan’s responses towards rival brands. Since Oksnes & Dyer (2012) already examined the influence of the factor “product category” on supporters’ responses through their high-fit versus low-fit sponsor approach, I chose a different path and focused my research on other factors. In H4 I wanted to know whether the presence of the rival team’s sponsor has a significant effect on the level of negative emotions

¹¹ N.B.: Survey respondents provided their preferences on an 11-point scale ranging from (-5) dislike to (5) like.

associated by the home team's fans towards this sponsor.¹² In H5, on the contrary, I tried to examine if the geographic origin of the rival team's sponsor has a significant effect on the level of negative emotions associated by the home team's fans towards this sponsor.¹³ One way to analyze this data will be through a separate one-way ANOVA of both factors. However, given the fact that there might be possible interactions between both factors and the data output, a two-way ANOVA has additionally been conducted. (Field 2013)

Given the fact that this test tries to examine general influencing factors of fan responses towards rival brands, responses of ALL four fan groups have been collected for this analysis.¹⁴ First I conducted a one-way ANOVA for every factor analyzed in both markets. Additionally, I have added a two-way ANOVA as an extra analysis to show interactions between both factors. In this sense, I did not distinguish between the German and Austrian market and made no differentiation between fan groups. All fan responses towards rival brands were taken into account, except from the responses towards charitable organizations (given H3's findings). In order to generate a reliable test, sponsors of all four football clubs presented were classified into different sponsorship levels and levels of geographic origin (for a detailed explanation of the sponsorship classification see Table 13 and Table 14 in the Appendix).

The findings of my conducted one-way ANOVA test for the Austrian market reported the following results:

- There was a statistically significant effect of the rival brand's level of sponsorship on supporters' responses towards this brand, $F(3, 818) = 31.621, p < 0.0005$, determined by one-way ANOVA.
- Furthermore, there was a statistically significant effect of the rival brand's geographic origin on supporters' responses towards this brand, $F(2, 819) = 22.447, p < 0.0005$.

¹² N.B.: For this, sponsorship brands have been classified into four different levels of sponsorships ranging from Main Sponsors (high presence) to Regular Sponsors (low presence) – Table 14

¹³ N.B.: For this, sponsorship brands have been classified into four different levels of geographic proximity ranging from Local Sponsors (high geographic proximity) to International Sponsors (low geographic proximity) – Table 13

¹⁴ N.B.: A detailed overview of fan's responses towards their rival team's sponsors can be found in Appendix 3

The one-way ANOVA test for the German market showed similar results, namely:

- There was a statistically significant effect of the rival brand's level of sponsorship on supporters' responses towards this brand, $F(3, 1010) = 74.894$, $p < 0.0005$, determined by one-way ANOVA.
- What is more, there was a statistically significant effect of the rival brand's geographic origin on supporters' responses towards this brand, $F(3, 1010) = 63.115$, $p < 0.0005$.

For a more detailed information about the SPSS Output, see Appendix 3. Since both markets showed similar results, I decided to present an additional two-way ANOVA study to show possible interactions between both factors.

The results of the additional two-way ANOVA of both markets showed that there was a statistically significant interaction between the effects sponsorship level and geographic origin of a rival brand on fan's responses towards this brand, $F(7, 1822) = 15.747$, $p < 0.0005$.

What is more, there was a significant main effect of the rival brand's level of sponsorship on supporters' responses towards this brand, $F(3, 1822) = 40.988$, $p < 0.0005$.

Furthermore, there was a significant main effect of the rival brand's geographic origin on supporters' responses towards this brand, $F(3, 1822) = 35.293$, $p < 0.0005$, determined by the two-way ANOVA.

Tukey Post Hoc tests showed that supporters' responses towards a brand were similar when a brand is of local or regional origin ($M_{diff} = -0.30$, 95% CI $[-0.90, 0.29]$, $p = 0.560$). However, supporters' responses ranked significantly higher if this brand was of national ($M_{diff} = -1.76$, 95% CI $[-2.28, -1.24]$, $p < 0.0005$) or international ($M_{diff} = -1.23$, 95% CI $[-1.77, -0.68]$, $p < 0.0005$) origin compared to the local level.

Therefore, brands that are located in geographical proximity to the rival team experienced higher levels of negative emotions by fan groups and hence received lower scores.

Analogous results were found for the different levels of sponsorships. This time the Tukey Post Hoc test showed that supporters' responses towards a brand were similar when the brand's level of sponsorship was lower than that of a Main Sponsor. Premium Sponsors and Champion

Sponsors ($M_{diff} = 0.34$, 95% CI [-0.09, 0.78], $p = 0.178$), as well as Champion Sponsors and Regular Sponsors ($M_{diff} = 0.43$, 95% CI [-0.07, 0.92], $p = 0.122$) showed similar results. However, supporters' responses ranked significantly lower if this brand was a Main Sponsor compared to, for example, a Premium Sponsor ($M_{diff} = -2.28$, 95% CI [-2.73, -1.84], $p < 0.0005$).

To sum up, brands that had a high presence in rival supporters' mindsets experienced higher levels of negative emotions by these fan groups and hence received lower scores. Thus, Hypothesis 4 and Hypothesis 5 are supported due to the significant test results for both factors. For a more detailed information about the SPSS Output, see Appendix 3.

Summary of hypotheses

The following Table shows an overview of all the tested hypotheses and their results.

Table 8 - Hypotheses overview

Number	Hypotheses	Result
H1	When exposed to their rival team's main sponsor, fans of a football team will generate stronger negative emotions towards this sponsor than fans with no rivalry affiliation.	Empirical support
H2	When exposed to their rival team's sponsors, highly identified fans of a club will associate stronger levels of negative emotions towards these sponsors than supporters with a low level of fan identification.	No empirical support
H3	When exposed to the good cause of a rival team's cooperation deal, no significant negative rivalry affiliation of home team's fans towards this cooperation partner is expected.	Empirical support
H4	The presence of the rival team's sponsor has a significant effect on the level of negative emotions associated by the home team's fans towards the rival team's sponsors.	Empirical support
H5	The geographic origin of the rival team's sponsors has a significant effect on the level of negative emotions associated by the home team's fans towards the rival team's sponsors.	Empirical support

Discussion

Results of this study support the findings by Bee & Dalakas (2013), Bergkvist (2012) and others, as fans of a team will like a company less if rivalry affiliations exist. From the supported H1, we can evaluate that when exposed to their rivalry team's main sponsor, fans of a football team will generate stronger negative emotions towards this sponsor than fans with no rivalry affiliation. This finding is consistent with suggestions by relevant literature in the past and my predictions based on Balance Theory, Social Identity Theory and the Affect Infusion Model. (Heider 1958, Tajfel, Turner 1986, Forgas 1995)

As shown by Figure 1 in the Hypothesis Generation part of this study and my own results, conceptual links between Balance Theory and Sponsorship Responses can be drawn. (Dalakas, Levin 2005)

H2 predicted that, when exposed to their rival team's sponsors, highly identified fans of a club will associate stronger levels of negative emotions towards these sponsors than supporters with a low level of fan identification. This hypothesis was not supported. Even though an influencing effect was discernible, the effects were statistically insignificant. Only 7 out of 26 examined brands showed major differences in fan groups' responses. What was interesting in this sense was the fact that nearly all main sponsors did show significant differences between the responses of these two fan groups. H2 not being supported is contrary to my assumption that was based on previous literature findings on this topic. (Bee, Dalakas 2013)

Additionally, it is in conflict with Gwinner's (2005) findings that highly identified fans possess greater knowledge about sports than fans with low team identification and thus should be able to recognize sponsorship partners better than their low-identified counterparts. (Gwinner 2005) However, the fact that I have used real brands in this study and the choice of my experimental research groups might explain why the hypothesis was not fully statistically supported. Many supporters have pre-defined opinions about a brand, especially if this brand is of local origin. The fact that highly and low identified fans of a club might originate from different social and ethnic backgrounds likewise plays an important role in this sense. Even though a highly identified supporter might generate stronger feelings towards a rival brand, his or her personal opinions about this brand might differ a lot depending on his/her social or ethical background

and the geographic origin of the brand analyzed. What is more, I did not consider factors like gender or age in this study, which might similarly have an influencing effect on fan groups' responses. (Dekhil, Desbordes 2013) However, regarding the factor gender influence a differentiation in terms of H2 made no sense since the majority of the football fans examined in this study were men, regardless of their stated team identification. Still, this discussion might make sense on a general note since the output of the Control Groups could differ given a different male/female ratio. Nevertheless, these effects were not expected to change the general outcome of this study. A way to test this influencing effect regarding gender influence was to exclude women's Control Group responses. Examples showed that only minor changes happened to the output's findings (e.g. the rating of Signal Iduna from the Control Group in the German study changed from 5.95 to 5.91 and the rating of Wien Energie from the Control Group in the Austrian study changed from 6.65 to 6.22).

A significant influencing effect of the factor age was also not expected. This assumption is grounded by the fact that the Austrian, as well as the German study featured reactions from participants that originate from different age ranges. Still, both studies showed similar results and therefore, rule out the influencing effect of this factor.

Talking about influencing factors, a deeper look at the results of H3-H5 will be the next step of this analysis. In contrary to Oksnes & Dyer's (2012) study, where the authors predicted an influence of the factor "product category" (high-fit versus low-fit sponsor) on fans' responses towards rival brands, my findings showed that other factors similarly influence the outcome of supporters' responses.

H3 predicted that, when exposed to the good cause of a rival team's cooperation deal, no significant negative rivalry affiliation of home team's fans towards this cooperation partner is expected. H3 is supported, meaning that no negative rivalry affiliation has been found between responses of fan groups and the Control Group.

This finding goes in line with my stated prediction that even though the cooperation between the charitable organization and the home team's rival team causes an imbalance for supporters (Heider 1958), the meaning and importance of the charitable organization within the social group "society" (Tajfel, Turner 1986) is higher than the negative emotions caused by this imbalance.

As predicted by H4, the presence of the rival team's sponsor has a significant effect on the level of negative emotions associated by the home team's fans towards the rival team's sponsors. This result confirmed literature's assumptions that the more present the sponsor is, the more likely this sponsor is to be perceived and memorized by the consumer. (Breuer, Rumpf 2011)

Furthermore, the sponsor is memorized better by the rival fan group and thus, stronger rivalry affiliations are formed by this group of supporters. As shown in the results part of this study, brands that had a high presence in rival supporters' mindsets experienced higher levels of negative emotions by these fan groups and hence received lower scores.

Finally, H5 tried to examine whether the geographic origin of the rival team's sponsors has a significant effect on the level of negative emotions associated by the home team's fans towards the rival team's sponsors. Similar to H4, my results supported this hypothesis. Brands that are located in geographical proximity to the rival team experienced higher levels of negative emotions by fan groups and hence received lower scores. This goes in line with literature findings. It makes sense that the geographic proximity between rival team and rival team's sponsor makes it easier in the supporter's mindset to form an "in-group" versus "out-group" behavior described in Social Identity Theory. (Tajfel, Turner 1986)

What is more, my study's findings showed that both factors together, the presence of the rival team's sponsor as well as the geographic origin of the rival team's partner, have an influencing effect on fan groups' responses. This research outcome shows even more that there are a lot of influencing factors that have to be examined in a sponsorship context.

The stated report findings tried to fill some of the current gaps in literature about sponsorships. Nevertheless, one further goal of a Master thesis is to extend the findings of common literature and generate new knowledge. That is why I decided to take another step and conducted a second study as part of my thesis paper that is of qualitative research origin.

Qualitative study

The results of the quantitative study showed some interesting findings on fan groups' reactions towards rival sponsors. Due to the fact that this quantitative study was conducted on a rather large scale, not all findings were included in the results part of this thesis. One of these additional findings were fans' reactions towards their own team's main sponsors.

Former literature suggests that when fans have built a strong positive attachment to their favorite team, these people will automatically associate similar positive attitudes with the sponsor that becomes connected to their favorite team through a sponsorship agreement. (Dalakas, Levin 2005, Heider 1958)

These findings are confirmed by all main sponsors included in my study, besides from one, as can be seen in the following Table:

Table 9 - Fans' attitudes towards main sponsor(s)

Football club	n	Main sponsor(s) of the team		Fans' attitudes towards Sponsor(s)	
		Jersey sponsor/Stadium sponsor		Scale from 1 (dislike) to 11 (like)	
Rapid Wien	93	Wien Energie	Allianz*	8,22 (SD=2.27)	No results
Austria Wien	44	Verbund	Generali	8,89 (SD=2.07)	8,16 (SD=2.02)
Dortmund	62	Evonik*	Signal Iduna	No results	7,16 (SD=2.55)
Schalke 04	107	Gazprom	Veltins	4,87 (SD=3.24)	8,89 (SD=2.14)

*Brands that were not part of the study

As we can see, the jersey sponsor of Schalke 04, Gazprom, received the lowest score of all main sponsors in the study. What is more, it was negatively ranked by the supporters of this club, even though the sponsor offers all necessary attributes in order for a positive image transfer to take place. Gazprom has been a successful main sponsor of Schalke for many years (since 2007) and is highly visible on the football club's jerseys in every game. (FC Schalke 04 2014) It is apparent that another factor must influence fan reactions towards this sponsor, namely the company's legal or social misbehavior.

As I will further explain in the specific case study of Schalke 04 and Gazprom, the Russian company received a lot of negative press coverage due to Russia's military interactions in Crimea and Eastern Ukraine. As the largest extractor of natural gas in the world, Gazprom is in

fact a powerful institution for Russian politicians to overpower economic sanctions from the Western World and thus show Russia's strength. (Holden 2014)

This controversial behavior of a company and its holders of authority is expected to have negative side effects for the firm in terms of its sponsorship arrangements. This effect might be explained by Heider's Balance Theory. Fans of a football club experience imbalance in their lives due to the fact that the sponsor that is so closely connected to their favorite club acts in a misbehaving way. This "love" for a club and "hate" for its main sponsor leads to disparity in the fans' mindset. (Heider 1958)

There are several possible ways for the football fan to get out of this dilemma. One might be that the football fan starts to refuse or ignore the sponsorship connection between club and sponsor (through several ways). Another way for the fan to overcome this imbalance is to fight for the cancelation of the sponsorship deal. In both cases, no positive image transfer between sponsor and football club is expected to take place.

However, these possible effects haven't been examined by marketing researchers so far. That is why I intend to add some new insights to the existing sponsorship literature by addressing this gap in research. Given the stated information, I will name my research question for this problem and try to answer it through two case studies I have selected. As stated beforehand, this qualitative research will be conducted through Netnography studies of two different football fan groups.

Research question

As stated in the purpose of this thesis paper, through this specific research approach I try to identify what responses of a specific fan group look like if their favorite team's main sponsor acts in a legally or socially controversial way. Furthermore, I intend to discover how intense and dangerous these expected negative fan reactions are for the misbehaving sponsor. What is more, I want to find out whether sponsorship is a potential tool to help companies deal with their current crises. Thus, my research question is:

When confronted with the legal or social misbehavior of their home team's major sponsor, what do highly identified fan reactions look like?

Case studies

The following two case studies deal with the problem stated in the research question. In this part of the thesis I would like to give a short introduction into both cases in order to provide the reader with important background information on this topic. This information is necessary for the reader to understand fans' reactions towards these football clubs' main sponsors.

Case 1: Gazprom & Schalke 04

Gazprom and Schalke 04 announced their sponsorship arrangement in the year 2007. Back in these days, nobody could have known what was going to happen in Crimea and Eastern Ukraine in 2014. Nevertheless, Schalke 04 and its authorities have a lot of problems to manage today. During the last couple of months, Russia occupied Crimea and thereby fuels the conflict in Eastern Ukraine, whose tragic climax as of now were 298 deaths following the crash of flight MH17. During this time, Gazprom itself increased the prices of gas in Ukraine by eighty percent. The group's own bank was set on the sanctions list by the European Union before the end of July. Sanctions against Gazprom itself are unlikely, but not completely excluded. (Jochheim 2014)

Even though the connection between its main sponsor and the Russian authorities that are causing trouble in Ukraine are strong, a contract cancelation is no real option for the club. The team receives 16 million Euros a year from the energy company Gazprom, which is owned by the Russian state. (Holden 2014)

The contract with Gazprom runs until 2017. What is more, this collaboration is so well-endowed that it could not be replaced equally. Furthermore, this contract ensured that Schalke established itself in the national and international forefront the last couple of years and has become a brand on its own. (Schmitt 2014)

Even though this political issue holds potential for massive fan protests, most fans are silent, quite contrary to their nature. This is no surprise for fan researcher Jonas Gabler, who states: *"Fans are only politically active when they see the tradition of their club in danger [...]. Even the ultras have come to the conclusion that teams without commercial sponsors would not be able to stay competitive."*¹⁵ It seems that for many supporters, Schalke 04 and Gazprom are

¹⁵ N.B.: The original comment has been translated by the author of this thesis paper.

synonyms. Still, not all fan groups behave in the same way. Torsten Wieland, a 42-year-old highly identified Schalke 04 fan for many years is a good example in that manner. He would not dream of buying the new jersey of his favorite team – not since 2007 and not until 2017, at least. (Jochheim 2014)

Case 2: Wiesenhof & Werder Bremen

In summer 2012 word was spreading that the North German football club Werder Bremen would announce its new main jersey sponsor for the next two Bundesliga seasons. (DPA 2012) However, fans of the traditional club were shocked when they heard that the new sponsor was going to be the German poultry producer Wiesenhof. PETA and other animal rights activists accuse the company of massive animal cruelty and illegal machinations. (Langer 2012)

After the successful negotiations of Werder Bremen with the poultry producer, massive fan protests were announced. These fan protest included the preparation of Anti-Wiesenhof banners for home games and other visible actions. Activists of the animal rights organization PETA presented slogans like "Wiesenhof is animal cruelty" outside of the stadium. Similarly, fan club members threatened to return their season tickets and furthermore, the purchase of the new Wiesenhof-logo jerseys should be boycotted. (Exner 2012)

These fan reactions were caused by a number of reasons. Werder Bremen has always been a football club whose fans were proud of its political "left-wing" identification. Thus, the reaction of Jan Saffe, spokesperson of the green party for agricultural policy and consumer protection in Bremen, made a lot of sense for many supporters: *"If Werder players slip on jerseys with a Wiesenhof logo on it, they make propaganda for animal torture. This is embarrassing for our city, because Werder is the most important showcase for Bremen."*¹⁶ A storm of protest caught the club with a vehemence that has been unparalleled in Werder's history. (Bogena 2012)

However, two years after the initial contract, Werder Bremen announced the extension of the contract with its main sponsor until summer 2016. (SV Werder Bremen 2014)

Werder Bremen manager Klaus Filbry stated that *"The current cooperation has paid off for both sides. Werder has an economically strong and reliable partner at its side and Wiesenhof showed*

¹⁶ N.B.: The original comment has been translated by the author of this thesis paper.

that its courageous step on the public stage 'Bundesliga' was the right one."¹⁷ (SV Werder Bremen 2014)

As expected, this contract extension was followed by further negative fan reactions.

Methodology

Scientific approach

To detect whether supporters respond negatively to a main sponsor's ethical misbehavior it is important to collect natural opinions and responses from representatives of fan groups. There are several research techniques that could have been used, such as focus groups, personal interviews and market-oriented ethnography. However, I decided to conduct a Netnography study on this topic. Netnography is an online marketing research technique that is able to provide useful consumer insights. One single case study might not have been enough to receive generalizable results, therefore, I conducted two different case study scenarios.

Netnography – characteristics

Since it might be possible that the reader of this paper is not familiar with the research technique of Netnography, this part of the thesis should provide some useful information on this topic.

The interest in online marketing and social online communities has been growing over the last couple of years. Netnography tries to extend the strengths and advantages of traditional market-oriented ethnography by demonstrating how it can be conducted online using existing online communities such as fan forums. (Kozinets 2002)

Netnography in this sense is a *"qualitative research methodology that adapts ethnographic research techniques to the study of cultures and communities emerging through computer-mediated communications"*. (Kozinets 2002) Netnography further uses the *"information publicly available in online forums to identify and understand the needs and decision influences of relevant online consumer groups"*. (Kozinets 2002)

A Netnography approach is divided into several steps. These steps are called Entrée, Data Collection, Analysis & Interpretation, Research Ethics and Member Checks. (Kozinets 2002)

¹⁷ N.B.: The original comment has been translated by the author of this thesis paper.

I will try to briefly explain all of these steps in general and afterwards, I am going to adapt them to my current research field.

In the **Entrée** step of a Netnography study, the researcher has to generate specific marketing research questions, identify particular online forums appropriate to his/her types of questions and learn as much as possible about the groups or forums he/she tries to analyze. (Kozinets 2002)

The **Data Collection** part of the Netnography study is divided into two steps. First, there are datasets that can be directly copied from the computer-mediated communications of the community members. Second, there are datasets that the researcher inscribes regarding his or her knowledge or observations of the online community. What is more, messages might be classified as social or informational, and opinions might be further divided into on-topic and off-topic statements. (Kozinets 2002)

Where Kozinets (2002) suggests that only “insiders” (strong ties and consumption interest within the group) and “devotees” (weak ties to the group, but strong consumption interest) are important actors in an online community, Langer & Beckman (2005) consider statements of all community members as valuable.

An important function of the **Analysis** part is to point out the sufficient descriptive richness of the messages that were taken into the researcher’s consideration set. In Netnography, a relatively small number of messages and opinions might draw interesting and useful conclusions if this messages contain analytic depth and insight. (Kozinets 2002, Langer, Beckman 2005)

In terms of **Interpretation**, the researcher has to follow conventional procedures in order to prove that the research is trustworthy and reasonable. In this sense, every aspect of the posting (the type, content, act, length, intensity, and so on) is relevant observational data for the researcher and thus, important information that has to be considered by him/her. (Kozinets 2002, Langer, Beckman 2005)

It is important to mention that generalization of the study’s findings beyond particular online groups may not be necessary in Kozinets’ opinion. Triangulation of Netnography data generated from other methods such as focus groups, surveys or interviews may be useful if the researcher seeks to generalize findings beyond what the participants stated. (Kozinets 2002)

In terms of **Research Ethics** and **Member Checks**, authors disagree on how to behave right in this sense. There is genuine debate about the public versus private issue in online communities. (Kozinets 2002, Langer, Beckman 2005)

Kozinets recommends specific ethical research procedures. He says that the researcher should (1) fully disclose his/her presence, (2) ensure anonymity to informants, (3) seek and incorporate feedback from members and finally, (4) contact community members and obtain permission to use any of their specific postings. What is more, Member Checks is a procedure in which the final research paper's findings are presented to the people who have been studied. (Kozinets 2002)

Langer & Beckman (2005) disagree with Kozinets' opinions on Research Ethics and Member Checks. The authors state that Kozinets' guidelines are way to rigorous and that they would rather rely on the research ethics for content analysis developed in media and communication research. (Langer, Beckman 2005)

Given this theoretical background I will now adapt these different steps to my specific case study design.

Entrée

The purpose of this study was to understand how supporters of a specific fan group respond to its main sponsor's ethical misbehavior. Research questions covered issues such as: When confronted with the legal or social misbehavior of their home team's major sponsor, what do highly identified fan reactions look like? How intense and dangerous are these expected fan reactions for the misbehaving sponsor? Is sponsorship a potential tool for companies to deal with their current crises?

The study was informed by literature and media archive research. Owing to the fact that high identified supporters nowadays make use of official fan forums to express their personal opinions about topics related to their favorite football club, the official fan forum pages of Schalke 04 (<http://forum.schalke04.de>) and Werder Bremen (<http://forum.werder.de>) were chosen for further analysis. These fan forums are officially linked to the football clubs' main websites.

All opinions and threats on this web site are accessible without any restrictions and can therefore be characterized as public communication. Thus, the cultural entrée corresponds with Kozinets' (2002) suggestions.

Data Collection

The threads “Alles zum Hauptsponsor Wiesenhof” (Werder Bremen) and “Hauptsponsor Gazprom” (Schalke 04) were chosen for further analysis. The data collection from the Schalke 04 fan forum took part between March 3rd and April 29th, 2014. Responses from Werder Bremen's fan forum were collected in two data collection periods, namely August 7th until August 8th, 2012 (prior to the official sponsorship confirmation) and January 29th until February 8th, 2014 (after the sponsorship contract extension). During these time slots a total of 235 contributions from the Schalke 04 forum and 829 (493/336) contributions from the Werder Bremen forum could be identified. These contributions were classified into on-topic and off-topic contributions. This classification left a total of 52 relevant contributions from the Schalke 04 forum and 211 (159/52) relevant contributions from the Werder Bremen forum. A total of 35 printed pages were filled with an average length of 49 words per posting. All contributions have been printed, categorized and coded before further analysis and interpretation. All 263 contributions received a classification number (from S01 to S52, from WBC001 to WBC159 and from WBE01 to WBE52). Hence, in contrast to the procedures suggested by Kozinets (2002) and in line with Langer & Beckman's (2005) suggestions, contributions of all fan forum members were included in the necessary data set. (Langer, Beckman 2005)

Analysis and Interpretation

As suggested by Langer & Beckman (2005), as well as Kozinets (2002), the text body was read through several times. The material was structured, coded and summarized. Afterwards I made the effort to explain and interpret its meaning. Multiple coding as well as frequency coding was used in this study. While multiple coding helped with the topical focus of the postings, frequency coding helped with aspects such as positive/negative/neutral attitude towards the sponsor and its misbehavior as well as identity information about the correspondents. The analysis and interpretation of the data corresponds to both Kozinets' and Langer & Beckman's recommendations.

Research Ethics and Member Checks

Similar to Langer & Beckman's (2005) Netnography approach, contributors from both fan forums were not informed about the identity of the analyst. Furthermore, authors whose entries have been quoted in the study were not asked for any permission. However, information about usernames, email-addresses, phone numbers etc. were made anonymous in the final study. Since participation in the fan forum does require formal membership but no membership is required when simply viewing participants' opinions, no member checks were made. This approach stands in strong contrast to the procedures suggested by Kozinets (2002), especially when talking about the author's recommendations related to ethics and member checks. However, as Langer & Beckman explained in their research paper, these procedures are still expected to fully satisfy ethical standards for content analysis of public media texts.

What is more, this approach tried to work with one of the great advantages and strengths of content analysis, its unobtrusiveness. The disclosure of the researcher's presence or the step of contacting fan forum members to obtain their permission would have weakened this advantage. Members might not have responded to the postings anymore (or might have responded in a slightly different way). This could have ultimately resulted in misrepresentations of consumers' accounts on the given topic. (Langer, Beckman 2005)

Data quality

Not only quantitative research is important to evaluate in terms of the reliability and validity, but also qualitative research. However, given the fact that both terms have already been theoretically mentioned in the quantitative research part, this data quality analysis will be held rather short.

Also, in terms of qualitative case studies, it makes more sense to look at validity rather than reliability, which is why I will start with the former. (Bryman, Bell 2011)

Validity

Internal validity might be hard to ensure for a case study like this. In terms of this thesis, internal validity refers to how well the results of the Netnography study correspond to what the qualitative thesis part is aiming to measure. (Bryman, Bell 2011)

Since this Netnography research approach reflects a small group of fans and their subjective opinions and versions of reality rather than a general objective truth, internal validity indeed is not very easy to guarantee. However, these forum participants represent the official online opinions of highly identified fans of these clubs. Only football fans with a high affiliation to their favorite club are expected to take part in these conversations. What is more, given the fact that the analyzed topics about the football clubs' main sponsors and their issues have not been generated by me as a researcher but have already been created by the fan groups themselves, the responses are natural and unbiased.

To improve the degree of internal validity and to get as many perspectives as possible of the studied subject, different fan groups have been examined. They have both dealt with the same topic, their main sponsor's misbehavior and their reactions towards this issue. The expected behaviors of these fan groups are based on relevant literature and my own findings in the quantitative part of this study. Moreover, the analysis of Werder Bremen's supporters took part in two different observation periods (prior to the official sponsorship confirmation and after the sponsorship contract extension), which made it possible to depict differences in reactions. In that way, internal validity of the study was further improved. (Bryman, Bell 2011)

The second category of validity is external validity, which refers to the extent that findings can be applied in other social settings. However, quantitative and qualitative external validity studies differ a lot. Quantitative studies are based on statistical generalization, while case studies rely on analytical generalization instead. Case studies are made to gain increased or new knowledge about a topic. Still, the chosen phenomenon was studied by using different cases and different people in each case as an attempt to increase external validity. (Bryman, Bell 2011)

Reliability

As stated before, reliability is another aspect that Bryman & Bell (2011) recognize as a factor affecting a study's quality. In qualitative studies, such as the presented case studies, it is hard to obtain to what extent a researcher can repeat the study and achieve the exact same results as the first time. (Bryman, Bell 2011)

This is due to the fact that these analyses involve personal responses of fans out of fan forums. These opinions are of course of a subjective nature. However, given the fact that the experiment

has been conducted in two different settings and received similar results, this adds to the studies' reliability.

Findings

This section reports major findings of the study in order to illustrate which types of results can be conducted by applying content analysis in the study of online communications.

Behavior of Schalke 04 fans towards their main sponsor Gazprom

One of the purposes of this study was to identify what fan reactions by highly identified fans of the home team look like if their main sponsor acts in a legally or socially controversial way. A look at the fans of Schalke 04 revealed that even though there have been some negative opinions stated in the forums, these opinions were most of the times equaled out by positive statements about the club's main sponsor. About 25 percent of all on-topic contributions stated a negative opinion about the club's jersey sponsor. Here most of the users brought forward the Ukraine crisis and Gazprom's position in this political issue. In the following, some translated excerpts of fans' opinions can be read (to view the original fan opinions in German, see Table 15 in the Appendix):

"People that wear a shirt with the Gazprom logo on it refuse to take the Ukraine crisis seriously" (S05, anonymous)

"Gazprom = Russia! You can't separate them... [...]" (S48, anonymous)

However, 35 percent of all on-topic contributions pointed out the positive sides of this sponsorship deal and that every main sponsor has its downside. What is more, most fans indicate the necessity for Schalke 04 to have a financially strong partner such as Gazprom, which is illustrated by the following excerpts:

"Telekom wants to censor the Internet, Wiesenhof tortures our lunch, drugs from Bayer are also in the headlines ...Other big companies make their own policy and the sport benefits from the fact that they want to receive a good image." (S13, anonymous)

"I want Gazprom to remain as our sponsor. We need the money to survive. Thanks" (S29, anonymous)

Other users tried to go for a more humoristic (10%) or neutral (30%) approach towards this topic. It seems like they see both sides of the medal and try to focus on the actual sports team they are supporting.

“I cut out the Gazprom logo and replaced it by the logo of the Deutsche Bank” (S23, anonymous)

“I don’t care, Leverkusen lost. That’s all that counts” (S40, anonymous)

Thus, it seems like fan researcher Jonas Gabler was right when he stated that even the ultras (highly identified fan groups) have come to the conclusion that teams without commercial sponsors would not be able to be competitive. (Jochheim 2014)

Behavior of Werder Bremen fans towards their main sponsor Wiesenhof

Given the findings of Schalke’s Netnography study, I was not fully satisfied with the outcome of it. To increase the study’s reliability and to get some more useful information, I started another study with highly identified fans of Werder Bremen and their controversial main sponsor Wiesenhof. This time I looked at fan’s behaviors during two different time frames. I analyzed fan’s opinions before the confirmation of the sponsorship deal and after the sponsorship deal’s extension.

Sponsorship deal confirmation

The findings of Werder Bremen’s Netnography study during the time period of its sponsorship deal confirmation differed significantly from the results presented in the previous study. A majority of the fans reacted in a negative way towards the announcement that the German poultry producer Wiesenhof should become Werder Bremen’s new shirt sponsor. About 45 percent of all on-topic contributions stated a negative opinion about the club’s jersey sponsor. Here most of the users brought forward the issue that a company like Wiesenhof does not fit the club’s history and roots. What is interesting to see is the frequency of the postings compared to Schalke’s study. In a two-month period about 240 postings about its main sponsor Gazprom were recorded in the Schalke 04 forum. In contrast, Werder’s Wiesenhof discussion brought forward almost 500 comments in the club’s forum in only two days. Hence, this sponsor definitely caught the fans’ attention, which is also expressed in some of the following excerpts:

“[...] If the new sponsor is going to be Wiesenhof, I will have a big identification problem with my club.”
(WBC014, anonymous)

“It makes sense for Wiesenhof, that’s clear to me. However, it destroys our image [...]” (WBC047, anonymous)

“[...] Wiesenhof is an absolute no-go.” (WBC048, anonymous)

“At least we can boast of having the world leader on our breast. The world leader in animal rights violations.” (WBC056, anonymous)

“If Wiesenhof really appears to be our new sponsor, I’m done with financial expenditures for the next two years (shirts, tickets, etc.).” (WBC120, anonymous)

Not only did fan club members threaten to return their season tickets, they also refused purchasing the new home jersey. The rejection of Wiesenhof is also displayed in a survey that fans have conducted in this forum. The following Table shows the findings. (Fan Forum Werder Bremen 2014)

Table 10 - Fan's reactions towards Wiesenhof



Only 15 percent of all on-topic contributions pointed out the positive sides of this sponsorship deal. Similar to the Schalke 04 forum, most fans stated that every main sponsor has its downside. What is more, most Werder fans indicated the necessity to have a financially strong partner as the following excerpts show:

“Our potential new sponsor can have as many skeletons in the closet as they want, the only thing that counts is that they pay us enough.” (WBC033, anonymous)

“I think GAZPROM and KiK are also not nice under "moral" aspects. But which other club has a fair trade sponsor? [...]” (WBC143, anonymous)

The rest of the quotes (40%) deal with neutral emotions towards the sponsor and emotions of dislike towards the design of the new shirt. Several fans pointed out how ugly the new Werder Bremen jersey looks like with Wiesenhof's logo on it.

"It doesn't really matter what it says on the jersey, but the Wiesenhof logo looks like crap. Does not work for me. Destroys the whole beautiful jersey. That makes me sad." (WBC102, anonymous)

As we can see, there have been huge differences in fans' responses towards the controversial main sponsors. To get some more insights I have conducted a second Netnography study on Werder Bremen's fan base during the time of the sponsorship contract extension in the early months of 2014.

Sponsorship contract extension

Two years after the initial sponsorship agreement between Werder Bremen and its main sponsor Wiesenhof, Werder Bremen's management announced to extend the contract for another two years. (SV Werder Bremen 2014) I was interested in which way fan responses would differ from the initial contract confirmation two years ago. To my surprise, differences were immense. The findings showed that Wiesenhof received similar responses from Werder Fans like Schalke fans displayed towards their sponsor Gazprom during the Crimea and Ukraine crisis.

One way to show this difference is the number of contributions. As we remember, Werder's Wiesenhof discussion prior to the sponsorship contract brought forward almost 500 comments in the club's forum in only two days. In terms of the contract extension I've collected data over two weeks and was not able to gain more than 340 responses during that time. Thus, it seems like the topic Wiesenhof has lost its relevance for a lot of supporters.

Another way to show this was through the percentage of supporter opinions against the sponsor. Similar to Schalke's findings, about 25 percent of all on-topic contributions stated a negative opinion about the club's jersey sponsor. Here most of the users again brought forward the issue that a company like Wiesenhof does not fit the club's history and roots.

"[...] With this company as our sponsor I won't get a shirt, not even at a bargain!" (WBE05, anonymous)

"[...] What the hell happened to Werder?" (WBE48, anonymous)

However, in contrast to former findings, 30 percent of all on-topic contributions pointed out the positive sides of this sponsorship deal. Most fans indicate the necessity of this sponsorship agreement for Werder Bremen and the fact that the fit between the club and its sponsor is already there.

“In terms of the sports development in recent years and the current situation, this is one of the few good news!” (WBE24, anonymous)

“I think that the extension of the cooperation is an absolutely consistent decision. Sadly, Werder and Wiesenhof fit very well together.” (WBE33, anonymous)

The rest of the users (45%) again expressed neutral emotions towards the sponsor, tried to see both sides of this arrangement and offered alternatives:

“Suppose you have the following alternatives to choose from: (a) Wiesenhof remains as our main sponsor or (b) We have to sell our stadium’s name. Which one would you choose?” (WBE45, anonymous)

These and other findings of the Netnography study will now be discussed further.

Overall implications and conclusions

Overall, this study showed some interesting findings. Even though fans not always agree with their own team’s management and its decisions towards a new main sponsor, it seems like the longer and more intense a sponsorship deal lasts, the easier sponsor and team become “one” in supporters’ mindsets. Even though crises like the military intervention in Crimea and Eastern Ukraine caused negative press coverage and a lot of negative fan emotions towards a sponsor like Gazprom, most supporters of Schalke 04 remained loyal to them. Especially the case of Werder Bremen and Wiesenhof showed convincingly how fan behaviors can change over time. At first a lot of Werder Bremen’s supporters refused to accept Wiesenhof as their new main sponsor. As stated above, massive fan protests and other visible demonstration actions were announced. Furthermore, the purchase of the new Wiesenhof-logo jerseys should be boycotted. After two years with their new main sponsor the mood has changed. Even though there were still some negative opinions about the sponsor, most of the former negative voices turned into neutral or positive statements. Over time fans seem to foreground the positive sides of a sponsorship deal and forget about the negative aspects. Fans see the necessity of their main sponsor and their contribution to the club’s success and/or financial stability. Contrary to my initial assumptions,

this might be explained through Balance Theory (Heider 1958) and Social Identity Theory (Tajfel, Turner 1986).

In the introduction part of this study I have pointed out that there are several possible ways for the football fan to get out of his/her Balance Theory dilemma. What I did not mention, however, was the option to accept the sponsor as part of the “group” and therefore turn the “hate” for the main sponsor into a neutral or positive feeling for it. (Heider 1958)

This acceptance of the sponsor might further lead to a stronger “in-group” versus “out-group” behavior as a possible act of defiance. (Tajfel, Turner 1986)

Hence, even if I had assumed the outcome differently in the beginning of this study, the results of my research make sense given the theory models.

Discussion

General discussion

This study's aim was to fill some of the current gaps in sponsorship literature and to extend common knowledge about negative sponsorship affiliations. So far, little research has been conducted regarding rival fans' attitudes in sponsorship deals. This study has addressed some methodological issues from previous research and brought new insights regarding several factors. As a first step I tried to confirm some of the key findings of previous research regarding fans' negative reactions towards rival teams' sponsors. The results of this study support the findings of previous literature as fans of a team will like a brand less if this company becomes a main sponsor of the fans' rival team. Building on the previous findings, this study further extends current sponsorship literature by looking at the influencing factors geographic origin, sponsor presence and cause of a sponsorship deal. Through the analysis of two different club football competitions I was able to generate insightful knowledge in this context. Geographic proximity to the rival club's home town, as well as the high presence of a rival team's sponsor influence the outcome of fans' responses immense. What is more, I tried to take a look at different levels of fan identification and their influence on fans' responses. However, the overall findings of my study did not show general significant differences in responses between fans with high identification and supporters with low identification with their club. The results of this study highlight the need for a more complex view on the fit between sponsor and sponsorship object than it has been the case in previous research. The fit needs to be considered in regard to subgroups, not the target market as a whole.

By adding a Netnography study of two different fan clubs to my research I was able to add some new knowledge to the current sponsorship literature. My analysis of fans' responses towards a misbehaving main sponsor showed some interesting findings. Fans' responses towards their main sponsor seem to change over time. As stated in the overall findings, the longer and more intense a sponsorship deal lasts, the easier sponsor and team become "one" in the supporters' mindsets. So far, this approach has not been touched by any other research paper. All the findings of my study were confirmed and grounded by my stated literature. The general outputs of my quantitative and qualitative studies were analyzed separately and a connection between background literature and the results was built.

Managerial implications

The findings of this paper address the issues raised in my introduction. It has been revealed that the attitudes of identified fans in both the Austrian and the German league become more negative when a brand or company decides to sponsor their rival team. This negative effect is influenced by the cause of the sponsorship agreement, the geographic origin of the brand and the presence of the sponsor. Consequently, companies as well as football clubs that consider getting into a sponsorship arrangement must assess both the negative and positive outcomes of a sponsorship contract. The results of this paper highlight the importance for managers to strategically assess rivalry among teams and the nature of individual team sponsors. Managers should familiarize themselves with the competitive landscape of the team and consider both the overall degree of rivalry as well as the size of the rival team's fan base. The goal here is to leverage in-group favoritism and minimize out-group derogation towards the sponsorship company.

Furthermore, this study found out that when a company has to deal with a current crisis and it receives a lot of negative press coverage, sport sponsorship might be one way to get over this crisis. However, this action is limited to the sponsored club's supporter group and causes trouble for the football team that agrees on this sponsorship contract. Hence, team sport managers have to strategically analyze their potential main sponsors and think about future scenarios. Even though these sponsorships might still pay off for the companies involved in such agreements, for a football club they might cause trouble and a negative atmosphere among their own fan groups. As we all know, a large proportion of the football clubs' income is generated by merchandise articles. However, if these products are not bought by fans because of the club's controversial main sponsor, this is of course a big problem for the club and its financial stability.

Limitations

The quantitative part of this thesis was limited in some ways that open up opportunities for further research. First, only one type of sport was investigated to draw conclusions about this topic. This one-sided view might not necessarily be reflective of attitudes built in other sports and fan communities. What is more, even though I have included two different research markets, their similarities might decrease the study's generalizability.

Also, the quantitative study assumes that fans are fully aware of all sponsors of their rival team, no matter how present this sponsor is. This is of course a limitation to this study since this assumption is not realistic. Fans generally pay little attention to general ads in a football stadium, especially if this ad is not shown in their own stadium but in the stadium of their major opponent. Fans might be able to easily recall companies that are shown on the rival club's jersey or name the rival team's stadium sponsor, however, they are not fully aware of all rival sponsors. (Breuer, Rumpf 2011) This fact might explain why some of my findings differ from my predictions.

Furthermore, I did not make any differentiation between fans' responses in terms of age or gender. While a differentiation regarding different brand preferences caused by gender might have been hard to identify (given the fact that the majority of football fans are men), an age differentiation might have made more sense. Research shows that age has an influencing effect on sponsor recognition and thus might influence the output of this study as well. (Dekhil, Desbordes 2013)

Even though I have assessed the fans' levels of fan identification with the favored team and the level of dislike towards the rival team, I did not consider responses towards a less-hated opponent. Since rivals are unique and different from regular opponents, this might have been interesting to investigate.

Limitations regarding the methodology and measures include the measurement of attitudes. Considering the fact that I have used real brands for this study, the hypotheses may suffer from prior knowledge bias regarding these sponsors. This especially counts for some of the sports equipment brands. Adidas, Nike, Puma and all the other sport brands are nowadays not only connected to one single team but rather to a whole set of teams and sports. Over the years these sports equipment brands have changed their sponsorship partners. Therefore, a "real" attachment has not been built and the results of these brands' category turned out to be rather confusing (high standard deviations in most cases).

The qualitative part of this thesis was limited in the sense that only one fan forum of each club has been examined. Furthermore, not one single offline channel has been used to analyze fans' responses. What is more, the time frames of both investigations were rather short. A study over several months or years might have yielded more insightful information. Furthermore, there was

no differentiation between the levels of fan identification, which might have been an important and interesting influencing factor on fans' responses.

Finally, I did not include any comparable Control Group finding to this new study. I could have, for example, included a Netnography study of both fan groups with a main sponsor that does not share this ethical or social misbehavior. In this sense, I would have been able to show differences in fans' responses towards several main sponsors.

For both the quantitative as well as the qualitative study it has to be mentioned that translations had to be done throughout this study. Thus, the study is limited since its findings are partly reliable on the actual quality of my own translations. These translations, however, were necessary given the fact that this thesis paper is written in English, whereas the actual study was conducted in German. Especially in terms of the Netnography study I had to translate all of the fan forum member's opinions. Hence, an analysis of the actual words used could easily be misleading or biased given the fact that I was the one choosing the actual words of the translation.

Future research

The quantitative part of my thesis tried to reveal the complications involved in sponsorships in high-rivalry sports. Future research might investigate whether it makes sense to use this knowledge on negative sponsorship effects and try different approaches of sponsorship agreements.

With previous sponsorship knowledge in mind, the telecommunication company NTL, for instance, went for a joint shirt sponsorship agreement with its clients, namely the Glasgow Rangers and Celtic Glasgow. The rivalry between these two clubs (which is also called "Old Firm") is probably the biggest, best known and most intense rivalry in football for most supporters around the globe. This rivalry exists due to cultural, religious (Catholic vs. Protestant) and emotional differences between these clubs. Hence, there have always been severe problems with past sponsorship agreements. In the end, even the idea of a joint sponsorship did not pay off. Although the company NTL reached an immense level of awareness through this joint sponsorship, the revenues for the company did not rise. The sponsorship of both the supporters' favorite and rival team appears to complicate the positive relationship between team supporters

and their team's sponsor. No positive correlation between team involvement and more positive attitudes towards NTL were found. (Davies, Veloutsou & Costa 2006)

Hence, future research should investigate whether there might be other possibilities for brands to position themselves in a football environment with no fear of negative rivalry affiliations. This could be done through a sponsorship agreement between a brand and a broader sponsorship object like, for example, a whole football league or other big football competitions. An investigation of sponsorship deals between brands and the country's national team might be another possibility. In this sense, it might be interesting to find out if fans associate the same negative emotions with a rival brand if this brand is likewise the sponsor of this country's (successful) national team.

What is more, it might also be possible to take a look at sponsorship agreements between brands and single players. Which sponsorship attachment is stronger, brand and football club or brand and single star player? Does, for example, a sponsorship agreement with a charismatic star player have the chance to overcome negative sponsorship effects caused by a rivalry setting or does this negative effect turn out to be even stronger?

Since rivalry can be shown in so many aspects of this sport, it is important to take a deeper look at fan reactions towards the symbols and roots of the rival teams. One symbolic example might be the football club's colors. The "Wiener Derby" does not only describe the game between Rapid Wien and Austria Wien, it stands for "Green-White" against "Purple". It might be fascinating in this sense whether highly identified fans would refuse their home team's sponsor if this sponsor's logo consists of the same colors as their rival team. Or in a more experimental setting it might be interesting to find out if fans would, for instance, refuse a present if they associate the shape or color of this gift with their rival team. This could help to illustrate how far rivalry can go and might point out other pitfalls for brands that want to take part in a sponsorship agreement.

In terms of rivalry affiliation, it might also be fascinating to find out in which sense the level of rivalry influences supporters' decisions. For this, different levels of rivalries could be analyzed. In a survey, responses of both a rival and a more neutral opposing team could be collected.

Finally, the research I have conducted should be duplicated in the context of other environments that are not connected to sports. I believe that the general suggestions emerging from this analysis can easily be transferred to other (business) areas where fandom exists, such as politics, music, religion and even celebrity endorsements. One example might be: If Celebrity A hates Celebrity B and Celebrity B prefers brand X, does a fan of Celebrity A generate negative emotions towards Celebrity B and brand X?

As can easily be seen, there are many possibilities for further research with regard to the quantitative research part of my thesis. In the qualitative part of my thesis, however, I tried to reveal another complication involved in a sponsorship agreement, namely the misbehavior of a club's main sponsor. Here, it might be interesting to conduct further investigations in this research field since it has not been studied before. These further investigations might be interesting to conduct in both qualitative and quantitative settings. An experimental research design might help to reveal even better the psychology behind fans' behaviors and reactions. Further research could, for instance, investigate what reactions of fans look like if a highly likeable company (in contrast to my investigations) gets into a cooperation deal with their rival team. Another study might differentiate between highly identified fans and fans with low fan identification. Due to their low identification, fans might not be influenced as strongly by their home team's major decisions as highly identified fans with regard to their sponsorship agreements.

The investigation of more fan forums and other social media channels might be a possibility to further strengthen the study's findings. Additional studies of more fan groups from different countries and cultures could help to enhance the external validity of these results.

Conclusion

In line with findings from previous sponsorship literature, I confirm that negative spill-over effects take place with regard to team sport rivalry. These spill-over effects are caused by several factors that have not fully been analyzed by previous literature yet.

I added further insights to sponsorship literature by revealing the influence of factors like geographic origin and presence of the sponsorship brand on the outcome of fans' responses. What is more, I tried to identify whether the level of fan identification and the cause of the sponsorship deal shows effects on the outcome of this study. In terms of the cause of the sponsorship deal, this assumption was right.

What is more, my study findings closed a new gap that had existed in sponsorship theory, namely fans' responses towards their own sponsor's legal or social misbehavior. Through a Netnography study I tried to identify new patterns in this sense. One outcome of my qualitative study was that fans' responses change over time. Negative opinions towards a main sponsor are expected to change the longer the sponsorship deal exists.

With this knowledge in mind, it is important for both managers and team sport officials to be aware of the negative effects that might arise from a team sport cooperation. As my research shows, such a sponsorship deal might cause negative effects for both sides of the sponsorship agreement. It is essential for managers to consider the nature of the company they represent, as well as the sponsorship team's rivals. These rival groups and their fans will influence the effects of a company's sponsorship deal. In addition to the well-established positive effects of a sponsorship contract, managers responsible for sponsorship agreements should also consider the negative effects of sponsorship caused by passionate fans and the intense rivalry in sport competitions like European club football. In terms of team sport officials, it is even more important to consider side effects of the wrong sponsorship partner choice. As we have learnt from this study, club officials not only act on behalf of their football club but also in the name of tons of enthusiastic and passionate supporters that are not willing to support every club official's decision.

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Appendix

Appendix 1 – Tables and Figures

Table 11 - Overview sponsorship deals (season 2013/2014)

	Rapid Wien	Austria Wien	Dortmund	Schalke 04
Automobile	Volkswagen	Citroen	Opel	Volkswagen
Energy	Wien Energie*	Verbund*	Sybac Solar	Gazprom*
Beer	Ottakringer	Puntigamer	Brinkhoffs	Veltins**
Credit institute	Erste Bank	Generali**	Sparda Bank	Volksbank
Insurance	Wiener Städtische	Generali**	Signal Iduna**	ERGO
Charity	Sternalerhof	St. Anna Kinderspital	---	---
Sport equipment	Adidas	Nike	Puma	Adidas

*Jersey sponsor

**Stadium sponsor

Table 12 - Translation Sport Spectator Identification Scale

English version	German translation
How important is it to you that Rapid Wien wins?	Wie wichtig ist es Ihnen, dass Rapid Wien gewinnt?
How strongly do you see yourself as a fan of Rapid Wien?	Wie sehr sehen Sie sich als Fan von Rapid Wien?
How strongly do your friends see you as a fan of Rapid Wien?	Wie sehr werden Sie von Freunden als Fan von Rapid Wien wahrgenommen?
During the season, how closely do you follow Rapid Wien in person or on television?	Wie intensiv verfolgen Sie die Spiele von Rapid Wien im Stadion und im Fernsehen?
During the season, how closely do you follow Rapid Wien news on the Internet, on television or the newspaper?	Wie intensiv verfolgen Sie Nachrichten über Rapid Wien in Zeitschrift, Tageszeitung, TV und Online?
How important is being a fan of Rapid Wien to you?	Wie wichtig ist es Ihnen ein Fan von Rapid Wien zu sein?
How much do you dislike Austria Wien, the major rival of Rapid Wien?	Wie sehr verabscheuen Sie Rapids Stadtrivalen, den FK Austria Wien?
How often do you display Rapid Wien's name or logo at your place of work, where you live, or on your clothing? (e.g. wearing their shirt or having a coffee cup with the logo)	Wie oft zeigen sie im privaten Umfeld bzw im Berufsalltag dass Sie ein Anhänger des SK Rapid Wien sind? (z.B. durch Fanwimpel, Fantrikots, Kaffetasse mit Rapid-Emblem etc.)

Table 13 - Classification ANOVA test – geographic origin

Geographic Origin*	Rapid Wien	Austria Wien	Dortmund	Schalke 04
Local			Brinkhoffs Signal Iduna	
Regional	Ottakringer		Sybac Solar	ERGO Veltins
National	Erste Bank Wien Energie Wiener Städtische	Puntigamer Verbund	Opel Puma Sparda Bank	Adidas Volksbank Volkswagen
International	Adidas Volkswagen	Citroen Generali Generali Nike		Gazprom

*Characteristics:

- Local Sponsor – Sponsor operates mainly on a national scale, Headquarters is situated in the examined city/city district
- Regional Sponsor – Sponsor operates mainly on a national scale, Headquarters is situated in the regional area of the examined city
- National Sponsor – Sponsor operates on a national and/or international scale, Headquarters is situated in the examined country and/or company was founded in the examined country
- International Sponsor – Sponsor operates on an international scale, Headquarters is situated outside of the examined country

Table 14 - Classification ANOVA test - sponsorship level

Sponsorship Level*	Rapid Wien	Austria Wien	Dortmund	Schalke 04
Main Sponsor	Wien Energie	Verbund Generali	Signal Iduna	Gazprom Veltins
Premium Sponsor	Erste Bank Ottakringer Wiener Städtische	Nike	Puma	Adidas
Champion Sponsor	Adidas Volkswagen	Puntigamer	Brinkhoffs Opel Sparda Bank	ERGO Volkswagen
Regular Sponsor		Citroen	Sybac Solar	Volksbank

*Characteristics:

- Main Sponsor – Jersey or stadium sponsor, high general visibility
- Premium Sponsor – Big banner ads in the stadium, sponsors visible on the playing jerseys, medium general visibility
- Champion Sponsor – Banner ads in the stadium, sponsors partly visible on the jerseys, medium-low general visibility
- Regular Sponsor – Banner ads in the stadium, low general visibility

Table 15 - Overview of Netnography translations

Original version	English translation
„Wer Samstag ein Trikot mit Gazprom trägt verschließt die Augen vor der Ukraine-Krise“	“People that wear a shirt with the Gazprom logo on it refuse to take the Ukraine crisis seriously”
„Gazprom = Russland! Könnte man nicht voneinander trennen“	“Gazprom = Russia! You can't separate them... [...]“
„Und die Telekom ("Drosselkom") will das Internet zensieren, Wiesenhof qäult unser Mittagessen, Medikamente von Bayer sind auch immer mal wieder in den Schlagzeilen... Leute im ernst was soll der Käse? Große Unternehmen machen ihre eigene Politik und der Sport profitiert davon, dass sie sich ein gutes Image verpassen wollen.“	“Telekom wants to censor the Internet, Wiesenhof tortures our lunch, drugs from Bayer are also in the headlines ...Other big companies make their own policy and the sport benefits from the fact that they want to receive a good image.”
„Also ich möchte dass GAZPROM weiter Sponsor bleibt. Wir brauchen das Geld um zu überleben. Danke.“	“I want Gazprom to remain as our sponsor. We need the money to survive. Thanks”
„Habe das Gazprom-Logo aus meinem Trikot geschnitten und eins der Deutschen Bank eingenäht.“	“I cut out the Gazprom logo and replaced it by the logo of the Deutsche Bank”
„Ist doch scheiß egal, Leverkusen hat verloren. Das zählt.“	“I don't care, Leverkusen lost. That's all that counts”
“[...] Sollte es Wiesenhof oder ähnliches werden, hätte ich ein großes Identifikationsproblem mit meinem Verein“	“[...] If the new sponsor is going to be Wiesenhof I will have a big identification problem with my club”
„Dass es für Wiesenhof Sinn macht, ist mir klar. Aber dennoch macht es unseres runter. [...]“	“It makes sense for Wiesenhof, that's clear to me. However, it destroys our image [...]”
„[...] Wiesenhof ist ein absolutes no go.“	“[...] Wiesenhof is an absolute no-go.”
“Immerhin kann man sich bei sportlichen Misserfolg damit rühmen, den Weltmarktführer auf der Brust zu haben. Den Weltmarktführer in Sachen Tierrechtsverletzungen.“	“At least we can boast of having the world leader on our breast. The world leader in animal rights violations.”
“Sollte wirklich Wiesenhof als Sponsor kommen, haben sich meine finanziellen Ausgaben (egal ob Trikots, Eintrittskarten, etc) die nächsten zwei Jahre (lt. Bild) für Werder erledigt!“	“If Wiesenhof really appears to be our new sponsor, I'm done with financial expenditures for the next two years (shirts, tickets, etc.).”
“Von mir aus kann unser potenzieller Sponsor so viele Leichen im Keller haben wie er will, hauptsache er zahlt uns genug.“	“Our potential new sponsor can have as many skeletons in the closet as they want, the only thing that counts is that they pay us enough.”
„Also GAZPROM und KiK fände ich unter "moralischen" Aspekten ebenfalls nicht schön. Aber welcher andere Verein hat schon nen Bio- oder Fairtrade- Sponsor? [...]“	“I think GAZPROM and KiK are also not nice under "moral" aspects. But which other club has a fair trade sponsor? [...]”
“Ist doch egal was auf dem Trikot draufsteht, aber das Wiesenhoflogo sieht absolut beschie..... aus. Geht gar nicht. Das schöne Trikot versaut. Das macht mich traurig“	“It doesn't really matter what it says on the jersey, but the Wiesenhof logo looks like crap. Does not work for me. Destroys the whole beautiful jersey. That makes me sad.”
“[...] Mit diesem Sponsor hole ich mir eh kein Trikot, auch nicht als schnäppchen!“	“[...] With this company as our sponsor I won't get a shirt, not even at a bargain!”
“[...] Was ist bloß aus Werder geworden?“	“[...] What the hell happened to Werder?”
“Vor dem Hintergrund der sportlichen Entwicklung der letzten Jahre und der derzeitigen Situation, ist dies eine der wenigen guten Nachrichten!“	“In terms of the sports development in recent years and the current situation, this is one of the few good news!”
“Ich finde die Verlängerung der Zusammenarbeit absolut konsequent. Werder und Wiesenhof passen inzwischen leider sehr gut zusammen.“	“I think that the extension of the cooperation is an absolutely consistent decision. Sadly, Werder and Wiesenhof fit very well together.”
“Angenommen es gibt folgende Alternativen: (a) Wiesenhof als Hauptsponsor (b) Stadionnamen verkaufen. Wie würdet ihr euch entscheiden?“	“Suppose you have the following alternatives to choose from: (a) Wiesenhof remains as our main sponsor or (b) We have to sell our stadium's name. Which one would you choose?”


Appendix 2 – Printout surveys

Study Austria

Herzlich Willkommen zu meinem Fragebogen bezüglich der Markenpräferenzen österreichischer Konsumentinnen und Konsumenten.


Sie sehen nun eine kleine Darstellung verschiedenster in Österreich erhältlicher Marken.
 Bitte spezifizieren Sie Ihre Präferenzen gegenüber den dargestellten Marken.
 Zu diesem Zweck klicken Sie bitte auf die dargestellten Symbole.

Ein Klick = grünes Feld -> "Ich kann mich mit dieser Marke identifizieren"
 Zwei Klicks = rotes Feld -> "Ich kann mich mit dieser Marke nicht identifizieren"




Sie sehen nun eine kurze Liste mit Automobilherstellern. Bitte bewerten Sie wie sympathisch/unsympathisch Sie die dargestellten Marke(n) finden.

	unsympathisch			neutral			sympathisch				
	-5	-4	-3	-2	-1	0	1	2	3	4	5
Citroen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BMW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mercedes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volkswagen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>




Sie sehen nun eine kurze Liste mit österreichischen Energieunternehmen. Bitte spezifizieren Sie wie sympathisch/unsympathisch Sie die dargestellten Marke(n) finden.

	unsympathisch			neutral			sympathisch				
	-5	-4	-3	-2	-1	0	1	2	3	4	5
Verbund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energie Graz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kelag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WEB Windenergie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tiroler Wasserkraft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EVN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wien Energie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>




Sie sehen nun einen Ausschnitt aus einer öffentlichen Sportveranstaltung.
 Bitte markieren Sie die (Ihrer Meinung nach) auffälligsten bzw. markantesten Punkte in diesem Bild.
 Sie können 3 verschiedene Punkte markieren.



Sie sehen nun eine kurze Liste mit in Österreich ansässigen Kreditinstituten. Bitte spezifizieren Sie wie sympathisch/unsympathisch Sie die dargestellten Marke(n) finden.

	unsympathisch			neutral			sympathisch				
	-5	-4	-3	-2	-1	0	1	2	3	4	5
BAWAG	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generali	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volksbank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oberbank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unicredit/Bank Austria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Erste Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raiffeisen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Sie sehen nun eine kurze Liste mit Sportartikelherstellern.
 Bitte bewerten Sie wie sympathisch/unsympathisch Sie diese Marke(n)
 finden.

	unsympathisch					neutral					sympathisch										
	-5	-4	-3	-2	-1	0	1	2	3	4	5	-5	-4	-3	-2	-1	0	1	2	3	4
Jako	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Umbro	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kappa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adidas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uhlsport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Sie sehen nun eine kurze Liste mit österreichischen
 Wohltätigkeitsorganisationen. Bitte spezifizieren Sie wie
 sympathisch/unsympathisch Sie die dargestellten Marke(n) finden.

	unsympathisch					neutral					sympathisch										
	-5	-4	-3	-2	-1	0	1	2	3	4	5	-5	-4	-3	-2	-1	0	1	2	3	4
Wings for Life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Licht ins Dunkel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caritas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOS Kinderdorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sternalerhof	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kinderhospiz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rotes Kreuz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
St. Anna Kinderspital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Welche Note würden Sie dem österreichischen Team für Ihr Abschneiden
 bei den Olympischen Winterspielen 2014 im russischen Sotschi geben?



Sie sehen nun eine kurze Liste mit österreichischen Bierherstellern.
 Bitte bewerten Sie wie sympathisch/unsympathisch Sie die dargestellten
 Marke(n) finden.

	unsympathisch					neutral					sympathisch										
	-5	-4	-3	-2	-1	0	1	2	3	4	5	-5	-4	-3	-2	-1	0	1	2	3	4
Puntigamer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ottakringer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gösser	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vilacher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zipfer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Murauer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stiegl	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Sie sehen nun eine kurze Liste mit österreichischen
 Versicherungsunternehmen. Bitte spezifizieren Sie wie
 sympathisch/unsympathisch Sie diese Marke(n) finden.

	unsympathisch					neutral					sympathisch										
	-5	-4	-3	-2	-1	0	1	2	3	4	5	-5	-4	-3	-2	-1	0	1	2	3	4
Donau Versicherung	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uniqua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generali	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wiener Städtische	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grazer Wechselseitige	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Niederösterreichische Versicherung	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merkur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Sie sehen nun abermals einen Ausschnitt aus einer öffentlichen Sportveranstaltung. Bitte markieren Sie die (Ihrer Meinung nach) auffälligsten bzw. markantesten Punkte in diesem Bild. Sie können 3 verschiedene Punkte markieren.



Sie sehen nun eine Reihe verschiedenster Sommer-, sowie Wintersportarten. Bitte wählen Sie Ihre Lieblingsportart(en) aus. (Mehrfachauswahl möglich)

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Fußball | <input type="checkbox"/> Leichtathletik |
| <input type="checkbox"/> Tennis | <input type="checkbox"/> Langlauf |
| <input type="checkbox"/> Eishockey | <input type="checkbox"/> Rodelsport |
| <input type="checkbox"/> Ski Alpin | <input type="checkbox"/> Schwimmen |
| <input type="checkbox"/> Biathlon | <input type="checkbox"/> Basketball |
| <input type="checkbox"/> Golf | <input type="checkbox"/> Klettern |
| <input type="checkbox"/> Motorsport | <input type="checkbox"/> Schispringen |
| <input type="checkbox"/> Segeln | <input type="checkbox"/> Andere Sportart |

Verfolgen Sie die österreichische Fußball Bundesliga (zumindest teilweise)?

- Ja
 Nein

Sie sehen nun eine Liste von Vereinen, die in der höchsten österreichischen Fußball-Liga spielen. Sind Sie ein Fan/Anhänger eines dieser Vereine? (Mehrfachnennung möglich)

- | | | |
|--|---|---|
| <input type="checkbox"/> SV Josko Ried | <input type="checkbox"/> SC Wiener Neustadt | <input type="checkbox"/> RZ Pellets WAC |
| <input type="checkbox"/> Ich habe keinen Lieblingsverein | <input type="checkbox"/> SK Puntigamer Sturm Graz | <input type="checkbox"/> Anderer Verein |
| <input type="checkbox"/> SK Rapid Wien | <input type="checkbox"/> FC Wacker Innsbruck | <input type="checkbox"/> SV Scholz Grödig |
| <input type="checkbox"/> FC Admira Wacker Mödling | <input type="checkbox"/> FC Red Bull Salzburg | <input type="checkbox"/> FK Austria Wien |

Ich werde Ihnen nun ein paar Fragen zu Ihrem Lieblingsverein stellen:

	Gar nicht							In hohem Ausmaß						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Wie wichtig ist Ihnen, dass Rapid Wien gewinnt?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie sehr sehen Sie sich als Fan von Rapid Wien?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie sehr werden Sie von Freunden als Fan von Rapid Wien wahrgenommen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie intensiv verfolgen Sie die Spiele des SK Rapid im Stadion und im Fernsehen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie intensiv verfolgen Sie Nachrichten über den SK Rapid Wien in Zeitschrift, Tageszeitung, TV und Online?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie wichtig ist es Ihnen ein Fan des SK Rapid Wien zu sein?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie oft zeigen sie im privaten Umfeld bzw im Berufsalltag dass Sie ein Anhänger des SK Rapid Wien sind? (z.B. durch Fanwimpel, Fantrikots, Kaffeetasse mit Rapid-Emblem etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie sehr verabscheuen Sie Rapiers Stadtrivalen, den FK Austria Wien?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ich werde Ihnen nun ein paar Fragen zu Ihrem Lieblingsverein stellen:

	Gar nicht			In hohem Ausmaß			
	1	2	3	4	5	6	7
Wie wichtig ist Ihnen, dass Austria Wien gewinnt?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie sehr sehen Sie sich als Fan von Austria Wien?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie sehr werden Sie von Freunden als Fan von Austria Wien wahrgenommen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie intensiv verfolgen Sie die Spiele des FAK im Stadion und im Fernsehen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie intensiv verfolgen Sie Nachrichten über den FK Austria Wien in Zeitschrift, Tageszeitung, TV und Online?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie wichtig ist es Ihnen ein Fan des FK Austria Wien zu sein?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie oft zeigen sie im privaten Umfeld bzw im Berufsalltag dass Sie ein Anhänger des FK Austria Wien sind? (z.B. durch Fanwimpel, Fantrikots, Kaffeetasse mit FAK-Emblem etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wie sehr verabscheuen Sie Austrias Stadtrivalen, den SK Rapid Wien?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bitte nennen Sie den Hauptrivalen Ihres Lieblingsvereins:

Wie sehr verabscheuen Sie diesen Hauptrivalen?

	Gar nicht			In hohem Ausmaß			
	1	2	3	4	5	6	7
Hauptrivale Ihres Lieblingsvereins							

Angaben zur Testperson:

Alter

Geschlecht

Aus welchem Bundesland kommen Sie?

Study Germany

Herzlich Willkommen zu meinem Fragebogen bezüglich der Markenpräferenzen deutscher Konsumentinnen und Konsumenten.

Sie sehen nun eine kleine Darstellung verschiedenster in Deutschland erhältlicher Marken.
 Bitte spezifizieren Sie Ihre Präferenzen gegenüber den dargestellten Marken.
 Zu diesem Zweck klicken Sie bitte auf die dargestellten Symbole.

Ein Klick = grünes Feld -> "Ich kann mich mit dieser Marke identifizieren"
 Zwei Klicks = rotes Feld -> "Ich kann mich mit dieser Marke nicht identifizieren"



Sie sehen nun eine kurze Liste mit Automobilherstellern. Bitte bewerten Sie wie sympathisch/unsympathisch Sie die dargestellten Marke(n) finden.

	unsympathisch			neutral			sympathisch				
	-5	-4	-3	-2	-1	0	1	2	3	4	5
Audi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Citroen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BMW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volkswagen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mercedes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Sie sehen nun eine kurze Liste mit in Deutschland ansässigen Energieunternehmen. Bitte spezifizieren Sie wie sympathisch/unsympathisch Sie die dargestellten Marke(n) finden.

	unsympathisch			neutral			sympathisch				
	-5	-4	-3	-2	-1	0	1	2	3	4	5
EnBW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E.ON	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entega	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sybac Solarenergie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RWE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gazprom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vattenfall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Sie sehen nun einen Ausschnitt aus einer öffentlichen Sportveranstaltung.
 Bitte markieren Sie die (Ihrer Meinung nach) auffälligsten bzw. markantesten Punkte in diesem Bild.
 Sie können 3 verschiedene Punkte markieren.



Sie sehen nun eine kurze Liste mit in Deutschland ansässigen Kreditinstituten. Bitte bewerten Sie wie sympathisch/unsympathisch Sie die dargestellten Marke(n) finden.

	unsympathisch			neutral			sympathisch				
	-5	-4	-3	-2	-1	0	1	2	3	4	5
Deutsche Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unicredit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volksbanken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commerzbank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ing-DiBa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sparla Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deutsche Postbank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targo Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hypo Vereinsbank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Sie sehen nun eine kurze Liste mit Sportartikelherstellern.
 Bitte spezifizieren Sie wie sympathisch/unsympathisch Sie diese Marke(n) finden.

	unsympathisch					neutral					sympathisch										
	-5	-4	-3	-2	-1	0	1	2	3	4	5	-5	-4	-3	-2	-1	0	1	2	3	4
Uhlsport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Umbro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kappa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Erima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Puma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Welche Note würden Sie dem deutschen Team für Ihr Abschneiden bei den Olympischen Winterspielen 2014 im russischen Sotschi geben?



Sie sehen nun eine kurze Liste mit deutschen Bierherstellern.
 Bitte spezifizieren Sie wie sympathisch/unsympathisch Sie die dargestellten Marke(n) finden.

	unsympathisch					neutral					sympathisch										
	-5	-4	-3	-2	-1	0	1	2	3	4	5	-5	-4	-3	-2	-1	0	1	2	3	4
Bitburger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radeberger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beck's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brinkhoffs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paulaner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Velins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hasseröder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Krombacher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Erdinger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warsteiner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Sie sehen nun eine kurze Liste mit deutschen Versicherungsunternehmen.
 Bitte bewerten Sie wie sympathisch/unsympathisch Sie diese Marke(n) finden.

	unsympathisch					neutral					sympathisch										
	-5	-4	-3	-2	-1	0	1	2	3	4	5	-5	-4	-3	-2	-1	0	1	2	3	4
ERGO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allianz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HDI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AWD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DEVK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deutsche Familienversicherung	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signal Iduna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Sie sehen nun abermals einen Ausschnitt aus einer öffentlichen Sportveranstaltung. Bitte markieren Sie die (Ihrer Meinung nach) auffälligsten bzw. markantesten Punkte in diesem Bild. Sie können 3 verschiedene Punkte markieren.



Sie sehen nun eine Reihe verschiedenster Sommer-, sowie Wintersportarten. Bitte wählen Sie Ihre Liebessportart(en) aus. (Mehrfachauswahl möglich)

- Fußball
- Tennis
- Eishockey
- Ski Alpin
- Biathlon
- Golf
- Motorsport
- Segeln
- Leichtathletik
- Langlauf
- Rodelsport
- Schwimmen
- Basketball
- Klettern
- Schispringen
- Andere Sportart

<p>Verfolgen Sie die deutsche Fußball Bundesliga (zumindest teilweise)?</p> <p><input type="radio"/> Ja <input type="radio"/> Nein</p> <p>Sie sehen nun eine Liste von Vereinen, die in der höchsten deutschen Fußball-Liga spielen. Sind Sie ein Fan/Anhänger eines dieser Vereine? (Mehrfachnennung möglich)</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> FC Bayern München</td> <td><input type="checkbox"/> Ich habe keinen Lieblingsverein</td> <td><input type="checkbox"/> SC Freiburg</td> </tr> <tr> <td><input type="checkbox"/> FC Augsburg</td> <td><input type="checkbox"/> VfB Stuttgart</td> <td><input type="checkbox"/> Eintracht Braunschweig</td> </tr> <tr> <td><input type="checkbox"/> SV Werder Bremen</td> <td><input type="checkbox"/> Borussia Dortmund</td> <td><input type="checkbox"/> Hamburger SV</td> </tr> <tr> <td><input type="checkbox"/> Eintracht Frankfurt</td> <td><input type="checkbox"/> 1. FSV Mainz 05</td> <td><input type="checkbox"/> Hannover 96</td> </tr> <tr> <td><input type="checkbox"/> Bayer 04 Leverkusen</td> <td><input type="checkbox"/> Borussia Mönchengladbach</td> <td><input type="checkbox"/> FC Schalke 04</td> </tr> <tr> <td><input type="checkbox"/> Anderer Verein</td> <td><input type="checkbox"/> VfL Wolfsburg</td> <td><input type="checkbox"/> 1. FC Nürnberg</td> </tr> <tr> <td><input type="checkbox"/> Hertha BSC</td> <td><input type="checkbox"/> 1899 Hoffenheim</td> <td></td> </tr> </table>	<input type="checkbox"/> FC Bayern München	<input type="checkbox"/> Ich habe keinen Lieblingsverein	<input type="checkbox"/> SC Freiburg	<input type="checkbox"/> FC Augsburg	<input type="checkbox"/> VfB Stuttgart	<input type="checkbox"/> Eintracht Braunschweig	<input type="checkbox"/> SV Werder Bremen	<input type="checkbox"/> Borussia Dortmund	<input type="checkbox"/> Hamburger SV	<input type="checkbox"/> Eintracht Frankfurt	<input type="checkbox"/> 1. FSV Mainz 05	<input type="checkbox"/> Hannover 96	<input type="checkbox"/> Bayer 04 Leverkusen	<input type="checkbox"/> Borussia Mönchengladbach	<input type="checkbox"/> FC Schalke 04	<input type="checkbox"/> Anderer Verein	<input type="checkbox"/> VfL Wolfsburg	<input type="checkbox"/> 1. FC Nürnberg	<input type="checkbox"/> Hertha BSC	<input type="checkbox"/> 1899 Hoffenheim		<p>Ich werde Ihnen nun ein paar Fragen zu Ihrem Lieblingsverein stellen:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2"></th> <th colspan="3">Gar nicht</th> <th colspan="4">In hohem Ausmaß</th> </tr> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td>Wie wichtig ist Ihnen, dass der BVB gewinnt?</td> <td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td> </tr> <tr> <td>Wie sehr sehen Sie sich als Fan von Borussia Dortmund?</td> <td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td> </tr> <tr> <td>Wie sehr werden Sie von Freunden als Fan von Borussia Dortmund wahrgenommen?</td> <td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td> </tr> <tr> <td>Wie intensiv verfolgen Sie die Spiele der Borussia im Stadion und im Fernsehen?</td> <td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td> </tr> <tr> <td>Wie intensiv verfolgen Sie Nachrichten über den BVB in Zeitschrift, Tageszeitung, TV und Online?</td> <td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td> </tr> <tr> <td>Wie wichtig ist es Ihnen ein Fan des BVB zu sein?</td> <td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td> </tr> <tr> <td>Wie oft zeigen sie im privaten Umfeld bzw im Berufsalltag dass Sie ein Anhänger des BVB sind? (z. 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Appendix 3 – SPSS output

Independent Sample T-Test (Hypothesis 1 & 3)

Supporters Rapid Wien

Group Statistics					
	Supporters Rapid Wien	N	Mean	Std. Deviation	Std. Error Mean
Verbund (Austria Wien)	Rapid Fans	93	4.92	2.833	.294
	Control Group	108	6.91	2.322	.223
St. Anna Kinderspital (Austria Wien)	Rapid Fans	93	9.31	2.032	.211
	Control Group	108	8.86	2.211	.213

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
Verbund (Austria Wien)	Equal variances assumed	9.618	.002	-5.451	199	.000	-1.983	.364
	Equal variances not assumed			-5.371	178.017	.000	-1.983	.369
St. Anna Kinderspital (Austria Wien)	Equal variances assumed	.340	.561	1.496	199	.136	.451	.301
	Equal variances not assumed			1.505	198.132	.134	.451	.299

Supporters Austria Wien

Group Statistics					
	Supporters Austria Wien	N	Mean	Std. Deviation	Std. Error Mean
Wien Energie (Rapid Wien)	Austria Fans	44	3.91	2.351	.354
	Control Group	108	6.65	2.566	.247
Sterntalerhof Kinderhospiz (Rapid Wien)	Austria Fans	44	7.91	1.974	.298
	Control Group	108	7.34	2.158	.208

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
Wien Energie (Rapid Wien)	Equal variances assumed	.088	.767	-6.110	150	.000	-2.739	.448
	Equal variances not assumed			-6.341	86.675	.000	-2.739	.432
Sterntalerhof Kinderhospiz (Rapid Wien)	Equal variances assumed	1.551	.215	1.503	150	.135	.566	.377
	Equal variances not assumed			1.561	86.781	.122	.566	.363

Supporters Borussia Dortmund

Group Statistics

	Zielgruppen allgemein	N	Mean	Std. Deviation	Std. Error Mean
Veltins (Schalke 04)	Dortmund Fans	62	4.23	3.276	.416
	Control Group	131	6.60	2.388	.209

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
Veltins (Schalke 04)	Equal variances assumed	19.323	.000	-5.685	191	.000	-2.370	.417
	Equal variances not assumed			-5.090	92.786	.000	-2.370	.466

Supporters Schalke 04

Group Statistics

	Zielgruppen allgemein	N	Mean	Std. Deviation	Std. Error Mean
Signal Iduna (BVB)	Schalke 04 Fans	107	3.79	2.663	.257
	Control Group	131	5.95	1.718	.150

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
Signal Iduna (BVB)	Equal variances assumed	58.017	.000	-7.557	236	.000	-2.160	.286
	Equal variances not assumed			-7.248	173.952	.000	-2.160	.298

Independent Sample T-Test (Hypothesis 2)

Supporters Schalke 04

Group Statistics

	Supporters Schalke 04	N	Mean	Std. Deviation	Std. Error Mean
Opel (BVB)	Schalke Fans (moderate)	72	5.88	2.711	.320
	Schalke Fans (hardcore)	35	5.11	3.037	.513
Sybac Solarenergie (BVB)	Schalke Fans (moderate)	72	5.75	1.590	.187
	Schalke Fans (hardcore)	35	5.51	1.772	.299
Sparda Bank (BVB)	Schalke Fans (moderate)	72	7.04	1.946	.229
	Schalke Fans (hardcore)	35	6.09	2.582	.437
Puma (BVB)	Schalke Fans (moderate)	72	7.31	1.926	.227
	Schalke Fans (hardcore)	35	6.57	2.465	.417
Brinkhoff's (BVB)	Schalke Fans (moderate)	72	5.44	2.307	.272
	Schalke Fans (hardcore)	35	4.31	2.795	.472
Signal Iduna (BVB)	Schalke Fans (moderate)	72	4.18	2.580	.304
	Schalke Fans (hardcore)	35	3.00	2.690	.455

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
Opel (BVB)	Equal variances assumed	.972	.326	1.309	105	.193	.761	.581
	Equal variances not assumed			1.258	61.062	.213	.761	.605
Sybac Solarenergie (BVB)	Equal variances assumed	1.044	.309	.693	105	.490	.236	.340
	Equal variances not assumed			.667	61.329	.507	.236	.353
Sparda Bank (BVB)	Equal variances assumed	1.118	.293	2.135	105	.035	.956	.448
	Equal variances not assumed			1.939	53.413	.058	.956	.493
Puma (BVB)	Equal variances assumed	2.056	.155	1.684	105	.095	.734	.436
	Equal variances not assumed			1.547	54.855	.128	.734	.474
Brinkhoff's (BVB)	Equal variances assumed	6.888	.010	2.216	105	.029	1.130	.510
	Equal variances not assumed			2.074	57.242	.043	1.130	.545
Signal Iduna (BVB)	Equal variances assumed	.073	.788	2.190	105	.031	1.181	.539
	Equal variances not assumed			2.158	64.990	.035	1.181	.547

Supporters Dortmund

Group Statistics

	Supporters Dortmund	N	Mean	Std. Deviation	Std. Error Mean
Volkswagen (Schalke 04)	Dortmund Fans (moderate)	47	6.98	2.996	.437
	Dortmund Fans (harcore)	15	6.73	3.390	.875
Gazprom (Schalke 04)	Dortmund Fans (moderate)	47	2.40	2.411	.352
	Dortmund Fans (harcore)	15	1.27	.704	.182
Volksbank (Schalke 04)	Dortmund Fans (moderate)	47	6.34	2.906	.424
	Dortmund Fans (harcore)	15	7.60	1.920	.496
Adidas (Schalke 04)	Dortmund Fans (moderate)	47	6.43	3.640	.531
	Dortmund Fans (harcore)	15	6.47	3.523	.910
Veltins (Schalke 04)	Dortmund Fans (moderate)	47	4.81	3.255	.475
	Dortmund Fans (harcore)	15	2.40	2.694	.696
ERGO (Schalke 04)	Dortmund Fans (moderate)	47	4.26	2.141	.312
	Dortmund Fans (harcore)	15	6.00	2.752	.710

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
Volkswagen (Schalke 04)	Equal variances assumed	.343	.560	.268	60	.790	.245	.917
	Equal variances not assumed			.251	21.443	.804	.245	.978
Gazprom (Schalke 04)	Equal variances assumed	14.886	.000	1.794	60	.078	1.138	.634
	Equal variances not assumed			2.874	59.829	.006	1.138	.396
Volksbank (Schalke 04)	Equal variances assumed	1.225	.273	-1.568	60	.122	-1.260	.803
	Equal variances not assumed			-1.931	36.093	.061	-1.260	.652
Adidas (Schalke 04)	Equal variances assumed	.099	.754	-.038	60	.970	-.041	1.071
	Equal variances not assumed			-.039	24.308	.969	-.041	1.053
Veltins (Schalke 04)	Equal variances assumed	4.176	.045	2.592	60	.012	2.409	.929
	Equal variances not assumed			2.860	28.218	.008	2.409	.842
ERGO (Schalke 04)	Equal variances assumed	.013	.908	-2.560	60	.013	-1.745	.682
	Equal variances not assumed			-2.248	19.711	.036	-1.745	.776

Supporters Austria Wien

Group Statistics

	Supporters Austria Wien	N	Mean	Std. Deviation	Std. Error Mean
Volkswagen (Rapid Wien)	Austria Fans (moderate)	18	7.94	2.437	.574
	Austria Fans (hardcore)	26	7.92	2.883	.565
Wien Energie (Rapid Wien)	Austria Fans (moderate)	18	4.67	2.326	.548
	Austria Fans (hardcore)	26	3.38	2.264	.444
Erste Bank (Rapid Wien)	Austria Fans (moderate)	18	5.61	1.420	.335
	Austria Fans (hardcore)	26	5.85	2.525	.495
Adidas (Rapid Wien)	Austria Fans (moderate)	18	9.17	1.425	.336
	Austria Fans (hardcore)	26	8.23	2.519	.494
Sternthalerhof Kinderhospiz (Rapid Wien)	Austria Fans (moderate)	18	8.44	1.822	.429
	Austria Fans (hardcore)	26	7.54	2.024	.397
Ottakringer (Rapid Wien)	Austria Fans (moderate)	18	5.17	3.468	.817
	Austria Fans (hardcore)	26	3.35	2.870	.563
Wiener Städtische (Rapid Wien)	Austria Fans (moderate)	18	6.78	1.700	.401
	Austria Fans (hardcore)	26	5.58	2.335	.458

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
Volkswagen (Rapid Wien)	Equal variances assumed	.643	.427	.026	42	.980	.021	.831
	Equal variances not assumed			.027	40.228	.979	.021	.806
Wien Energie (Rapid Wien)	Equal variances assumed	.024	.878	1.826	42	.075	1.282	.702
	Equal variances not assumed			1.817	36.062	.078	1.282	.706
Erste Bank (Rapid Wien)	Equal variances assumed	4.106	.049	-.357	42	.723	-.235	.658
	Equal variances not assumed			-.393	40.599	.696	-.235	.598
Adidas (Rapid Wien)	Equal variances assumed	3.477	.069	1.423	42	.162	.936	.657
	Equal variances not assumed			1.567	40.671	.125	.936	.597
Sternthalerhof Kinderhospiz (Rapid Wien)	Equal variances assumed	.040	.843	1.519	42	.136	.906	.596
	Equal variances not assumed			1.549	39.069	.129	.906	.585
Ottakringer (Rapid Wien)	Equal variances assumed	1.718	.197	1.899	42	.064	1.821	.958
	Equal variances not assumed			1.834	32.039	.076	1.821	.992
Wiener Städtische (Rapid Wien)	Equal variances assumed	.803	.375	1.864	42	.069	1.201	.644
	Equal variances not assumed			1.974	41.857	.055	1.201	.608

Supporters Rapid Wien

Group Statistics

	Supporters Rapid Wien	N	Mean	Std. Deviation	Std. Error Mean
Citroen (Austria Wien)	Rapid Fans (moderate)	42	5.50	2.110	.326
	Rapid Fans (hardcore)	51	4.94	1.923	.269
Verbund (Austria Wien)	Rapid Fans (moderate)	42	5.69	2.290	.353
	Rapid Fans (hardcore)	51	4.29	3.094	.433
Generali (Austria Wien)	Rapid Fans (moderate)	42	5.24	2.477	.382
	Rapid Fans (hardcore)	51	4.14	2.757	.386
Nike (Austria Wien)	Rapid Fans (moderate)	42	7.67	2.216	.342
	Rapid Fans (hardcore)	51	7.53	3.055	.428
St. Anna Kinderspital (Austria Wien)	Rapid Fans (moderate)	42	9.60	1.668	.257
	Rapid Fans (hardcore)	51	9.08	2.279	.319
Puntigamer (Austria Wien)	Rapid Fans (moderate)	42	5.90	2.387	.368
	Rapid Fans (hardcore)	51	5.78	3.239	.454
Generali (Austria Wien)	Rapid Fans (moderate)	42	5.38	2.071	.320
	Rapid Fans (hardcore)	51	4.88	2.535	.355

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
Citroen (Austria Wien)	Equal variances assumed	.000	.983	1.335	91	.185	.559	.419
	Equal variances not assumed			1.323	84.028	.189	.559	.422
Verbund (Austria Wien)	Equal variances assumed	8.627	.004	2.427	91	.017	1.396	.575
	Equal variances not assumed			2.498	90.051	.014	1.396	.559
Generali (Austria Wien)	Equal variances assumed	2.936	.090	2.005	91	.048	1.101	.549
	Equal variances not assumed			2.026	90.277	.046	1.101	.543
Nike (Austria Wien)	Equal variances assumed	6.643	.012	.243	91	.808	.137	.565
	Equal variances not assumed			.251	89.664	.803	.137	.548
St. Anna Kinderspital (Austria Wien)	Equal variances assumed	9.179	.003	1.224	91	.224	.517	.422
	Equal variances not assumed			1.260	89.848	.211	.517	.410
Puntigamer (Austria Wien)	Equal variances assumed	7.872	.006	.200	91	.842	.120	.601
	Equal variances not assumed			.206	89.973	.837	.120	.584
Generali (Austria Wien)	Equal variances assumed	5.010	.028	1.024	91	.309	.499	.487
	Equal variances not assumed			1.044	90.997	.299	.499	.478

One-way ANOVA (Hypothesis 4 & 5)

Oneway – Geographic Origin AUSTRIA

Descriptives

Supporters Austria

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Regional	88	4.00	2.804	.299	3.41	4.59	1	11
National	274	5.55	2.672	.161	5.23	5.87	1	11
International	460	6.14	2.845	.133	5.88	6.40	1	11
Total	822	5.71	2.856	.100	5.52	5.91	1	11

ANOVA

Supporters Austria

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	348.087	2	174.043	22.447	.000
Within Groups	6350.156	819	7.754		
Total	6698.243	821			

Oneway – Sponsorship Level AUSTRIA

Descriptives

Supporters Austria

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Main Sponsor	323	4.76	2.605	.145	4.47	5.04	1	11
Premium Sponsor	225	6.25	2.908	.194	5.87	6.63	1	11
Champion Sponsor	181	7.02	2.932	.218	6.59	7.45	1	11
Regular Sponsor	93	5.19	2.018	.209	4.78	5.61	1	11
Total	822	5.71	2.856	.100	5.52	5.91	1	11

ANOVA

Supporters Austria

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	696.075	3	232.025	31.621	.000
Within Groups	6002.168	818	7.338		
Total	6698.243	821			

Oneway – Geographic Origin GERMANY

Descriptives

Supporters Germany

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Local	214	4.43	2.665	.182	4.08	4.79	1	11
Regional	231	5.02	2.455	.162	4.70	5.34	1	11
National	507	6.54	2.740	.122	6.31	6.78	1	11
International	62	2.13	2.177	.276	1.58	2.68	1	11
Total	1014	5.48	2.903	.091	5.30	5.66	1	11

ANOVA

Supporters Germany

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1553.910	3	517.970	74.894	.000
Within Groups	6985.234	1010	6.916		
Total	8539.144	1013			

Oneway – Sponsorship Level GERMANY

Descriptives

Supporters Germany

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Main Sponsor	231	3.46	2.839	.187	3.10	3.83	1	11
Premium Sponsor	169	6.83	2.762	.212	6.41	7.25	1	11
Champion Sponsor	445	5.81	2.715	.129	5.55	6.06	1	11
Regular Sponsor	169	6.03	2.159	.166	5.70	6.36	1	11
Total	1014	5.48	2.903	.091	5.30	5.66	1	11

ANOVA

Supporters Germany

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1348.114	3	449.371	63.115	.000
Within Groups	7191.030	1010	7.120		
Total	8539.144	1013			

Two-way ANOVA (Hypothesis 4 & 5)

Between-Subjects Factors

		Value Label	N
Geographic Origin	1.00	Local	214
	2.00	Regional	319
	3.00	National	781
	4.00	International	522
Sponsor Level	1.00	Main Sponsor	554
	2.00	Premium Sponsor	394
	3.00	Champion Sponsor	626
	4.00	Regular Sponsor	262

Descriptive Statistics

Dependent Variable: Football Supporters

Geographic Origin	Sponsor Level	Mean	Std. Deviation	N
Local	Main Sponsor	3.79	2.663	107
	Champion Sponsor	5.07	2.520	107
	Total	4.43	2.665	214
Regional	Main Sponsor	4.09	2.920	106
	Premium Sponsor	4.09	3.219	44
	Champion Sponsor	4.68	2.401	62
	Regular Sponsor	5.67	1.647	107
	Total	4.74	2.592	319
National	Main Sponsor	4.92	2.833	93
	Premium Sponsor	6.52	2.598	257
	Champion Sponsor	6.22	2.763	369
	Regular Sponsor	6.65	2.741	62
	Total	6.20	2.756	781
International	Main Sponsor	4.19	2.708	248
	Premium Sponsor	7.59	2.696	93
	Champion Sponsor	8.27	2.448	88
	Regular Sponsor	5.19	2.018	93
	Total	5.66	3.061	522
Total	Main Sponsor	4.22	2.777	554
	Premium Sponsor	6.50	2.857	394
	Champion Sponsor	6.16	2.832	626
	Regular Sponsor	5.73	2.144	262
	Total	5.58	2.884	1836

Tests of Between-Subjects Effects

Dependent Variable: Football Supporters

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2747.669 ^a	13	211.359	30.773	.000
Intercept	36463.607	1	36463.607	5308.957	.000
Location	727.203	3	242.401	35.293	.000
Sponsor	844.553	3	281.518	40.988	.000
Location * Sponsor	757.072	7	108.153	15.747	.000
Error	12514.076	1822	6.868		
Total	72530.000	1836			
Corrected Total	15261.745	1835			

a. R Squared = .180 (Adjusted R Squared = .174)

Estimated Marginal Means

1. Geographic Origin

Dependent Variable: Football Supporters

Geographic Origin	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Local	4.435 ^a	.179	4.083	4.786
Regional	4.634	.157	4.325	4.942
National	6.076	.120	5.841	6.311
International	6.311	.126	6.064	6.558

a. Based on modified population marginal mean.

2. Sponsor Level

Dependent Variable: Football Supporters

Sponsor Level	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Main Sponsor	4.250	.120	4.014	4.485
Premium Sponsor	6.067 ^a	.169	5.735	6.398
Champion Sponsor	6.060	.130	5.805	6.316
Regular Sponsor	5.837 ^a	.166	5.511	6.163

a. Based on modified population marginal mean.

3. Geographic Origin * Sponsor Level

Dependent Variable: Football Supporters

Geographic Origin	Sponsor Level	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Local	Main Sponsor	3.794	.253	3.297	4.291
	Premium Sponsor	^a	.	.	.
	Champion Sponsor	5.075	.253	4.578	5.572
	Regular Sponsor	^a	.	.	.
Regional	Main Sponsor	4.094	.255	3.595	4.594
	Premium Sponsor	4.091	.395	3.316	4.866
	Champion Sponsor	4.677	.333	4.025	5.330
	Regular Sponsor	5.673	.253	5.176	6.170
National	Main Sponsor	4.925	.272	4.392	5.458
	Premium Sponsor	6.518	.163	6.197	6.838
	Champion Sponsor	6.217	.136	5.949	6.484
	Regular Sponsor	6.645	.333	5.992	7.298
International	Main Sponsor	4.185	.166	3.859	4.512
	Premium Sponsor	7.591	.272	7.058	8.124
	Champion Sponsor	8.273	.279	7.725	8.821
	Regular Sponsor	5.194	.272	4.661	5.727

a. This level combination of factors is not observed, thus the corresponding population marginal mean is not estimable.

Post Hoc Tests

Geographic Origin

Multiple Comparisons

Dependent Variable: Football Supporters
 Tukey HSD

(I) Geographic Origin	(J) Geographic Origin	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Local	Regional	-.30	.232	.560	-.90	.29
	National	-1.76*	.202	.000	-2.28	-1.24
	International	-1.23*	.213	.000	-1.77	-.68
Regional	Local	.30	.232	.560	-.29	.90
	National	-1.46*	.174	.000	-1.91	-1.01
	International	-.92*	.186	.000	-1.40	-.45
National	Local	1.76*	.202	.000	1.24	2.28
	Regional	1.46*	.174	.000	1.01	1.91
	International	.53*	.148	.002	.15	.92
International	Local	1.23*	.213	.000	.68	1.77
	Regional	.92*	.186	.000	.45	1.40
	National	-.53*	.148	.002	-.92	-.15

Based on observed means.

The error term is Mean Square (Error) = 6.868.

*. The mean difference is significant at the .05 level.

Homogeneous Subsets

Football Supporters

Tukey HSD^{a,b,c}

Geographic Origin	N	Subset		
		1	2	3
Local	214	4.43		
Regional	319	4.74		
International	522		5.66	
National	781			6.20
Sig.		.405	1.000	1.000

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square (Error) = 6.868.

a. Uses Harmonic Mean Sample Size = 363.510.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Alpha = .05.

Sponsor Level

Multiple Comparisons

Dependent Variable: Football Supporters
 Tukey HSD

(I) Sponsor Level	(J) Sponsor Level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Main Sponsor	Premium Sponsor	-2.28*	.173	.000	-2.73	-1.84
	Champion Sponsor	-1.94*	.153	.000	-2.33	-1.55
	Regular Sponsor	-1.52*	.197	.000	-2.02	-1.01
Premium Sponsor	Main Sponsor	2.28*	.173	.000	1.84	2.73
	Champion Sponsor	.34	.169	.178	-.09	.78
	Regular Sponsor	.77*	.209	.001	.23	1.30
Champion Sponsor	Main Sponsor	1.94*	.153	.000	1.55	2.33
	Premium Sponsor	-.34	.169	.178	-.78	.09
	Regular Sponsor	.43	.193	.122	-.07	.92
Regular Sponsor	Main Sponsor	1.52*	.197	.000	1.01	2.02
	Premium Sponsor	-.77*	.209	.001	-1.30	-.23
	Champion Sponsor	-.43	.193	.122	-.92	.07

Based on observed means.

The error term is Mean Square (Error) = 6.868.

*. The mean difference is significant at the .05 level.

Homogeneous Subsets

Football Supporters

Tukey HSD^{a,b,c}

Sponsor Level	N	Subset		
		1	2	3
Main Sponsor	554	4.22		
Regular Sponsor	262		5.73	
Champion Sponsor	626		6.16	6.16
Premium Sponsor	394			6.50
Sig.		1.000	.093	.242

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square (Error) = 6.868.

a. Uses Harmonic Mean Sample Size = 409.947.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Alpha = .05.

Profile Plots

