

## The influence of sponsor credibility on the attitudes and intentions of street race participants

A influência da credibilidade do patrocinador nas atitudes e intenções dos participantes de corridas de rua

La influencia de la credibilidad del patrocinador en las actitudes e intenciones de los participantes en carreras en ruta

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### Abstract

Companies invest a large amount of money in sponsorship. The association between a sponsor and a sporting event is considered a very effective marketing strategy. One aspect that influences consumer response to sponsorship is the credibility of the sponsor. The purpose of this study was to examine the influence of sponsor credibility on consumer attitudes and intentions. Four hundred and seventy-four participants of two street race events were interviewed. Data were analyzed using the partial least squares structural equation modeling. The event organizer, a variable not fully explored in the literature, was also addressed. The perception of sponsor credibility had a positive influence on consumer attitudes toward the event organizer, the sponsor and the event. The sponsor's credibility also positively affected the consumer's intention to purchase the sponsor's products and the word-of-mouth intention. These results confirm the importance of sponsor credibility in order to achieve favorable consumer behavior. The analysis of the role of the event organizer in the success of sponsorship introduces a new element to the study of sporting events.

**Keywords:** Sports sponsorship; Sponsor credibility; Consumer attitudes; Consumer intentions.

### Resumo

As empresas investem uma grande quantidade de dinheiro em patrocínio. A associação entre um patrocinador e um evento esportivo é considerada uma estratégia de marketing muito eficaz. Um aspecto que influencia a resposta do consumidor ao patrocínio é a credibilidade do patrocinador. O objetivo deste estudo foi examinar a influência da credibilidade do patrocinador nas atitudes e intenções do consumidor. Foram entrevistados 474 participantes de dois eventos de corrida de rua. Os dados foram analisados usando a modelagem de equação estrutural de mínimos quadrados parciais. O organizador do evento, uma variável não totalmente explorada na literatura, também foi abordado. A percepção da credibilidade do patrocinador teve uma influência positiva nas atitudes do consumidor em relação ao organizador do evento, ao patrocinador e ao evento. A credibilidade do patrocinador também afetou positivamente a intenção do consumidor de comprar os produtos do patrocinador e a intenção de fazer propaganda boca a boca. Esses resultados confirmam a importância da credibilidade do patrocinador para que uma resposta favorável do consumidor seja alcançada. A análise da função do organizador do evento no sucesso do patrocínio introduz um novo elemento no estudo dos eventos esportivos.

**Palavras-chave:** Patrocínio esportivo; Credibilidade do patrocinador; Atitudes do consumidor; Intenções do consumidor.

### Resumen

Las empresas invierten mucho dinero en patrocinio. La asociación entre un patrocinador y un evento deportivo se considera una estrategia de marketing muy eficaz. Un aspecto que influye en la respuesta del consumidor al patrocinio es la credibilidad del patrocinador. El objetivo de este estudio fue examinar la influencia de la credibilidad del patrocinador en las actitudes e intenciones de los consumidores. Se entrevistó a 474 participantes de dos carreras en ruta. Los datos fueron analizados utilizando modelos de ecuaciones estructurales de mínimos cuadrados parciales. También se analizó el organizador del evento, una variable que no se ha estudiado a fondo en la bibliografía. La

credibilidad percibida del patrocinador influyó positivamente en las actitudes de los consumidores hacia el organizador del evento, el patrocinador y el evento. La credibilidad del patrocinador también influyó positivamente en la intención del consumidor de comprar los productos del patrocinador y en la intención de hacer publicidad boca a boca. Estos resultados confirman la importancia de la credibilidad del patrocinador para lograr una respuesta favorable del consumidor. El análisis del papel del organizador del evento en el éxito del patrocinio introduce un nuevo elemento en el estudio de los eventos deportivos.

**Palabras clave:** Patrocinio deportivo; Credibilidad del patrocinador; Actitudes del consumidor; Intenciones del consumidor.

## 1. Introduction

Companies invest a large amount of money in sponsorship. The association between a sponsor and a sports club, an athlete or a sporting event is recognized as one of the most effective marketing strategies.

A significant advantage of sponsorship is that more consumers become aware of the goods and services a company offers. Consumers are attracted to the sponsor's products and services through image transfer, leading to an increase in purchases and greater added value for the company (Hino & Takeda, 2019).

Sports sponsorship is certainly the most prominent category within the general sponsorship field, accounting for 70% of total sponsorship spending in 2016 (International Event Group [IEG], 2017). Companies allocate substantial to sports sponsorship with the expectation that the motivation and commitment that practitioners and fans have toward their favorite team or sport will be transferred to their brand (Madrigal, 2001).

Given the high financial investment in sports sponsorship and the scope of brand presentation, studies have sought to understand how sponsorship affects consumers behavioral responses. Research findings indicate that consumers exhibit more favorable reactions toward advertisements and brands when they perceive the sponsor as trustworthy (Goldsmith et al., 2000).

One aspect that influences consumer response to sponsorship is the perceived credibility of the sponsor. Research findings indicate that consumers exhibit more favorable reactions toward advertisements and brands when they perceive the sponsor as trustworthy (Goldsmith et al., 2000). Achieving such favorable consumer behavioral responses toward the brand is a primary objective of sports sponsorship. Some of these expected behaviors are: a positive attitude toward the sponsor, the intention to purchase the sponsor's product, and a positive word-of-mouth intention.

This research contributes to the literature by introducing the event organizer as an important element in the analysis of the relationship between sponsor credibility and consumer attitudes toward the event organizer. The aim of this study was to examine the influence of sponsor credibility on the attitudes, purchase intentions and word-of-mouth on participants of street race events.

## 2. Literature Review

### 2.1 Sports sponsorship

Shank and Lyberger (2014) consider sports sponsorship as an investment in a sports entity (e.g., athlete, team, or event) to achieve a company's marketing objectives or promotional strategies. Mullin et al. (2000) define sponsorship as the acquisition of rights to be directly associated with a product or event in order to obtain benefits related to this association. In general, sponsorship represents an "alliance between a brand and a sponsored entity or organization" in sports, social, or artistic contexts (Cornwell & Kwon, 2020, p. 608).

In recent decades, sponsorship has become a major global industry (Alonso-Dos-Santos et al., 2016). Lin and Bruning (2020) state that "companies use sponsorship as a marketing communication tool with the expectation that the enthusiasm consumers feel toward an event, team, or sports will be transferred to their brand image" (p.792).

The evolution of sports sponsorship is a subject of considerable interest, given its importance in contemporary sporting events. Nowadays, it is practically impossible to consider a sporting event without sponsorship. Sponsoring sporting events can increase the value of sponsoring companies (Kwon & Cornwel, 2020), enhance corporate image (Liu et al., 2015), increase consumers' purchase intention (Eddy & Cork, 2019), and provide significant growth in company revenue (Blake et al., 2019). This can be attributed to several factors, including increased brand visibility and product consumption among sports practitioners and participants in sporting events (Kelly et al., 2017). Other advantages of sponsorship may be related to strengthening brand positioning in relation to competitors, creating brand associations with the media, building a positive brand image, and expanding the market (Biscaia et al., 2014).

## **2.2 Sponsor credibility**

Newell and Goldsmith (2001) define corporate credibility as the feeling consumers have that the company can meet their demands for good quality products and services, and "whether the company can be trusted to tell the truth or not" (p. 235). In sponsorship activities, corporate image can operate as a source of information. If the image of the sponsoring company is trustworthy in the minds of consumers, it can positively influence sponsorship outcomes. Consequently, the study of corporate credibility has attracted significant academic attention within the domains of sponsorship and marketing (Goldsmith et al., 2000).

According to Ohanian (1991), source credibility theory indicates that individuals are more susceptible to persuasion when they perceive the source of information to be reliable. The author explained that highly reliable sources induce people to have more positive attitudes and more favorable behavioral intentions.

Given the uncertainty that involves the consumer decision-making process, credibility can foster a perception of reduced risk in the acquisition of products and services. Consumers not only tend to buy products from companies they consider reliable, but are also willing to pay more for them (Netemeyer et al., 2004). Therefore, credibility emerges as an essential factor when consumers evaluate similar products offered by different companies (Maathuis et al., 2004). If there is difficulty during the decision-making process, brand credibility may be the determining factor for the purchase.

The study by Li et al. (2020) showed that companies with high credibility have a competitive advantage when it comes to influencing consumers' attitudes and behavioral intentions through sponsored ads on social media. Therefore, when a sporting event is sponsored by a particular company, the credibility of that sponsor should be carefully evaluated. This concern is essential due to the influence of credibility on variables related to sponsorship success, such as consumers' attitudes and intentions (Hutabarat & Gayatri, 2014; Koo & Lee 2019; Martín-Consuegra et al., 2018).

## **2.3 Sports event organizer**

An event organizer is a company that creates events based on the client's demands. The organizer is responsible for the planning, management, and promotion of the event (Mei & Andry, 2019).

The sponsorship of a sporting event involves a series of well-coordinated actions with the event organizer (Sbrighi, 2006). Chiu et al. (2019) suggest that organizers have the responsibility to work with different strategies to maintain the interest of participants in the sport and in the event. Furthermore, the organizer must develop effective marketing communication to attract new spectators. Conversely, sponsorship can contribute to the establishment of a favorable image of the event organizer (Grohs & Heribert, 2014).

According to Santos et al. (2022) sponsors and organizers must be aligned in relation to the objectives of the event. Additionally, a certain degree of congruence between both is essential for the sponsor to be perceived as credible. The authors also identified that consumer involvement with the event is influenced by sponsor-organizer congruence. As a result, the

sponsor-organizer congruence and involvement relationship would significantly increase the chances of a successful sponsorship outcome.

## **2.4 Consumer behavior**

### **2.4.1 Attitudes**

Keller (2003) defines attitude as the consumer's evaluation of a brand based on specific considerations about its costs and benefits. According to Rodgers (2003), attitude is “an individual overall evaluation of an object, issue, or person” (p. 68). The author considers that attitude is a psychological tendency that is expressed by the degree to which an individual views an object with some degree of favor or disfavor. The various theoretical models developed to explain attitudes come from Social Psychology (Spears & Singh, 2004).

Consumer attitudes are part of marketing studies because of their advantage in predicting purchasing behavior. A positive attitude toward a sponsor is an evidence of sponsorship success (Alexandris & Tsiotsou, 2012; Speed & Thompson, 2000), which in turn influences the intention to purchase products from the sponsoring brand (Biscaia et al., 2013).

Studies indicate that the credibility of the sponsoring brand can result in a positive attitude toward the sponsor (Hutabarat & Gayatri 2014; Ko et al., 2017; Kim & Kim, 2018). Speed and Thompson (2000) suggest that people who have a positive attitude toward an event are more likely to develop a favorable attitude toward the sponsor. Perceptions of a logo at a sporting event can establish a link between the sponsor's brand and the sponsored event (Keller, 1993). This association can trigger a positive response from consumers if they consider the sponsorship beneficial to the sporting event and if the sponsoring brand's image is perceived as credible.

Consequently, the following hypotheses are proposed:

Hypothesis 1 - Sponsor credibility positively influences consumers attitudes toward the sporting event.

Hypothesis 2 - Sponsor credibility positively influences consumers attitudes toward the sporting event organizer.

Hypothesis 3 - Sponsor credibility positively influences consumer attitudes toward the sporting event sponsor.

### **2.4.2 Purchase intention**

Behavioral intention represents a measure of how inclined is a person is to engage in a specific behavior (Ajzen, 2001). According to Spears and Singh (2004), purchase intention refers to a person's conscious plan to purchase products from a brand.

Purchase intention emerges from two factors: first, a positive attitude toward the company and, second, a certain level of knowledge that comes from previous exposure to the brand (Pope & Voges, 2000). Purchase intention is considered an appropriate indicator for measuring sponsorship effectiveness (Alexandris et al., 2012; Biscaia et al., 2013; Ko et al., 2008).

Research shows that there is a positive relationship between brand attitudes and purchase intention (Liang & Lin, 2018; Paul & Bhakar, 2018). Consumers who have a positive attitude toward a brand are more likely to buy it or recommend it to friends. According to Gilaninia et al. (2012), brand image also influences purchase intention. Thus, customers with a more favorable image of a sponsor are more likely to buy a sponsor's products than those with a less favorable image. Consumers will have a more positive attitude toward brands with a positive image, which in turn increases their purchase intention.

Brand credibility has an impact on purchase intention. Lee et al. (2016) found that sponsorships related to celebrities who have a credible image have a positive impact on consumer purchasing behavior. Therefore, the following hypothesis is developed:

Hypothesis 4 - Sponsor credibility positively influences purchase intentions for sponsor products.

### 2.4.3 Word-of-mouth intention

According to Iqbal & Hassan (2019), word-of-mouth (WOM) is a form of interaction in which consumers provide information about a particular product or service. It can also be defined as the recommendation of brands and products to other people (Sweeney & Swait, 2008).

WOM is a form of informal communication between individuals about their perceptions regarding brands, products, or services (Ngoma & Ntale, 2019). This communication between consumers has a major influence on purchasing decisions, and it has been described as a very significant communication avenue in the market. In this context, WOM becomes an important channel for consumers to obtain information about the quality of products and services (Ismagilova et al., 2021).

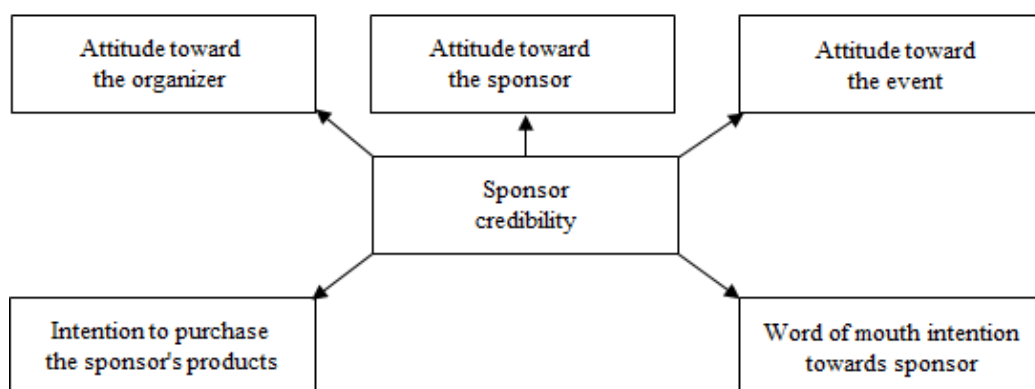
WOM communication is considered to be of great importance as a strategy for promoting new products and in making decisions about the provision of services. Positive WOM is seen as a risk mitigator, since it allows consumers to rely on the opinion of someone they trust.

Companies are directly rewarded by positive WOM. A consumer who perceives the sponsor as credible is more likely to spread positive WOM, which is very beneficial for the marketing and sponsorship. Hence, we put forward the following hypothesis:

Hypothesis 5 – Sponsor credibility positively influences consumers' positive WOM intentions.

The empirical model of this study (Figure 1) suggests that sponsor credibility has a positive impact on consumer attitudes and intentions. The purpose of this model is to provide an understanding of the consumer experience at sporting events. Consumer attitudes and intentions are considered as the outcome of this experience and indicators of sponsorship success.

**Figure 1** - Conceptual framework.



Source: Authors.

## 3. Methodology

A social research of a quantitative nature was carried out (Pereira et al., 2018) using descriptive statistics with the use of averages, absolute frequencies and relative percentage frequencies (Shitsuka et al., 2014), and also with the application of statistical criteria (Vieira, 2021).

### 3.1 Participants

The present study was conducted during two sporting events in São Paulo, Brazil: the 95th São Silvester Race, held on December 31st, 2019, and the 14th São Paulo International Half Marathon, held on February 2, 2020. On the days of the events, specifically during the delivery of the participation kits, participants were invited to take part in the study. They were informed about the objectives and procedures of the research and signed the Informed Consent Form. This research was approved by the Research Ethics Committee of the University Nove de Julho (protocol number 0022/045/38).

After checking and validating the inclusion criteria, 474 valid questionnaires remained. According to Hair Jr. et al. (2014), the ideal sample size for applying Structural Equation Modeling (SEM) should range from five to ten cases per estimated parameter. Given that the data collection instrument consists of 66 questions, there are  $66 \times 5 = 330$  respondents.

A total of 349 men (73.6%) and 125 women (26.4%) voluntarily participated in this research, with ages ranging from 18 to 81 years ( $M = 44.8$ ;  $SD = 15.19$ ). The majority of the participants were married (47.9%), had up to 12 years of education (52.4%), and 89.1% had a job.

### 3.2 Event Sponsor

Decathlon, a French multinational founded in 1976, has a presence in over 45 countries worldwide. The company's primary focus is on the production of sports equipment, encompassing the design, development, manufacturing, and distribution of more than 7,000 products under over 20 private labels. Decathlon's market expansion into Brazil commenced in 2001, and the company currently employs over 2,000 people across 40 stores nationwide.

### 3.3 Event Organizer

The events were organized by Yescom, a company founded in the 1970s. The mission of Yescom is to manage sports and event communication projects as a means to strengthen the relationship between brands and consumers. Yescom is recognized as the main organizer of the most important athletics and cycling events in Brazil. It maintains commercial relationships with the country's main television networks and marketing agencies in the country. Yescom was involved in the organization of international events, such as the World Half Marathon Championships and the Pan American Games.

### 3.4 Instruments

The research instrument consisted of three Likert scales, adapted for this study. The scales ranged from “1—strongly disagree” to “7—strongly agree”. Sponsor credibility was assessed using the scale developed by Sweney and Swait (2008). The Martensen et al. (2007) scale was used to measure attitudes and purchase intention. Positive WOM intention was assessed using the scale proposed by Carroll & Ahuvia (2006). Additionally, a demographic information questionnaire was applied.

### 3.5 Data analysis

Descriptive analyses were performed using the Statistical Package for Social Sciences (SPSS) version 22.0 in order to explore the profile of the participants. SmartPLS 3.2 was used for partial least squares structural equation modeling (PLS-SEM) analysis, which has been recognized as a suitable tool for analyzing the structural model, indicators, and model relationships (Hair et al., 2019).

In accordance with the guidelines established by Hair et al. (2017), the initial assessment of the moderation model was conducted using internal consistency reliability (Cronbach's alpha and composite reliability [CR]), convergent validity (factor

loading and average variance extracted [AVE]), and discriminant validity (Fornell-Larcker criterion). The structural model was then evaluated to test the hypotheses and prediction of the research model. For hypothesis testing analysis, the SmartPLS software bootstrapping algorithm was used to determine factor loadings, path coefficients and significance levels.

## 4. Results

The results of the Average Variance Extracted (AVE) for the constructs (sponsor credibility, attitudes toward the organizer, attitudes toward the sponsor, attitudes toward the event, purchase intention, WOM intention), composite reliability and internal consistency analysis (Cronbach's Alpha) are presented in Table 1. The measurement model revealed adequate internal consistency reliability, according to the evaluation criteria proposed by Hair et al. (2022). The Cronbach's alpha and composite reliability (CR) values were greater than 0.70. All average variance extracted (AVE) values were greater than 50% (Fornell & Larcker's, 1981).

**Table 1** - AVE, composite reliability and internal consistency analysis (Cronbach's alpha).

Constructs	AVE	Composite confiability	Cronbach's alpha
Sponsor credibility	0,701	0,928	0,889
Attitudes toward the organizer	0,721	0,911	0,856
Attitudes toward the sponsor	0,624	0,956	0,916
Attitudes toward the event	0,675	0,846	0,945
Purchase intention	0,836	0,875	0,789
WOM intention	0,725	0,890	0,870

Source: Research data (2025).

Chin (1998) suggests that the square roots of the AVE construct validity should be greater than the correlation with the other constructs. Ringle et al. (2014) propose applying discriminant validity analysis of the observed variables to test the variances. The convergent validity was supported, as all factor loadings ranged from 0.733 to 0.898. The results are described in Table 2 according to the criteria established by Fornell and Larcker (1981).

As suggested by Hair et al. (2022), the bootstrapping algorithm of the SmartPLS software was used with a parameter of 5,000 for the number of cases and samples. At this point, Student's t values should be above 1.96 and the p value above 0.05 for a reliability of 95%. Three critical significance values considered for t are: 5%, 1% and 0.1%. These refer to type I error levels ( $\alpha$ ), which express the probability of rejecting the null hypothesis when it is in fact correct (Hair et al., 2014).

**Table 2** - Discriminant validity (off-diagonal) and square roots of the AVE (in bold)

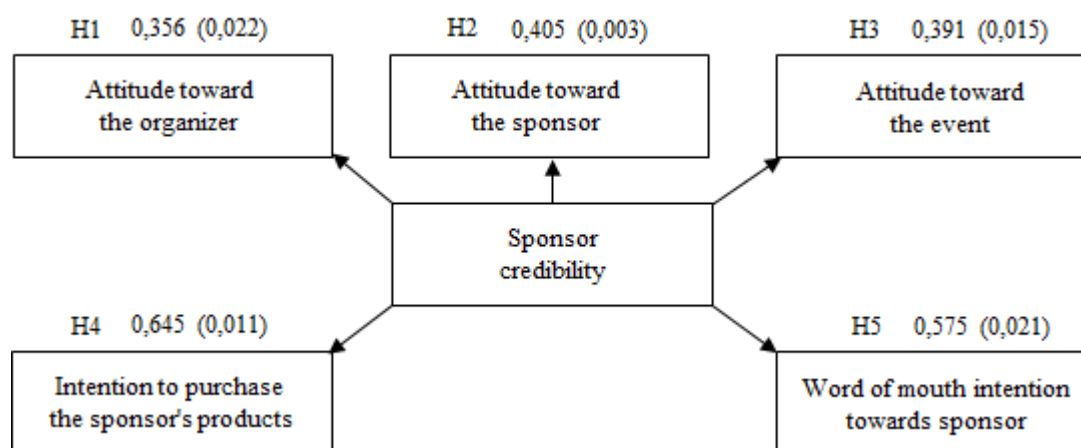
Constructs	1	2	3	4	5	6
Sponsor credibility	<b>0,779</b>					
Attitudes toward the organizer	0,715	<b>0,736</b>				
Attitudes toward the sponsor	0,810	0,826	<b>0,875</b>			
Attitudes toward the event	0,795	0,810	0,850	<b>0,889</b>		
Purchase intention	0,645	0,650	0,695	0,715	<b>0,750</b>	
Word of mouth intention	0,783	0,790	0,805	0,810	0,830	<b>0,850</b>

Source: Research data (2025).



The structural model was evaluated based on the values of the path coefficient ( $\beta$ ) and the significance (t-values). The explanatory power of the relationships was verified based on the analysis of the explained variance of the endogenous variables ( $R^2$ ).  $R^2$  values must be equal to or greater than 10% (Falke & Miller, 1992). The analyses showed that the structural model of this research has an adequate adjustment. The structural model results are presented in the Figure 2 and listed in Table 3.

**Figure 2** - Results of the structural model.



Source: Research data (2025).

**Table 3** - Structural model results and significance.

Hypotheses	Path coefficient ( $\beta$ )	t-value	p-value*	Results
H1 - Sponsor credibility → attitudes toward the organizer	0,356	5,785	0,022	Supported
H2 - Sponsor credibility → attitudes toward the sponsor	0,405	6,976	0,003	Supported
H3 - Sponsor credibility → attitudes toward the event	0,391	5,985	0,015	Supported
H4 - Sponsor credibility → purchase intention	0,645	4,985	0,011	Supported
H5 - Sponsor credibility → WOM intention	0,575	3,846	0,021	Supported

Source: Research data (2025).

## 5. Discussion

The results confirm the influence of sponsor credibility on consumer attitudes toward the event organizer. It can be suggested that the participants in the street race already had some experience with the event organizer, so the positive reputation of the sponsor was just an additional element that influenced the attitudes.

The attitude toward the sponsor was also favored by perceived credibility. This result is consistent with the findings of Kim and Kim (2018). The authors consider that a favorable response to sponsorship is driven by the attitude toward the sponsor. The advantages that participants indirectly receive from the event, such as the benefits inherent in running, create favorable opportunities for sponsors. In such events, the public values the sport highly and may have favorable responses, regardless of whether they like the event or not. Thus, the attitude toward the sponsor can be an indicator of the effectiveness of a sponsorship.

The perception of sponsor credibility improved the attitude toward the event. This finding suggests that the compatibility between the sponsor's and the event's image should be a decisive aspect in choosing the project to be sponsored, as argued by Parolini et al. (2019). In this sense, Crompton (2004) establishes that there are two essential factors for the



success of sponsorship: effective marketing and a positive attitude toward the event. Hutabarat and Gayatri (2014) argue that the reputation of an event's sponsor is one of the main factors that influence the consumer, thereby affecting the success of the sponsorship.

Based on the results, it is possible to consider that attitude towards the brand is closely related to attitude towards the event. Park and Sihombing (2020) also suggested that there is a positive relationship between brand image and attitudes towards the brand. Assessing attitudes towards the brand is an emotional issue, rather than an assessment from a functional or instrumental perspective.

The hypothesis that sponsor credibility positively affects consumer intention to purchase the sponsor's products was confirmed. This finding reveals that there is a direct influence of sponsor credibility on consumer intention. According to Hutabarat and Gayatri (2014), positive perceptions of event sponsor credibility influence a response to sponsorship that leads to purchase intention. Goldsmith, et al. (2000) and Lafferty (2007) also found that corporate credibility is positively associated with purchase intention. Similarly, Chai et al. (2015) found that consumers' behavioral intentions are essentially the result of intrinsic and extrinsic perceptions of trust and value perceived by consumers towards a brand or company.

A positive attitude toward the event can activate the intention to purchase sponsor products. Although it was not the objective of this study, the results showed that purchase intention is driven by the attitude toward the sponsor, as suggested by Kim and Kim (2018). Therefore, purchase intention can be considered the final result as a consequence of the sponsor credibility.

Ko et al. (2008) argue that purchase intention is the most appropriate indicator to estimate sponsorship effectiveness. Based on this assumption, it can be considered that the sponsor's brand was successful in sponsoring the street race, resulting in the intention to purchase its products.

The sponsor's credibility positively affected the consumer's WOM intention. This result confirms once again the sponsor's compatibility with the event. The success of the sponsorship is also reflected in the intention to tell others how positive their experience with the event was. The sponsor credibility must be established in advance and reinforced during the event to result in favorable behavioral responses, such as the intention of positive WOM.

## 6. Final Considerations

This study investigated whether the perceived credibility of the sponsor positively impacts consumer attitudes and purchase intentions. The empirical evidence described in this research presents some mechanisms by which sponsorship can lead to a favorable consumer response. These findings have several important implications for managers to maximize the effects of sponsoring sporting events.

This work contributed to a better understanding of the importance of sponsor credibility and how it influences consumer behavioral responses. The results add important information to the scientific literature on the effectiveness of sports sponsorship.

The analysis of the role of the event organizer in the success of sponsorship introduces a new element to the study of sporting events. Given that sponsoring events includes an organizer, a better understanding of the impact of the event organization on achieving sponsorship objectives is essential. Although there is a lot of research on sports sponsorship, literature focusing on the event organizer is scarce. From a managerial perspective, the results imply that there should be a collaborative effort between the sponsor and the organizer, especially in events involving participants as well as spectators.

This study was conducted within a specific sporting discipline. The method may have influenced the sample, given that respondents may have particular characteristics of street race participants. The measure of purchase intention focuses on

intention rather than actual purchase. However, individuals may respond positively about their purchase intention, but behave in the opposite way.

For future studies, the recommendation is to analyze how differences between demographic groups, such as gender, influence attitudes and intentions towards the brand's products. Another suggestion is to investigate the effects of changing the sponsor event and analyze how previous experiences with other sporting events can influence consumers attitudes and intentions.

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