Malaysian Journal of Social Sciences and Humanities (MJSSH) (e-ISSN : 2504-8562)
2023, Volume 8, Issue 6, e002385
DOI: https://doi.org/10.47405/mjssh.v8i6.2385

Sport Sponsorship and Purchase Intention Among Football League Fans: A Literature Review

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KEYWORDS:
Sports
Sport Sponsorship
Purchase Intention

CITATION:
Hasyyati Husna Dzoolkarnain et al. (2023). Sport Sponsorship and Purchase Intention Among Football League Fans: A Literature Review. *Malaysian Journal of Social Sciences and Humanities (MJSSH), 8*(6), e002385. https://doi.org/10.47405/mjssh.v8i6.2385

ABSTRACT

The practice of sponsorship back to ancient Greece and Roman eras, and the word "sponsorship" is derived from the Greek word "horigia" which means guarantor. The involvement of companies in sponsorship has attract many audiences and achieve their objectives. This paper conceptualizes sport sponsorship and some factors such as attitude toward sponsor, sponsor-event fit, favourability and perceived ubiquity. Sponsors point of perspective have stated that the most useful signal in sports sponsorship is purchase intention. Purchase intention also seeing as the gesture of goodwill or element that will return the sponsor for supporting them. There are four factors used in measuring the purchase intention. It is including trust, reputation, familiarity, and intention. Hence, it is extremely important to explore sports sponsorship impact, its influencing aspects, and how to build a sports sponsorship with other measurement approach.

Contribution/Originality: This study is one of very few studies and contributed to the existing literature that emphasize the impact of sport, sport sponsorship and purchase intention. This impacts mainly will influence the engagement of football league fans and promoting sport sponsorship.

1. Introduction

Football is the most popular sport in Malaysia, all football competition in Malaysia is operated by the Football Association of Malaysia (FAM). All state and other clubs in Malaysia represents their football club in the Malaysian Football League (MFL). With 13.4 million total of football fans in Malaysia has makes every 1 of 2 Malaysians are fans of the football sport (MFL, 2022). Sports and sponsors cannot be separated. Sport has now

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reached a record high in sponsorship. Since the 1990s, leading companies have sponsored entire sport events and the television channel (Sponsoo, 2022). Sport is not only a competition between teams, athletes, and the fans, it is also a competition between sponsors. A better sponsor will result in a better appearance and financial support for a sports event. In Malaysia, sport sponsorship is on the rise. Several private and corporate companies have expressed interest in collaborating with the Ministry of Youth and Sports (KBS) in providing sponsorship to ensure continuity of high-performance sports programmes (Bernama, 2011). Nowadays, most companies seek to assess the impact of their interactions to fulfil their objectives through sport sponsorship. Companies such as Petroliam Nasional Berhad (PETRONAS) and Telekom Malaysia (TM) have been involved in sports sponsorship for a quite long time (Jamal et al., 2016). There are also Government Linked Companies (GLCs) and Government Linked Investments Companies (GLICs) companies such as Khazanah Nasional, Tenaga Nasional Berhad (TNB) and Perbadanan Nasional Berhad (PNB) have involved in sport sponsorship. Private companies such as CIMB Bank, 100PLUS and Milo are also active in sport sponsorship. Recently, Proviton STR signs on a part of two-year official isotonic partner for the MFL (MFL, 2022).

Sport sponsorship is affected by the successes or the failures of a team which leads to changes of fans purchase intention of the sponsors manufactured products or services (Koronois et al., 2016). If there are good bonding between them, they will get their own benefit and accordingly the sport sponsorship will generate revenues from the fans purchase intention (Ribeiro, 2019). Indirectly, it will lead to both strong support towards the football club and the sport sponsorship (Adiguzel, 2018). Savir (2021) stated that companies might invest some amount of funds without receiving any benefits or the sport event could not fulfill all the obligations stated by the sponsor. In example, Kedah FC rejects RM30 million sponsorship deal by D'Herbs. Kedah FC found that there were a few conditions set by D'Herbs which were unacceptable and could make things difficult for their football club. However, the contents of the deal cannot be revealed (Bernama, 2016). In other words, sponsor invested millions in sport sponsorship, and they also need to carry a certain amount of risk. Sports also have become a huge profit-driven for brands and companies all around the world to give sponsorship to the sporting event.

Purchase intention is the most useful indicator in sport sponsorship from the perspective of a sponsor (Biscaia et al., 2013). Purchase intention is meant by a kind of decision making that studies the reason a consumer buys manufactured products by a company (Shah et al., 2012). Before a fan reaction to sponsors goes through several stages, the first thing that the fans are aware about are the appearance from the sponsor. It is either through watching their favourite football player, team, or club use the sponsored product or the way sponsors advertise and promote the product itself. In result, the fans intend to purchase the sponsor product since they wished to receive the same benefit as their favourite football player, squad, or club from the product (Silva, 2017). Fans also seeing that as a gesture of goodwill or to return the sponsor for supporting their favourite team. There are four factors used in measuring the fans purchase intention. It is including trust, reputation, familiarity, and intention (Dachyar, 2017). Indirectly it increased the sponsor revenues and be the return on investment (ROI) for involving in sport sponsorship (Visua, 2021).

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2. Literature Review

2.1. Sport Sponsorship

According to Valino et al. (2022) having a greater or lesser impact of study in certain aspects of sport sponsorship towards the fans loyalty and their purchase intention is also needed to be considered. Melovic et al. (2019) stated that one of the most significant advantages of sport sponsorship is the potential to connect audiences who share the same interest, and it is called as fans. As a result, sporting events are a natural form of consumer segmentation. Several studies have been carried out in recent years on the sport sponsorship of football matches or events. Main concept of sport sponsorship does come from advertisement due to the benefits and outcome are better than advertisement. Performance and the value of the sport sponsorship can be measured and evaluated according to the element offered in the sport sponsorship (Adiguzel, 2018).

The parties who involved in sport sponsorship received more outcome and known as a win win situation among two parties who agreed the sponsorship agreement (Biscaia et al., 2013). Back in The Roman Gladiator by rich Roman elites, sports event was sponsored by private families, banks, or academic bodies (Dichter et al., 2019). Postal systems, increased newspaper accessibility, and educational modernization all contributed to the 19th century channel boom quick spread. The invention of the television in 1927 opened a whole new universe of opportunities for sectors of the economy that were only two or three generations old at the time the industrial revolution began. It shows that sport sponsorship has been one of the effective tools which can enhance the bond between the fans, their favourite team, and the sponsors. In football itself, sport sponsorship eras have been globalized in English Premier League between 1992 and 2021 (Beek & Derom, 2022).

2.2. Purchase Intention

Company sport sponsorship performance is where they represent their company to the potential customer. There is where the ability to carry out and manage their potential customer meet their goal or expectation to reach their marketing or sport sponsorship goal (Amali et al., 2022). In sport sponsorship, trust is described as the responsibility of the sponsors of the sport to provide helpful information about their manufactured products or services to the fans. Fans will perceive their trust towards the sport sponsorship manufactured product by receiving the benefits (Dachyar, 2017). Trust is also a major issue in the interaction between two parties, especially in purchase intention. Previous research explained the trust as the tendency for fans or customer to believe and place their expectation in a sport sponsorship and sport sponsor product. It will also be the only way to understand the attributes of the trustee (Adijiwa et al., 2017). Lack of trust is also the main argument in why fans does not want to engage in the purchase of the sponsor product or services. In other words, the fans do not have the purchase intention towards the product or services provided by the sport sponsorship (Koronois et al., 2016).

Based on the empirical research, the researcher recommends that familiarity with company may influence fans information processing style and purchase intention (Dachyar, 2017). While another research discovered that familiarity influences the recall of advertising message. This indicates that familiarity makes the fans feel more at ease with the company or sport sponsorship, making the company seem more persuasive. However, the measure to which is familiar with another is determined by exposure to the source or association (Zainab, 2020). In the most competitive global sport sponsorship

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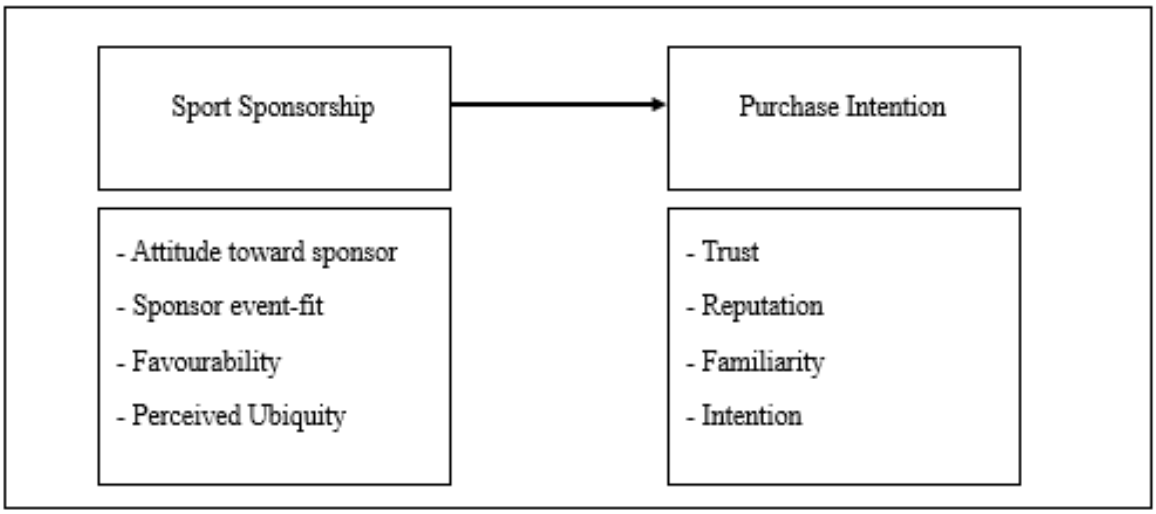
market, sport sponsorship focused on fans intention to purchase and to retain their revenue and create goodwill. It is because perception on loyal fans is a good source of revenue (Lesaule & Bouvier, 2017). Detecting purchase intention will help company to understand and classify what their customer is trying to demand beyond what they are saying or talking about (Qualtrics, 2019). Younus (2015) also stated that the knowledge about the sport sponsorship company products and services plays an integral role in during the purchase intention. While it is also argued that knowledge about the product is the main factor in customer intention for purchasing.

As shown in Figure 1, this framework emphasizes the relationship between sport sponsorship and purchase intention among the Malaysian football fans. Sport sponsorship is the independent variable. There are four factors listed under sport sponsorship, the factor is attitude toward sponsor, sponsor event-fit, favourability and perceived ubiquity. Purchase intention is the dependent variable, there are also four factors listed under purchase intention, the factors are trust, reputation, familiarity, and intention.

Figure 1: Conceptual framework of the relationship between sport sponsorship and purchase intention



3. Conclusion

It can be expressed that this paper shows the impact of sports and sport sponsorship in terms of purchase intention of the football league fans. It is identified that sport sponsorship will enhance a great exposure. The paper focused on and pursued to contribute to the rise of theoretical ways that support sport sponsorship. This paper provides a better understanding of sport sponsorship since there is not much study relating to sport sponsorship that has been handled in our country. The application of this framework will be relevant to sport sponsors and sponsees who wish to improve their engagement with the users or fans through the application purchase intention towards their brand and products. The framework positively impacts purchase intention and can contribute to higher reputation and benefit of sport sponsorship.

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Acknowledgement

Part of this article was extracted from a thesis submitted to Universiti Teknologi MARA (UiTM).

Funding

This study received no funding.

Conflict of Interest

The authors reported no conflicts of interest for this work and declare that there is no potential conflict of interest with respect to the research, authorship, or publication of this article.

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