

ANTECEDENTS OF BRAND RECALL AND BRAND RECOGNITION IN THE CONTEXT OF SPORTS SPON- SORSHIP

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ABSTRACT

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Abstract <p>In recent years, sports sponsorship has seen a significant growth in market size globally, and the market size is expected to expand even further, reaching 116 billion USD by the year 2027 (Business Wire, 2022). The monetary investment made by a brand is reciprocated through commercial benefits, such as improvements in brand image, audience reach and brand exposure (Meenaghan, 1991). With such monetary investment, however, advertising effectiveness becomes an issue of great importance. Brand awareness is a widely used measure of advertising effectiveness in sports sponsorship (Bennett, 1999), and unaided brand recall and aided brand recognition are important measures of brand awareness (Pham & Johar, 2001). In the context of sports sponsorship, the circumstance in which the viewer is exposed to advertising messages can be an important determinant of brand recall and recognition, and consequently advertising effectiveness. The aim of this thesis is to examine the factors impacting brand recall and brand recognition in the context of sports sponsorship. Namely, the aim is to examine the extent to which involvement, social setting (number of co-viewers and screen size), brand familiarity and ad exposure influence brand recall and recognition. In addition, the role of social setting is examined, as it is expected to have a different influence on both brand recall and recognition, as well as involvement. The research was conducted using quantitative methods, as data was collected through an online questionnaire, and it was analyzed by conducting correlation and multiple linear regression analyses. The results suggest that there is statistically significant relationship between brand familiarity and brand recall, brand familiarity and brand recognition, ad exposure and brand recognition, and number of co-viewers and involvement. The research could not support hypotheses regarding the relationships between involvement and brand recall or recognition, number of co-viewers and brand recall or recognition, screen size and brand recall or recognition, screen size and involvement, or ad exposure and brand recall.</p>	
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<p>Tiivistelmä - Abstract</p> <p>Urheilusponsorointi on kasvanut maailmanlaajuisesti, ja markkinan odotetaan kasvavan edelleen jopa 116:een miljardiin dollariin vuoteen 2027 mennessä (Business Wire, 2022). Vastineeksi sijoituksesta, sponsori saa etuja liittyen esimerkiksi brändi-imagoon, näkyvyyteen sekä suuren yleisön tuomiin etuihin (Meenaghan, 1991). Koska sponsoroinnissa on kyseessä merkittävä rahallinen sijoitus, mainonnan tehokkuus on tärkeässä roolissa. Bränditietoisuus on laajasti käytetty mainonnan tehokkuuden mittari urheilusponsoroinnissa (Bennett, 1999), ja vapaa brändin muistaminen sekä avustettu brändin tunnistaminen ovat tärkeitä bränditietoisuuden mittareita (Pham & Johar, 2001). Tilanne, jossa katsoja altistuu sponsorien mainonnalle voi toimia tärkeänä määräävänä tekijänä brändin muistamisen ja tunnistamisen, sekä näin ollen mainonnan tehokkuuden osalta. Tämän tutkimuksen tarkoitus on tarkastella tekijöitä, jotka vaikuttavat brändin muistamiseen ja tunnistamiseen urheilusponsoroinnin kontekstissa. Tavoitteena on tutkia missä määrin otteluun sitoutuneisuus, sosiaalinen asetelma (kanssakatsojien määrä ja näytön koko), brändin tuttuus ja mainonnalle altistumisen määrä vaikuttavat brändin muistamiseen ja tunnistamiseen. Lisäksi tarkoituksena on tutkia sosiaalisen asetelman roolia, koska sillä odotetaan olevan erilainen vaikutus sekä brändin muistamiseen ja tunnistamiseen, että sitoutuneisuuteen. Tutkimus toteutettiin kvantitatiivisena: data kerättiin kyselylomakkeella ja sitä analysoitiin korrelaatio- ja regressioanalyysien avulla. Tutkimustulokset osoittavat, että brändin tuttuuden ja brändin muistamisen, brändin tuttuuden ja brändin tunnistamisen, mainonnalle altistumisen ja brändin tunnistamisen, sekä kanssakatsojien määrän ja sitoutuneisuuden välillä on tilastollista merkitsevyyttä. Tutkimus ei kuitenkaan saanut tukea hypoteeseille sitoutuneisuuden ja brändin muistamisen tai tunnistamisen, kanssakatsojien määrän ja brändin muistamisen tai tunnistamisen, näytön koon ja brändin muistamisen tai tunnistamisen, näytön koon ja sitoutuneisuuden, tai mainonnalle altistumisen ja brändin muistamisen välisistä suhteista.</p>	
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1 INTRODUCTION

1.1 Research background

In recent years, sports sponsorship has seen great market growth, as according to Gough (2021a), the revenue from sports sponsorship in the United States has rocketed from 9 billion U.S. dollars to nearly 21 U.S. dollars in the past 17 years. Similarly, spending on sports sponsorship in the U.S. is expected to face significant growth, as by year 2024 the spending on sponsorship is expected to reach nearly 20 billion U.S. dollars (Gough, 2021b). The growth of sport sponsorship market is partly explained by the reach sponsorship marketing can have, as sponsoring a major sporting event for instance can reach a massive audience of different demographic qualities (Lardinoit & Derbaix, 2001).

Because the investment in sports sponsorship is a massive one for the sponsoring brands, the issue of advertising effectiveness comes into play and is of concern for marketers. Because the audience is concerned with the sports match at hand, their cognitive processing of the embedded advertisements on the perimeter boards around the field can be hindered, leading to lowered ability to recall or recognize advertising brands (Lardinoit & Derbaix, 2001). The effectiveness of advertising is conventionally determined by and studied in the context of the visual components of an advertisement (e.g., Kong, Huang, Scott, Zhang & Shen, 2019). However, in the context of embedded advertisements of sponsors of a sporting event, researchers have often used the circumstances and the context in which the viewer is exposed to the advertising messages as determinants of advertising effectiveness and the ability of the sponsor to etch to the memory of viewers. For instance, the level of involvement, or how engaged the viewer is in the game can have a significant impact on the viewer's ability to remember secondary stimuli, as higher involvement can lead to higher attention to paid and better cognitive processing, which in turn can lead to better memory (Moorman, Willemsen, Neijens & Smit, 2012). Similarly, the degree to which the viewer perceives the sponsor as familiar or unfamiliar, as well as the number of times the viewer is exposed to advertising messages from a specific sponsor have been

studied and suggested to play a role in the betterment of brand recall and recognition (Brennan & Babin, 2004; Maricic, Kostic-Stankovic, Bulajic & Jeremic, 2019). Research on the influence of social setting on brand recall and recognition is relatively divided. While some researchers suggest that higher number of co-viewers can result in lowered memory (e.g., Bellman, Rossiter, Schweda & Varan, 2012), other researchers suggest that having multiple co-viewers can heighten the viewers' involvement in the match being watched, consequently enhancing attention paid to all stimuli, and thereby having a positive impact on brand recall and recognition (e.g., Moorman et al., 2012). The size of the screen on the other hand is often expected to have a positive impact on both brand recall/recognition as well as involvement (e.g., Heo, 2004).

Brand recall and brand recognition are widely used concepts in determining how well viewers remember sponsors or their advertisements, and therefore how effective the advertisements were to grasp the attention of the viewer. The effect of sponsorship has often been studied, for instance, in the context of corporate image (e.g., Javalgi, Traylor, Gross & Lampman, 1994), attitude (e.g., Biscaia, Correia, Rosado, Ross & Maroco, 2013), and purchase intention (e.g., Biscaia et al., 2013). However, the effectiveness of sponsorship has been studied from the point-of-view of brand recall and brand recognition as well. Because advertisers are concerned about the high cost of investment that sponsoring an event entails, an important indicators of advertising effectiveness are return on investment and financial performance of the sponsor. However, building brand awareness and performing well regarding brand recall and recognition are important drivers of brand attitude formation and purchase intention (Walraven, Bijmolt & Koning, 2014), which is why this thesis focuses on this particular determinant of advertising effectiveness. The pressure marketers face in making decisions about investing in sponsoring is a current challenge for advertisers, and thus this research topic can be considered to be of importance.

1.2 Research objective and research questions

The objective of this master's thesis is to explore the possible determinants of brand recall and recognition of the advertising brands during the FIFA World Cup 2022. The goal is to reach people who have watched at least one match during the time period of 13.-18.12.2022. The qualified respondents' ability to recall unaided and recognize with aid the sponsoring brands is measured, while also collecting data about the respondents' perceived involvement with the football match, the social setting the match was watched in, perceived brand familiarity of recognized sponsors, as well as the extent of exposure to the advertising messages. The influence of these four variables on brand recall and recognition are then examined. In addition, due to the fragmented nature of research regarding the impact of social setting, another goal of this research is to provide clarity to the role social setting - namely the number of co-viewers and

the size of the screen - plays in regard to the ability to recall and recognize advertisers. The aim of this master's thesis is to contribute to existing research about the antecedents of brand recall and recognition and examine the relationships between involvement, social setting, brand familiarity, ad exposure, and brand recall and recognition, and the relationship between involvement and social setting. The research is conducted as quantitative research, and the data is collected through an online questionnaire posted on two Facebook groups. The research questions of this thesis are as follows:

To what extent do involvement, social setting, brand familiarity, and ad exposure influence brand recall and brand recognition in the context of sports sponsorship?

To what extent does social setting influence involvement with the football match being watched?

1.3 Research structure

This research consists of five chapters: introduction, theoretical background and hypothesis development, methodology, results, and discussion. The theoretical background and hypothesis development begins by discussing the main themes of sponsorship and advertising effectiveness. Then, the theoretical framework and the hypotheses are presented and prior research in the field is reviewed and discussed. In the methodology chapter the research method and data collection and analysis methods are described in detail. To conclude the methodology chapter, the validity of the research is assessed, as well as reliability, which is evaluated by calculating Cronbach's alpha and by running an explorative factor analysis. In the results chapter the research findings are presented, and these results are reflected on the hypotheses set in chapter three. In this chapter, the results of correlation analysis and regression analysis are reported. Lastly, in the discussion chapter, the results of the research are further discussed, practical implications are presented, limitations of the research are analyzed, and further research propositions are given.

2 THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT

2.1 Sponsorship

Largely due to the commercial benefits and massive audience reach (Lardinoit & Derbaix, 2001), sports sponsorship has recently encountered great market growth, not only in the United States (Gough, 2021a) but globally as well. According to Business Wire (2022), the market size of sports sponsorship was nearly 78 billion U.S. dollars in 2022, and the market size is expected to grow to 116 billion U.S. dollars by the year 2027. The commercial potential of sports sponsorship and the projected market growth make sports sponsorship a valuable marketing tool (Biscaia et al., 2013).

Sports sponsorship can be defined as a monetary investment made by a sponsor in return for commercial potential in the form of, for example, fostering positive corporate image and the reach potential associated with a larger audience (Meenaghan, 1991). In fact, due to the massive reach potential, sponsoring a major sports event increases the exposure to a brand and enhances access to it; being in front of a wide audience consisting of consumers of very different demographic qualities and geographic locations, can shorten the distance between the brand and these potential customers (Cunningham, Cornwell & Coote, 2009). Sports sponsorship is essentially considered as a business-to-business relationship between the sponsor and sponsored where each party receives mutual benefits from the relationship (Henseler, Wilson & Westberg, 2011; Biscaia et al., 2013). Other important benefits of sponsorship include, but are not limited to, increasing brand awareness, loyalty, and revenue, stretching to new target audiences, and differentiating from competitors (Biscaia et al., 2013). While sports sponsorship is especially effective method in increasing brand awareness (Henseler et al., 2011), the end goal of sponsorship usually is guiding consumers toward the sponsor brand's products or services (Barros & Silvestre, 2006).

Field sponsorship is a form of sports sponsorship, where advertising messages of sponsors are placed on the perimeter boards or billboards around the sports event arena (Lardinoit & Derbaix, 2001). This form of sponsorship is at the focus of this thesis. Field sponsorship messages are nondisruptive in nature, as they are often not at the center of attention of viewers, but instead are secondary stimuli alongside the primary stimulus, which is the sports match at hand. The purpose of this kind of advertising is to be visually present without interrupting the primary stimulus itself, and the advertising message therefore usually includes merely the brand name or no more than a few words describing the brand (Carrillat, d' Astous, Bellavance & Eid, 2015). Due to the highly stimulating nature of sports and multiple other brands advertising simultaneously, viewers are not provided with the means to extensively process the advertising message. (Lardinoit & Derbaix, 2001.) However, while the advertising messages compete with a highly engaging primary stimulus, there are benefits to using embedded advertising, which are why the sports sponsorship market keeps growing. Embedded advertisements of sponsors on the perimeter boards are easily repeated, exposing the audience to the same advertising message multiple times, leading to enhanced retention (Maricic et al., 2019). In addition, drifting attention from the primary stimulus will also often lead to attention paid to secondary stimulus, which in this case would be the sponsors' advertisements (Bennett, 1999).

2.2 Advertising effectiveness

The effectiveness of advertising or sponsorship messages can be evaluated in multiple different ways. For instance, Biscaia et al. (2013) studied attitude and purchase intention as measures of sponsorship effectiveness, while Javalgi et al. (1994) focused on the brand image side of advertising effects. Measuring the effectiveness through sales, however, can be disadvantageous, as the influence of past or current advertising as well as the influence of competitive brands needs to be taken into consideration. This is why brand awareness is a widely used measure of advertising effectiveness in sports sponsorship. (Bennett, 1999.) Unaided brand recall and aided brand recognition are measures of brand awareness, and two of the most common and most important measures of the effectiveness of sponsorship (Pham & Johar, 2001).

2.2.1 Brand recall

In the context of the current research, brand recall refers to the ability of respondents to name sponsoring brands unaided. This means free recall; being able to list brand names without any aid that respondents remember seeing on the perimeter boards during a football match. Brand recall is a concept widely used in research to determine the ability of viewers to remember advertising brands, which in turn is one key determinant of the effectiveness of advertisements in capturing attention and sticking in the minds of viewers.

2.2.2 Brand recognition

Brand recognition refers to the aided recognition of sponsoring brands from a list of brand names, comprised of both actual sponsors and those that did not sponsor the FIFA World Cup. This is often referred to as aided recall, as it involves a guiding list of brands that aims to prompt the memory of the respondents. However, because a list of brand names can more easily provoke false answers, the list includes brands that did sponsor, and similar brands that did not, in order to minimize intelligent guesses (Angell, Gorton, Sauer, Bottomley & White, 2016). Unaided recall is sometimes thought to be a stronger measure of advertising effectiveness as compared to aided recognition, as recall is highly associated with direct retrieval from memory, while recognition can entail intelligent guessing (Walraven et al., 2014). However, cues are important in initiating memory retrieval, as often information can be stored in the brain and can only be accessed through proper cues (Cornwell & Humphreys, 2013). This is why viewers not being able to recall a particular sponsor brand from the top of their heads doesn't necessarily indicate wasted investment. (Cornwell & Humphreys, 2013).

2.3 Hypothesis development

In this subchapter the theoretical framework for this thesis is presented. The variables within the framework are discussed through the lens of previous research in the field, and prior research is employed in hypothesis development.

2.3.1 Involvement

Research has been done on the influence of involvement on brand recall and recognition, and plenty prior research indicate that there exists a positive relationship between the level of involvement with a program being watched and memory of advertisements. Involvement can be described as experienced interest in a stimulus or arousal evoked by it (Rothschild, 1984). In a study conducted by Norris, Colman and Aleixo (2003), participants watched a television program with two commercial breaks. In this research, participants were assigned into groups, and each group was instructed to watch a television program of different levels of intensity, after which their recall of advertisements during commercial breaks was measured. The results indicated that involvement with the program being watched positively correlated with recall of advertisers during commercial breaks. That is, higher involvement resulted in better recall of advertisements (Norris et al., 2003.) Similar to the setting of this thesis, Moorman et al. (2012) examined the influence of involvement on brand advertisement recall in the context of 2006 FIFA World Cup. According to the research, involvement with the football match positively influenced the respondents' ability to recall advertisements, as higher involvement led to higher attention paid to commercials, which in turn had an improving influence on recall (Moorman et al., 2012). Similar to

this more recent study conducted in 2012, Moorman, Neijens and Smit had conducted a study in 2007, where the effect of involvement on advertisement recall was examined in the context of a Super Bowl match. Similar results were found in 2007 as well, as according to the research results, high involvement keeps the audience engaged with the televised match, resulting in higher exposure, which in turn leads to better advertisement recall (Moorman et al., 2007).

The impact of program involvement on recall and recognition of advertisements has also been studied in the context of media multitasking, wherein involvement is examined as a moderating variable influencing the relationship between media multitasking and memory. For instance, Bang and King (2021) studied the moderating influence of involvement, and according to the results, involvement in the program being watched decreased the propensity to media multitask, which in turn improved recall of advertisements. In addition, the researchers observed, that albeit that media multitasking occurred during the program the viewer was highly involved in, the advertisement recall was nonetheless better when compared to low engaging programs (Bang & King, 2021). These results line with Segijn, Araujo, Voorveld and Smit's (2020) research. Segijn et al. (2020) found support for their argument that task-relatedness of media multitasking positively influences recall. However, it was further concluded that the respondents engaging in task-related multitasking were more involved with the program as compared to those, who engaged in non-task-related multitasking (Segijn et al., 2020). These results therefore further reinforce the notion that high involvement with the program being watched can positively influence brand recall and recognition. Although media multitasking is not the focus of this thesis, the results of Bang and King's (2021) and Segijn et al.'s (2020) studies further demonstrate the influence the level of program involvement has, albeit as a moderating variable.

Acknowledging the results of prior research on the effect of involvement on brand recall and recognition, the following hypotheses are proposed:

H1: Involvement is positively related to brand recall

H2: Involvement is positively related to brand recognition

2.3.2 Social setting

The effect of social setting has been studied in the context of brand recall and effectiveness of advertisements, and there seems to be two schools of thought in regard to the nature of the influence social setting can have on memory. Herrewijn and Poels (2015) conducted a study where the participants were exposed to two different video game conditions: a single player condition or multiplayer condition. During the game, participants were exposed to different advertising stimuli in the form of in-game advertisements. The results suggested that social setting can act as a distractor and can therefore negatively influence brand recall and recognition. (Herrewijn & Poels, 2015.) A similar study in the video game context was conducted by Leng, Rozmand, Low and Phua (2021). According to the results of this study, participants exposed to the single player

condition reported higher brand recall and recognition as compared to the multiplayer condition (Leng et al., 2021). Bellman et al. (2012) conducted a study within television advertising context, and yet similar results arose. In the experiment, participants were divided into two groups: single viewing groups and co-viewing groups. According to the results of the research, the participants in the co-viewing group had lower recall of the television advertisements when compared to the participants in the single viewing group. The advertisement effectiveness was significantly lower for the former group and higher for the latter. (Bellman et al., 2012.) Lastly, Mora (2016) studied co-viewing and the resulting “co-exposure” to advertisements and how this influences advertising effectiveness. In line with previous research, the results suggested that co-viewing and co-exposure has a deteriorating effect on advertising effectiveness, whereas when participants were exposed to advertisements when there were no one else present, advertising effectiveness seemed to improve (Mora, 2016).

Based on the findings in this stream of research, where social setting is expected to negatively influence brand recall and recognition, the following hypotheses are proposed:

H3: The number of co-viewers is negatively related to brand recall

H4: The number of co-viewers is negatively related to brand recognition

Another stream of research on the effect of social setting on brand recall, however, shows that the presence of other people can in fact lead to better brand recall of the advertising brands. Carrillat et al.'s (2015) research demonstrated the effect social setting can have on brand recall. The researchers conducted an experiment where participants were assigned to two groups: those that viewed an ice hockey match in an arena surrounded by other ice hockey fans, and those that viewed the same match on television. The results suggested that the social setting in the arena increased the participants' arousal and involvement, which in turn led to better brand recall and recognition, while the participants who viewed the match through television reported lower arousal and involvement and thus lower brand recall and recognition. (Carrillat et al., 2015.) The notion that social setting could lead to higher involvement and arousal during a sports match was further demonstrated by Moorman et al. (2012). The results of their research suggest that co-viewing of a sports match positively influences involvement. The results further supported the expectation, that this heightened involvement would lead to higher attention paid to the advertisements. (Moorman et al., 2012.) In these studies, social viewing is associated with higher levels of arousal and involvement with the game, which in turn enhances the recall and recognition of advertising brands. This is especially true in the context of sports. When watching sports with other people, whether in an arena or through television, viewers are more involved with the game as they express their reactions together as an audience more expressively. Being surrounded by a crowd that share the same enthusiasm towards the sport or team further enhances the experienced involvement. (Moorman et al., 2012.)

Prior research on the positive impact social setting has on involvement, which is in turn expected to lead to higher brand recall and recognition, prompts the following hypothesis:

H5: The number of co-viewers is positively related to involvement

In the context of social setting and co-viewing a televised sports match, the influence of screen size should also be taken into consideration, as viewing on a big screen is one dimension of co-viewing sports in, for example, a bar. Previous research posits that screen size can also play a role in how the advertisement stimuli are processed and how well the advertising brands are recalled. Heo (2004) conducted a study where the effect of screen size on arousal, attention and memory was examined as well as the way the media content is evaluated. According to the research, participants who watched content on bigger screens expressed better memory of the viewed content. In addition, when viewing on a bigger screen, the researcher reported increases in heart rate and skin conductance, pointing towards the positive influence of screen size on involvement. (Heo, 2004.) Reeves, Lang, Kim, and Tatar (1999) conducted a study where the heart rate and arousal of participants viewing content on either a smaller or larger screen was examined. The researchers reported greater heart rate deceleration in their research as a result of watching content on a larger screen (Reeves et al., 1999). According to Reeves et al. (1999), a slower heart rate acts as an indicator of greater attention paid to the viewed content. The results of the study also suggested that bigger screen size led to increased arousal (Reeves et al., 1999). Another research, conducted by Lombard, Reich, Grabe, Bracken and Ditton (2000), proposed that larger screen size can result in higher experience of presence within the viewers. In the research participants were assigned into groups in which content was shown on either a small or larger screen. According to the results, size of the screen influenced the generation of feelings of presence, arousal, and involvement. (Lombard et al., 2000.)

Based on previous research of the impact of the size of the screen on involvement and brand recall and recognition, the following hypotheses are proposed:

H6: The size of the screen is positively related to brand recall

H7: The size of the screen is positively related to brand recognition

H8: The size of the screen is positively related to involvement

2.3.3 Brand familiarity

Brand familiarity can be defined as the extent to which an individual has had product-related experiences with a certain brand, whether that be exposure to the brand's advertisements or direct interactions with the brand's products or its representatives (Alba & Hutchinson, 1987). Multiple studies seem to indicate, that brand familiarity can play a significant role in recalling and recognizing brands or advertisements.

The impact of brand familiarity on the ability to recall or recognize advertising brands is often related to cognitive processes (Brennan & Babin, 2004; King & Bang, 2021). Seeing an advertisement of a more familiar brand often leads to better memory, as less cognitive resources are required in processing and retrieving information and more familiar brands can therefore be more easily accessed from memory (Brennan & Babin, 2004; King & Bang, 2021). A study conducted by Brennan and Babin (2004) aimed to investigate the relationship between media multitasking and memory, while also considering the impact of brand familiarity. The research results suggest that seeing advertisements from less familiar brands result in weaker brand recall (Brennan & Babin, 2004). Similarly, Gunawardena and Waiguny (2014) examined media multitasking and brand recall, with brand familiarity as a moderating variable. Similar to Brennan and Babin's (2004) findings, the results indicated that a brand being less familiar to the viewer results in lower brand recognition. (Gunawardena & Waiguny, 2014). A recent study by Bang and King (2021) aimed to examine how program-induced engagement affects the amount of media multitasking and the effect of the resulting media multitasking on advertisement memory. In addition, this study, too, included brand familiarity as a moderating factor for the effects of media multitasking on memory. The findings of this research suggest that brand familiarity attenuates the negative effects media multitasking has on how well advertisements are remembered (Bang & King, 2021). Although the studies by Brennan and Babin (2004), Gunawardena and Waiguny (2014) and Bang and King (2021) are conducted in the context of media multitasking and brand familiarity is addressed as a moderating variable influencing the relationship between media multitasking and brand recall or recognition, the nature of the results nonetheless shed light on the extent of the influence brand familiarity can have on memory, and therefore also support the hypotheses set in this thesis. Contrary to these studies, Kent and Allen (1994) studied brand familiarity not as a moderating variable but as an independent variable. The research aimed to investigate the participants' recall of advertisements for familiar brands, and to see whether the familiarity of a brand had a significant effect on how well the advertisements' contents were remembered. According to the results of the research, there seemed to be better recall of new product information when the participants were exposed to advertisements of brands that they were more familiar with (Kent & Allen, 1994). Another recent study conducted by Martí-Parreño, Bermejo-Berros and Aldás-Manzano (2017) examined the influence brand familiarity has on memory in the context of advertisements placed in video games. In accordance with prior research, the results indicated that players were better able to recall and recognize familiar brands seen in the video game as opposed to more unfamiliar ones (Martí-Parreño et al., 2017).

Due to the plethora of research pointing towards the positive effect of brand familiarity on brand recall and recognition, this factor cannot be excluded from this study. Therefore, brand familiarity is included in the research model as an independent variable, and the following hypotheses are proposed:

H9: Brand familiarity is positively related to brand recall

H10: Brand familiarity is positively related to brand recognition

2.3.4 Ad exposure

Ad exposure can be defined as the number of times viewers are exposed to messaging from advertisers or sponsors (Sandler & Shani, 1989, as cited in Maricic et al., 2019). This can occur either directly, i.e., being present live during FIFA World Cup match or indirectly, i.e., via a televised broadcast of the World Cup (Maricic et al., 2019). Essentially, the more FIFA matches a viewer watches, the more times he/she is exposed to the sponsoring brands' advertising messages. This repetitive exposure to advertising messages is assumed to positively influence viewers' ability to remember sponsoring brands. This assumption is based on the learning theory, according to which the number of associations to stored information increases through repetition, making it easier for people to recall and recognize relevant information (Schmidt & Eisend, 2015). In other words, a higher number of exposures to advertisements leads to better learning of the messages. In addition, the impact of advertising repetition is more significant for shorter advertising messages, as longer messages are prone to inducing feelings of redundancy in viewers (Schmidt & Eisend, 2015). Shorter advertising messages need a higher number of exposures in order for viewers to process and store the information, create associations, and be able to retrieve that stored information later on (Schmidt & Eisend, 2015). Wear-in effect is another concept that is widely referred in literature concerning advertising repetition. According to Pechmann and Stewart (1988), wear-in occurs when repeated exposure to an advertisements results in positive associations, and thus, consequently, heightened recall.

The effect of exposure on brand recall and recognition was explored by Maricic et al. (2019) in their recent study, which was conducted in the context of UEFA Champions League. According to the results of the study, alongside involvement, exposure had a statistically significant influence on participants' recall and recognition of sponsors (Maricic et al., 2019). Similarly, Cornwell, Relyea, Irwin and Maignan (2000) studied the influence of exposure on unaided recall and aided recognition of sponsors in the context of university basketball. According to the results, repetitive exposure to the sport directly influenced the respondents' ability to recall and recognize sponsors of the event (Cornwell et al., 2000). While Maricic et al.'s (2019) and Cornwell et al.'s (2000) studies were conducted during a short time period, Walraven et al. (2014) conducted a longitudinal study of how exposure influences sponsorship awareness. While this study was conducted during a four-year period measuring the increase in sponsorship awareness (Walraven et al., 2014), the results nonetheless have implications for the impact that the time a viewer is exposed to a stimulus can have on recall and recognition. The researchers found an increasing pattern in sponsorship awareness during the time period (Walraven et al., 2014).

Prior research highlights the importance of repetitive exposure on brand recall and recognition. Thus, in the light of previous research in the field, the following hypotheses are proposed:

H11: Ad exposure is positively related to brand recall
H12: Ad exposure is positively related to brand recognition

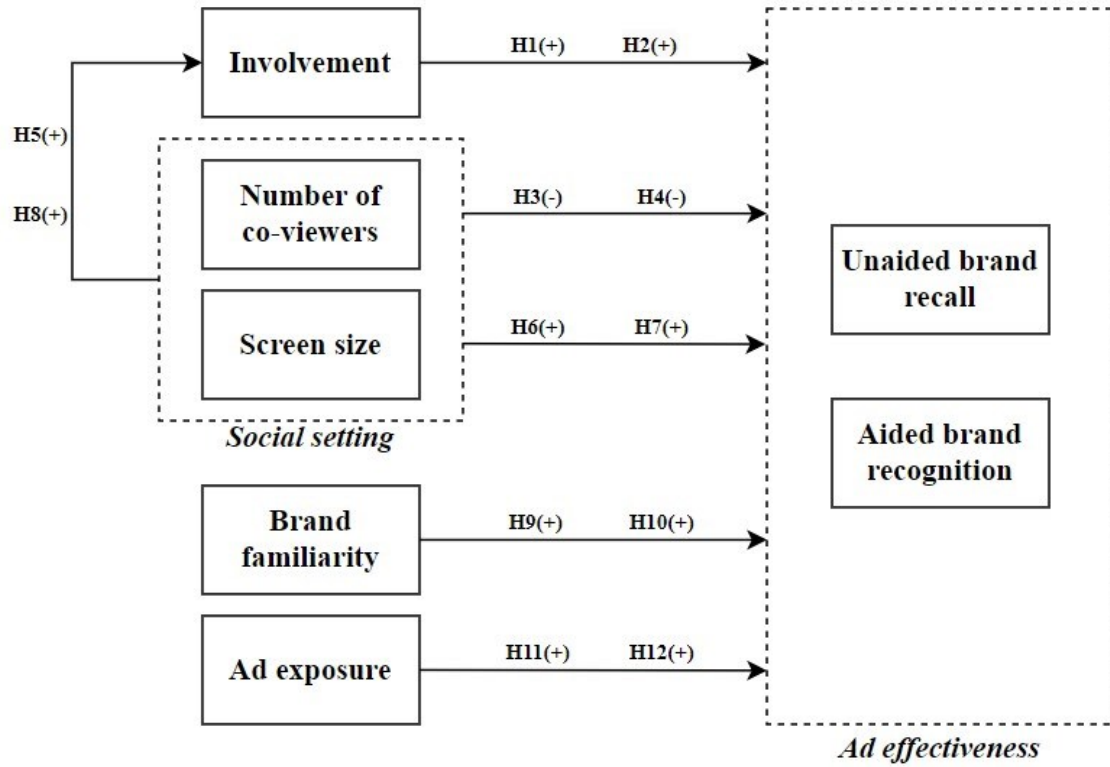


FIGURE 1: Theoretical framework and hypotheses

3 METHODOLOGY

3.1 Research method

Research can be conducted by using either qualitative or quantitative research methods. In quantitative methods data is analyzed in numerical terms, while qualitative methods focus on interpretation of words (Vilkka, 2007, 14; Bell, Bryman & Harley, 2019, 355). This research is conducted as a quantitative study, as this approach utilizes statistical methods which are of use in this particular research setting (Hirsjärvi, Remes, Sajavaara & Sinivuori, 2000, 129). The aim of this research is to examine the relationships between multiple variables. Therefore, quantitative approach is an appropriate choice to effectively examine these relationships. The research objective was to examine the effect of involvement, social setting, brand familiarity, and ad exposure on both brand recall and brand recognition, as well as the effect of social setting on involvement.

The objective of a quantitative research can be different across studies. A quantitative study can be either exploratory, descriptive, explanatory, or predictive in nature (Hirsjärvi, Remes, Sajavaara & Sinivuori, 2009, 138). Exploratory research intends to find causal relationships between variables (Vilkka, 2007, 19). Because the aim of this research is to examine to what extent variables influence other variables or the relationship between two variables, this research can be described as an exploratory research. The data collection strategy utilized in this research is using a survey. In survey research the participants are sent a questionnaire with questions regarding what is being studied. The questions in a survey are standardized, meaning that each participant is presented with the same questions in a consistent order and manner (Vilkka, 2007, 28). This approach for collecting data was chosen, because survey is an effective method of collecting a large amount of data from participants who do not fall into the same demographic group or cannot be easily reached in the same place (Vilkka, 2007, 28). The questionnaire for this research aimed to target anyone in Finland who had watched a FIFA World Cup football match during the time period of 13.-

18.12.2022. Therefore, the most effective way to reach these people and to gather as much data as possible was to conduct this study as a survey research.

In academic research, it is important to acknowledge the philosophical assumptions behind the research setting. These underlying assumptions shape the way conclusions are drawn from the collected data (Bell et al., 2019, 25). Philosophy of social science draws a distinction between the underlying philosophical assumptions, dividing them into the following categories: ontology, epistemology, and methodology (Bell et al., 2019, 26). Ontology concerns with the nature of reality and being, and the assumptions as to what it means for something to exist (Metsämuuronen, 2011, 216; Bell et al., 2019, 26). This research is of its ontological position objective in nature. This means that entities and phenomena exist independently whether or not they are observed by researchers (Bell et al., 2019, 26-27). The other end of ontology is constructionism, according to which social phenomena is not objective in nature, but rather subjective and it is assumed to be impacted by the actions and prevailing beliefs of people (Metsämuuronen, 2011, 218; Bell et al., 2019, 27). Epistemology refers to how knowledge can be gained from the reality whose nature is determined by ontological considerations (Bell et al., 2019, 29). When it comes to epistemological considerations, this research leans toward positivism. The underlying assumption behind positivism is that what you can observe is real and this includes the repeatability of results (Metsämuuronen, 2011, 217). According to positivism, the best suited method for collecting data is through quantitative approaches, where data can be concretely measured (Bell et al., 2019, 30).

3.2 Data collection and analysis

The data was collected through an online questionnaire using Webropol 3.0 web questionnaire tool. Before presenting respondents with questions regarding sponsoring brands, the respondents' involvement, brand familiarity, ad exposure or social setting, some background information was gathered by asking respondents to state their age and gender. The questionnaire then begun by establishing whether the respondent watched any of the FIFA World Cup 2022 games during the time period of 13.-18.12.2022. This question determined whether a respondent was qualified to continue filling out the questionnaire form, as only those who watched at least one game during the defined time period were allowed to proceed. Respondents who did not watch a World Cup football match during that time period were excluded from the study. For these respondents, the questionnaire ended here, and these respondents were thanked for their time. Respondents who reported having seen at least one match were asked to estimate how many matches they watched to get an impression of the respondents' exposure to the sponsoring brands' advertisements. After collecting demographic information, establishing the number of matches the respondent had seen, and ensuring that only the targeted audience entered the next section, qualified respondents were asked to list brands whose advertisements they remember seeing

in the perimeter boards during the football match. Following this question regarding their brand recall, their brand recognition was measured by asking to select all brands they remember seeing during the game from a pre-defined list of advertisers, some of which in fact advertised during the World Cup and some of which did not. Non-sponsoring brands were included in the list in order to minimize intelligent guesses (Angell et al., 2016). Because intelligent guesses regarding sponsoring brands are often guided by perceptions of brand prominence and perceived fit between the brand and the event (Walraven et al., 2014; Cornwell & Humphreys, 2013; Pham & Johar, 2001), the non-sponsor brands included in the list were competitors or otherwise closely related to the actual sponsoring brands. Answers regarding brand recall were coded into categories of 0, 1, and 2+ based on how many brands the respondent was able to recall. Similarly, brand recognition answers were coded into categories 0, 1, 2, 3, and 4+.

The next section of the questionnaire covered respondents' familiarity with the advertising brands. Respondents were asked to estimate the extent to which they are familiar with, experienced with, and knowledgeable of the brands they selected from the list of brands presented in the brand recognition question. Participants were therefore only asked to estimate their familiarity with the brands they recognized from the list and remembered to have advertised on the perimeter boards. Participants were not presented with questions about brands they did not recognize as having advertised during the football match. Participants were presented with the following statements "I am familiar with brand x", "I am experienced with brand x", and "I am knowledgeable about brand x". These statements were assessed using a 5-point Likert scale, where 1 = Strongly disagree; 2 = Somewhat disagree; 3 = Neither agree nor disagree; 4 = Somewhat agree; and 5 = Strongly agree. The questions measuring brand familiarity were adapted from Kent and Allen's (1994) research. Prior to further data analysis, frequency analysis was performed in order to determine whether all variables reached an applicable number of responses. It was observed that some brands had received a low number of responses, as only few people had selected them from the list of brand presented earlier in the questionnaire. A sample size of 30 can be considered to be minimum to run quantitative analysis (Ganti, 2023), and therefore 10 brands (BYJU's, Crypto.com, Globant, Hisense, Hyundai, Kia Motors, Powerade, Qatar Energy, Vivo and Wanda Group) were excluded from any further data analysis. Six brands (Adidas, Budweiser, Coca-Cola, McDonald's, Qatar Airways and Visa) with the minimum of 30 respondents remained. Each of the remaining six brand variables contained the three items listed earlier as per Kent and Allen's (1994) study. Items 1, 2 and 3 for all six brands were summated into composite variables BFQ1, BFQ2 and BFQ3.

Respondents' involvement with the football match was also measured using a 5-point Likert scale, where 1 = Strongly disagree, 2 = Somewhat disagree, 3 = Neither agree nor disagree, 4 = Somewhat agree, and 5 = Strongly agree. Three items were used to measure involvement. Respondents were instructed to determine using the 5-point Likert scale whether they agree or disagree with the following statements: "I found the football match fascinating"; "I was interested in

the football match”; and “I watched the football match attentively”. These items measuring involvement were derived from Moorman et al.’s (2007) research. The three items were summated into a composite variable “Involvement”.

Contrary to the other factors, social setting variables number of co-viewers and screen size were hypothesized to have a negative influence on brand recall and recognition. However, in addition to this, the number of co-viewers and screen size were hypothesized to positively influence involvement. Participants were asked to give a numerical estimate as to how many people they watched the match with, and whether they watched the match on a big screen or not. These questions for social setting were derived from Angell et al.’s (2016) research.

The questionnaire was posted on two Facebook groups, one being a local Facebook group for people within the Jyväskylä area, while the other was a Finnish, nation-wide Facebook group for women. The questionnaire was published on these social media groups on 20.12.2022 and respondents were given until 1.1.2023 to complete the questionnaire. The results of the study were analyzed using IBM SPSS Statistics 28.0 software.

Data was anonymized so that no individual respondent could be identified from the data set. Respondents were given an opportunity to win a gift card by giving their email address at the end of the questionnaire. The entered email addresses were deleted from the data set on SPSS to ensure anonymity. In addition, respondents were asked to state their age at the beginning of the survey. The data regarding the age of respondents was organized into categories of 20 and under, 21-30, 31-40, 41-50, and 51 and over to further ensure anonymity of responses

3.3 Validity and reliability

Reliability and validity are important constructs within academic research. Both terms measure the trustworthiness of a study, but they differ in how they assess trustworthiness (Metsämuuronen, 2011, 74). In this chapter the reliability and validity of this research will be examined.

3.3.1 Validity

Assessing validity, researchers are concerned whether the research and its concepts truly measure what they are supposed to measure (Metsämuuronen, 2011, 65; Bell et al., 2019, 174). Validity is often divided into two types: external validity and internal validity. Internal validity deals with whether the measurement scale is constructed properly and whether the factors in the scale are able to measure what was intended to be measured, and whether the theoretical background and concepts are properly constructed (Metsämuuronen, 2011, 65). To ensure the internal validity of this research, the measurement scales were constructed by deriving variables from previous research. The constructs measuring brand familiarity were derived from Kent and Allen’s (1994) research. Similarly, questions

measuring respondents' involvement with the football match were derived from Moorman's (2007) study. Lastly, the questions associated with the social setting variable were adapted from Angell et al.'s (2016) research. By deriving the variables in the measurement scale from previous research in the field, the internal validity of this thesis remains, as these variables and their validity have been assessed by other researchers and found to be sufficient. While the variables in this measurement scale are derived from previous research, they are also translated from English to Finnish, which can pose a threat regarding proper operationalization of the variables. However, the items in the measurement scale were operationalized and translated carefully with focus on preserving the original meaning of the questions and ensuring that this meaning can be properly translated to the Finnish language. The accuracy of the operationalized variables was also assessed by external parties, and the wording of the questions were modified based on feedback from multiple sources.

External validity on the other hand is concerned with to what extent the results of the research could be generalized (Metsämuuronen, 2011, 65). This means being able to generalize the research results to a wider population beyond the research context (Bell et al., 2019, 177). There was great variance regarding the age of the respondents, so in this regard the sample was representative and the likelihood of being able to generalize the findings of this thesis is higher. In addition, the questionnaire was published on Facebook groups including people from all walks of life and from different locations across Finland. Therefore, the generalizability of the results of this research was enhanced as the results are not constrained by homogenous views and behavior. However, the sample consisted of mostly women, and no other demographic information besides age and gender was provided by respondents, weakening the generalizability of results.

3.3.2 Reliability

Reliability measures the repeatability of a research. This means whether repeating the research multiple times using the same variables would yield similar results (Metsämuuronen, 2011, 74). To conclude that a measure is reliable, each repetition of the research would need to give relatively similar results (Metsämuuronen, 2011, 74).

Internal reliability of the variables was measured by calculating the Cronbach's alpha for involvement and brand familiarity. Internal reliability refers to whether there is consistency between items in a scale (Bell et al., 2019, 172). Coefficient alpha values range from 0 to 1, where values closer to 1 are interpreted as high consistency whereas values closer to 0 indicate low consistency between items (Hair, Wolfinbarger, Money, Samouel & Page, 2015, 255). Cronbach's alpha value should exceed the value of 0,6 for the items in a scale to be considered as having internal consistency (Hair et al., 2015, 255).

The involvement variable reached a Cronbach's alpha value of 0,827. This means that the variable has sufficient internal consistency for it to be considered reliable. The results of the reliability analysis suggest that removing the third item measuring involvement would increase the Cronbach's alpha value to 0,896.

However, because the Cronbach's alpha value originally obtained is well above the cut-off value of 0,6, there was no need to improve the value further by removing the item (Metsämuuronen, 2011, 548).

Cronbach's alpha value was calculated for the three composite variables BFQ1, BFQ2 and BFQ3 that were formed earlier from the six brands that reached a frequency of 30 or above. Brand familiarity reached a Cronbach's alpha value of 0,975, meaning that there is strong internal consistency within the items in the scale. Similar to the involvement variable, removing the last item measuring brand familiarity would result in a Cronbach's alpha value of 0,976. However, due to the miniscule nature of the increase in the alpha coefficient and because the alpha coefficient was clearly sufficient for the internal consistency to be considered reliable to begin with, no items were removed from the scale (Metsämuuronen, 2011, 548). The Cronbach's alpha values of involvement and brand familiarity variables are illustrated on table 1.

TABLE 1 Cronbach's alpha

Variable	Cronbach's alpha (α)	Cronbach's alpha if item deleted	
Involvement	,827	INV1	,713
		INV2	,683
		INV3	,896
Brand familiarity	,975	BFQ1	,959
		BFQ2	,954
		BFQ3	,976

An exploratory factor analysis was run on brand familiarity and involvement as well in order to further validate the reliability of the scales. The factor analysis was done by using principal axis factoring method and VARIMAX was used as the rotation method. Regarding brand familiarity, factor analysis was run on the composite variables BFQ1, BFQ2 and BFQ3 that were constructed earlier in the analysis process. The first table of interest in exploratory factor analysis is the Kaiser-Meyer-Olkin (KMO) and Bartlett's test table. The KMO value determines whether data is suited for running a factor analysis (Williams, Onsmann & Brown, 2010). KMO value must exceed the cut-off value 0,70 for the data to be considered suitable for factor analysis (Karjaluoto, 2007). The KMO value was 0,734 and significance value 0,001. Bartlett's test determines whether there is sufficient correlation ($p < 0,05$) between variables for factor analysis to be conducted (Karjaluoto, 2007). The Bartlett's test provided a significance value of 0,001, which means that sufficient correlation exists. The KMO and Bartlett's test values obtained mean that a factor analysis could be run, and no items needed to be excluded from the analysis. The KMO and Bartlett's test values are reported on table 2.

TABLE 2 KMO and Bartlett's test

KMO Measure of Sampling Adequacy	,734	
Bartlett's Test of Sphericity	Approx. Chi-Square	614,860
	df	15
	Sig.	<,001

Communality values indicate how much of the variance can be explained by the factors (Hair et al., 2015, 418). The cut-off value for communalities is 0,3, and the closer this value is to 1, the better these factors are able to explain variance (Karjaluoto, 2007). BFQ1, BFQ2, and BFQ3 measuring brand familiarity reached communality values of 0,949, 0,959, and 0,897 respectively, while the items measuring involvement (INV1, INV2, INV3) obtained communality values of 0,771, 0,905 and 0,336. All of the items exceed the cut-off value (>0,3), meaning that each variable is suited for factor analysis (Karjaluoto, 2007).

According to Hair, Black, Babin and Anderson (2010, 109) factors that obtain an eigenvalue of more than 1 can be considered significant and any factor with value below that cut-off value should be excluded. Eigenvalues essentially measure the factors' ability to explain variance within the variables (Karjaluoto, 2007). Of the six items included in the factor analysis, two obtained an eigenvalue of more than 1, meaning that two factors were formed. Table 3 reports the degree of variance explained by each factor. As can be seen from table 3, after rotation factor 1 explains 46,7 % of variance, while factor 2 explains 33,6 % of variance. The cumulative degree of variance explained should account for at least 60 % for the solution to be considered acceptable (Hair et al., 2010, 109). In this case, the cumulative percentage explained for these two factors was 80,3 %, which is well above the cut-off value described by Hair et al. (2010, 109).

TABLE 3 Degree of variance explained, and cumulative degree of variance explained

Total variance explained			
Rotation Sums of Squared Loadings			
Factor	Total	% of Variance	Cumulative %
1	2,953	46,678	46,678
2	2,192	33,612	80,290

Next the factor loadings of the formed factors were examined. Factor loadings are essentially measures of how well the variables correlate with the factor (Hair et al., 2010, 116). The factor loading values vary between -1 and 1, where the closer to -1 or 1 the value of a variable is, the stronger it loads to a specific factor (Karjaluoto, 2007). Table 4 reports the factor loadings of this factor analysis. As mentioned earlier, two factors were formed and the results of the factor analysis show that variables measuring brand familiarity (BFQ1, BFQ2, BFQ3) all load strongly to factor 1, as they reach values of 0,974, 0,979, and 0,943 respectively.

Involvement variables (INV1, INV2, INV3) load strongly to factor 2 with values of 0,877, 0,951, and 0,578 respectively.

TABLE 4 Factor loadings on Rotated factor matrix

Variable	Factor	
	1	2
BFQ1	,974	
BFQ2	,979	
BFQ3	,943	
INV1		,877
INV2		,951
INV3		,578

Based on the Cronbach's alpha coefficient values and the results of exploratory factor analysis the variables measuring brand familiarity (BFQ1, BFQ2, BFQ3) were summated to form a composite variable named "Brand familiarity", and a composite variable "Involvement" was formed from variables INV1, INV2 and INV3. Neither Cronbach's alpha nor exploratory factor analysis were run on ad exposure (AD_EX) or SS1 and SS2 variables measuring social setting. This was due to ad exposure variable consisting of only one item, and social setting variable consisting of two items measured on ratio and dichotomous scale, making it impossible to run these kinds of reliability analyses on these variables.

4 RESULTS

4.1 Descriptive statistics

In this chapter the data is described by reporting demographic information of respondents, as well as the measures of central tendency and measures of dispersion for the variables in the measurement model. The online survey was opened by 452 individuals, and 146 individuals proceeded answering the questionnaire. However, 7 of these 146 respondents were excluded as they reported not having watched any of the FIFA World Cup matches during the time period of 13.-18.12.2022. Therefore, the number of qualified respondents was 139, and the response rate was 30,8 %.

4.1.1 Demographics

In the beginning of the questionnaire some demographic information of the respondents was collected by asking respondents to state their age and gender. Of the 139 respondents the majority were female with 101 responses (72,7 %), while 37 were male (26,6 %). The questionnaire was sent to a local Facebook group as well as on an all-female Facebook group, which explains the asymmetry of the data in regard to the gender of the respondents. Data on the age variable was compiled into categories of 20 or younger, from 21 to 30, from 31 to 40, from 41 to 50, and 51 and older. The frequencies of the age variable shows that majority of the respondents were young adults under the age of 31. Of the respondents 7,9 % were 20 or under the age of 20; 43,9 % were from 21 to 30; 25,9 % from 31 to 40; 14,4 % from 41 to 50; and 7,9 % of respondents were 51 years old or older. The mean age of respondents was 32,78 with standard deviation of 10,899. The demographic information of the respondents is reported on table 5.

TABLE 5 Demographic information of respondents

		Frequency	%	Mean	Standard deviation
Gender	Female	101	72,7		
	Male	37	26,6		
	Other	1	0,7		
	Total	139	100		
Age	20≥	11	7,9		
	21-30	61	43,9		
	31-40	36	25,9		
	41-50	20	14,4		
	51≤	11	7,9		
	Total	139	100	32,78	10,899

4.1.2 Measurement model descriptives

Mean, standard deviation, and normal distribution were calculated for all variables in the measurement model. Brand recall was measured using only one item (BRAND_RECALL); participants were asked to list all brands they remember having advertised during a FIFA World Cup football match they watched. The average number of brands recalled was 1,17 with standard deviation of 1,579. Standard deviation below the threshold of 1,0 suggests that there is consistency within the responses, meanwhile standard deviation above 3,0 indicates that there is stronger variation within responses (Hair et al., 2015, 336). Hence, it can be concluded that there is consistency between the way respondents responded to the question regarding brand recall. Skewness and kurtosis were used to examine the normality of the distribution. Skewness measures the extent to which the distribution curve skews left or right, while kurtosis indicates the peakedness or flatness of the distribution curve (Hair et al., 2015, 336). When skewness goes below -1 or above 1 the distribution is considered negatively or positively skewed, and similarly, kurtosis below -1 or above 1 indicates flat or peaked distribution (Hair et al., 2015, 337). The skewness for BRAND_RECALL was 1,741, indicating positively skewed distribution, while kurtosis was 3,272, indicating peaked distribution.

Similar to brand recall, brand recognition was measured using only one item (BRAND_RECOGNITION). Here participants were presented with a list of brands and were instructed to select each brand they recognize as having advertised during the football match they watched. The mean for BRAND_RECOGNITION was 2,52 and the standard deviation was 2,412. Skewness was 1,320 and kurtosis 1,399, suggesting that the distribution is positively skewed and peaked.

Involvement was measured using three items (INV1, INV2, INV3). Respondents were presented with three statements regarding their involvement with the football match they watched. Respondents evaluated the accuracy of these statements using a 5-stage Likert scale, where 1 = Strongly disagree; 2 = Somewhat disagree; 3 = Neither agree nor disagree; 4 = Somewhat agree; and 5 = Strongly agree. The statements for these three items were as follows:

INV1: I found the football match fascinating.
INV2: I was interested in the football match.
INV3: I watched the football match attentively.

The average value for INV1 was 4,19; for INV2 the mean was 4,29; and for INV3 mean value was 3,60. Standard deviation was 0,865 for INV1, 0,829 for INV2, and 1,027 for INV3, meaning that the responses were consistent with each other. The distribution of INV1 was slightly negatively skewed, as the skewness value was -1,192. In addition, the distribution was also peaked with kurtosis value of 1,440. In a similar vein, the distribution of INV2 was negatively skewed and peaked with skewness of -1,915 and kurtosis of 5,441. However, INV3 was the only item that demonstrated normal distribution with -skewness value of -0,551 and kurtosis of -0,614.

Social setting was measured using two items (SS1, SS2). Participants were asked to estimate how many people they watched the match with and whether they watched it on a big screen. The items were:

SS1: With how many other people did you watch the match with?
SS2: Did you watch the match on a big screen (i.e., in a bar)?

The average for SS1 was 1,72, and the standard deviation was 1,780. The distribution was positively skewed with skewness of 2,233 and it was also peaked with kurtosis of 6,635. Item SS2 was measured on a dichotomous scale, as the response options were either "yes" or "no". Therefore, measures of central tendency or measures of dispersion are not reported for this item

Brand familiarity was measured with three items (BFQ1, BFQ2, BFQ3). Here, too, a 5-point Likert scale was used, and respondents were presented with three statements regarding their familiarity with the brands they selected from the list of brands in the brand recognition stage of the survey. The statements for these three items were as follows:

BFQ1: I am familiar with brand x.
BFQ2: I am experienced with brand x.
BFQ3: I am knowledgeable about brand x.

The mean value for BFQ1 was 4,41, for BFQ2 it was 3,66 and BFQ3 3,11. The standard deviations were 1,149 for BFQ1, 1,775 for BFQ2, and 1,411 for BFQ3, meaning that there is consistency between respondents. The distribution for BFQ1 was negatively skewed (-2,086), while the skewness values for BFQ2 and BFQ3 fall between the cut-off values of -1 and +1 with -0,723 and -0,189 respectively. Kurtosis, however, indicated peakedness for BFQ1 (3,219), and flatness for BFQ2 (-1,363) and BFQ3 (-1,302).

Ad exposure (AD_EX) was measured by asking respondents to estimate how many of the FIFA World Cup football matches they had watched in total.

The mean number of matches watched was 12,55, with standard deviation of 14,252, indicating strong variance between responses. The distribution of the data for AD_EX was not normally distributed, as skewness value was 2,187, indicating that the distribution was positively skewed, and kurtosis value was 4,465, demonstrating strong peakedness of the distribution curve. The mean, standard deviation, and skewness and kurtosis values for all items in the measurement model are reported on table 6.

TABLE 6 Descriptive statistics: mean, standard deviation, and normality of distribution

	Mean	Standard deviation	Skewness	Kurtosis
BRAND_RECALL	1,17	1,579	1,741	3,272
BRAND_RECOGNITION	2,52	2,412	1,320	1,399
INV1	4,19	,865	-1,192	1,440
INV2	4,29	,829	-1,915	5,441
INV3	3,60	1,027	-,551	-,614
SS1	1,72	1,780	2,233	6,635
SS2	n.a.	n.a.	n.a.	n.a.
BFQ1	4,41	1,149	-2,086	3,219
BFQ2	3,66	1,775	-,723	-1,363
BFQ3	3,11	1,411	-,189	-1,302
AD_EX	12,55	14,252	2,187	4,465

4.2 Correlation analysis

Spearman's correlation coefficient (Spearman's rho, ρ) was calculated for all variables in the measurement model to assess whether there is correlation between the variables in the model. Correlation analysis is often used as a preliminary analysis to determine whether there is statistically significant correlation between variables in a measurement model before conducting hypothesis testing (Karjaluoto, 2007). In this research, correlation analysis was done as a preliminary analysis to establish whether correlation exists between variables before conducting regression analysis. Correlation analysis was run on involvement, social setting (number of co-viewers and screen size), brand familiarity, ad exposure, brand recall, and brand recognition variables. Spearman's rho can be used when examining the correlation between ordinal (categorical) data. Brand familiarity and involvement variables were both measured using a 5-point Likert scale, making the data categorical in nature. In addition, brand recall variable was coded into categories of 0, 1, and 2+, while brand recognition was coded into categories of 0, 1, 2, 3, and 4+. Ad exposure was measured on a ratio scale, but according to Bell et al. (2019, 322) Spearman's rho can be calculated on ordinal and ratio data as well. In addition, Spearman's rho was used to analyze items SS1 and SS2 of the social setting variable. Item SS1 was measured on a ratio scale, while SS2 was

measured on a dichotomous scale (“yes” or “no”). Correlation between dichotomous and ordinal data can also be measured using Spearman’s rho (Bell et al., 2019, 322). It was hypothesized that involvement would have a positive relationship with both brand recall and recognition. Number of co-viewers was hypothesized to negatively correlate with both brand recall and brand recognition, while screen size was expected to positively correlate with these two. Simultaneously, number of co-viewers and screen size were expected to correlate positively with involvement. Brand familiarity and ad exposure were both expected to correlate positively with brand recall and brand recognition. Spearman’s rho is a bivariate analysis technique where relationships between variables are examined (Bell et al., 2019, 321). Spearman’s rho value varies from 1 to -1, where values closer to 1 indicate positive correlation between variables, values closer to -1 indicate negative correlation, and values close to 0 suggest that no correlation exists between variables (Metsämuuronen, 2011, 370). The significance value (p-value) for the variables also needs to remain below the cut-off value of 0,05 for there to be statistical significance (Metsämuuronen, 2011, 441).

According to the results of the correlation analysis, the involvement variable shows no statistically significant correlation with either brand recall or brand recognition. The relationship between involvement and brand recall reached a rho value of only ,044 and p-value of ,607. Similarly, the correlation coefficient for involvement and brand recognition reached a rho of only -,075 and p-value of ,383.

Social setting was measured with two items (SS1 and SS2), and correlation between social setting and brand recall, brand recognition, and involvement was calculated individually on each item on the social setting scale. SS1 measured the number of co-viewers, while SS2 measured whether the respondents watched the match on a big screen. According to Hair et al. (2015, 373) correlation coefficient above 0,21 indicates weak correlation, but there is statistically significant correlation, nonetheless. Item SS1 demonstrated weak, statistically significant correlation with brand recall, brand recognition, and involvement. SS1 and brand recall reached a rho of ,214 and p-value of ,012; SS1 and brand recognition obtained a rho of ,237 and p-value of ,005; and lastly the correlation coefficient of SS1 and involvement was ,239 and p-value was ,005. While item SS1 demonstrated correlation in terms of all three variables, item SS2 failed to show any statistically significant correlation with brand recall ($\rho = -,074$; $p = ,389$), brand recognition ($\rho = -,153$; $p = ,073$), nor involvement ($\rho = -,091$; $p = ,285$).

The results suggest that brand familiarity correlates moderately with brand recall ($\rho = ,546$) and the relationship is statistically significant ($p = ,001$). Brand familiarity also demonstrates strong correlation with brand recognition with correlation coefficient of ,858 and significance value of ,001.

Ad exposure correlates positively with both brand recall and brand recognition, and the correlations are statistically significant. Spearman’s rho for ad exposure and brand recall was ,266 with significance value of ,002, while ad exposure and brand recognition reached a rho value of ,274 with significance value of ,001. The results of the correlation analysis are reported on table 7.

The correlation analysis showed that statistically significant relationships exist between SS1 and brand recall, brand recognition, and involvement; brand familiarity and brand recall and brand recognition; and ad exposure and brand recall and brand recognition. Meanwhile, involvement failed to show statistical significance in regard to brand recall and brand recognition, and SS2 showed no statistical significance in regard to brand recall, brand recognition, and involvement. However, the relationships between all the variables in the measurement model are further examined through the subsequent multiple linear regression analysis.

TABLE 7 Spearman's correlation coefficients and p-values

		Brand recall	Brand recognition	Involvement	SS1	SS2	Brand familiarity	Ad exposure
Brand recall	rho (ρ)	1,000	,736**	,044	,214*	-,074	,546**	,266**
	p-value	.	,001	,607	,012	,389	,001	,002
Brand recognition	rho (ρ)	,736**	1,000	-,075	,237**	-,153	,858**	,274**
	p-value	,001	.	,383	,005	,073	,001	,001
Involvement	rho (ρ)	,044	-,075	1,000	,239**	-,091	,052	,330**
	p-value	,607	,383	.	,005	,285	,600	,001
SS1	rho (ρ)	,214*	,237**	,239**	1,000	-,157	,053	,133
	p-value	,012	,005	,005	.	,067	,595	,120
SS2	rho (ρ)	-,074	-,153	-,091	-,157	1,000	-,104	-,088
	p-value	,389	,073	,285	,067	.	,291	,306
Brand familiarity	rho (ρ)	,546**	,858**	,052	,053	-,104	1,000	,380**
	p-value	,001	,001	,600	,595	,291	.	,001
Ad exposure	rho (ρ)	,266**	,274**	,330**	,133	-,088	,380**	1,000
	p-value	,002	,001	,001	,120	,306	,001	.

4.3 Multiple linear regression analysis

For hypothesis testing linear regression analysis was conducted for all variables in the measurement model. Multiple regression is used when examining the relationship of a dependent variable and multiple independent variables (Hair et al., 2010, 161). In this case three multiple linear regression analyses were conducted, as the measurement model includes three separate dependent variables with multiple independent variables: brand recall, brand recognition, and involvement.

4.3.1 Brand recall as dependent variable

The first multiple linear regression analysis was conducted with brand recall as the dependent variable and involvement, SS1, SS2, brand familiarity, and ad exposure as the independent variables. The hypotheses that were tested in the first multiple regression analysis are the following:

H1: Involvement is positively related to brand recall

H3: The number of co-viewers is negatively related to brand recall

H6: The size of the screen is positively related to brand recall

H9: Brand familiarity is positively related to brand recall

H11: Ad exposure is positively related to brand recall

The first table of interest is the model summary table. The adjusted R² value, or the coefficient of determination, indicates how much of the variance in the dependent variable can be explained by the independent variables (Hair et al., 2010, 165). The adjusted R² value for this regression model was ,413, meaning that 41,3 % of the variance in the brand recall variable is explained by the independent variables (Karjaluoto, 2007). The model summary for the first multiple regression analysis is illustrated on table 8.

TABLE 8 Model summary for the first multiple linear regression analysis

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	,664	,441	,413	1,271	2,393

The ANOVA table reports how well the regression model fits the data (Karjaluoto, 2007). The suitability of the model in regard to the data is determined by the significance value of the F-test. For the model to be deemed suitable, p-value should be lower than the cut-off value of 0,05 (Metsämuuronen, 2011, 441). The significance value for the F-test was ,001, which indicates that the null hypothesis (regression model does not fit data) can be rejected, and it can be concluded that the regression model fits the data (Karjaluoto, 2007). The ANOVA table is illustrated on table 9.

TABLE 9 ANOVA table for the first multiple linear regression analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126,204	5	25,241	15,625	<,001
	Residual	159,929	99	1,615		
	Total	286,133	104			

The beta coefficients, t-values, and significance values of involvement, SS1, SS2, brand familiarity, and ad exposure are reported on table 10. Standardized beta values range from -1 to 1, where the closer to either end the value is, the more influence the independent variable in question has on the dependent variable (Hair et al., 2015, 389). Involvement reached a beta coefficient value of ,123, SS1 reached -,058, SS2 reached -,004, brand familiarity reached ,659, and ad exposure reached -,024. This clearly indicates that brand familiarity has the most influence on brand recall. T-value should exceed the cut-off value of 2 (Karjaluoto, 2007), while the significance value should be under 0,05 for the independent variables to be concluded as having statistically significant influence on the dependent variable (Metsämuuronen, 2011, 441). Involvement variable did not exceed the threshold for t-value ($t = 1,498$) nor was the significance value below 0,05 ($p = ,137$). Similarly, neither SS1 ($t = -,735$; $p = ,464$), nor SS2 ($t = -,049$; $p = ,961$), nor ad exposure ($t = -,263$; $p = ,793$) reached acceptable t-values or significance values for the hypotheses to be accepted. Therefore, hypotheses *H1*, *H3*, *H6*, and *H11* are rejected. Brand familiarity was the only independent variable that exceeded the cut-off value of 2 for t-value ($t = 7,564$) and reached below the cut-off value of 0,05 for significance value ($p = ,001$). This means that *H9* is supported.

TABLE 10 Regression coefficients for the first multiple linear regression analysis

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1,035	1,453		-,712	,478
	Involvement	,089	,059	,123	1,498	,137
	SS1	-,051	,070	-,058	-,735	,464
	SS2	-,029	,598	-,004	-,049	,961
	Brand Familiarity	,061	,008	,659	7,564	<,001
	Ad exposure	-,003	,010	-,024	-,263	,793

4.3.2 Brand recognition as dependent variable

The second regression analysis conducted had brand recognition as dependent variable, while independent variables were again involvement, SS1, SS2, brand

familiarity, and ad exposure. The hypotheses for the second regression analysis are the following:

H2: Involvement is positively related to brand recognition

H4: The number of co-viewers is negatively related to brand recognition

H7: The size of the screen is positively related to brand recognition

H10: Brand familiarity is positively related to brand recognition

H12: Ad exposure is positively related to brand recognition

In this regression model the adjusted R² value was ,782, which means that the independent variables explain 78,2 % of the dependent variable brand recognition (Karjaluoto, 2007). The model summary is illustrated on table 11.

TABLE 11 Model summary for the second multiple linear regression analysis

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	,890	,793	,782	1,079	2,056

The suitability of the regression model to the data is again reported in the ANOVA table (Karjaluoto, 2007). The significance value was ,001, which is below the cut-off value of 0,05 (Metsämuuronen, 2011, 441). This means that the regression model fits the data (Karjaluoto, 2007). Table 12 shows the ANOVA table for the second regression analysis.

TABLE 12 ANOVA table for the second multiple linear regression analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	441,305	5	88,261	75,831	<,001
	Residual	115,228	99	1,164		
	Total	556,533	104			

Similar to the results of the first regression analysis, brand familiarity is the independent variable that has the strongest influence on brand recognition, with a beta coefficient of ,813 (Hair et al., 2015, 389). Involvement, SS1, and SS2 did not demonstrate adequate t-values or significance values, as involvement got a t-value of -,055 and significance value of ,956; SS1 reached a t-value of -,015 and significance value of ,988; and SS2 got a t-value of -,807 and significance value of ,421. These results mean that hypotheses H2, H4, and H7 are rejected. Brand familiarity and ad exposure were the only variables that demonstrated acceptable t-values and significance values, with t-values exceeding the cut-off value of 2, and p-values were below the cut-off value of 0,05. Brand familiarity reached a t-value of 15,470 and p-value of ,001, while ad exposure reached a t-value of 2,153 and p-value of ,034. Based on these results, hypotheses H10 and H12 are accepted. The beta coefficients, t-values, and p-values are reported on table 13.

TABLE 13 Regression coefficients for the second multiple linear regression analysis

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,915	1,234		,742	,460
	Involvement	-,003	,050	-,003	-,055	,956
	SS1	-,001	,059	-,001	-,015	,988
	SS2	-,410	,508	-,038	-,807	,421
	Brand Familiarity	,105	,007	,820	15,470	<,001
	Ad exposure	,018	,008	,121	2,153	,034

4.3.3 Involvement as dependent variable

Finally, the third and last multiple linear regression analysis included involvement as the dependent variable and SS1 (co-viewing) and SS2 (screen size) as independent variables, and the hypotheses are as follows:

H5: The number of co-viewers is positively related to involvement

H8: The size of the screen is positively related to involvement

The adjusted R² value for the third multiple linear regression model was ,041, indicating that the independent variables, i.e., the number of co-viewers and the size of the screen explain 4,1 % of the variance of the dependent variable involvement (Karjaluoto, 2007). The adjusted R² value is reported on the model summary table (table 14).

TABLE 14 Model summary for the third multiple regression analysis

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	,235	,055	,041	2,31568	1,960

Again, the ANOVA table is utilized in assessing whether the regression model fits the data (Karjaluoto, 2007). Here, again, the significance value of the F-test needs to be below the cut-off value of 0,05 for the regression model to be concluded suitable for the data (Metsämuuronen, 2011, 441). In this case, the significance value, or p-value is ,022, meaning that the regression model fits the data. Table 15 reports the values on the ANOVA table.

TABLE 15 ANOVA table for the third multiple regression analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42,201	2	21,101	3,935	,022
	Residual	723,922	135	5,362		
	Total	766,123	137			

As explained earlier, in multiple linear regression analysis, the standardized beta coefficient values range from -1 to 1, and the closer the value is to either end, the more influence that independent variable has on the dependent variable (Hair et al., 2015, 389). The beta coefficient for SS1 was ,220 and SS2 -,052, meaning that the number of co-viewers has a stronger influence on the dependent variable involvement. To be able to conclude that there exists a statistically significant relationship between the independent variables and the dependent variable, t-value needs to exceed the cut-off value of 2 (Karjaluoto, 2007) and p-value needs to be below the cut-off value of 0,05 (Metsämuuronen, 2011, 441). SS1, or the number of co-viewers, exceeded the cut-off value of 2 for t-value ($t = 2,580$) and reached below the cut-off value of 0,05 for p-value ($p = ,011$). Based on these results, hypothesis *H5* is accepted. SS2, or the size of the screen, however, did not reach the cut-off values for either t-value or p-value ($t = -,608$; $p = ,544$). This means, that hypothesis *H8* is rejected. The regression coefficients for the third multiple regression analysis are reported on table 16. In addition, all rejected and accepted hypotheses are illustrated on figure 2.

TABLE 16 Regression coefficients for the third multiple regression analysis

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	12,861	2,161		5,952	,001
	SS1	,292	,113	,220	2,580	,011
	SS2	-,653	1,073	-,052	-,608	,544

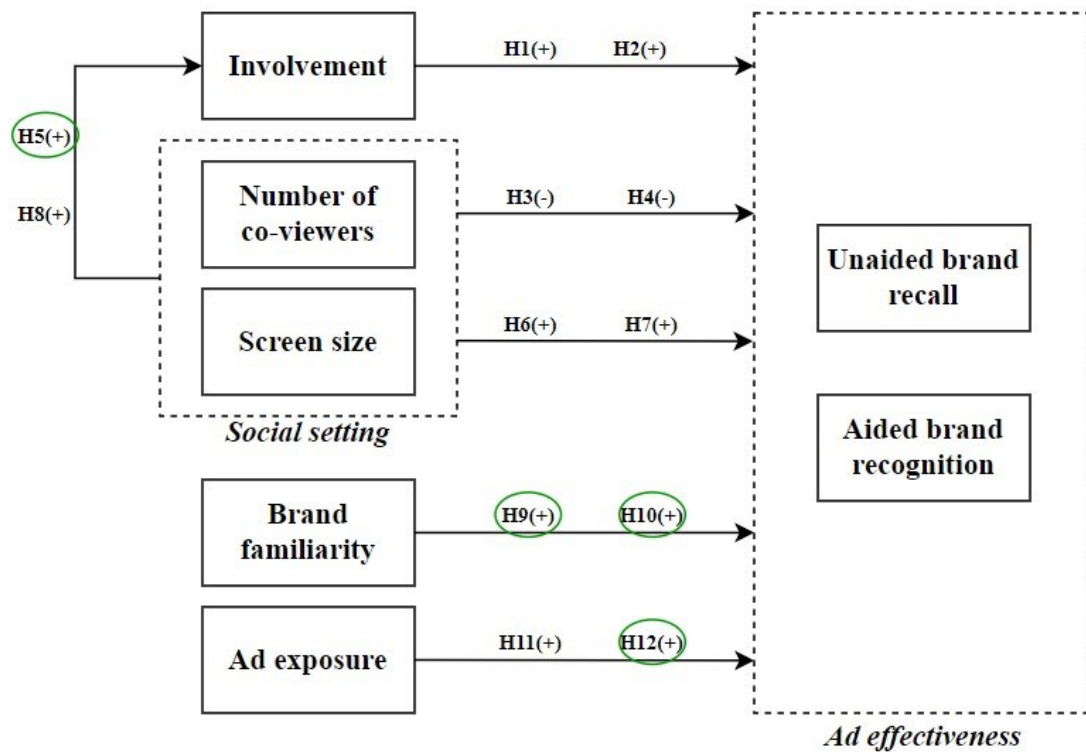


FIGURE 2: The measurement model and accepted and rejected hypotheses. Accepted hypotheses are circled.

5 DISCUSSION

The purpose of this thesis was to examine the antecedents of brand recall and brand recognition in the context of sports sponsorship during the FIFA World Cup 2022. To begin with, this chapter will present the key theoretical conclusions of this research. Then, the practical implications for marketers will be discussed, followed by the key limitations of this research. Lastly, propositions for further research will be provided.

5.1 Theoretical conclusions

This thesis aimed to examine the influence involvement, social setting (number of co-viewers and size of the screen), brand familiarity, and ad exposure have on brand recall and brand recognition, as well as, due to the fragmented nature of prior research, bring clarity to the role social setting plays in regard to brand recall, recognition, and involvement. As such, the research questions were as follows:

To what extent do involvement, social setting, brand familiarity, and ad exposure influence brand recall and brand recognition in the context of sports sponsorship?

To what extent does social setting influence involvement with the football match being watched?

According to prior research, involvement with the sports match can positively influence the ability to recall or recognize advertising brands (e.g., Norris et al., 2003; Moorman et al., 2012; Moorman et al., 2007). This research, however, failed to provide support to existing research. The results of correlation analysis showed no statistically significant correlation between either involvement and brand recall, nor involvement and brand recognition. Similarly, regression analysis failed to provide support for the suggested hypotheses, and therefore, the

hypotheses regarding the relationship between involvement and brand recall and brand recognition cannot be accepted. The contradictory results of the influence of involvement on memory could be explained by the attention-demanding nature of football matches and the stakes involved. If a viewer is very highly focused on the football match, it could be easy to dismiss any secondary stimuli that take place outside the primary stimulus, making it more difficult to remember advertising brands. In addition, the research targeted people who had watched a match during the final match week. The closer the World Cup gets to the finale, the higher the stakes are, which could result in higher attention paid to the primary stimulus and lower attention paid to secondary stimuli. In addition, there has been some studies where the deteriorating impact of involvement on memory is examined. For instance, according to Vashisht and Sreejesh (2015), high involvement with a primary stimulus can hinder an individual's ability to process secondary stimuli, such as advertising messages, whereas an individual that is not as highly involved in the primary stimulus could demonstrate better recall. The results of Vashisht and Sreejesh's (2015) research in fact provided support for these assumptions regarding the negative influence of high involvement on memory. Similarly, Pham (1992) suggested that due to people's limited cognitive capacity, being highly involved in a sports match leaves little cognitive capacity to process secondary stimuli, making it more difficult to remember advertising brands. However, while the results of the current study did not support the assumption that involvement is positively related to brand recall and recognition, it failed to provide support for this alternative view as well.

Social setting was divided into two concepts in this research: co-viewing and the size of the screen. The nature of the expected role of social setting was manifold. Firstly, co-viewing was expected to negatively impact both brand recall and recognition (e.g., Herrewijn & Poels, 2015; Leng et al., 2021; Bellman et al., 2012; Mora, 2016). Co-viewing was, however, also expected to positively influence involvement with the match (e.g., Carrillat et al., 2015; Moorman et al., 2012). Lastly, screen size was expected to be positively related to brand recall and brand recognition, as well as involvement (e.g., Heo, 2004; Reeves et al., 1999; Lombard et al., 2000). The current research did not provide support to prior research of the influence of screen size on brand recall, brand recognition, nor involvement. Correlation analysis did not suggest any statistically significant correlation between any of these constructs, and regression analysis failed to support these hypotheses, and hence they were rejected. While the correlation analysis failed to show correlation when it comes to the size of the screen, it did demonstrate that statistically significant relationship exists between the number of co-viewers and brand recall and recognition. However, the subsequent regression analysis did not support the hypotheses, meaning that the hypotheses related to the relationship between the number of co-viewers and brand recall and recognition were also rejected. This discrepancy with prior research could be due to cultural differences in spectator sports in different countries. The influence of the number of co-viewers did however correlate with involvement, and regression analysis demonstrated there to be a statistically significant relationship

between the number of co-viewers and involvement with the match. This supports the findings of previous research (e.g., Carrillat et al., 2015; Moorman et al., 2012).

The general consensus within this field of research is that brand familiarity is strongly correlated with the ability to recall and recognize advertisers or sponsors (e.g., Brennan & Babin, 2004; Gunawardena & Waiguny, 2014; Bang & King, 2021; Kent & Allen, 1994; Martí-Parreño et al., 2017). Consistent with previous research, both correlation analysis and regression analysis demonstrated statistically significant relationship between these constructs, supporting the notion that brand familiarity positively influences brand recall and brand recognition.

In accordance with prior research (e.g., Maricic et al., 2019; Cornwell et al., 2000; Walraven et al., 2014), the level of exposure to advertisements was expected to positively influence brand recall and recognition. The results of regression analysis demonstrated no significant relationship between ad exposure and unaided brand recall. However, there seems to be a statistically significant relationship between ad exposure and aided brand recognition. These results are partially inconsistent with prior research, as the research failed to show support for the relationship between ad exposure and brand recall but did support the relationship between ad exposure and brand recognition. The inconsistency between the findings in regard to brand recall and brand recognition can pose a threat to the validity of the found relationship between ad exposure and brand recognition, as unaided recall can be thought to be a stronger measure of advertising effectiveness, as straight retrieval from memory plays a stronger role here than in aided recognition (Walraven et al., 2014). However, these findings could be explained by the fact that sponsors' advertisements could have been processed unconsciously, and the viewers would then have been able to retrieve these memories when presented with a proper cue, i.e., a list of brand names (Cornwell & Humphreys, 2013).

The first purpose of this thesis was to find out the extent to which involvement, social setting (co-viewing and screen size), brand familiarity and ad exposure influence brand recall and brand recognition in the context of sports sponsorship. Concerning the research questions, the findings of this research suggest that only brand familiarity can be expected with confidence to influence brand recall, while brand familiarity and ad exposure can be concluded to influence brand recognition. The second aim was to examine the extent to which social setting influences involvement with the match being watched. The results did not demonstrate any relationship between the size of the screen and involvement but, however, the number of co-viewers was found to be positively related to involvement.

5.2 Practical implications

This thesis contributes to existing research by providing valuable information of the antecedents of brand recall and recognition. In addition, this thesis provides

important practical implications for marketers and especially those participating or considering participating in sports sponsorship activities.

This thesis supports the notion that co-viewing can positively influence involvement, which in turn, according to prior research in the field, could enhance attention paid to the match and enhance brand recall and recognition. This finding could be of importance to marketers, as encouraging viewers to make watching a football match a social situation can in fact improve the involvement and therefore make the viewers more prone to remember the advertising brands later on. Marketers could, for instance, invest in organizing social events either online or offline to bring football fans alike together and create a highly engaging environment.

The findings of this thesis suggest that brand familiarity positively influences both unaided brand recall and aided brand recognition. This is one of the most widely agreed upon results in the field, and it also bears very important practical implications for marketers. The results demonstrate the importance of investing in creating brand awareness and hence increasing brand familiarity. In addition, repeatedly sponsoring the same or similar events could make a brand more familiar to viewers, as they become used to seeing the same brand as a sponsor. Perhaps marketers could also think about choosing the right event to sponsor with event-sponsor congruence in mind, as this could influence the processing of sponsorship stimuli (Carrilat et al., 2015). Furthermore, by sponsoring events that are strongly related to the brand's mission, the audience is likely to consist of viewers that are more familiar with the brand to begin with, and those that share similar interests, and could therefore potentially remember the sponsor in future purchase decision-making processes. Sponsoring in events where the viewers are already familiar with the brand is not in vain, as this could potentially increase the top-of-mind awareness, and lead to including the brand in purchase decision-making processes.

The findings also suggest that there is a positive relationship between exposure to advertisements and brand recognition. According to prior research (e.g., Maricic et al., 2019; Cornwell et al., 2000; Walraven et al., 2014) as well as this thesis, the more times a viewer is exposed to an advertisement, the more likely he/she is to be able to recognize said advertiser from a list of brand names. This finding has important practical implications for marketers, as this is an important determinant of advertising and sponsoring effectiveness. To yield effective results from sponsorship, a marketer needs to invest into bringing the advertisements in front of the viewers as much as possible to reap the benefits of repeated exposure. By repetition, the advertiser is able to place themselves in the mind of the viewers, even unconsciously, and with proper cues the processed information can later on be accessed, and the viewer will recognize the brand in question (Cornwell & Humphreys, 2013). In addition, because in sports sponsorship the advertising messages are short and non-distracting secondary stimuli, the advertiser does not necessarily need to worry about the repetitive advertising feeling redundant to the viewers and therefore having a negative impact on how the brand is perceived (Schmidt & Eisend, 2015).

5.3 Limitations

Every research should be examined with caution, as more often than not research involves limitations, some more profound than others. First of all, a significant limitation of this research is related to the generalizability of research findings. Of the 139 respondents that took part in this research, as much as 72,7 % were female, while 26,6 % were male and 0,7 % selected “other or do not want to tell”. The gender distribution of the data is strongly skewed toward females, which can hinder the ability to generalize the results to a wider population. Males are also stereotypically considered to be more interested in and more involved with football as compared to females, and therefore including more male respondents could have provided different results. The generalizability of results is also somewhat impeded by the size of the data. While data size of 139 respondents is considered to be sufficient to conduct statistical analysis (Karjaluoto, 2007), it is nonetheless too low to be able to generalize the results to a wider population. The findings also represent merely the Finnish population, as cultural differences have the potential to hinder generalizability.

The fact that a draw was a part of participation in the research poses another concern regarding the data. Participants were offered the option to leave their email at the end of the questionnaire to take part in a draw, where the participants had a chance to win a gift card worth of 20 euros. This raises the question of whether some respondents participated in the research despite not having watched any football match, in order to have the chance to win a gift card. Furthermore, there's a possibility that some respondents even participated multiple times with different email addresses. Both of these scenarios have the potential to distort data and therefore distort the results of this research.

Few limitations with respect to the research setting are also present in this thesis. When selecting sponsors to focus on in this research, they were chosen by considering the frequency at which the advertisements were shown and also the size of the advertisements. However, the recall and recognition of brands could well be impacted by where exactly in the field the advertisements were shown and at what time. For instance, there could be a difference in cognitive processing when an advertisement is shown around the end of the field during a goal and when it is shown during a less intense situation. Another limitation would be the fact that some viewers have been football fans for years, while some have not. This would influence the familiarity with the recurrent sponsors and would result in football fans being more prone to recall these brands instantly. Moreover, event-sponsor congruence is another potential limitation of this thesis. The FIFA World Cup 2022 was organized in Qatar, which could have influenced the processing of sponsorship stimuli (Carrillat et al., 2015), and hence distorted the results of brand recall and recognition in relation to Qatar Airways and Qatar Energy. The viewers were already primed to remember these brands better, and the effect of this could be present in the results. Lastly, this research targeted people who had watched one or more football matches during the time period of 13.-

20.12.2022. This can act as a limitation, because the time that had passed since watching the game could weaken the ability to recall and recognize sponsors. In other words, someone who had watched a match on the 13th of December could potentially have lower recall and recognition as compared to someone who watched a match on the 20th of December, let alone someone who watched all of the matches.

5.4 Further research propositions

While measuring brand awareness is worthwhile, it could also be beneficial to examine the influence of involvement, social setting, brand familiarity, and ad exposure not only on brand recall and brand recognition, but also on constructs like attitude, purchase intention, or image. There exists some research on this (e.g., Javalgi et al., 1994; Biscaia et al., 2013) but more effort could be put into research about sponsorship effectiveness. In addition, considering the limitations of this thesis, it would be beneficial to investigate the impact that being a prior football fan and the length of that, as well as the time that has passed since watching a match would have on the research findings. This thesis was conducted by focusing on the final match week of the World Cup, hence including primarily matches with higher stakes. Future research could take this into account by including matches of differing levels of stakes and intensity into the research and see how that would influence the findings.

Moreover, as mentioned, the data consisted heavily of females (72,7 %), which is why it would be useful to try to gather more balanced data with higher concentration of male respondents. This could provide some interesting results and contribute to prior research. In addition, similar research could be conducted as an experiment instead of a survey. This way, researchers would be able to gather more deep and reliable understanding of the way these constructs influence brand recall and recognition, and they could perform the research in a more controlled environment. However, in experiment research one must also consider the distorting effects such an unnatural, laboratory setting can have on the participants' behavior.

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APPENDIX

Appendix 1: Online questionnaire

1 / 23

Kysely jalkapallon mm-ottelun mainostajista

 Pakolliset kysymykset merkitty tähdellä (*)

Teen markkinoinnin Pro gradu -tutkielmaa Jyväskylän yliopiston kauppakorkeakoulussa. Tämän kyselyn tarkoitus on kerätä aineistoa tutkielmaani varten. **Vastaathan kyselyyn vain jos olet katsonut yhden tai useamman jalkapallon mm-kisojen ottelun aikavälillä 13.-18.12.2022.**

Vastaamalla tähän kyselyyn autat minua tutkimusaineiston keräämisessä. Vastaukset käsitellään anonyymisti, eikä vastauksiasi voida yhdistää sinuun. **Kyselyyn vastaamiseen kuuluu aikaa n. 10 minuuttia.**

Vastaajien kesken arvotaan kaksi 20 €:n arvoista 5-ryhmän lahjakorttia. Mikäli haluat osallistua arvontaan, jätäthän kyselyn lopuksi sähköpostiosoitteesi sille osoitettuun kohtaan. Sähköpostiosoitettasi ei yhdistetä vastauksiisi. Arvonnun voittajiin otetaan yhteyttä sähköpostin välityksellä ja lahjakortit toimitetaan postitse.

Tutkimuksen tarkoitus: Tarkastella sponsoriin muistamista ja tunnistamista

Rekisterinpitäjä: Laura Liimatainen, laura.a.liimatainen@student.jyu.fi

Tietosuojailmoitus: <https://drive.google.com/file/d/1-WaLmyJKxHjPIEfGD5J2liuroVZz7IVp/view?usp=sharing>

Kiitos osallistumisestasi!

Ystävällisin terveisin,

Laura Liimatainen

laura.a.liimatainen@student.jyu.fi

Taustatietoja

1. Ikä *

2. Sukupuoli *

- Mies
- Nainen
- Muu / En halua kertoa

Seuraava

3. Katsoitko yhden tai useamman jalkapallon maailmanmestaruuskisojen otteluista aikavälillä 13.-18.12.2022? *

- Kyllä
 En

4. Kuinka monta vuoden 2022 jalkapallon maailmanmestaruuskisojen ottelua katsoit kokonaisuudessaan?

Jos et osaa sanoa, anna karkea arvio.

Katsottujen pelien määrä

Edellinen

Seuraava

Mainostajat laitamainospaikoilla jalkapallo-ottelun aikana



Esimerkkikuva laitamainoksesta

Kuva: Wikimedia Commons. (7.9.2021). File:FC Barcelona - Bayer 04 Leverkusen, 7 mar 2012 (36).jpg. [https://commons.wikimedia.org/w/index.php?title=File:FC_Barcelona_-_Bayer_04_Leverkusen,_7_mar_2012_\(36\).jpg&oldid=589454985](https://commons.wikimedia.org/w/index.php?title=File:FC_Barcelona_-_Bayer_04_Leverkusen,_7_mar_2012_(36).jpg&oldid=589454985)

5. Kun ajattelet katsomaasi jalkapallo-ottelua tai -otteluita, mitä mainostajia muistat nähneesi kentän reunoilla olevilla laitamainospaikoilla?

Listaa kaikki mainostajat, jotka tulevat mieleesi. Jos et muista yhtäkään, jätä tämä tyhjäksi.

1

2

3

4

5

6

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16

Edellinen

Seuraava

6. Kun katsoit jalkapallo-ottelua tai -otteluita, näitkö seuraavien brändien mainoksia kentän reunalla olevilla laitamainospaikoilla?

Valitse kaikki, jotka muistat nähneesi. Jos et muista nähneesi yhtäkään, jätä tämä tyhjäksi.

- Adidas
- Binance
- Budweiser
- Burger King
- Byju's
- Canvas LMS
- Coca-Cola
- Crypto.com
- Encora
- Etihad Airways
- Frontera Energy
- Gatorade
- Globant
- Heineken
- Hisense
- Honda
- Huawei
- Hyundai
- Kia
- Legend Group
- Mastercard
- McDonald's
- Nike
- Nissan
- PepsiCo
- Powerade
- Qatar Airways
- QatarEnergy
- Toshiba
- Visa
- Vivo
- Wanda Group

Edellinen

Seuraava

Brändin tutuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

7. Adidas on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Minulla on kokemusta Adidaksesta *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Tiedän paljon brändistä Adidas *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tuttuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamaisospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

10. Budweiser on minulle ennestään tuttu brändi *

1		3		5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Minulla on kokemusta Budweiserista *

1		3		5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Tiedän paljon brändistä Budweiser *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1		3		5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tuttuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

13. Byju's on minulle ennestään tuttu brändi *

1		3		5
Täysin eri mieltä	2	En samaa enkä eri mieltä	4	Täysin samaa mieltä
	Jokseenkin eri mieltä		Jokseenkin samaa mieltä	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Minulla on kokemusta Byju'sista *

1		3		5
Täysin eri mieltä	2	En samaa enkä eri mieltä	4	Täysin samaa mieltä
	Jokseenkin eri mieltä		Jokseenkin samaa mieltä	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Tiedän paljon brändistä Byju's *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1		3		5
Täysin eri mieltä	2	En samaa enkä eri mieltä	4	Täysin samaa mieltä
	Jokseenkin eri mieltä		Jokseenkin samaa mieltä	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tutuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

16. Coca-Cola on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Minulla on kokemusta Coca-Colasta *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Tiedän paljon brändistä Coca-Cola *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tuttuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

19. Crypto.com on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Minulla on kokemusta Crypto.comista *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Tiedän paljon brändistä Crypto.com *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tuttuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

22. Globant on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Minulla on kokemusta Globantista *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Tiedän paljon brändistä Globant *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tuttuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

25. Hisense on minulle ennestään tuttu brändi *

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Minulla on kokemusta Hisensestä *

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Tiedän paljon brändistä Hisense *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tuttuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

28. Hyundai on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Minulla on kokemusta Hyundaista *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Tiedän paljon brändistä Hyundai *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tuttuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

31. Kia Motors on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. Minulla on kokemusta Kia Motorsista *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. Tiedän paljon brändistä Kia Motors *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tutuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

34. McDonald's on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. Minulla on kokemusta McDonald'sista *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. Tiedän paljon brändistä McDonald's *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tutuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

37. Powerade on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Minulla on kokemusta Poweradesta *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. Tiedän paljon brändistä Powerade *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tutuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

40. Qatar Airways on minulle ennestään tuttu brändi *

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41. Minulla on kokemusta Qatar Airwaysistä *

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. Tiedän paljon brändistä Qatar Airways *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tuttuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

43. QatarEnergy on minulle ennestään tuttu brändi *

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

44. Minulla on kokemusta QatarEnergystä *

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

45. Tiedän paljon brändistä QatarEnergy *

Selvitys: Tässä tarkoitetaan syvempää tietämystä brändistä

1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tutuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

46. Visa on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

47. Minulla on kokemusta Visasta *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

48. Tiedän paljon brändistä Visa *

Selvitys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tutuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

49. Vivo on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

50. Minulla on kokemusta Vivosta *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

51. Tiedän paljon brändistä Vivo *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Brändin tutuus

Seuraavaksi esitetään väittämiä brändeistä, jotka muistat nähneesi laitamainospaikoilla. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 5=Täysin samaa mieltä).

52. Wanda Group on minulle ennestään tuttu brändi *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

53. Minulla on kokemusta Wanda Groupista *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

54. Tiedän paljon brändistä Wanda Group *

Selvennys: Tässä tarkoitetaan syvempää tietämystä brändistä

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Otteluun sitoutuneisuus

Seuraavaksi esitetään väittämiä sitoutumisestasi otteluun. Arvioi väittämien paikkansapitävyyttä asteikolla 1-5 (1=Täysin eri mieltä; 7=Täysin samaa mieltä).

55. Jalkapallo-ottelu oli mielestäni kiehtova *

1		3		5
Täysin eri mieltä	2	En samaa enkä eri mieltä	4	Täysin samaa mieltä
	Jokseenkin eri mieltä		Jokseenkin samaa mieltä	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

56. Jalkapallo-ottelu oli mielestäni kiinnostava *

1		3		5
Täysin eri mieltä	2	En samaa enkä eri mieltä	4	Täysin samaa mieltä
	Jokseenkin eri mieltä		Jokseenkin samaa mieltä	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

57. Seurasin jalkapallo-ottelua tarkkaavaisesti *

1		3		5
Täysin eri mieltä	2	En samaa enkä eri mieltä	4	Täysin samaa mieltä
	Jokseenkin eri mieltä		Jokseenkin samaa mieltä	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Edellinen

Seuraava

Sosiaalinen asetelma ottelun aikana

58. Kuinka monta prosenttia (%) jalkapallo-ottelusta katsoit? *

Tämä on karkea arvio.

%

59. Kuinka monen ihmisen kanssa katsoit jalkapallo-ottelun? *

Jos et osaa sanoa, anna karkea arvio. Jos katsoit ottelun yksin, vastaa 0.

Kanssakatsojien määrä

60. Katsoitko jalkapallo-ottelun "isolta näytöltä" (esimerkiksi baarissa)? *

Kyllä

En

Edellinen

Seuraava

61. Mikäli haluat osallistua kahden 20 €:n arvoisen S-ryhmän lahjakortin arvontaan, kirjoita sähköpostiosoitteesi tähän.

Sähköpostiosoitteesi ei yhdistetä aiempiin vastauksiisi. Arvonnan voittajiin otetaan yhteyttä sähköpostin välityksellä ja lahjakortti toimitetaan postitse. Mikäli arvonnassa voittaja ei vastaa sähköpostiin 7 päivän kuluessa, arvotaan uusi voittaja.

Sähköpostiosoite

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Lähetä

Kiitos vastauksesta!



Kysely luotu Webropolilla
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