



**Effects of Product Placement Sponsorships During Cricket Matches on The Purchase Intention Of Television Viewers**

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Product placement is innovative, new, and current method of advertising and sales promotion in which marketers market their products into sporting events and entertainment shows. Product placement when associate with a reputable athlete or placed strategically on the playing field, has assisted many companies in gaining the much-needed exposure for their product content. Direct brand placement during live games or commercial breaks has replaced the principle of putting ten- or thirty-second commercials as a method of product placement over time. Corporate sponsorship and advertising has created new opportunities for Pakistan's sports administration. The Pakistan Super League (PSL), a thrilling sporting event filled with charm, glitz, and entertainment value, was introduced by the Pakistan Cricket Board (PCB) in 2016. The PSL has become a very effective platform for branding and advertising for numerous brands. The cricket tournaments has become a mass sports property for major multinational firms. This study's primary goal is to determine how effective brand placement is as a marketing strategy to understand the type and extent of incorporating brand placement in sporting events like Pakistan Super League to look into the viability of using it as a marketing tool from the advertisers' perspective.

**Key words:** Product Placement, Pakistan Super League, Sports Marketing, Sponsorship, Advertising, Cricket, Branding

### **Introduction**

If you walk into a stadium during a cricket match, or watch it on a television set, or stream it online, all you can see is ads. Every object imaginable, has been branded and monetized, including boundary ropes, billboards, stumps, and screens. Pakistanis are more passionate about cricket than any other sport. In addition to winning the hearts of millions of cricket fans, the gentleman's game has also attracted international brands to its club cricket matches played in Pakistan have become a highly effective advertising and branding platform for numerous brands.. Major multinational brands now view these events as mass-market sports property. The tournament's emphasis on advertising has significantly altered cricket's dynamics .The tournament has derived a number of international brands as a result Pakistani cricket's appeal on a global scale. Throughout the series, more than 100 brands aggressively advertise. By utilizing marketing appeal techniques, marketers have seized the chance to improve visibility. The visual media, TV, have transformed sports beyond recognition.

### **Significance of the Study**

Given the two-month playing period, the high level of consumer interest, and the high television ratings, cricket matches have evolved into Pakistan's best form of advertising. Recent cricket matches in Pakistan have been successful in luring top brands like HBL, Oppo, Tapal Tea, Pepsi, Osaka Battery, and many others. Cricket fans in Pakistan are glued to their television sets, thus brand are skillful enough to effectively hypotonize the audience, from promotions to building brand awareness cricket matches have been a key motivator for advertisers to promote their brands and products in recent years.

### **Rational of the Study**

The study's primary goal is to increase audience brand recall and brand awareness. The successful integration of product placement helps people become aware of the brand. The primary goal of this type of integrated communication is to familiarize the audience with a brand in order to maximize the effect in terms of raised awareness and increased recall, which may persuade customers to purchase the product. Product placement has a number of unique characteristics that set it apart from other corporate communication tools like advertising, sponsorship, sales promotion, direct marketing, and public relations. These corporate communication tools serve to spread and publicly establish a clear brand identity, which can assist in the development and maintenance of brand equity, to a chosen target audience.

### **Objectives of the Study**

To find if the cricket events provide brands a profitable and recognizable promotional and promotional platform?

Find the extent and nature of how product placement has incorporated within premier sports tournaments like Pakistan Super League.

To find the brand placement effectiveness as a promotional marketing tool

To find out if brand placement has led to a desired change in the consumers' attitude towards the brand

To find out the consumers' behavior towards product placement

### **Hypotheses of the Study**

**H1:** Cricket matches provide profitable advertising and promotional strategy to brands.

**H2:** Cricket tournaments like PSL significantly change the consumers' behavior towards purchase of the product.

**H3:** PSL creates consumers' desire towards brand placement and promotion.

**H4:** Brand placement and promotion in cricket matches are the effective tools for brand recognition.

### **Research Questions**

**R1:** Does cricket matches provide profitable advertising and promotional strategy to brands.

**R2:** Does cricket tournaments like PSL significantly changes the consumers' behavior towards purchase of the product.

**R3:** Does PSL creates consumers' desire towards brand placement and promotion.

**R4:** Does brand placement and promotion in cricket matches are the effective tools for brand recognition.

### **Literature Review**

Any research begins with a literature review. Depending on the thesis of the research objective or problem that the researchers wishes to address, it is a systematic study and analysis of publications and information written by reputable scholars and researchers on a particular topic. A literature compiles knowledge on a specific subject from various sources. It is well written and contain little, if any, personal bias. In order to increase the review's readability and flow, the design of the literature review is important. An important step in the research procedure is periodically reviewing texts (2008) (Cronin, P., et al.) The relevant literature is reviewed in this chapter, including studies showing the effects of product placement and sponsorship. In studies of sponsorship, the most popular ways to gauge attitudinal loyalty are fan involvement and team identification (Alexandris, Douka, Bakaloumi, & Tsasousi,2008). The level to which a supporter sees their team as an extension of themselves is referred to as team identification (Ko et al., 2008; Shank & Beasley, 1998), whereas fan involvement relates to a person's perceived interest in and attachment to a particular athletic activity (Wann, Melnick, Russell, and Pease , 2001); Theodorakis, Wann, and Weaver, 2012).These ideas outline a psychological process of commitment that displays a person's dedication to the team. However, attitude-based loyalty should take into account both the propensity for devotion (i.e., commitment). Strong attitudes toward the team are frequently linked to loyal behaviour, but some fans may attend games because they were given the opportunity to purchase a season pass (Bauer et al., 2008). Therefore, a consumer can only be said to be truly loyal if they consistently purchase the product and have a positive attitude towards a particular brand and its products (Caruana, 2002; Kaynak et al., 2008).For instance, Ko et al. (2008) discovered sponsor awareness was favourably correlated with customer participation in the sporting event, and level of team identification were critical for correct sponsor recognition. The limitations of these studies indicate the need for future investigations, even though they help us understand how fans react to sponsors. The correspondence between attitudes and behaviours is crucial when evaluating the idea of loyalty toward the team (Kaynak et al., 2008) and its implications, is specifically

missed by earlier studies. (Wakefield and Bennett, 2010) assert context of sports sponsorship, the sponsor's "plausibility" (level of affiliation, standing, and general dedication) has a significant impact on fans' capacity to identify sports club sponsors. According to how relevant the sponsor is to the sponsee, numerous academics categorise compatibility and congruence are either direct or indirect (McDonald, 1991; Murphy, 1999). When a sponsor's good or service is used at a sponsorship event, this is referred to as direct pertinence. The relationship between a person's core values and the values represented by the sponsor and the sponsee is known as indirect relevance (Benezra, 1996; Gwinner, 1997). Similar to this, (Wakefield and Bennett, 2010)

contend consumer reactions to sponsorship are significantly influenced by the brand's market awareness and its affiliation with the team or event. However, because of the complex and dynamic interactions between the suggested variables, research on sponsorship effectiveness is still challenging and contentious.

### **Theoretical Framework**

The study is concerned with the Effect of the Product Placement Sponsorship during cricket matches on the Purchase Intention of Television on the Viewers: In the Prospective of Keller's Customer Based Brand Equity Model

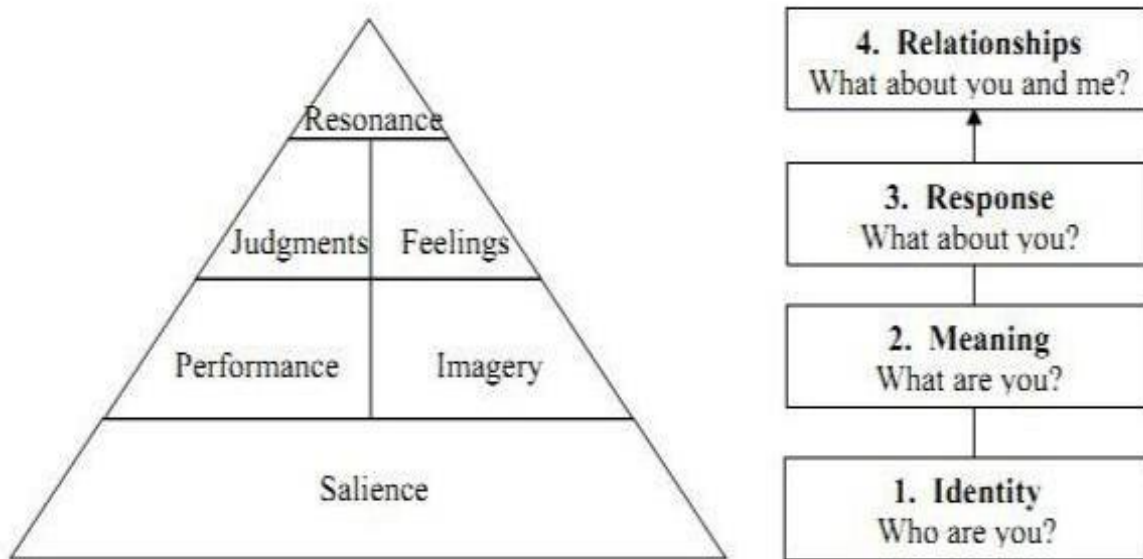
### **Model of Customer Based Brand Equity**

The main customer-based product value model used in this study is Keller's CBBE pyramid and its product building blocks as a means of product buyer expectation. According to Keller (1993), product sameness is considered as a two-dimensional object, product awareness and structure based on product images. Brand loyalty is viewed as a function of product value rather than a part of it. Interested customers are associated with a product based on customer-related product value. It is expressed in terms of product awareness, product affiliation, thoughtful quality, product reliability, and other related brand attributes that serve as a signal or warning about the quality and reliability and status of services and product environment (Aaker, 1991). Product sameness, as defined by (Keller, 1993), occurs when the nature of the product is known and the consumer has a strong, positive, and distinct relationship with the memory. The concept of brand equity is to shape the way consumers think and feel when they rely on positive feedback about a product or service. The company should create an environment that gives customers positive feelings and thoughts about the product. Keller's theory describes six factors, including product durability, product performance, product image, product sentiment, brand judgment, and product affiliation.

The model building four phases of a successful brand according to Keller's CBBE Model (Kuhn, K. A., & Alpert, F., 2004):

- Brand Identity
- Brand Meaning
- Brand Response
- Brand Relationship

### Keller's Customer-Based Brand Equity Pyramid



Source: Keller, 2003

#### Brand Identity

The first category is based on product ownership and measures product awareness using brand strength (Keller, 2008). In official parlance, product awareness refers to the consumer's willingness to identify the product. Brand awareness usually means associating a brand name, logo, and symbol with any memory association. Increasing brand awareness involves consumers recognizing the product or service category in which the product competes (Keller 2001).

#### Brand Meaning

Creating a strong brand means producing a product that meets or exceeds consumers' practical and psychological or social needs.

#### Brand Response

The Keller model's third step, brand response, reflects how consumers perceive and choose products based on the associations found in brand meaning. These judgments include Quality, honesty, consideration, and superiority of the whole

#### Brand Relationship

Brand relationships are the final step in the pyramid, where the brand response is changed to create an intense, energetic trust relationship between customer and market. The top of the pyramid is resonance, which refers to the flora of the relationship between customer and brand. It consists of four elements: Loyalty to behavior, attachment to attitude, sense of community, and active engagement (Keller, 2001).

### **Research Methodology**

The aim of this study is to investigate the effect of product placement sponsorship during cricket matches on the purchase intention of television on the viewers. A quantitative method appropriate to this task was used to collect and analyze the data.. As a result, the data were gathered in a quantitative manner. Of course, the decision on the selection of the study area and the population sample that would proceeds the required data was made before the data were actually collected. As a result, this section discusses the research techniques used, the data collection tools, the data collection processes, the study area, the sample, and the data analysis.

### **Variables of the Study**

This research investigates two variables, one Dependent variable and the other is Independent variables.

### **Independent Variable**

Watching Cricket Matches are the independent variable of the study.

### **Dependent Variable**

All stages of Keller's model are the dependent variable, e.g.

Brand Salience

Brand Significance

Brand Response

Brand Adherence

### **Operationalization**

The operationalization is process of turning concepts into empirical measurements or quantifying variables to measure their strength, frequency, and occurrence.

### **Operationalization of Key Word**

The researchers will give details about the key terms of this research as she perceives these key terms in relation to the research work

### **Product Placement**

A branded product is included in media through product placement, usually without making an overt reference to it. Branded products are most frequently seen in motion pictures, television shows, and videos. In order to raise consumer awareness of the brand and product and encourage demand, this strategy is regarded as a type of pull marketing.

### **Sponsorship**

An event, activity, person, or organization is associated with a brand as part of a sponsorship marketing strategy. We witness sponsorship everywhere we go: at music festivals, cricket games, charity events, and so on. Large, medium, and small brands can collaborate with other companies and event agencies through sponsorship to build a partnership that benefits both the sponsor and the sponsored financially.

### **Purchasing Intentions**

In the reliability of the store's products is positively impacted by the value that the consumer perceives,. Purchase intention is the subsistence that in the future, a customer will buy a particular product or service, and it denotes a propensity for frequent product purchases.

**Population**

The population, according to Kumar (2000), is made up of all the subjects who experience the same specific symptoms in relation to a particular research issue.

**Sampling**

In some studies, the population might be sufficiently small to include everyone. A study may, however, involve a sizable population that cannot all be examined. The population sample refers to this subset of the population under investigation (Nworgu 1991: 69). As a result, the sample for this study is a small group of participants chosen through a simple process from a pool of accessible people. This sample's constituent parts are the ones that have actually been researched.

**Sample Size**

The sample of the population of this study stood at 500 television viewers.

**Sample Method**

Researchers used purposive sampling. In a non-probability sampling method called "purposeful sampling," researchers make their own decisions about which members of the population to select for their surveys. Additionally, it is known as subjective, judgemental, or selective sampling. Before adopting this survey sample technique, researchers must be aware of the purpose of their study. Purposive sampling is used by researchers to target a certain subset of people because all survey participants are picked because they match a given profile.

**Tool of Data Collection**

The observer made a questionnaire for the collection of data. The questionnaire was based on the study questions. Questionnaire contains 4 sections with 30 questions in order to conclude the result distributed among the television viewers.

**Hypothesis Testing General Linear Model of MANOVA  
Between-Subjects Factors**

Value Label		N
Do you watch Cricket?	1.00 Yes	143
	2.00 No	52

**Descriptive Statistics**

	Do you watch Cricket?	Mean	Std. Deviation	N
Brand Salience	Yes	2.9359	.74139	143
	No	2.9859	.77705	52
	Total	2.9492	.74937	195
Brand	Yes	3.4254	.63563	143

Significance	No	3.2051	.84766	52
	Total	3.3667	.70296	195
Brand Response	Yes	2.8368	.90371	143
	No	2.6923	.91011	52
	Total	2.7983	.90534	195
Brand Adherence	Yes	3.7984	.98876	143
	No	3.6731	.99725	52
	Total	3.7650	.99001	195

Box's Test of Equality of Covariance Matrices<sup>a</sup>

Box's M	16.403
F	1.589
df1	10
df2	43678.419
Sig.	.103

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across group.

**Multivariate Testsa**

	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power <sup>c</sup>
Pillai's Trace	.977	2059.249 <sub>b</sub>	4.000	190.000	.000	.977	8236.995	1.000
Wilks' Lambda	.023	2059.249 <sub>b</sub>	4.000	190.000	.000	.977	8236.995	1.000
Hotelling's Trace	43.353	2059.249 <sub>b</sub>	4.000	190.000	.000	.977	8236.995	1.000
Roy's Largest Root	43.353	2059.249	4.000	190.000	.000	.977	8236.99	1.000

		b					5	
Pillai's Trace	.034	1.694 <sup>b</sup>	4.000	190.000	.153	.034	6.775	.513
Wilks' Lambda	.966	1.694 <sup>b</sup>	4.000	190.000	.153	.034	6.775	.513
Hotelling's Trace	.036	1.694 <sup>b</sup>	4.000	190.000	.153	.034	6.775	.513
Roy's Largest Root	.036	1.694 <sup>b</sup>	4.000	190.000	.153	.034	6.775	.513

- a. Design: Intercept + S3
- b. Exact statistic
- c. Computed using alpha = .05

**Levene's Test of Equality of Error Variances<sup>a</sup>**

		Levene Statistic	df1	df2	Sig.
Brand Salience	Based on Mean	.097	1	193	.755
	Based on Median	.124	1	193	.725
	Based on Median and with adjusted df	.124	1	192.846	.725
	Based on trimmed mean	.107	1	193	.744
Brand Significance	Based on Mean	3.480	1	193	.064
	Based on Median	3.364	1	193	.068
	Based on Median and with adjusted df	3.364	1	173.462	.068
	Based on trimmed mean	3.489	1	193	.063
Brand Response	Based on Mean	.010	1	193	.920
	Based on Median	.091	1	193	.764
	Based on Median and with adjusted df	.091	1	192.040	.764
	Based on trimmed mean	.004	1	193	.947
Brand	Based on Mean	.001	1	193	.982

Adherence	Based on Median	.026	1	193	.873
	Based on Median and with adjusted df	.026	1	192.306	.873
	Based on trimmed mean	.039	1	193	.845

Tests the null hypothesis that the error variance of the dependent variable is equal across groups

a. Design: Intercept + S3

**Tests of Between-Subjects Effects**

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power <sup>e</sup>
Corrected Model	Brand Salience	.095 <sup>a</sup>	1	.095	.169	.681	.001	.169	.069
	Brand Significance	1.850 <sup>b</sup>	1	1.850	3.798	.053	.019	3.798	.492
	Brand Response	.796 <sup>c</sup>	1	.796	.972	.326	.005	.972	.165
	Brand Adherence	.599 <sup>d</sup>	1	.599	.610	.436	.003	.610	.121
Intercept	Brand Salience	1337.247	1	1337.247	2371.149	.000	.925	2371.149	1.000
	Brand Significance	1676.494	1	1676.494	3441.566	.000	.947	3441.566	1.000
	Brand Response	1165.788	1	1165.788	1422.105	.000	.881	1422.105	1.000
	Brand Adherence	2128.698	1	2128.698	2167.496	.000	.918	2167.496	1.000
Watching Cricket	Brand Salience	.095	1	.095	.169	.681	.001	.169	.069
	Brand Significance	1.850	1	1.850	3.798	.053	.019	3.798	.492
	Brand Response	.796	1	.796	.972	.326	.005	.972	.165

	Brand Adherence	.599	1	.599	.610	.436	.003	.610	.121
Error	Brand Saliency	108.845	193	.564					
	Brand Significance	94.016	193	.487					
	Brand Response	158.214	193	.820					
	Brand Adherence	189.545	193	.982					
Total	Brand Saliency	1805.043	195						
	Brand Significance	2306.083	195						
	Brand Response	1685.944	195						
Brand Adherence		2954.250	195						
Corrected Total	Brand Saliency	108.941	194						
	Brand Significance	95.867	194						
	Brand Response	159.011	194						
	Brand Adherence	190.144	194						

- a. R Squared = .001 (Adjusted R Squared = -.004)
- b. R Squared = .019 (Adjusted R Squared = .014)
- c. R Squared = .005 (Adjusted R Squared = .000)
- d. R Squared = .003 (Adjusted R Squared = -.002)
- e. Computed using alpha = .05

### Discussion and Analysis

The research carried out with the statement “Effect of Product Placement Sponsorships during cricket matches on the Purchase Intention of Television on the viewers. In the Perspective of

**CBBE MODEL**, In this study product placement, is an integrated marketing communication tool, to increase attention, interest, and buying intention. With respect to product placement in brands, the aim of this study is to assess brand awareness, familiarity, image, and intention to purchase brands positioned during cricket matches. Specifically, This study examines the impact of product placement on brand awareness and brand perception, and how brand image affects purchase intention. A survey was used in this study to gather data, and quantitative analyses were used to test the hypotheses.

The study provides managerial implications for the effectiveness of product placements by cricket matches. To conduct the study, the respondents were expected to fill up the questionnaire with the questions divided under five sections. In the first section, general sections were asked, in the other sections CBBE model related questions were asked. The public of Lahore who were the electronic consumers are targeted population of the study. With the total of 500 respondents most of them are males, and majority of the respondents turned out to fall in the age group of 16 to 20 years old.

Majority of the respondents' results show that they consume electronic media and know about cricket matches that are held in Pakistan. Therefore, findings show that concept behind the model is modest, according to respondents, in edict to form a strong brand name, it's important to shape how consumers think and feel about your product or service.

In Brand Salience related questions were asked like "I came to know about the services of Tapal while watching cricket matches". The data in this study suggest that only few of the viewer's already knew about services of Tapal brand before its placement in cricket matches but some of the viewer's slightly came to know about Tapal brand services during cricket matches. At the same time, they asked about "They know in which category of product and services Tapal works" 25.0% result shows that people slightly came to know in which category of products and services Tapal works. In another question they were asked "I believe PSL has helped me to recognize Tapal tea" only 16.0% viewers did not agree to this statement but 32.0% respondents moderately believe that PSL helped them to recognize Tapal tea. The result of the question that "I knew about Tapal tea while watching PSL" is also positive but the question about "Tapal has promoted its identity through PSL matches" results shows that viewers slightly believe in this statement. The data related to Brand Salience questions concluded that "PSL developed a strong identification of Tapal tea, 31.3% viewers slightly developed a strong identification of Tapal tea after finding it in PSL.

In brand significance related questions were asked like "I have seen Oppo as up to date with customers' needs" the results justified this statement. Let's take some other questions statements to get a clear analysis "I find the cost of using Oppo lesser in contrast to its competitors" majority of the viewers agreed to this statement. At the same time, they were asked about that "Oppo is very reputable brand service provider in the electronic field" finding result shows that viewers agreed upon this. In another statement a question asked "I find the team and service provider of Oppo very responsive" 39.0% respondents agreed to this statement. Another statement about "Oppo has sufficient outlets at different locations", 35.4% viewers feel neutral to this by selecting scale (strongly agree, agree, neutral, disagree, strongly disagree). Brand Significance related questions concluded that viewers agreed that Oppo services are much reliable as compared to its competing brands.

In Brand Response related questions were asked like, "How much helpful do you find the services of Osaka battery". In response to this question, viewers in higher number show below

average result to the statement. Let's take another questionnaire statement e.g. "How much indifferent do you find the services of Osaka battery". Viewers in higher number for this question again show below average result to this statement. At the same time, they were asked about "How much people think that Osaka battery has depicted its understanding for customers' needs", in this statement viewers show average result. In another question they were asked about "How much quality Osaka battery offer in its services when compared to competitors" finding shows average result on this question. Another statement was asked about their opinions "How much Osaka battery value its customers by respecting their opinions" viewers ensure the average result on this question. Brand response section concluded that people 28.7% respondents recommend Osaka battery to their circle.

Brand Adherence related questions were asked like "I put HBL as my first preference for using financial services", 42.6% match viewers 'definitely agreed' on this. In another question like "HBL promotion in PSL has developed my loyalty towards brands finding results show the positive response on this question too. Another question was asked about their advertisements "PSL advertisements of HBL have made me committed to brand" 42.6% viewers 'definitely agreed' on this statement. In another statement they were asked about "I will now use the financial services of HBL whenever I can" the result 39.5% vindicated this statement also the statement like "The promotion of HBL in PSL has made them a potential customer of this brand" results were positive. Brand Adherence questions concluded that match viewers will definitely spread positive word of mouth about HBL after knowing it in PSL. Despite of all these questionnaire statements results show that cricket matches sponsorships provide brands an exclusive opportunity to create their consumer adequately through this podium.

### **Conclusion**

This study evaluated the impact of product placement sponsorship on television viewers' purchase intention. The study's findings demonstrate how significant the effects of product placement sponsorship during cricket matches are and how important the role of overall brand image on consumer behaviour. Therefore, this study draws the conclusion that product placement, in the case of placement at cricket matches, affects consumers' perceptions of brands and that the whole brand image appears to influence buying decisions. If the marketing initiatives are to be successful in communicating the messages to the target audience and to confirm this, it should be noted that product placement can play a vital role in PSL.

Based on the above mentioned study, the researchers draws the conclusion that product placement is essential in creating brand recognition, loyalty, and awareness through mainstream advertising. Through sporting events like the Pakistan Super League, advertising and marketing help to create a business-oriented platform that focuses on revenue for various brands (PSL).

Advertisers have found that product placement is a powerful tool for consistently communicate and advertise their products during cricket matches. Due to the tournament's accessibility and popularity, advertisers have been able to spend a tremendous amount of money on global connections and branding opportunities. (Shah et al. 2012). The public's popular taste in cricket and the prevalence of celebrities are the root causes of the PSL's growing value.

Great sporting events and tournaments are created by a dedicated fan base, successful team performances, the ability of players to perform at crucial stages, and in most cases, it is important to connect these tournaments with great brands and companies through partner and sponsor media. To realise a brand's potential, brand and franchise teams must work together.

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