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Ambush Marketing From a Swedish Consumer Perspective

- Spectators and Fanatics Opinion Towards Companies'

'Free Riding' Strategy

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Abstract

Wherever we go, marketing is all around us. Sport events are no exception. Sport events have during the last years become a platform and a communication tool for marketing companies. The major reason for the increasing attraction of sport games is because of its' enormously attraction of audience.

A company that uses sport games in order to market itself is usually a sponsor for a sport association or team. A sponsoring company is provided with the opportunity to associate itself with a team and/or a game. Sponsoring and non-sponsoring companies utilize the amount of audience to reach as many customers as possible.

The sponsoring companies need to pay a sponsorship fee. The non-sponsoring companies free ride at the expense of the sponsors, by not paying any fees. The ambushing companies aim, is to draw the consumers' attention away from the sponsors and onto themselves.

The purpose of this research is to study the consumers' acceptance regarding marketing from non-sponsoring companies in sport games. It is interesting to study a consumer perspective of ambush marketing since the research field is not very explored.

A qualitative study with quantitative elements has been used in order to capture the consumers' opinions. The method used resulted in comprehensive findings. The results show distinct differences within the quantitative and the qualitative findings.

The conclusion of this research is that consumers somehow accept the free riding strategy. Consumers believe that they do not lack knowledge regarding sponsoring companies. However, the consumers may lack knowledge concerning the harm ambush marketing causes the sponsoring companies.

Keywords: Ambush Marketing, Sponsorship, Consumer Opinion, Consumer Behavior, Sport Games

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Table of Contents

1. Introduction.....	5
1.1 Background.....	5
1.2 Problem Formulation.....	6
1.3 Purpose.....	7
1.4 Research Question.....	7
1.5 Definitions.....	7
1.6 Demarcations.....	7
1.7 Outline.....	8
2. Literature Review.....	10
2.1 Strategic Marketing.....	10
2.2 Strategic Positioning.....	12
2.3 Ambush Marketing.....	14
2.4 Consumer Behavior.....	15
2.2.1 <i>The Consumer Identity</i>	15
2.5 Summary.....	18
3. Methodology.....	19
3.1. Research method.....	19
3.1.1 <i>Research Philosophy</i>	19
3.1.2 <i>Research Approach</i>	20
3.1.3 <i>Choice of Theory</i>	21
3.1.4 <i>Choice of Methodology</i>	21
3.2 Empirical Method.....	22
3.2.1 <i>Research Strategy</i>	22
3.2.2 <i>Time Horizon</i>	23
3.2.3 <i>Sample selection</i>	23
3.2.4 <i>Pilot study</i>	24
3.2.5 <i>Data Collection</i>	25
3.2.6 <i>Reliability</i>	26
3.2.7 <i>Validity</i>	27
3.2.8 <i>Generalizability</i>	27
3.2.9 <i>Ethical Considerations</i>	27
3.3 Summary.....	28
4. Empirical Findings.....	29
4.1 Football.....	29
4.1.1 <i>Qualitative Findings</i>	29

4.1.2 <i>Quantitative Findings</i>	31
4.2 Handball	34
4.2.1 <i>Qualitative Findings</i>	34
4.2.2 <i>Quantitative Findings</i>	36
4.3 Summary	38
5. Analysis	39
5.1 Respondents	39
5.2 Sponsors	40
5.3 Ambush Marketing	41
6. Conclusion	43
6.1 Conclusion	43
6.2 Critical Reflections	44
6.3 Societal Implications	44
6.4 Future research suggestions and limitations	44
7. References	46
8. Appendix	49
8.1 The One-Dimensional Perceptual Map of Sports	49
8.2 Pilot study, Malmoe	50
8.3 Questionnaire, Gothenburg	52
8.4 Questionnaire, Kristianstad	54
8.5 Interview guide	56
8.6 Quantitative findings, Football	57
8.7 Quantitative findings, Handball	62

1. Introduction

In this chapter, a background will be presented followed by a problem formulation. Later on, the purpose of this research will be stated and a research question will be defined. Some definitions will be presented. The demarcations for this research will be provided, and the chapter concludes with an outline.

1.1 Background

We are all familiar with the quotation “if one is not visible, one does not exist”. Nowadays we receive advertisements through all kinds of channels e.g. televisions, newspaper, direct advertising and on social networks *et cetera*.

Marketing has for the last decades been very important for companies. This, since companies tend to use marketing for attracting new customers, but also to maintain current customers (Kotler, Wong, Saunders and Armstrong, 2005). In order to attract new customers, marketers have to identify the peoples’ needs (Kotler and Keller, 2011).

Guerrilla marketing is a marketing strategy that is about making marketing extravagant and visible to the public in an everyday place. The intension of guerrilla marketing is to interact and attract the consumers in order to increase the consumers’ brand awareness (Behal and Sareen, 2014). Guerrilla marketing focuses on doing the previous mentioned things with minimal resources needed (GMarketing, 2014).

Within guerrilla marketing, there are different techniques to adapt to reach brand awareness and consumers attention. One technique is called ambush marketing. Ambush marketing is known as a “sneaky” or “free riding” marketing method used by companies. The aim is to, without paying any sponsorship fee, promote themselves at sport games (Behal and Sareen, 2014; Hutter and Hoffman, 2011).

Because of the audience attraction, sport games have eventually become more and more of a platform for sponsoring and marketing possibilities. In 2008, the industry of international sponsorship was set to be worth \$43.5 billion. Over the last six years, the expenditure on global sponsorships has increased with \$19.1 billion (IEG, 2007).

A close friend recounted an experience he experienced at a camp. It took place at a football camp. At this football camp, there were almost 35 football teams from all over

the world. The teams played at least two games per day in different parts of Gothenburg. After each game there were two persons handing out sport drinks to the players. After one week at the camp, almost every player started to consume this sport drink without even considering another brand or type of drink. They did not even think of why they were buying this specific sport drink, they just did it as a normal routine. The camp members did probably not see this as marketing; neither did the person who recounted this experience. This is an example of what an ambush marketing situation may look like and it is precisely what they want to convey.

1.2 Problem Formulation

Ambush marketers usually apply their strategy on larger events, mainly sport games. The Olympic Games are attractive for ambushers since it is big and global (Shani and Sandler, 1998). The nearby environment around the arena is hardly ever owned by just a single owner. Therefore, it is difficult for the audience to distinguish between the sponsoring and the non-sponsoring companies. Hence, this is a perfect opportunity for non-sponsoring companies to practice ambush marketing (Meenaghan, 1998; Behal and Sareen, 2014).

If the official sponsors appear at a game occasionally and fail to be recognized by the consumers; ambushing companies are more likely to outperform the official sponsors and confuse the consumers. Consequently, the confusion among the audience, regarding who the main sponsors are, give the non-sponsoring companies an advantage (Meenaghan, 1998; Shani and Sandler, 1998).

Sponsorship is more generally used to achieve communication objectives for the companies image. Companies image is associated with the company's operation. Therefore, companies image is an important factor when it comes to the consumers' decision making. As a result, the relationship between companies understanding in consumers' behavior has to be further studied (Meenaghan, 2001).

The ambush marketing strategy is relatively new and there is not much research done around the area. Most of the previous research have been made in the 20th century with a few made during the 21st century. The researches made in ambush marketing are mostly about defining the strategy, its impact on sponsorships, ethical and moral concerns, as well as legal implications (Chadwick and Burton, 2011).

Considering that ambush marketing is not towards a certain type of consumer, companies possibilities to achieve higher revenue increases (Mintzberg, Ahlstrand and Lampel, 2008). Many studies on ambush marketing are from a business perspective, even though companies' use ambush marketing to affect consumers and their behavior. Consequently, there is a lack of supplementary research on ambush marketing specifically from consumers' perspective. The consumers' perspective is interesting since they are the ones being affected (Hutter and Hoffmann, 2011).

This research will contribute additional findings to the previous research done in consumers' behavior as a part of ambush marketing. With foundation in sports games, the perspectives and opinions from consumers' perspective considering the "free riding" strategy is to be further examined.

1.3 Purpose

Consumers' knowledge about the sponsors', and the consumers' acceptance towards ambush marketing will be investigated in this research. The consumers' acceptance is of interest since sponsoring companies have a negative view on ambush marketing.

1.4 Research Question

What is the consumers', i.e. spectators and fanatics, opinion regarding the non-sponsoring companies' marketing, at football and handball games?

1.5 Definitions

The participants in this research are referred to be either spectators or fanatics of football or handball.

Spectator – The audience captured outside the arenas.

Fanatic - Someone who is extremely enthusiastic about the sport. Not to a level as in obsession.

1.6 Demarcations

There are several demarcations to make this research possible. The focus in this research will be exclusively on football and handball games. The games will only be played in Sweden and the consumers will be spectators and fanatics of these two sports.

Furthermore, this research will not include other external factors such as legal, ethical, cultural, and welfare. The spotlight in this research will be the consumers' attitude

towards the “free riding” strategy outside sport arenas. For the pilot study, one arena will be in center while two different arenas will be focused on in the full study.

1.7 Outline

The entire research is divided into six chapters. A brief presentation of each chapter will be presented below.

Chapter 1

The first chapter begins with a background of the research. The problem formulation considers and discusses some previous research. The problem formulation will be followed by the purpose of this research, the research question, definitions used, and the demarcations. The chapter ends with an outline for the entire research.

Chapter 2

The second chapter consists of the literature review. The literature review is divided into four parts with a fifth part in the end giving a summary of the whole chapter. To begin with, a brief explanation of strategic marketing and strategic positioning is provided, followed by a brief overall look at the marketing strategy called ambush marketing and lastly, some principles from the consumers’ behavior will be mentioned. The chapter concludes with a summary.

Chapter 3

The third chapter is divided into two parts where the first part consists of the research method; whereby the research philosophy, research approach, choice of theory, and choice of methodology is discussed. The second part consists of the empirical method. In the empirical method the research strategy, time horizon, sample selection along, pilot study, data collection, reliability, validity, generalizability as well as ethical considerations are presented. The chapter is wrapped up with a summary.

Chapter 4

The fourth chapter presents the results from all the collected data except for the pilot study. The quantitative (questionnaires) and qualitative (interviews) results are presented in two parts, football and handball. The chapter ends with a summary.

Chapter 5

The fifth chapter will analyze the results from chapter four with the literature review in chapter two. The qualitative data of both sports are first analyzed, followed by the quantitative data.

Chapter 6

The sixth and final chapter includes the conclusion, critical thinking, societal implications and future research suggestions as well as limitations.

2. Literature Review

The main theories used will consist of strategic marketing, strategic positioning, ambush marketing and consumer behavior. Strategic marketing and positioning are considered to be some of the many first steps for a company to establish before taking on a new market. The part “ambush marketing” is discussed to give the reader some basic overall knowledge about this strategy, since this is the background theory. The chapter concludes with a summary.

2.1 Strategic Marketing

The purpose of strategic marketing is for the companies to reach their goals, meet the consumer’s expectations, as well as satisfy the consumers’ needs. The concept of the strategic marketing is developed at the business unit level, where also future courses for marketing are developed. To form strategic marketing, three decisions should be made; where to compete (the marketplace), how to compete (competitive advantages), and when to compete (the timing). Given this, strategic marketing is for companies to create a stable position in the marketplace relating to an activity, which stands out in comparison to competitors (Subhash, 2009).

The foundation for strategic marketing consists of three components: (1) environmental analysis, (2) positioning and (3) competitive advantage (Iyamabo and Otubanjo, 2013). Strategic marketing consists of both internal and external components. Internal factors such as technology and expertise are crucial for defining strategic marketing. Strategic marketing also consists of external factors, such as the environment. Coherence between the internal and external factors will connect the company with its customers, competitors and other stakeholders.

Sport games have in the past decades become more of global brands, for example the Olympic Games, Union of European Football Associations (UEFA), FIFA World Cup, Super Bowl *et cetera* (Louw, 2012). The companies that exploit these games with marketing are only seeking to gain goodwill, reputation, recognition, as well as benefits (Crompton, 2004; Payne, 1998).

Sponsoring a game is mainly to achieve objectives within the area of brand image (Meenaghan, 1998; Meenaghan, 2001; McDaniel, 1999; Shani and Sandler, 1998).

Commercial sponsorships has grown radically as a marketing communication medium in the last three decades. Commercial sponsorships can be described as to influence consumers to change their attitudes and their behavior (De Mooij, 2009; Meenaghan, 1998). Nowadays, people tend to relate sponsors “with an event based on the brand’s popularity rather than on their remembrance of seeing a company’s signage on-site” (Crompton, 2004, p. 6). Since people tend to relate the sponsors with the brand popularity, the companies have to express their message of brand in the event themselves. The decision to become a sponsor is a part of the strategic marketing from companies’ (Meenaghan, 1998).

Companies associating themselves with sport games will gain commercial advantages as well as attention from the audience. That is why the ambushing companies want to be associated with sport games (Payne, 1998; Soldner, 2010). Ambush marketing as a marketing strategy involves two vital elements concerning consumer attitude. Those elements are: (1) the consumers involvement in activities and (2) the knowledge of the consumers regarding sponsors and ambushing companies (Meenaghan, 1998). When the consumers’ knowledge is lacking, the consumers fail to recognize the sponsoring companies. The lack of knowledge will give the ambushing companies a market opportunity. An opportunity of this kind is too good to not utilize by the ambush companies. Thus, to seek these kinds of opportunities is a form of strategic marketing (Crompton, 2004).

Strategic marketing can be distinguished by the usage of the two communication methods, sponsorship and advertising. There is a lot of planning and effort behind these two communication methods in order to meet consumers needs. Advertising only has its focus on selling products and/or services. Marketing in form of advertising can be seen as manipulative, forceful, selfish, and not contributing with any benefits to the society. However, sponsorship is associated with benefits and goodwill and can be seen as indirect, subtle, less forceful and less obvious to convince. Because of that, consumers are more “open minded” to marketing in form of sponsorship (Meenaghan, 2001).

Companies use marketing strategies in order to attract potential consumers, achieve its goals, and satisfy consumers’ needs. In order for companies to achieve the previous mentioned it needs competitive advantages. One way to achieve competitive advantages

is by positioning themselves in the right market. The upcoming section will discuss the strategic positioning more deeply.

2.2 Strategic Positioning

Positioning will determine whether a company has a competitive advantage in the marketplace or not. That is why positioning can be seen as one of the very first step to undertake before settling down the business (Greenley, 1989; Iyamabo and Otubanjo, 2013).

When talking about positioning, three points should be emphasized. Firstly, the identified target market from the market segmentation is what constitutes positioning. Secondly, positioning is based merely on the consumers' perception of one company's product (here: sport products). And thirdly, the companies can position themselves towards a specific sport product, team, and league *etcetera*. To examine positioning, a perceptual map (see Appendix 8.1) is developed. The perceptual map offers information as (1) indicating the characteristics which consumers' use when viewing a sport product, for example, violent sports can be linked to boxing and non-violent sports can be linked to golf. (2) The location of sport products on the dimension map. (3) How one company's product is being perceived in relation to another company, given the characteristics (Shank, 2008).

Those marketing companies, which use the positioning strategy, benefit from higher profit. The strategic positioning strategy secures against competition (Mintzberg, Ahlstrand and Lampel, 2008). In addition, strategic positioning can be split into three subcomponents and these are (1) customer target, (2) competitor target and (3) competitive advantage. An interconnection of these three subcomponents results in a market place where a company can be "outstanding". In other words, strategic positioning means to create something unique and meaningful towards the consumers' (Brooksbank, 1994).

In order for a company to associate with sport games, it must position itself to a certain target market before marketing itself. The National Basketball Association (NBA) had only male players in the beginning, but the association has eventually changed its target market to women as well. This is an example that even the same sport can position its target differently (Shank, 2008). Female audience is a good target because they respond

more positively towards a brand they support and a company's product is dependent on the consumer's perception (McDaniel and Kinney, 1998; Shank, 2008). One way for companies to associate themselves with sport games is to position themselves as sponsors. The company's decision to become a sponsor is a strategy to gain commercial advantages. For example, sponsoring the Olympic Games will give legal access to the public profile (Payne, 1998). Companies sponsoring an event will cover the marketing communication medium. The sponsoring companies will at the same time be attracting, providing and accessing an audience. Sponsorships are also used to support a team financially and with sponsoring goods. Since sport games nowadays are very reliant on fundings, the earned revenues can be protected only if ambush marketing is unattractive to outsiders (Payne, 1998).

Exposed advertisements at sport games, in form of verbal and visual marketing, are a factor in the efficiency of brand recognition. Regular sponsor advertising appears to be memorized temporarily. Meanwhile the ambush advertising is often more creative and striking, leaving a great impact on the consumers' memory (McDaniel and Kinney, 1998). It does not seem to be a significant difference between females and males in advertisement response regarding ambush and sponsor advertisements (McDaniel and Kinney, 1998; McDaniels, 1999).

From the Olympic Games in Atlanta 1996, many people believed that any company that advertised on television was the official sponsor. In fact, this was because there was no information provided about the rights of the Olympic Game's sponsors during television broadcasts. The lack of information led to lack of knowledge among the audience. The consumers should gain more knowledge about the sponsors, such as their role and privileges (Shani and Sandler, 1998).

One way of conducting a company's strategic marketing is by discovering ambushing opportunities and performing ambush marketing. When the strategic marketing is planned, the companies should consider the positioning they want to use. As mentioned earlier, sport events and sport sponsoring has lately become an attractive marketplace for companies. The upcoming section discusses ambush marketing in order to give a deeper understanding of the marketing strategy.

2.3 Ambush Marketing

Ambush marketing is a marketing strategy within the guerrilla marketing. The term “guerrilla” originates in the war of independence, revolutions and the Vietnamese war. Here, the term guerrilla was related with sabotage and surprise effects from smaller military groups. The military groups used attack strategy to have a chance to overcome the greater massive military force. Levinson used the term, guerrilla, to introduce a new kind of marketing strategy in the 1980’s. Levinson’s intention was that the smaller companies should adapt this kind of attack strategy to conquer the larger and more powerful companies (Behal and Sareen, 2014).

Ambush marketing is a weapon that is used in public situations to make people aware and start talking about the specific product or brand. The ambush strategy method is sometimes called “sneaky”, since the ambushers do not pay any sponsorship fee. One of the principles of guerrilla marketing and ambush marketing is about getting more recommendations. Another principle is to achieve more and larger transactions with existing customers, rather than getting new customers. An additional principle for the ambushing companies is that time, energy, and imagination are basic requirements. Money is not one of the primary investments in this strategy (Behal and Sareen, 2014).

Ambush marketing can be seen as; when non-sponsoring companies attract the consumers’ attention and that attention is drawn away from the sponsoring companies, onto the ambushing companies (Meenaghan, 1998). The Olympic Games are a perfect platform for marketing to take place because of the globally spread audience and its publicity. Therefore, many marketers use this opportunity as a global communication channel to attract potential customers (Payne, 1998). Because of the globally spread audience and its publicity, the free riding companies, ambushers, are always trying to connect themselves to events such as sport games. One example, where ambushers tried to connect themselves to a sport game, is the English Rugby team anthem. The anthem goes “Swing Low, Sweet Chariot” while the ambushers re-made it to “Swing Low, Sweet Carry-out”. However, sponsors and right holders have become more aware of protecting their sponsorships. Consequently, the possibilities for ambushing have become fewer (Chadwick and Burton, 2011).

The ambushers have been treated as a problem by the game organizers but the underlying problem is consumer confusion. That is why ambush is just a symptom of a problem and

not the problem itself. Ambush marketers are creative and attract the consumers away from the sponsors. The consumers attention towards the ambushers mislead the consumers regarding who the sponsors are, this leads to consumers' confusion (Shani and Sandler, 1998).

Ambush marketing occurs when companies are excluded from the official sponsor agreements to larger games with a high profile. In addition to the exclusion, the companies start to be more creative and use ambush marketing to be visible. Those companies that feel they can benefit from a sport game will find legal and creative ways to continue the usage of ambush marketing. The ambusher usually does not use the exact same logo or insignia connected to the game. Instead, the ambusher creates other devices that could connect them with the event or a team. By creating other devices the ambushers do not break any registered trademarks (Crow and Hoek, 2003).

The ambush marketing perspective is limited since the researches appear to be based on twenty years old definitions. The perspective of ambush marketing is limited in the sense of its motives, aims and its usage as a marketing communication tool (Chadwick and Burton, 2011).

With the overall understanding regarding strategic marketing and positioning as well as ambush marketing, consumer behavior should also be mentioned. To define and understand potential customers in the beginning, makes it easier for companies to target the right market group. That is why the following section brings up some principles which define an individual's behavior, eventually the potential customer.

2.4 Consumer Behavior

The role of the consumer is vital for marketing and commerce in general and ambush marketing is no exception. The most common perspectives for companies when analyzing the consumer behavior are tools such as positioning, segmentation and marketing communication. Beyond the common perspectives there is the consumer identity principles that can be used by companies to analyze the consumer behavior (Il, Forehand, Puntoni and Warlop 2012; Nicholson and Xiao, 2011).

2.2.1 The Consumer Identity

There are five identity principles: (1) identity salience, (2) identity association, (3) identity relevance, (4) identity verification and (5) identity conflict. These identity

principles will guide the individual to categorize themselves in terms of their attitude and behavior. Once the category is settled down, the individual's identity-based behavior improves. Following, each principle will be described briefly.

Identity salience is when factors, such as the environment, increase the individual's self-concept. The environment, which could be outside the sports arenas, is a starting point where the consumers' choices and behavior settings occurs. Factors that will increase the salience of a person's self-concept will increase when the probability have a subsequent influence on an individual's attitude and behavior. Companies' goals can shape the consumers' behavior. The consumers' are shaped through manipulation from companies. The manipulation occurs in form of temporal and regulatory physical stimuli, e.g. posters (Nicholson and Xiao, 2011).

Identity association is when a part of an individual is related to something good or bad, the stimuli will become associated with a positive or negative identity and evaluation. For example, if someone thinks of himself as an athlete, the person will try to behave like an athlete. The person will not only behave like an athlete, he will also buy products from brands that are linked to athletes, or sports in general. For example, brands like Vitaminwater could be related to athletes, but in fact there are no obvious links between the two. However, it increases the stimuli related to the identity (Il *et al*, 2012).

Identity relevance stands for an individual's character; it allows the individual to create an image that is linked to a specific "type" of person. The individual is able to feel, think and act like this created person. Not only does identity relevance let the individual classify itself, it also makes the individual "target" a whole group. For example, if an individual associate himself to a certain nationality, he will have a positive attitude to it as well as create "the perfect citizen". The motivation to behave according to the "new" image separates the individual from the rest. The relevance that will have an impact on identity and stimuli could be anything in form of object-, symbolic-, goal-, or evaluation relevance.

Identity verification is when the identity is driven by self-verification. This is where the individual wants to be seen in a way by others as they do with themselves, to the degree where the specific identity becomes a part of an individual's ideal image. The identity can become a part that drives the behavior. This is used within the fashion industries' advertising and marketing. Where the fashion companies present models that represent

the way their customers wishes to be, in this case it is about the “skinny” identity image. Identity verification is much about the response from the environment towards the ideal image.

At last, *identity conflict* is when many identities within an individual’s self-conception collide. Marketing research has shown that consumption often leads to either identity conflict or ways to solve an already existing conflict. However, the ideal situation is to balance the identities so that no conflicts occur. The harmony is reached when the self-conception within the different identities are alike. In opposition, identity conflict takes place especially in cultural differences where attitudes and behaviors are not always alike (Il *et al*, 2012).

Another way of defining the consumer’s identity is by attitudes, such as implicit and explicit attitudes towards a company’s brand. E.g. when a consumer wears merchandise from the sponsors. Earlier research shows the relationship between attitudes towards sponsors and behavior intentions of purchase (Koenigstorfer and Groeppel-Klein, 2012).

The audience’s visual contact with the companies’ brands during games normally does not last too long. That is why the consumers’ (the audience’s) attitude regarding a brand is based on past experiences. Some studies on attitude and behavior of sports consumers has shown that implicit attitudes have a leading role in determining an individual’s behavior and identity. The reason behind this is because implicit attitude associations come from the memory of past experiences at games, which could be very emotional. These attitudes are in turn affected by sport sponsorships. An essential goal for companies is to secure sponsors from ambushers by shaping the attitudes in an approving way (Koenigstorfer and Groeppel-Klein, 2012).

Depending on how the consumer associates the previous experiences, either as a reward or punishment, he/she will use them automatically in their future behavior. In cases with global sport events, such as the Olympic Games and FIFA World Cup, the consumers hold a positive or negative attitude behavior to sponsors and ambushers because of the past experience, with companies’ brand in the marketplace (Koenigstorfer and Groeppel-Klein, 2012). Of course, one should keep in mind that these situations vary from time to time depending on the customers’ preferences and their changing behaviors.

2.5 Summary

Strategic marketing and strategic positioning is used by many companies in order to understand and to attract the potential customers. Companies use strategic positioning to position themselves in the possible market, or actors such as sponsors, and then practice strategic marketing. That is why these two topics influence each other in one way or another.

When marketers develop strategies to target markets, consumer behavior is of interest. The basic consumer behavior analysis tools are positioning, segmentation and marketing communication. However, there are other analysis tools, for instance, different consumer identities and behavioral attitudes can be used to define an individual (potential customer).

“Sneaky” is one way of describing the ambush method. The ambusher does not pay any sponsorship fee for promoting themselves at events. It has been showed that ambush marketing works best in association with sports games. The massive audience will provide much attention for the companies, and lead to global brand awareness.

The theories mentioned in this chapter are used as guidelines for this research. The importance in this research is to investigate the consumers’ opinions. Therefore, the theories will not be limited to a model or structure.

3. Methodology

This chapter will be divided into two method parts, the research method and the empirical method. The first part will be presented in order to give the reader understanding of what method this research is based on, theoretically. The second part will discuss the method and ethical considerations for collecting the empirical materials. The chapter concludes with a summary.

3.1. Research method

In order to give an understanding of what the context of this research is, the research philosophy, research approach, choice of theory and choice of methodology are discussed.

3.1.1 Research Philosophy

The aspect of philosophy reflects the particular field where the specific knowledge within the research will be developed. The philosophy of the research can be seen as the researchers view on the world, and how it works. To understand the philosophy, an understanding of ontology and epistemology is needed, since these two represent the philosophy (Saunders, Lewis and Thornhill, 2009).

Ontology is presented by two different views, the objectivism and the subjectivism. As this research will deal with different consumers and their opinions, an objectivistic view is not relevant since this view is not depending on the social actors. Objectivism represents the situation that social entities exist liberated from social actors. In other words, even if there were a personnel change (social actors) at e.g. a company, the social entities would continue to work (Saunders *et al*, 2009). Moreover, subjectivism represents the view that different consequents and social phenomena are shaped after social actors. For example, social phenomena depend on social actors, i.e. the consumers and their actions (Saunders *et al*, 2009). In this research, a subjectivist view is used. The research is based on the consumers and their perspective of a particular marketing strategy. As the subjectivist view was explained earlier, the different shape of social phenomena depends on the social actors.

The epistemology is concerned with different factors that the researchers believe is important for the research. There are three kinds of views: positivism, interpretivism and realism. Since this research is about the consumers' behavior, the most important factor is the consumers' feelings and senses toward the "free riding" strategy. If the research replicates the positivistic philosophy, the researchers will probably work "in the tradition of the natural scientist" (Saunders *et al*, 2009, p. 112). This means that the researcher will get the credible data from observable phenomena. A positivistic philosophy in this research is not relevant since the consumers' emotions are not observable phenomena. The interpretivism tries to understand a complex world by not analyze physical sciences the same way as theories and laws are analyzed. In a research where the main focus is the social actors, an interpretivistic view is more of relevance (Saunders *et al*, 2009).

However, the focus in this research is the consumers' emotions and opinions. Therefore the realistic philosophy is best suited. The realistic philosophy means that the reality shown to us from our senses is the truth. Saunders *et al*, (2009, p. 114-115) explains realism as: ".../ what we experience are sensations /.../" and ".../ what you see is what you get /.../". This philosophy is best suited since the average consumer does not always analyze a situation with a company so profoundly. The accurately world is a portrait from our experience through our senses, which leads to that the human does not always continue to analyze a specific experience (Saunders *et al*, 2009).

3.1.2 Research Approach

In the beginning of a research, it is important to have an idea about which approach to use since it will be the basis for the research design. The three approaches for interpretation of a research project are deduction, induction and abduction (Patel and Davidson, 2003; Saunders *et al*, 2009).

Deduction can be shortly described as to draw a logical conclusion that goes from the general to the specific. Deduction might resemble a scientific research given that it begins with a statement, which is then tested. A research done with a topic that is backed by much literature, where a theoretical framework and a hypothesis are definite, lends towards deduction (Saunders *et al*, 2009).

Induction can be shortly described as to draw a conclusion that goes from the specific to the general, based on experiences. To understand the research problem, the task would be to collect data and formulate a theory based on the results from the data analysis. As with

the inductive approach, the “theory would follow data rather than vice versa as with deduction” (Saunders *et al*, 2009, p. 126). It is more suitable to take smaller samples than larger samples. The topic of this research is relatively new and there are not much researching done around this field, thus little literature exists to back up the topic. As a result, the research lends towards induction (Saunders *et al*, 2009).

Abduction is an interaction of deduction and induction. It is when the research combines the theories (and possibly guesses) with observations that a research can take on the abductive approach (Patel and Davidson, 2003).

This research will take on the abductive approach. Given the information above, this research combines theories and collected data in order to draw conclusions.

3.1.3 Choice of Theory

This research consists of an overall view of guerrilla marketing which is later limited to ambush marketing. We have been guided by the previous investigations onto ambush marketing. We have used many different researchers’ articles to better understand strategic marketing and strategic positioning. The articles used as basis for the section ambush marketing, are mostly by Behal and Sareen (2014), and Chadwick and Burton (2011). Articles by Il, Forehand, Puntoni, and Warlop (2012), Koenigstorfer and Groeppel-Klein (2012), and Nicholson and Xiao (2011) were useful for understanding the different aspects of the consumers’ behavior.

3.1.4 Choice of Methodology

There are two different types of methodology, the quantitative and the qualitative. Qualitative data is based on word expressions, and non-standardised data. The conceptualization is used to analyze the data. Meanwhile, quantitative data is based on numeric results. The results are collected in numerical and standardised data. Diagrams are used to analyze the data.

In the beginning, this research was meant to be quantitative and the method that would be used was self-completed questionnaires outside the arenas. Quantitative data is associated with research strategies such as surveys and research methods such as questionnaires (Denscombe, 2012). Saunders *et al* (2009, p. 151) states that quantitative method is used “for any data collection technique /.../ or data analysis procedure /.../ that generates or uses numerical data”. Over time, the data collected through the questionnaires was not

enough for conducting a quantitative research. Some people outside the arenas did not cooperate, in other words, they did not have the time or interest to answer our questions. Throughout the research we realized that we would not be able to collect the amount of data needed for a quantitative research. At this stage, we had already collected data from spectators outside arenas. In order to not lose the already collected data, we decided to investigate if there was any other way of combining the collected data with another method. Later on, we decided to have a qualitative research in order to study more deeply consumers and their opinions. The qualitative data is associated with the research strategies: ethnography, phenomenology, and grounded theory (Denscombe, 2012). The methodology is also associated with research methods such as interviews, documents, and observations. The new method used was interviews. To strengthen the interviews, we decided to use the quantitative data from the questionnaires collected in the beginning. The result of the methodology is that this research became a qualitative research with quantitative approaches.

3.2 Empirical Method

In this section, the empirical method will be presented. Different aspects will be discussed in order to get an understanding of how the collection of data was done.

3.2.1 Research Strategy

Research that is exploratory and descriptive tends to be based on surveys. Survey studies are often wide, with extensive coverage, and fixed in time. The survey strategy consists of different methods. Methods used within this strategy can be interviews, questionnaires, and written sources. What characterizes the usage of surveys as a strategy is the combination of focus on the moment and the wide coverage (Denscombe, 2012; Saunders *et al*, 2009).

The intension was to use questionnaires, since this research would concern a larger sample of the population, and the questionnaires would allow a collection of a superior quantity of data. During the time, we had to expand the strategy in order to obtain the data needed. The questionnaires used did not get the amount of data needed in order to do a quantitative research. Therefore, personal interviews were also conducted. If the researcher needs knowledge about peoples feelings, opinions, and experiences the interview method is mostly suitable (Denscombe, 2012). As this research studies the

consumer opinion, the interview method is relevant. The interview method provides us with the knowledge about peoples feelings, opinions, and experiences within the ambush marketing. To summarize, a survey with the combination between questionnaires and personal interviews was used as the research strategy.

3.2.2 Time Horizon

The time horizon is the answer to how the researcher plans the research. The research becomes like a “snapshot”, cross-sectional study, or more like a “diary”, longitudinal study (Saunders *et al*, 2009, p. 155).

Some of the demarcations, as mentioned before, in this research are external factors. Since the research is not looking at the external factors in this case, a cross-sectional study is more suitable. A cross-sectional study have its focus on a particular phenomenon at a specific time, and are what Saunders *et al* (2009, p. 155) calls “snapshot”. A longitudinal studies focus on changes and developments within a field. When doing a longitudinal study the researcher consider other external factors that may affect the researched field or the research process itself (Saunders *et al*, 2009). This research will neither focus on a change nor a development within a field; the focus will be on a particular phenomenon at a specific time, which leaves the research to be more suitable for a cross- sectional study.

3.2.3 Sample selection

There are two different sampling techniques. The first one is probability sampling and the second one is non-probability sampling (Bryman and Bell, 2011; Saunders *et al*, 2009). Bryman and Bell (2011, p. 185) state that the probability technique is important in social survey research since “/.../ we can generalize findings derived from a sample to the population”. The probability for each person to be chosen from the population to the sample is generally equal in the probability sampling technique. Since we want the respondents to be anonymous and draw generalized conclusions, the non-probability technique is not suitable. The probability for each person to be chosen from the population to the sample, in the non-probability technique, is not known (Saunders *et al*, 2009).

In this research, the probability sampling technique is used. The participants of the interviews and the questionnaires, used in this research, where all randomly selected. To

randomly select the fanatics for a personal interview, we requested them through the social media site Facebook.

On our page wall of Facebook, we requested our friends to tell us about their friends and families that are fanatics. By requesting participants through the Internet we were not pushing anyone to participate. Later on, the participants for the interviews were randomly selected among the people that were recommended to us. In order to use the probability sampling technique all the recommended names were written on small post-its and fooled. All the post-its were gathered in a bowl and four football and three handball fanatics were picked.

The selection among the spectators outside the arenas was also randomly performed. The selection was made by asking as many people as possible to participate. Most of the people passing by were asked as well as the people standing around the arena. However, the people who stood in the queue and the people who were eating were not asked due to avoid being intrusive.

3.2.4 Pilot study

A pilot study is an attempt to ensure that the research instrument operates well. If possible, the pilot study should be applied on a small group of respondents first. These respondents should be comparable to the respondents from the population in the full study (Bryman and Bell, 2011).

In order to examine that the survey questions were well understood by the respondents and to get feedback about the questions, a pilot study was applied. The pilot study was applied on a smaller group of respondents in order to strengthen the full study. These test-respondents were in the same environment and under similar circumstances as the population in the full study. The pilot study was implemented on the self-conducted questionnaires. The study took place outside the Swedbank Arena in Malmö, in conjunction with a football game between Malmö FF and Falkenbergs FF. The test-study had a total of 28 respondents. The feedback gained by the pilot study was very helpful and afterwards some questions were changed. The changes made were done in order to simplify some of the questions before conducting the full study. The second question was added with a third answering option. The second question asked the respondents about their gender. In the pilot study the answering options were Female and Male. In the redone version the options were Female, Male and Hen, this in order to not

discriminate anyone. Question eight and nine were changed to named scale answers (see appendix 8.2 for pilot study and appendix 8.3 for the changes). The interview guide is based on the questions in the questionnaires but more profound.

3.2.5 Data Collection

From the beginning, the data collection was planned to be only through self-conducted questionnaires outside the arenas. In order to capture the spectators of a football game we choose to do the study outside arenas. A self-conducted questionnaire is for the respondent to complete by answering check questions. The method is usually used for explanatory or descriptive research (Bryman and Bell, 2011; Saunders *et al*, 2009).

By using the delivery and collection questionnaire some advantages can be gained. For example, the misperceiving of the questions was reduced since those questions that were difficult to understand were explained. The pilot study was done in order to reduce the overall misunderstanding in the questionnaires and improve the trustworthiness. The disadvantage of not knowing whom the respondent was another of the advantages we planned to gain since the research will draw generalized conclusions.

We started collecting data outside the Ullevi Arena in Gothenburg but only got a few participants. Since the selection of participants was randomized, we asked as many as possible but limited the selection by not asking the people standing in the queue or the people who were eating. The limitations were made in order to not be intrusive for the respondents. Over time, we realized that the people going to the football match did not have the time or interest to answer the questionnaires. The excuses were many and some times not even logical. When we started our pilot study in Malmoe, we heard excuses like “I do not have time”, “I am waiting for someone”, “not now”, “we should go now”, yet they stood there for a long time afterwards doing nothing. In order to get more participants in Gothenburg, to the full study, we changed some questionnaires and tried to be more forward but in a non-intrusive way. However, the excuses continued in Gothenburg as well and were quite the similar to the ones we heard in Malmoe. The results from Gothenburg were not enough in order to make a quantitative research.

To continue with the research question and area, we decided to widen the data collection and involve a handball event in Kristianstad. Nor did the results from Gothenburg and Kristianstad together, cover the amount of participants for a quantitative research. Therefore, we decided to widen the collection further, with personal interviews.

Personal interviews resulted in a deeper understanding of the consumers' behavior towards the "free riding" strategy. With the personal interviews ".../ there is an emphasis on greater generality in the formulation of initial research ideas and on interviewees' own perspective" (Bryman and Bell, 2011, p. 466). This gave another perspective to the consumers' behavior. The qualitative interviews together with the self-conducted quantitative questionnaires gave us the data needed for the research.

3.2.6 Reliability

The trustworthiness of a study is explained by the degree of reliability in it. Reliability can be referred as ".../ the consistency of a measure of the concept" (Bryman and Bell, 2011, p. 158; Saunders *et al*, 2009).

One threat to the reliability is the participated subject, also called the participant error. The threat of participant error is that the respondent can answer differently depending on psychological or other external factors (Saunders *et al*, 2009). By handing out the questionnaires onsite, the respondents ideally only have to focus on football/handball, since they all are at the arena excited for the game. The best case would be to not getting influenced by any external factors. When it comes to the interviews, it is harder to eliminate the participant error since the interviews was not done onsite at the arena. This means that the interviewed person is not excited nor physically engaged for a game. Consequently, it leads to answers being influenced by external factors. Another threat is the observer error. Observer errors mean that questions can be read and interpreted differently, and in different order. By doing so, the answers can be manipulated (Saunders *et al*, 2009). In order to minimize the chance of this to happen, a pilot study was performed. After doing the pilot study some of the questions were re-done so that the interpreting of the questions would, in the full study, be similarly equal for the respondents. The observer error was taking into consideration when interviewing, by having the same moderator so that the results would not be manipulated, gives the research justice.

In this research, we have tried to consider all the possible threats and tried to take actions to minimize those. However, there will always be some threats to the reliability of a research since it is almost inevitable to not have any.

3.2.7 Validity

When conducting this research by using questions, the validity may be questioned in terms of its relevance towards the purpose. In other words, the questions used are the instrument for our findings but the validity is if the questions are relevant to what we actually intend to study. Since we want to find out about the consumer acceptance of non-sponsoring companies' marketing, questions concerning sponsors and marketing from non-sponsoring companies (if it is acceptable or not) will be asked. The internal validity refers to whether the conclusions drawn by the answers from the questions are trustworthy or not. Meanwhile, the external validity is whether our findings can be generalized to a greater proportion, such as other people, places and contexts. The main point in this research, the consumer acceptance, is an uncontrolled variable for the reason that it is difficult to measure other people's opinions and thinking. Consequently, it makes it difficult to generalize to a greater proportion. In addition, if the concept is reliable, i.e. how specific our questions are in order to find what we are searching for, it will give a valid measure also known as the measurement validity.

3.2.8 Generalizability

Generalizability is connected to the external validity. Therefore it means to generalize the findings so it applies to everyone besides the participants in the questionnaires and interviews. People like to say that the results are applicable to all individuals (Bryman and Bell, 2011). Instead of generalizing every sport spectator, this research only samples the football and handball spectators and fanatics.

3.2.9 Ethical Considerations

When conducting an interview, there has to be an agreement between the parties. The interviewee has to be informed, prior to the interview, that he/she will be part of a research. Also, the interviewee has to be notified that he/she can, at any time, cancel the interview. To be informed about the consent to the research is a part of the ethical data collection (Silverman, 2011). In this research, we tried to make the questions in the questionnaires and interviews less offensive and intrusive by sending it to our supervisor for a preview. The pilot study was conducted to see if there were any questions that could be re-done. When we were handing out the questionnaires to the visitors at the arenas, they were given the opportunity to decline. On the questionnaires (see appendix 8.3 and 8.4), the purpose of this research is informed. Our participants in the interview were informed in advance about the study and we asked for their approval before the interview

took place. The interview guide (see appendix 8.5) also stated the purpose of our research. The results will all be treated with anonymity. However, every person from the interviews will be given a fictitious name that only indicates whether it is a male or female.

3.3 Summary

In the beginning, this research was supposed to be a quantitative study where only questionnaires were needed. However, when collecting the data, the amount of participants was not enough. We managed to get a total of only 52 respondents, 32 football spectators and 20 handball spectators. The amount of participants should be somewhere around 200 when conducting a quantitative research. For that reason, interviews with 7 (football and handball) fanatics were done in order to “compensate” and strengthen the quantitative findings. Instead of having a quantitative research, it is a qualitative research with quantitative approaches.

4. Empirical Findings

This chapter will present all the collected data. The qualitative data from the interviews will be summarized, so will the quantitative data from the questionnaires. There were 59 respondents in total, consisting of both male and female participants. There may be a problem with missing values when using questionnaires. Some of the questions from the questionnaire had more than one response options. This might have been confusing for some respondents to whether choose one or many options, or simply that they skipped the question(s) because they did not know the right answer and did not want to guess.

4.1 Football

Both qualitative and quantitative data will be presented below with the first one being the results from the interviews. The questionnaires were handed out to the people attending the game between Malmoe FF and IFK Gothenburg. Out of approximately 150 requested persons, a total of 32 respondents, both females and males participated.

4.1.1 *Qualitative Findings*

The qualitative findings are data from the interviews (see appendix 8.5 for the interview guide). The answers from the interviews will be summarized under three categories: respondents, sponsors, and marketing.

4.1.1.1 Respondents

The first person is a 23 year old student named Bart. He is very involved in football. Bart plays football but he also watch and read about football. Bart spends about 25 hours a week on football. When Bart was five years old, his father suggested he try the sport and after that his interest for the sport increased.

The second person, Moe, is 21 years old and an employee. Moe is involved in the sport on daily basis. He plays football, watches live games on television and he reads daily football news. Moe's interest in the sport started when a relative to the family brought him to a football practice. The practice resulted in that Moe became very interested in the sport and the interest evolved over time. Nowadays, Moe dedicates much of his time to football.

The third respondent, Nelson, is 22 years old and a student. Nelson started to play football at an early age but does not play anymore. His father is very involved in football

and Nelson tells that his father has transferred his own interest to Nelson. Even if Nelson does not play anymore, he is still very involved in the sport. He watches games and follows the sport very much.

The fourth person, Ned, is a 22 year old worker. Ned's interest started when he was 7 years old and his father asked if he wanted to try the sport. After trying it, he started to play in a team and his interest evolved over time. Ned has not been very active in the sport and he quit playing at the age of 17. After that, Ned continued to be involved by watching games once or twice in a month. He keeps himself updated by reading chronicles, magazines and so on.

4.1.1.2 Sponsors

Three of the football fanatics shared the opinion about not getting enough information about the sponsors of a team. One fanatic does not know anything about the sponsors. Another fanatic thought, as a supporter, one will get the information needed. He explained that when a team signs a contract with a new sponsor, the supporters get the information about how this contract will affect the association. The most common information on the contracts is the length of the contract, how the economy of the association will be affected by the sponsorship fee, and overall information about the sponsoring company. The fanatics were asked whether they thought the sponsors are visible enough or not. Three of the four fanatics answered that they did think the sponsors were visible enough through advertisements on the players' outfit and signs/labels around the arena. However, one fanatic believes that the sponsor's need to be more visible and argued for: "Since I have not noticed them, they are probably not that visible". When the football fanatics were asked if they wanted further information about the sponsors all four of them answered no.

4.1.1.3 Marketing

The football fanatics were asked about their overall thoughts around marketing and advertising in conjunction with sport games. Two interviewees answered quite similar to each other, they thought it was good and fun with advertising and marketing. This, since the marketing and advertising is good for the team and association. On the other hand, the other two interviewees believed that it was just too much. It was in the way of the football as it took the focus away from the game and that is disturbing.

“I do understand that there has to be commercials, but it spoils the match with commercial” – Ned, 22 years old.

All four interviewees did thought that only the sponsors should be able to market themselves in conjunction to a football game. Their arguments were that, no companies want to be a sponsor if any company could market themselves in connection to a football game. The interest of being a sponsor would decrease and the smaller football associations would experience problems. The interviewees also believed that since the sponsors pay a sponsorship fee in order to associate with the team, it is not acceptable that other companies benefit from the sponsors. Therefore, only the sponsors should be able to market themselves outside the arenas.

4.1.2 Quantitative Findings

The quantitative results are data from the questionnaires. All the results from the quantitative findings are put in tables (see appendix 8.6). The results are all presented under three categories: respondents, sponsors and marketing.

4.1.2.1 Respondents

The first questions were about the respondents' background, in order to roughly understand who the visitors of the football game are.

Of the 32 respondents, only four were females and the rest males. This shows a clear majority of male visitors. The male respondents were in between the ages of 20-29 while the female respondents were in the ages of 10-19.

The visitors were also asked about their occupation. The main occupation within the respondents was students and employees. The results were surprisingly exactly the same for the two categories, 16 out of 32 were employees and 16 out of 32 were students.

Additionally, the respondents were asked how often they visit the area in conjunction with similar games. Most of the respondents answered “Sometimes”. The different answer options were quite similar in the selections but the answer “Sometime” was selected more.

Moreover, the respondents also answered which of the two teams they supported this particularly day. The result showed a clear majority of IFK Gothenburg supporters. Of the 28 respondents, a total of 25 persons answered that they support IFK Gothenburg in this

game. Four persons did not have an opinion and nor did they support any team; these four people are counted as missing values since they did not answer.

4.1.2.2 Sponsors

In order to understand if the spectators believed that they had enough of information about the sponsors or if they wanted more, the two final questions were about information and sponsors.

The first question was about having received enough information about the sponsors or not. The second question asked if the respondent wanted to receive more information about the sponsors.

11 persons answered that they thought they had received enough information about the sponsors. At the same time, another 11 persons answered that they did not know if they had received enough information. 9 persons of 31 answered that they did not think they had obtained enough information about the sponsors (see appendix 8.6 table 10a). This question had one missing value. When separating the respondents by their gender (see table 10b), the results for the female respondents was that most of them did not know if they had received enough information about the sponsors. Of the total 27 male respondents, 11 male spectators did think that they had received enough information. 8 persons did not think they had received enough information while the rest, 8 persons, were not sure.

Additionally, the respondents were asked if they wanted more information about the sponsors. A majority of the spectators answered “No” (see appendix 8.6 table 11a). Only 4 respondents of 31 wanted further information. The results show that there was one missing value. The answers were also separated by their gender to investigate if there were any major differences (see table 11b). Both the female and male spectators did not want any further information about the sponsors, and that they did not know if they wanted more information.

4.1.2.3 Marketing

In this part, some questions about non-sponsors’ activities in conjunction with similar games were asked. The first question was “Do You think it is acceptable that non-sponsoring companies market themselves in conjunction with similar games?” and the second question was “Do You think that more companies should market themselves in

conjunction with similar games?” The results of these two questions are presented in three tables each in order to identify how the respondents answered in general and by separating their age and gender.

To the first question, most of the spectators did not have any opinion (see appendix 8.6 table 8a). The second most selected option was that the respondents did think that it was absolutely acceptable. There were 31 persons in total that answered, meaning that there was only one missing value. This result was also separated by the spectators’ gender in order to see how the different gender answered (see table 8b). As there were not a high number of female respondents, the variation within the females is not vast. Two of the female respondents thought that it was acceptable for non-sponsoring companies to market themselves in conjunction with similar games. The other two female respondents did not have an opinion. On the other hand, most of the male respondents, 12 persons, did not have an opinion to the question. Seven male respondents thought it was absolutely acceptable for non-sponsoring companies to market themselves. Six male respondents thought it was acceptable in a few cases. Only 2 out of 31 spectators thought it was absolutely not acceptable for non-sponsoring companies to market themselves in conjunction with similar games.

The answers about the acceptance of marketing from non-sponsoring companies were divided into different age categories in order to analyze the difference (see table 8c). Most of the respondents are within the age of 20-29. Most of the respondents in this category answered that they thought it was acceptable with non-sponsoring companies’ marketing. 6 persons thought it was acceptable while 5 persons did not have any opinion. The second largest age group was the respondents within the age of 10-19. A total of 11 persons were within this group and 7 persons did not have any opinion. In the age group 30-39, there was only 1 who thought it was acceptable and one that did not have any opinion. In the age group 40-49, there were two people that thought it was acceptable in a few cases. Lastly, in the age group 60-69, there was only 1 person that did not have any opinion.

To the second question (see table 9a), the results were more diffuse. Of 31 respondents, only 10 persons did think that more companies should embrace the opportunity and market themselves. Meanwhile, the respondents who thought that absolutely no companies should market themselves were 5 persons. 8 persons thought that companies

should market themselves in a few cases. Another 8 persons did not have an opinion and 1 person did not answer the question, leading to one missing value.

Of the 31 respondents, most of the female did think that more companies should market themselves or did think that more companies should market themselves in few cases (see table 9b). 1 out of 4 female respondents did answer that absolutely no non-sponsoring companies should market themselves. There were 9 male respondents that thought more companies should market themselves. Only 4 out of 27 male respondents did not think that non-sponsoring companies should market themselves.

When separating the respondents by age it is shown that the most selected option, “In Few Cases” is by those within the age of 10-19 (see table 9c). Within the age group 20-29 the answer with the most respondents were “Absolutely”. The majority of the respondents were within these two age groups and the answers differed a lot.

4.2 Handball

This whole part consists of quantitative results from the questionnaires and qualitative results from the interviews. In the following, the results from the questionnaires are presented first followed by the qualitative results. The collected data are from the game between IFK Kristianstad and Hammarby IF HB. Out of approximately 50 requested persons; there were a total of 20 respondents consisting of both females and males.

4.2.1 Qualitative Findings

The qualitative findings are data from the interviews (see appendix 8.5 for the interview guide). The answers from the interviews will be summarized under three categories: respondents, sponsors, as well as marketing.

4.2.1.1 Respondents

Milhouse is 14 years old and a student. He trains handball very often, plays handball and also watches handball games a lot. Milhouse started to play at the age of 5 after he got a chance to try the sport, along with other at his age. This resulted in that he got accepted by the coach and has played since then.

Lenny is a 47 years old employee. He is involved in every home game as a host in the stands and he is a parent of children who plays handball. Lenny became involved in handball when his children started playing.

Marge is a 44 years old employee. She is engaged in both the youth section and A-team section, and has children who are playing handball. Marge has always enjoyed being a part of an association so when her children started to play handball, she felt that she could do something else than being a parent. As a result, she joined an handball association.

4.2.1.2 Sponsors

When asked about if the interviewees think they had received enough of information regarding the sponsors, all three of them agreed to that they had. They all also agreed on that the sponsors are visible enough at games and should not market themselves more. For that reason, the interviewees do not want any further information about the sponsors.

4.2.1.3 Marketing

Usually when a game is being held in town, one fanatic answered that it is good that the buses have flags on them to support the home team. The other respondent believes that a lot of money and time is spent on marketing. So when it is going well for the team, a lot of people will notice and the marketing will automatically arise when the media gets involved. When the media talk about the team, the sponsors of this team will also be noticed and marketed. The third respondent has no specifically opinion towards marketing in combination with games. While one fanatic considered the marketing outside arenas to be visible enough, the other fanatic thought that sponsors do not have to market themselves too much if it goes well for the team. A third fanatic thought if the association allows marketing, then it should be implemented. In addition, the marketing has to benefit or give something to the association too.

Two of the respondents consider marketing from non-sponsoring companies to be acceptable, only if it benefits the handball team. One fanatic thinks that when a relatively famous team has a game, it will naturally attract people and companies of all kinds. The companies do not have to segment themselves since there will always be someone interested. Therefore, non-sponsoring companies can market themselves on arenas if they want. One respondent thought it should only be the sponsors who can market themselves onsite at the arenas. The two other respondents believe as long as non-sponsoring companies can relate and connect themselves to the team and/or association, they should be able to market themselves outside the arenas too. According to one respondent, the team and/or association should be able to take care of their sponsors and offer them a place where they are suitable to appear and get value for their money.

4.2.2 Quantitative Findings

All the results from the quantitative findings are put in tables (see appendix 8.7). The quantitative results are data from the questionnaires. The results are all presented under three categories: respondents, sponsors and marketing.

4.2.2.1 Respondents

To have a hint about the visitors of the game, the first and second question from the questionnaire was about the respondents' background, i.e. their age and gender. It turned out to be almost twice as many men than women. There were a total of 13 male respondents and most of them were in the ages between 10-19, 40-49 and 70-79. There were a total of 7 female respondents and most of them were in the age of 20-29. The largest numbers of respondents (5 out of 20 respondents) were those between 70-79 years and it was not expected.

Respondents' occupation was also requested. The majority of the respondents, a total of 15 out of 20 respondents, are employees and retirees. The rest are students and unemployed. When requesting how often the respondents tend to visit the arena in connection to similar games, almost a majority (9 out of 20 responses) answered that they do visit the arena very often. There was no difference in the number of responses between the answers "sometimes" and "often", both options got 5 selections each, making it a total of 10 out of 20 responses. It was expected that the majority of the people at the game are supporters of IFK Kristianstad, in view of the fact that it was their home game. The data collected shows that every single one of the respondents chose IFK Kristianstad as the team they support in that game.

4.2.2.2 Sponsors

The first question regarding information about the sponsors was if the respondents believed that they had received enough of information. A majority of the respondents believed that they had received enough information about who the sponsors of the two handball teams are (see appendix 8.7 table 9a). In table 9b, it is mostly the male respondents who believe that enough of information has been received, while most of the female respondents were not sure if they had received enough or not.

The second question was if the respondents wanted to receive more information about the sponsors.

Almost every spectator believed that they do not need further information about the sponsors for each handball team (see appendix 8.7 table 10a). And when separating the respondents by their gender (see table 10b), the majority to believe so are male respondents. By comparing table 10b to table 9b, according to the gender male, the conclusion can be drawn as no further information is needed since the male respondents believe they have received enough of information. In contrast to the male respondents, the female respondents do not believe they want (or need) any further information regarding sponsor despite that they were not sure if they had receive enough of information or not.

4.2.2.3 Marketing

The first question regarding ambush marketing was “Do You think it is acceptable that non-sponsoring companies market themselves in conjunction with similar games?”. The most selected option was “No Opinion” and “In Few Cases”. Most of the respondents, 7 out of 20 respondents, do not have an opinion regarding the non-sponsoring companies’ marketing in either this or similar games. However, 6 persons thought it is acceptable when non-sponsoring companies market themselves in a few cases (see appendix 8.7 table 7a). When separating the genders (see table 7b), most male respondents does not have an opinion while most female respondents think it is absolutely not acceptable. Nevertheless, the option “In A Few Cases” ranks second among the male respondents. Among the female respondents, the option “In A Few Cases” ranks seconds along with “No Opinion”. When age is separated, (see table 7c), the option “No Opinion” was chosen mostly by respondents who are between the ages of 10-19, 40-49 and 70-79. And the option “In Few Cases” was the second most chosen option where the respondents’ ages are between 30-39 and 50-59. There is a visible age difference between these two most frequently chosen options.

The second question was “Do You think that more companies should market themselves in conjunction with similar games?”

The options “In Few Cases” and “No Opinion” are again the two most frequently chosen options (see appendix 8.7 table 8a). Table 8b illustrates the respondents’ gender and the male respondents are the majority of these two options. Though, the option “Absolutely” is selected as much as the two other options (“In Few Cases” and “No Opinion”) among the male spectators (4 out of 13 male respondents). When defining the variable age (see table 8c), the age difference between the respondents regarding the options “In Few

Cases” and “No Opinion” is not as spread as in the first question. For the option “In Few Cases”, the ages are around the thirties. For the option “No Opinion”, the respondents are around the ages of teens and forties.

4.3 Summary

Both the qualitative and quantitative data are presented in this chapter. All the results are summarized above. There were in total 7 respondents from the interviews and 52 respondents from the questionnaires. Based on the findings, there are more male participants than female participants. More specific results from the questionnaires are presented in tables (see appendix 8.6 for football and 8.7 for handball). There are a few similarities among the answers in the two different sports but when taking the variable “age” and “gender” into consideration, the answers are very spread regardless sport.

5. Analysis

This chapter will analyze the data regarding consumers' acceptance towards marketing from non-sponsoring companies. The marketing in sport games, particularly football and handball, will be examined. The findings will be analyzed using the literature review as a foundation.

5.1 Respondents

A gender difference within sport is showed in the literature review. The National Basketball Association (NBA) had from the beginning only male players but did later on realize that there was a market for women as well (Shank, 2008). The, from the beginning, male dominated sport affects the females' interest and behavior towards the sport. This could explain the empirical findings in this research. Among the seven fanatics from the qualitative findings, there was only one female respondent. The gender difference was also showed within the quantitative findings, the spectators. There were a clear majority of male respondents. Among the total 52 participants, from both football and handball, there were only 11 female respondents. These findings indicate that the female audience has been affected by the male dominance in sports.

However, the age among all the respondents, both female and male together, was very diverse. The interviewed persons' age differed from 14 years to 47 years. The mixture of the different responses received from the quantitative data shows the different attitudes and experiences of each person. According to Koenigstorfer and Groeppel-Klein (2012), implicit attitudes have a leading role in determining a sport consumer's behavior and identity. Implicit attitude associations come from the memory of past experiences at games. Given that the results from the quantitative findings, showing that there was age diversity from 10 years old to 79 years old, it is obvious that not everyone has the same amount of experiences of games. The major age difference also indicates that there is no specific age group within the audiences.

“There is always someone that is interested in the companies, that market themselves in or outside an arena, this since the audience usually is diversified with people and the companies do not have to segment” - Lenny, 47 years.

The literatures used, describes that ambushers who believe they can benefit from a specific game or competition, utilizes the opportunity. The literature also explains that marketers uses opportunities like sport games as a global communication tool to attract potential consumers. Since ambush marketing is used in public situations, it does not target a specific age group (Behal and Sareen, 2014; Crompton, 2004; Payne, 1998). The findings of this research strengthen the fact that ambush marketing has a market place at sport games.

5.2 Sponsors

The litterateur review describes that there are different driven factors that affect the consumers' identity. The different factors are divided into five identity principles. These principles describe how the individuals can act, how their choices, as well as behavior can be affected by the different factors (Il *et al*, 2012). The companies, which use the marketing strategy, ambush marketing, are well aware of factors that can influence the consumers' choices and behaviors. The intension of the ambushing companies is to draw away the attention from the sponsors and onto themselves (Crow *et al*, 2003). In order for the ambushing companies to be able to use the marketing strategy, their vital elements are the consumers' knowledge about the sponsors and the consumers' involvement in activities. The companies' awareness of consumers' knowledge is a significant element. Hence, the consumers' lack of knowledge is a market entry possibility for the ambushing companies (Crompton, 2004; Meenaghan, 1998; Shani and Sandler, 1998).

When analyzing the quantitative data, it is showed that the handball fanatics did believe that they have received enough of information about the sponsors and did not want any further information. They also believed that the sponsors within handball teams were visible enough. Meanwhile, the interviewed football fanatics had different opinions. Three out of four respondents did think that the sponsors were visible enough while one respondent did not agree. All four of the interviewed persons did not want any further information. One of the football fanatics did believe that the sponsors should be more visible in conjunction with their sponsored team. The other three respondents believed that the sponsors were fully visible.

On the other hand, the quantitative data show that most of the football spectators did think that they had received enough information about the sponsors or that they did not know if they had received enough of information or not. The difference between the

people that believed they had received enough information and the people who did not think they had sufficient information was not a major difference, only two persons. However, there were no-one who believed they had not received enough of information among the handball respondents. Almost all the respondents, both football and handball, agreed on that they did not want any further information about the sponsors. There were only a few respondents who answered that they want additional information concerning the sponsors.

The literature states that the vital elements for using ambush marketing are the consumers' knowledge about the sponsors and the consumers' involvement in activities. The companies' awareness of consumers' knowledge is a significant element. Hence, the consumers' lack of knowledge is a market entry possibility for the ambushing companies (Crompton, 2004; Meenaghan, 1998; Shani and Sandler, 1998).

The qualitative and quantitative data indicate that most of the respondents did believe they had relatively good knowledge about the sponsors. The respondents believed that they do not lack knowledge. Referring back to the literature review, these results indicate that the ambushing companies do not have a major market possibility. This, since the respondents had good knowledge about the sponsors, according to themselves.

5.3 Ambush Marketing

In order for the companies to reach their goals and meet the consumers' expectation as well as to satisfy their needs, companies use strategic marketing. The strategic marketing should answer the questions where to compete, how to compete, and when to compete (Iyamabo and Otubanjo, 2013; Subhash, 2009).

Positioning is one of the more important decisions for the companies. The position will determine the company's competitive advantage. If a company succeeds and benefits from a higher profit, it is a result from the positioning strategy (Greenley, 1989; Iyamabo and Otubanjo, 2013; Mintzberg, Ahlstrand and Lampel, 2008).

The respondents were asked if they believed that it was acceptable for non-sponsoring companies to market themselves, in connection to the games. The qualitative data show that the fanatics thought only the sponsors should be able to market themselves. The arguments for this were that, the sponsors pay a fee in order to associate themselves with the association. The quantitative data indicate that most of the spectators outside the

arenas did not have any opinion on this. Meanwhile, only 6 out of 52 persons, from the questionnaires, believed that only sponsors should be able to market themselves in connection with games.

The question about marketing from non-sponsoring companies result in that the spectators and the fanatics did not share the same opinion. The results from these findings indicate that the ambushing companies could have a possible marketplace, due to the acceptance from the spectators. A marketplace could result in several advantages for the ambushers (Meenaghan, 1998; Meenaghan, 2001; Shani and Sandler; 1998).

The main goal for sponsors is to gain brand awareness and goodwill. The ambusher can also achieve this goal by drawing the consumers' attention away from the official sponsors and on to themselves. Without paying any sponsorship fee, the ambushing companies could achieve the same advantages as the actual sponsors (McDaniel, 1999; Meenaghan, 1998; Meenaghan, 2001; Shani and Sandler, 1998; Soldner, 2010).

Another explanation to the major difference between the fanatics' and the spectators' answer could be the environment. Companies using the ambushing strategy are aware of that the environmental affects the consumers and benefit from it. The results show that the spectators are more positive towards ambush marketing; this indicates that the environment could have affected them or lack knowledge of the damage ambush marketing can cause.

Referring back to the literature review, the consumers' behavior and choices can be affected by the environment (Nicholson and Xiao, 2011). When the spectators answered the questionnaire they were outside the arenas and this environment could have been affecting their answers. The fanatics were interviewed in a neutral environment, in their homes, and not in connection to a specific game. The environment were the interview took place were more comfortable for them, but of course the environment could have affected both of them. This research did not immerse the consumers' behavior; external factors such as environment were not investigated more profoundly. Thus, it is mentioned in the literature review but not immersed. Nevertheless, it is being mentioned in this research due to give the reader a better understanding of how ambush marketing companies position themselves.

6. Conclusion

This sixth chapter will conclude the research done in ambush marketing from a consumer's perception. The chapter starts with a conclusion stating the authors' own thoughts. It will be followed by the critical reflection of the research, societal implications as well as suggestions for further research and limitations.

6.1 Conclusion

One conclusion is that there was an acceptance from the spectators towards marketing from non-sponsors. The acceptance is a possibility for ambushers to position themselves in connection to sport games.

The sport fanatics and the spectators did have the same opinion in some of the questions. However, the opinions differed very much in the questions regarding marketing from non-sponsoring companies. All of the fanatics answered that only the sponsors should be able to market themselves in connection to a game and around the arena. They also answered that it was acceptable if the association and team gained something from the marketing companies. Meanwhile only six of all the spectators believed that only sponsors should be able to connect themselves to a game or arena. 12 out of the 52 respondents did believe it was absolutely acceptable for non-companies to market themselves. There were also 12 respondents that believed marketing from non-sponsors was acceptable in few cases. The acceptance of the spectators' regarding other companies to market themselves indicates that there is a marketplace for the ambushing companies.

Lack of knowledge from the consumers' may result in a market entry possibility for other companies. Another conclusion is that the respondents in this research did not lack knowledge. The fanatics involved in this research spend many hours per week in the specific sport. They are highly involved and have a high knowledge about the players, the association and everything around the team. This high knowledge result in that the fanatics understand, that marketing from non-sponsoring companies do cause harm towards the sponsors. The regular spectator may not have the same kind of involvement and therefore not the same knowledge. The spectators' knowledge about the sport is not presented in this research and only assumptions can be made. Ambush marketing can create damage for the actual sponsor in terms of stealing their place and customers.

Given the previous information, our conclusion is that spectators may lack knowledge within the field of the harm ambush creates towards the sponsors.

An additional conclusion is that the environment has a large impact on the consumers' behavior and may have an impact in this research. Since the external factors are not investigated the research cannot prove the environmental impacts.

6.2 Critical Reflections

This research contributes to the field of ambush marketing from a consumer's perception. Since the research within this field is limited, we hope that this research can contribute with general knowledge. In order to see the deficiencies in this research, some critical reflections have to be pointed out.

The literatures used in this research are from both articles and books to give a broader view of the subject. We tried to use updated scientific articles but since the field is not too explored, we managed to only get a few of them.

Since we did not do a participant selection in any data collection occasion, the respondents' age in this research are very spread. If we were to target only a certain group of people where variables such as occupation, age, gender, interest *et cetera* would have been crucial. Completely different findings would have been found along with other demarcations.

6.3 Societal Implications

The aim of this research was to contribute to the academic gap within the field of ambush marketing. The main focuses in the previous research were to explain the term and explain how the strategy worked and works. Previous researches are mostly done around the 20th century and from a business perspective. The results in this research can help the sponsoring companies in order to outperform the ambushing companies. This research could also provide knowledge and value for the ambushing companies.

6.4 Future research suggestions and limitations

Some limitations occurred during this research. The main limitation was the empirical method. The questionnaires did not bring as many respondents as wanted. It is possible that the amount of respondents were too small. Since we were only two persons handling out the questionnaires, it was difficult to be everywhere at the same time.

Further limitations were that we did only choose two kinds of sports. Another limitation was that the external factors were not considered.

Given the lack of research in this field, our suggestion for future research is quantitative research with more resources and the possibility to collect larger data samples. Conducting a research with more time, resources and researchers would give a deeper understanding to the consumers' opinions. Further research can be made within other sports in order to investigate if there could be any similarities. The sample selection of respondents could also be conducted differently in order to determine if there could be similarities or major differences.

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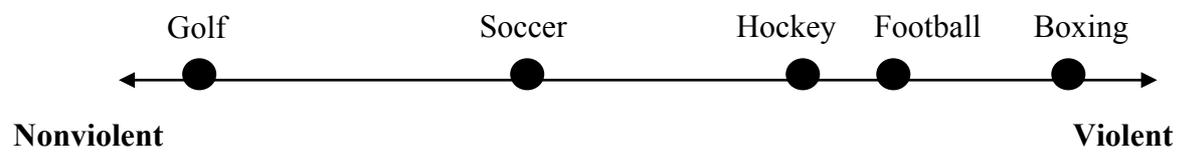
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8. Appendix

8.1 The One-Dimensional Perceptual Map of Sports



The one-dimensional perceptual map of sports according to Shank (2008).

8.2 Pilot study, Malmoe

Consumers' Relationship towards Marketing within Sport Games

Isabel and Elizabeth are studying their third year in Business Administration at Kristianstad University. They are currently writing their thesis about the consumers' relationship towards marketing at football games. Isabel and Elizabeth are conducting a market research about consumers' awareness and opinions towards promotion at football games. Therefore, they would appreciate it if You took the time to answer a few questions about marketing and sponsorship. We thank You sincerely for Your participation.

1. Age: _____

2. Gender: Female Male

3. What is Your main occupation? Fill in the option that describes Your situation best.

Employee Student Unemployed Senior

4. Which team will You support today? Fill in the option that best applies.

Malmoe FF Falkenbergs FF

5. Do you usually visit this arena in connection to football games? Fill in the option(s) that describes Your visits best.

Very rarely Rarely Sometimes Often Very often

6. Are You aware of who the game host are in this game? Fill in the option(s) that You believe/know is right.

Mercedes Benz Volvo Intersport Teamsportia Sparbanken Syd

7. Do You know who the official sponsors for Malmö FF are? Fill in the option(s) You believe/know is right.

Teamsportia	Intersport	Volvo	Mercedes Benz	Eon
<input type="checkbox"/>				

8. Do You know who the main sponsors are for Falkenbergs FF? Fill in the option(s) You believe/know is right.

Gekås Ullared	H&M	KappAhl	Åhlens	McDonalds
<input type="checkbox"/>				

9. Do You think it is acceptable that other companies, non-sponsoring companies, market themselves in conjunction with this game? Fill in the option(s) You believe best applies.

Absolutely			Absolutely not	No opinion
<input type="checkbox"/>				

10. Do You think that You have received enough information regarding the main sponsors? Fill in the option(s) You believe best applies.

Yes	No	Do not know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Would You like further information regarding the sponsors? Fill in the option(s) You believe best applies.

Yes	No	Do not know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Do You feel that You understood the previous questions?

13. Was there any question that was unclear? What could have been done?

Thank You for Your participation!

8.3 Questionnaire, Gothenburg

Consumers' Relationship towards Marketing within Sport Games

Isabel and Elizabeth are studying their third year in Business Administration at Kristianstad University. They are currently writing their thesis about the consumers' relationship towards marketing at football games. Isabel and Elizabeth are conducting a market research about consumers' awareness and opinions towards promotion at football games. Therefore, they would appreciate it if You took the time to answer a few questions about marketing and sponsorship. We thank You sincerely for Your participation.

1. Age _____

2. Gender Female Male Hen

3. What is Your main occupation? Fill in the option that describes Your situation best.

Employee Studernt Unemployed Senior

4. Which team will You support today? Fill in the option that best applies.

IFK Gothenburg Malmoe FF

5. Do you usually visit this arena in connection to football games? Fill in the option(s) that describes Your visits best.

Very rarely Rarely Sometimes Often Very often

6. Are You aware of who the game host are in this game? Fill in the option(s) that You believe/know is right.

BYGGMAX IKEA EHRENBORG BAUHAUS BJOORN

7 Do You know who the official sponsors for Gothenburg are? Fill in the option(s) You believe/know is right.

Adidas Intersport KIA Teamsportia BMW

8. Do You know who the main sponsors are for Malmoe FF? Fill in the option(s) You believe/know is right.

Teamsportia Intersport Volvo Mercedes Benz E.ON

9. Do You think it is acceptable that other companies, non-sponsoring companies, market themselves in conjunction with this game? Fill in the option(s) You believe best applies.

Absolutely In few cases Absolutely not No opinion

10. Do You believe that more companies, non-sponsors, should market themselves in conjunction with similar events? Fill in the option(s) You believe best applies.

Absolutely In few cases Absolutely not No opinion

11. Do You think that You have received enough information regarding the main sponsors? Fill in the option(s) You believe best applies.

Yes No Do not know

12. Would You like further information regarding the sponsors? Fill in the option(s) You believe best applies.

Yes No Do not know

Thank You for Your participation!

8.4 Questionnaire, Kristianstad

Consumers' Relationship towards Marketing within Sport Games

Isabel and Elizabeth are studying their third year in Business Administration at Kristianstad University. They are currently writing their thesis about the consumers' relationship towards marketing at handball games. Isabel and Elizabeth are conducting a market research about consumers' awareness and opinions towards promotion at handball games. Therefore, they would appreciate it if You took the time to answer a few questions about marketing and sponsorship. We thank You sincerely for Your participation.

1. Age _____

2. Gender Female Male Hen

3. What is Your main occupation? Fill in the option that describes Your situation best.

Employee Studernt Unemployed Senior

4. Which team will You support today? Fill in the option that best applies.

IFK Kristianstad Hammarby IF HB Other

5. Do you usually visit this arena in connection to handball games? Fill in the option(s) that describes Your visits best.

Very rarely Rarely Sometimes Often Very often

7. Do You know who the official sponsors for IFK Kristianstad are? Fill in the option(s) You believe/know is right.

ICA Maxi Intersport Sparbanken 1826 Teamsportia BMW

8. Do You know who the main sponsors are for Hammarby IF HB? Fill in the option(s) You believe/know is right.

Teamsportia Intersport Volvo PUMA NIKE

9. Do You think it is acceptable that other companies, non-sponsoring companies, market themselves in conjunction with this game? Fill in the option(s) You believe best applies.

Absolutely In few cases Absolutely not No opinion

10. Do You believe that more companies, non-sponsors, should market themselves in conjunction with similar events? Fill in the option(s) You believe best applies.

Absolutely In few cases Absolutely not No opinion

11. Do You think that You have received enough information regarding the main sponsors? Fill in the option(s) You believe best applies.

Yes No Do not know

12. Would You like further information regarding the sponsors? Fill in the option(s) You believe best applies.

Yes No Do not know

Thank You for Your participation!

8.5 Interview guide

Consumers' Relationship towards Marketing within Sport Games

We, Isabel and Elizabeth, are studying our third year in Business Administration at Kristianstad University. We are currently writing our Bachelor thesis about the consumers' relationship towards marketing at sport games. We are conducting a market research about consumer awareness and opinions towards promotion at sport games.

1. What is Your age? Gender?
2. What is Your main occupation?
3. How involved are You in handball / football?
4. How is it that You became so interested in this particular sport?
5. Which team do You support?
6. Do You think that You have received enough information regarding the main sponsor?
7. Do You think the sponsors are visible enough in the context of the games? Or do they need to be more visible?
8. Would You like further information regarding the sponsors?
9. What do You think about advertising and marketing associated with games? For example advertising in the center, television and so on.
10. What do You think about marketing and advertising outside stadiums during matches?
11. Do You think that only sponsors should get the opportunity to market themselves during matches, or whatever company that would like to?
12. Do You think that all companies should get the possibility to market themselves outside the arenas, or only those who are sponsors?
13. Other opinions about marketing and sponsorship?

8.6 Quantitative findings, Football

Table 1 The respondents' age in relation to their gender.

Age	Female	Male	Total
10-19	4	7	11
20-29	0	15	15
30-39	0	2	2
40-49	0	3	3
50-59	0	0	0
60-69	0	1	1
70-79	0	0	0
Total	4	28	32

Table 2 The respondents' occupation.

	Frequency	Percent
Employed	16	50,0
Student	16	50,0
Unemployed	0	0,0
Senior	0	0,0
Total	32	100,0

Table 3 How often the respondents tend to visit the arena.

	Frequency	Percent
Very Rarely	5	15,6
Rarely	4	12,5
Sometimes	11	34,4
Often	7	21,9
Very Often	5	15,6
Total	32	100,0

Table 4 The team which the respondents are supporting.

	Frequency	Percent
IFK Gothenburg	25	78,1
Malmoe FF	3	9,4
Missing System	4	12,5
Total	32	100,0

Table 5 Awareness of the game host.

Supporters	IFK Gothenburg	Malmoe FF	Total
Byggmax	10	1	11
IKEA	3	0	3
Ehrenborg	4	1	5
Bauhaus	7	1	8
Bjoorn	1	0	1
Total	25	3	28

Table 6 The different options for choosing the main sponsor for IFK Gothenburg..

	Frequency	Percent
Adidas	7	21,9
Intersport	6	18,8
KIA	16	50,0
Team Sportia	2	6,3
BMW	1	3,1
Total	32	100,0

Table 7 The different options for choosing the main sponsor for Malmoe FF.

	Frequency	Percent
Team Sportia	5	15,6
Intersport	10	31,3
Volvo	2	6,3
Mercedes Benz	6	18,8
E.on	8	25,0
Missing System	1	3,1
Total	32	100,0

Table 8a The acceptance regarding marketing from non-sponsoring companies.

	Frequency	Percent
Absolutely	9	28,1
In Few Cases	6	18,8
Absolutely Not	2	6,3
No Opinion	14	43,8
Missing System	1	3,1
Total	32	100,0

Table 8b Gender separated.

	Female	Male	Total
Absolutely	2	7	9
In Few Cases	0	6	6
Absolutely Not	0	2	2
No Opinion	2	12	14
Total	4	27	32

Table 8c Age separated.

Age	10-19	20-29	30-39	40-49	50-59	60-69	70-79	Total
Absolutely	2	6	1	0	0	0	0	9
In Few Cases	1	3	0	2	0	0	0	6
Absolutely Not	1	1	0	0	0	0	0	2
No Opinion	7	5	1	0	0	1	0	14
Total	11	15	2	2	0	1	0	31

Table 9a Should more marketing from non-sponsoring companies emerge.

	Frequency	Percent
Absolutely	10	31,3
In Few Cases	8	25,0
Absolutely Not	5	15,6
No Opinion	8	25,0
Missing System	1	3,1
Total	32	100,0

Table 9b Gender separated.

	Female	Male	Total
Absolutely	1	9	10
In Few Cases	2	6	8
Absolutely Not	1	4	5
No Opinion	0	8	8
Total	4	27	31

Table 9c Age separated.

Age	10-19	20-29	30-39	40-49	50-59	60-69	70-79	Total
Absolutely	3	5	1	1	0	0	0	10
In Few Cases	4	3	0	1	0	0	0	8
Absolutely Not	1	4	0	0	0	0	0	5
No Opinion	3	3	1	1	0	0	0	8
Total	11	15	2	3	0	0	0	31

Table 10a Having received enough information about the sponsors.

	Frequency	Percent
Yes	11	34,4
No	9	28,1
Do Not Know	11	34,4
Missing System	1	3,1
Total	32	100,0

Table 10b Gender separated.

	Female	Male	Total
Yes	0	11	11
No	1	8	9
Do Not Know	3	8	11
Total	4	27	31

Table 11a Receiving further information about the sponsors.

	Frequency	Percent
Yes	4	12,5
No	21	65,6
Do Not Know	6	18,8
Missing System	1	3,1
Total	32	100,0

Table 11b Gender separated.

	Female	Male	Total
Yes	0	4	4
No	2	19	21
Do Not Know	2	4	6
Total	4	27	31

8.7 Quantitative findings, Handball

Table 1 The respondents' age in relation to their gender.

Age	Female	Male	Total
10-19	0	3	3
20-29	3	0	3
30-39	0	2	2
40-49	1	3	4
50-59	0	2	2
60-69	1	0	1
70-79	2	3	5
Total	7	13	20

Table 2 The respondents' occupation.

	Frequency	Percent
Employed	9	45,0
Student	3	15,0
Unemployed	2	10,0
Senior	6	30,0
Total	20	100,0

Table 3 The team which the respondents are supporting.

	Frequency	Percent
IFK Kristianstad	20	100,0
Hammarby IF HB	0	0,0
Other	0	0,0
Total	20	100,0

Table 4 How often the respondents tend to visit the arena.

	Frequency	Percent
Very Rarely	0	0,0
Rarely	1	5,0
Sometimes	5	25,0
Often	5	25,0
Very Often	9	45,0
Total	20	100,0

Table 5 The different options for choosing the main sponsor for IFK Kristianstad.

	Frequency	Percent
ICA MAXI	14	37,8
Intersport	8	21,6
Sparbanken 1826	15	40,5
Team Sportia	0	0,0
BMW	0	0,0
Total	37	100,0

Table 6 The different options for choosing the main sponsor for Hammarby IF HB.

	Frequency	Percent
Team Sportia	7	35,0
Intersport	0	0,0
Volvo	2	10,0
PUMA	3	15,0
NIKE	4	20,0
Missing System	4	20,0
Total	20	100,0

Table 7a The acceptance regarding marketing from non-sponsoring companies.

	Frequency	Percent
Absolutely	3	15,0
In Few Cases	6	30,0
Absolutely Not	4	20,0
No Opinion	7	35,0
Total	20	100,0

Table 7b Gender separated.

	Female	Male	Total
Absolutely	0	3	3
In Few Cases	2	4	6
Absolutely Not	3	1	4
No Opinion	2	5	7
Total	7	13	20

Table 7c Age separated.

	Age	10-19	20-29	30-39	40-49	50-59	60-69	70-79	Total
Absolutely		1	0	0	0	0	0	2	3
In Few Cases		0	1	2	0	2	1	0	6
Absolutely Not		0	1	0	2	0	0	1	4
No Opinion		2	1	0	2	0	0	2	7
Total		3	3	2	4	2	1	5	20

Table 8a Should more marketing from non-sponsoring companies emerge.

	Frequency	Percent
Absolutely	5	25,0
In Few Cases	6	30,0
Absolutely Not	3	15,0
No Opinion	6	30,0
Total		20
		100,0

Table 8b Gender separated.

	Female	Male	Total
Absolutely	1	4	5
In Few Cases	2	4	6
Absolutely Not	2	1	3
No Opinion	2	4	6
Total		7	13
			20

Table 8c Age separated.

	Age	10-19	20-29	30-39	40-49	50-59	60-69	70-79	Total
Absolutely		1	0	0	0	0	0	4	5
In Few Cases		0	1	2	1	1	1	0	6
Absolutely Not		0	1	0	1	1	0	0	3
No Opinion		2	1	0	2	0	0	1	6
Total		3	3	2	4	2	1	5	20

Table 9a Having received enough information about the sponsors.

	Frequency	Percent
Yes	14	70
No	0	0
Do Not Know	6	30
Total	20	100

Table 9b Gender separated.

	Female	Male	Total
Yes	3	11	14
No	0	0	0
Do Not Know	4	2	6
Total	7	13	20

Table 10a Receiving further information about the sponsors.

	Frequency	Percent
Yes	1	5,0
No	17	85,0
Do Not Know	2	10,0
Total	20	100,0

Table 10b Gender separated.

	Female	Male	Total
Yes	0	1	1
No	7	10	17
Do Not Know	0	2	2
Total	7	13	20