

# The Impacts of Fans' Attachment, Sincerity and Social Media Usage on Attitude Toward Sports Sponsorship

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**Abstract:** Sport communication entails a strategic mechanism in gaining an audience and loyal supporter for sportsmen fan. The objective of this article is to provide insight towards fan attachment through social media and sponsorship on mindsets about sponsor and plans to acquire products of the sponsor. Data was accumulated via survey technique. The surveys were completed by supporters. The hypothesized model was tested by a theoretical framework. The results showed that team attractiveness, team faith, and team commitment are positively linked to team affection. While team connection was observed to positively impact supporter devotion, sports enthusiasts' Facebook use was observed to significantly strengthen their devotion and sport shoppers who see a match among the sponsor and sports team are more apt to consider that the sponsor's intentions are genuine and honest opinions which in turn, positively impact mindsets for sponsor and intentions to buy the sponsor's goods. The study also offers experimental proof for the direct effects of perceived fit and supporters' use of social media for obtaining team-related info on buy intentions. Results of the present study propose that sponsor companies should link their genuine intentions, their match with the sponsored sports team and be active on social media accounts of the sports team in order to influence their sponsorship. This survey indicated that sports team concentrating on social media utilization has a positive impact on intentions to buy products of sponsor in an emergent market setting, in motorsports.

**Keywords** Team attachment, attitude towards sponsor, sports sponsorship.

## I. INTRODUCTION

Social media have been performing a substantial part in sports marketing all over the globe including Malaysia. Both people and companies use social media to connect with their involved groups. Specifically, social media is employed progressively by sports associations as a means to connect with customers (1). Now in this modern era of media fragmentation, sponsorship has developed into an essential marketing interaction means with a variety of platforms, delivery modes and indication of challenge to traditional

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forms of explicit and specific publicity. For sponsorship privileges holders offers an opening for special link with a league or sport that extends well further than traditional promotion (Fahy, Farrelly & Quester 2004). Sponsorship is particularly prevalent amongst businesses pursuing to connect with international spectators by employing implicit and ingeniously convincing advertising (2). Corporations have reevaluated the rigidity of customary ways of marketing, mainly in modern media settings, and their reactions is to initiate and influence sponsorship (3). The fundamental notion that as a promotion device, sponsorship is well assigned to create sponsor goodwill from customers (Lagae 2005; Mullin, Hardy & Sutton 2007). Goodwill entails the consumer joining in a further individual association by a firm's services or else products (4). Compared to predictable media exposure, which is extensively recognized as an invasive structure of interaction, goodwill is considered to reduce consumer opposition to the marketing communications in a promoter's advertising repertoire (4). The social media usage by sports companies has attracted interest of academic world and the sporting industry. Witkemper, Lim, and Waldburger (5) argue that the three primary social media techniques highly commonly engaged by sporting associations, Facebook, Youtube, and Twitter. Facebook has been employed to publish and distribute commentaries, images, and footage. YouTube has been utilized to distribute video footage with customers regarding the team or company. Twitter is an online news and social networking platform where individual's converse in brief notes termed as tweets.

### A. Problem Statement

There many types of businesses trying to develop a different brand via social media for talking about their products and services in a competitive manner (6). These types of companies consist of sports team and associations. The sports team and organizations engaging innovative groups and geared technologists, the companies have spent billions to exemplify their brands and cultivate relations with their customers throughout the digital world (7). For sponsorship, the two factions engaged are the sponsor who hires in order to be linked with an asset and the sponsee who presents worth through association (8). Despite their attempts, there is very modest settlement (6). The supporters of the promoted assets are



predisposed to recognize the advantages of sponsorship investment and this position directs them to recognize sponsorship relatively less businesslike than conventional marketing (9). The impacts of Social Media, particularly, from the notion of reinforcing supporter– team affiliations, are less known and necessitate additional inquiry. Sports managers are not entirely mindful of exactly how Social Media can be efficiently employed in relationship advertising or to impact the growth of an attachment (10). Firms that pursue to surmount this chaos have begun to explore for new advertising approaches such as sponsorship and incorporate it into their advertising pursuits (2).

This study adopts a Congruity Theory (11) to examine the effects of team attachment, honesty social media management on supporters' attitudes about sponsor and plans to acquire promoter's goods.

## B. Research Question and Hypothesis

**RQ1:** How do social media usage by fan or sports team effect on fan attitude with regard to sponsor and their buying intentions towards products or promoter?

**H01:** There is no positive association between Team Attachment and Attitude about the sponsor

**H02:** There is no positive association between Sincerity and Attitude about the sponsor

**H03:** There is no positive association between Social Media and Attitude about sponsor.

**H04:** There is no positive association between all the variables to Purchase Intention.

## C. Research Objective

The aims of this study are to examine Facebook usage by sports fan or sports individual can effect on fan attitude towards sponsor and their purchasing intentions to purchase the product or sponsor

## II. LITERATURE REVIEW

This section displays the literature survey and examines the hypothetical structure of this examination. The analyst has begun to investigate how sports associations by Waters et al., (2010); Pronschinske et al.,(2012); Wallace et al.(2011) , competitors (Kassing and Sanderson (2010); Pegoraro,(2010); Hambrick et al., (2010); Sanderson,(2011); Hambrick and Mahoney,(2011), and supporters (Clavio and Kian, 2010) utilize social media. Sports associations, groups, and competitors have progressively utilized web-based social networking stages, for example, FB and Twitter to take part in exchanges and to build up associations with their individual crowds (12). Social media transformed the customary way competitors connect with their fans, and helped competitor clients address issues, for example, excitement, redirection, and data gathering (13). Research has recommended that sports associations and game coordinators need to recognize the requirements and inspirations of sports customers and use this data to shape their advertising correspondence on the web (K. Filo and Funk, 2005) and create associations with sponsors (Beech, Chadwick, and Tapp, 2000). The effect of

social media on marking and advertising has been used by sports associations (Coyle, 2010)

Loyalty, as per Oliver (1999), is characterized as a profoundly held duty to repurchase or disparege a favored item or administration consistently after some time. Early analysts, who principally centered on conduct reactions, neglected to explain why clients over and over acquired explicit brands (14). Conduct steadfastness incorporates repurchase expectations toward a specific brand or item, while attitudinal certainty comprises of some degree of inclination and responsibility in regard to a particular brand or item (15). In sport settings, fan reliability has been seen as an individual's unfaltering pledge to a particular group, which can impact that individual's musings and behaviors (16). As we can see Hafizh Syahrin fan has grown. Many of the fans start to follow Hafizh Syahrin MotoGP Team.

Meenaghan and et al. (17) proposed the requirement for analysts to broaden investigations of sponsorship into the social media condition, underscoring the thoughts of buzz, notion, and commitment as proportions of sponsorship adequacy. Given the development of social media, sponsor organizations and sports substances keen on estimating the ROI of sponsorship have a potential chance to assess the viability of sponsorship crusades by means of informal communication destinations, for example, Twitter, Facebook, and Instagram. Frames of mind toward sponsor and purchase decisions have been regularly utilized as a definitive ward factors to gauge sponsorship adequacy and this investigation also fuses these two developments. Social media is an ongoing marvel that has turned out to be coordinated into our lives and it likewise impacts sponsorship. It suggests another arena where businesses can straight forwardly collaborate with and draw in buyers and nowadays it is reflected as another territory to quantify sponsorship adequacy (17).

Congruity model of the framework will be in this study. Congruity theory proposes that uniformity or agreement amongst sentiments, musings, and practices is wanted by customers and when a communication or element is compatible with their prior convictions, purchasers are slanted to assess these messages or sources all the more positively (11). Compatibility hypothesis has been connected to promote sponsorship contemplates in the current literature (Cornwell et al., 2005) and saw consistency between the sponsor as well as the sponsored article is regularly identified with encouraging sponsorship reaction (18). This investigation assesses sponsorship of an expert MotoGP rider to add an overall understanding of sponsorship and perception towards sponsor. Team KTM Tech 3 might be the subject to study because one of the riders is the first Malaysian to compete in MotoGP class. As a rider from South East Asian this study to discover how MotoGP fan from Malaysia especially react towards the sponsor. Subsequent segment describes the theoretical model of the research and research hypothesis. For this study, a conceptual framework by Demirel & Erdogmus (2016)



will be adopted.

In sponsorship, the two groups included are the sponsor which is the party that recompenses so as to be related with an asset and the sponsee which is the party offering an incentive through affiliation (8). Organizations that try to beat this messiness have begun to scan for new advancement systems, for example, sponsorship and incorporate it into their promoting pursuits (2). This piece of this investigation embraces theoretical structure by Demirel An., Erdogmus I., (2016) to comprehend sponsorship by inspecting the effects of group connection, saw earnestness, and sports crew social media utilization on dispositions toward promoter and expectations to buy merchandises of the sponsor.

A fan's mental association with a sports company is named company connection (19) and customers' response to sponsorship is required to be affected emphatically by the solid connection amid the purchaser and the promoted article (4). Hafizh Syahrin debut in MotoGP have driven the Malaysia motorsport fan pursues Monster Yamaha Tech 3 Facebook page. Beast Yamaha Tech 3 dependably update their news with their particular fan. Sports shoppers, who are increasingly appended to a company as well as a sport, invest more energy viewing sports on TV, finding out about sports and go to a bigger number of recreations than less joined supporters (20). In this new time, social media assume a significant job in how the sponsor or a company attempting to speak with their fan. Online life furnishes fans with an extra way to connect with their company and are a profitable discussion for sports associations to all the more likely comprehend fan inspirations and reinforce fan connections (21). Online networking furnishes the fan with a shared stage so there will be where the fan can meet, express their inclination, thought or backing to their beloved company. As indicated by Stavros, Meng, Westberg, and Farrelly (2014), their investigation shows that fans practice four key thought processes as they draw an incentive from the social media empowered association with the company: energy, expectation, regard, and kinship. Further, and in light of our comprehension of these thought processes, we recognize how this stage can be utilized to encourage collaboration, a key develops in relationship marketing (22). Through social media stages, a post, tweet, or remark distributed in an online system and effectively advanced by various clients may impact one's picture and once in a while even cause harm to a business or calling, or social irony. A notoriety worked for a considerable length of time might be undermined or lost with a solitary tweet; besides, a picture a long way from reality can be made (23). As a vehicle for buyer movement and cooperation, researchers and industry experts can use social media to screen the impacts of sponsorship progressively, as customers experience a sport (24) Delia and Amstrong (2015) found a frail positive relationship between sponsor occasion useful fit and positive sponsor related supposition, and a powerless positive connection between a sponsor organization's social media nearness and occasion related buzz. Connection among fan and sponsor are critical to upgrade positive the frame of

mind discernment towards sponsor.

The rise of social media has significantly affected the conveyance and utilization of sports. Filo, Lock, and Karg (2015) examined the current group of learning of online networking in the field of sports administration from an administration overwhelming rationale viewpoint, with an accentuation on relationship promoting (25). Truthfulness has a job of conveying the mental association amid a supporter and the sports group to a promoter and it is likewise a critical indicator of expectations to buy merchandises of the promoter (26). Dees (2011) recommends that new media (for example cell phone apps and social media channels) offers apparatuses for utilizing promoter ship and empowers sponsor company to get more prominent brand mindfulness, associate with and draw in fans. Facebook and Twitter assume a noteworthy job in fans day by day life since they generally check any update or news with respect to their preferred group (27). Current examination used things for accepting group related data from FB, Twitter and authority site of the group and these things framed an influence composed which was then called sports centered online networking utilization (11).

### III. RESEARCH METHOD

This study use questionnaire survey as the instrument. Likert scale is used to determine the answer for each dimension. This study uses SPSS software to analyze each factor. All the factor will be analyzed using Descriptive Frequency, Mean Analysis, Correlation, and Regression.

#### A. Sampling and Data Collection

The target population of this study will be KTM Tech 3 fans and also ordinary people in Malaysia. KTM Tech 3 will be selected because of the impact of Hafizh Syahrin when competing in MotoGP Class. Demographic of the sample also will be collected. 103 respondents have filled the questionnaire. The survey has been conducting at Podium, Kg. Pensacola. Podium Kpg. Penchala is one of the fan meeting places of Hafizh Syahrin when he is not in race schedule.

#### B. Measurement Scale

The questionnaire will be developed and distributed with the following scales and specified item. Keeping the validity of questionnaire in view, measurement scale will be adapted from previous researches and will modify some items to fit better according to the current research context. A five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), will be used. Team attachment construct was adapted from Alexandris and Tsiotsou (2012) scale. Perceived sincerity factors were adopted from Speed and Thompson (2000) scale and team social media consumption construct, was adapted from Shapiro et al. (2013). Attitude toward sponsor was measured by five-point semantic differential items by Lee and Cho (2009). The dependent variable purchase intentions were assessed by two items



adapted from the scale Speed and Thompson (2000).

IV. RESULT

A. Reliability Analysis

Table 4.1: Reliability Analysis (All Variables)

Variable	Item	Cronbach 's Alpha
Team Attachment	5	0.906
Social Media	4	0.894
Sincerity	7	0.802
Attitude	5	0.875
Purchased Intention	7	0.796

The reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and help assess the "goodness" of a measure (Sekaran & Bougie 2013). The table above shows that all variables under study have Cronbach's Alpha coefficient of more than 0.7, which considered as the acceptable level of measure to be reliable. Therefore, all the measures used in examining the relationship between independent variables and dependent variable have a relatively high level of internal consistency.

B. Socio-Demographic Characteristic

Overall there is 103 respondent that answered the questionnaire. Table 1 presents the socio-demographic characteristics of the sample. The overall response rate of this survey was 100%. Out of 103 respondents, 88.3% were male and 11.7 % were female. The result indicates that most of the respondent is between 21-25 years old (39.8%). In terms of ethnicity, the majority of participants were Malays (90.3%), followed by Chinese (7.8%), Indians (1%) and others (indigenous people) were 1%. Education level, 66% of the respondents had a diploma, 22.3% of the respondents had a degree, 5.8% postgraduates, and only 6 respondents (5.8%) had SPM.

Table 4.2 Socio-demographic characteristics (N=103).

Demographic Variables	Frequency	Percent (%)	
Gender	Male	91	88.3
	Female	12	11.7
Age	15-20	26	25.2
	21-25	41	39.8
	26-30	19	18.4
	31-35	11	10.7
	36 Above	6	5.8
Ethnicity	Malay	93	90.3
	Chinese	8	7.8
	Indian	1	1
	Others	1	1
Education	Diploma	68	66.0
	Degree	23	22.3
	Postgraduate	6	5.8
	Others	6	5.8
Marital Status	Single	82	79.6
	Married	20	19.4

Others	1	1.0
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C. Hypothesis Testing

This study design to examine the relationship between the three independent variables and attitude towards the sponsor. The overall result of which item determines to be the most significant factor for purchased intention will be revealed. The result of the hypotheses testing is discussed in the succeeding paragraphs.

1) Team Attachment and Attitude towards Sponsor

Table 4.2. Descriptive Statistic and Pearson Correlation for Team Attachment and Attitude towards Sponsor

Items	Mean	Std. Deviation
TA1 I feel like I am a team member.	3.7961	.82080
TA2 The team is a valuable part of my life.	3.7087	.83585
TA3 I want people to see I am a supporter of the KTM Tech 3	3.7573	.81006
TA4 I think that I support for the benefit of the team.	3.7476	.80096
TA5 I believe that every one of my friends knows I am a fan of KTM Tech 3.	3.7087	.84750
ATS 17 Generally, my attitude toward sponsor brand. (Unfavorable, Favorable)	1.8350	.37304
ATS 18 Generally, my attitude toward the sponsor brand. (Bad, Good)	1.8544	.35446
ATS 19 Generally, my attitude toward the sponsor brand. (Dislikeable, Likeable)	1.8350	.37304
ATS 20 Generally, my attitude toward the sponsor brand. (Negative, Positive)	1.8447	.36400
ATS 21 Generally, my attitude toward the sponsor brand. (Hate, Love)	1.8058	.39750
Pearson Correlations Coefficient Team Attachment Attitude		.835**

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Base on table 4.2, it shows that there is a significant relationship between Team Attachment and Attitude towards Sponsor. Therefore, H01 will be rejected.

2) Sincerity and Attitude towards Sponsor

Table 4.4. Descriptive Statistic and Pearson Correlation for Sincerity

Items	Mean	Std. Deviation
SY1 0 The sport would gain from this sponsorship at the basic level.	3.8350	.70150
SY1 1 The key reason the sponsor would be engaged with the team is that the sponsor thinks the team merits support.	3.7767	.77879



SY12	This sponsor likely has the best interests of the sport at heart.	3.8058	.78038
SY13	This sponsor would undoubtedly back the team even if it had lesser profile athletes.	3.8058	.76771
SY14	This sponsor will still support if the team not winning any trophy for this season.	3.7961	.79655
SY15	This sponsor image represents the team well.	3.8738	.73671
SY16	This sponsor is very friendly towards the fan.	3.8738	.80049
ATS17	Generally, my attitude about sponsor brand. (Unfavorable, Favorable)	1.8350	.37304
ATS18	Generally, my attitude about the sponsor brand. (Bad, Good)	1.8544	.35446
ATS19	Generally, my attitude about the sponsor brand. (Dislikeable, Likeable)	1.8350	.37304
ATS20	Generally, my attitude about the sponsor brand. (Negative, Positive)	1.8447	.36400
ATS21	Generally, my attitude about the sponsor brand. (Hate, Love)	1.8058	.39750
	Pearson Correlations Coefficient Sincerity	Attitude	.813**

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4.4 shows all the means to show sincerity are in the range above than 3.0. SY16 and SY15 show the highest mean, therefore it the respondent agree that sponsor image suit the team very well and also the sponsor is friendly towards the fan. The result of Pearson Correlation also reveals that their significant relationship between those two variables. Therefore, H02 will be rejected and their isa positive relationship between Sincerity and Attitude towards Sponsor.

### 3) Social Media and Attitude towards Sponsor

**Table 4.3.** Descriptive Statistic and Pearson Correlation for Social Media and Attitude towards Sponsor

Items	Mean	Std. Deviation
SM6 I read about the (team name) MotoGP team on the (team name) website	3.7379	.93893
SM7 I got details about (team name) MotoGP team from FB	3.6796	.99226
SM8 Browsing content published by the (favorite team) on Facebook is an essential part of my interest on FB	3.6019	1.04168
SM9 I am honored to communicate content, so my FB friends see I am a supporter of the (favorite team)	3.4078	1.09756
ATS17 Generally, my attitude about sponsor brand. (Unfavorable, Favorable)	1.8350	.37304
ATS18 Generally, my attitude about the sponsor brand. (Bad, Good)	1.8544	.35446
ATS19 Generally, my attitude about the sponsor brand. (Dislikeable, Likeable)	1.8350	.37304
ATS20 Generally, my attitude about the sponsor brand. (Negative, Positive)	1.8447	.36400

20 brand. (Negative, Positive)	47	0
ATS21 Generally, my attitude about the sponsor brand. (Hate, Love)	1.8058	.39750
Pearson Correlations Coefficient Social Media	Attitude	.796**

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Referring to the table above. The figure shows that the mean value of the overall items is between 3.4 and 3.7. The highest mean value is SM6 with 3.7379. Therefore, it can conclude the respondent are not really agree to share some content with their friend on Facebook.

### D. Multiple Regression for All the Variables

**Table 4.8** Multiple Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	4.157	1.275			3.261	.002
Social Media Team Attachment	.449	.093	.407		4.852	.000
Sincerity	-.200	.149	-.154		-1.342	.183
Attitude	.554	.103	.542		5.383	.000
	.471	.245	.167		1.924	.057

a. Dependent Variable: Purchased R<sup>2</sup> = 0.805, F=106.575

Multiple regression analysis is conducted to examine the relationship between the variables and purchasing intention. Table 4.8 summarizes the analysis result, which produce R<sup>2</sup> = 0.893, F = 106.575. R squarer equal to 0.805 means that in the overall term, the independent variable characteristic explained the 80.5 percent of the variance of purchasing intention. Referring to the standardized coefficient of Table 4.8, it can be seen that Team Attachment has a beta of -0.154 with a p-value of 0.183. The negative beta coefficient indicates that a change in Team Attachment is not associated with the change in purchasing intention. Since the p-value greater than 0.05, the Team Attachment is not a significant predictor of purchasing intention. The main predictor for purchase intention will be Sincerity and Social Media. H04 will be rejected because there is a positive relationship between variables and only team attachment have a negative relationship.

### V. CONCLUSION

In this study, it's concluded



that social media and sincerity play a vital role to enhance purchase intention from the fan. It is an urge for Sponsorship Company or the team itself to play along with the fan. The fan will feel more ease to buy sponsor product. It will be beneficial for the sponsorship company not in marketing but on higher sale for their product. The athlete that they are sponsor also is quite important. If they sponsor the wrong athlete, the result should be worst as well. For social media as well, there are many things that the sponsorship company can do to attract the fan as well. As for it is, team or sponsorship company should concentrate more into a sincere relationship with the fan and how to engage well in social media. Therefore, it would be beneficial for both fan and sponsorship company.

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