

Participant or spectator? Comprehending the sport sponsorship process from different perspectives

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Abstract

Identifying the existing knowledge gap regarding the process of sponsorship in participant-based sports, this study depicts a move away from spectator-based to participant-based marketing, by exploring the differences between the way participants and spectators process sport sponsorship. The aim of this research is to measure participants' and spectators' awareness of and attitude toward sponsors and to propose a model regarding their purchase intentions toward real sponsors of a martial event. A quantitative method was used and a total of 1,332 questionnaires were collected and analysed. According to the results, factors such as sport involvement, social media use, sincerity and beliefs about sponsorship were found to have a significant effect on purchase intention of spectators and participants. Crucial differences in the significance of various antecedent factors between spectators and participants were detected, in the formation of positive purchase and word of mouth intentions

Keywords: *sponsorship; participant-based marketing; purchase intentions*

Track: Relationship Marketing