



The Dark Side of Sponsorship: How controversial sponsors affect the reputation and trustworthiness of European football leagues (as a reference, UK and Germany).

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## **Abstract English**

This dissertation examines how controversial sponsorships influence fans' perceptions of governance and leadership credibility in European professional football, and how these perceptions impact reputational outcomes. In the context of growing commercialisation and ethical scrutiny, sponsorships are becoming increasingly symbolic of organisational values, rather than purely commercial arrangements.

Using a mixed-methods design, the study combines semi-structured interviews with football supporters and members in Germany and the UK with a quantitative survey. The qualitative phase identifies central ethical, symbolic, and functional sponsor attributes while the quantitative analysis assesses their impact on credibility evaluations, trust, admiration, sense of belonging, and behavioural intentions.

The findings show that governance and leadership credibility are driven primarily by ethical sponsor attributes, particularly governance ethics, leadership credibility, and social, environmental, and workplace responsibility. While supporters evaluate controversial sponsorships primarily through ethical considerations, members are more sensitive to organisational commitment and institutional legitimacy. Functional attributes play a secondary role, predominantly influencing behavioural intentions rather than credibility assessments.

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Keywords: Controversial sponsorship, professional football, governance and leadership credibility, reputation

## **Abstract Portuguese**

Esta dissertação analisa como patrocínios controversos influenciam as percepções dos adeptos sobre a credibilidade da governança e da liderança no futebol profissional europeu e como essas percepções moldam os resultados reequacionais. Num contexto de crescente comercialização e escrutínio ético, os patrocínios são cada vez mais interpretados como sinais simbólicos dos valores organizacionais, e não apenas como acordos comerciais.

Com base num desenho de métodos mistos, o estudo combina entrevistas semiestruturadas com adeptos e membros de clubes na Alemanha e no Reino Unido com um inquérito quantitativo. A fase qualitativa identifica atributos éticos, simbólicos e funcionais dos patrocinadores, enquanto a análise quantitativa avalia o seu impacto nas avaliações de credibilidade, confiança, admiração, sentimento de pertença e intenções comportamentais.

Os resultados indicam que a credibilidade da governança e da liderança é moldada sobretudo por atributos éticos dos patrocinadores, em particular ética de governança, credibilidade da liderança e responsabilidade social, ambiental e laboral. Enquanto os adeptos avaliam patrocínios controversos predominantemente através de considerações éticas, os membros demonstram maior sensibilidade à responsabilidade organizacional e à legitimidade institucional. Em contraste, atributos funcionais exercem um papel secundário, influenciando principalmente as intenções comportamentais.

Título: O lado negro do patrocínio: como os patrocinadores controversos afetam a reputação e a credibilidade das ligas de futebol europeias (com referência ao Reino Unido e à Alemanha).

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Palavras-chave: Patrocínio controverso, futebol profissional, credibilidade da governança e da liderança, reputação

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## **Abbreviations**

United Kingdom	UK
For example	e.g.
Governance credibility	GC
Leadership credibility	LC
German Football Association	DFB
German Football League	DFL

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# 1. INTRODUCTION

Sponsorship has become a central pillar of the economic and symbolic architecture of professional football. As leagues and clubs increasingly rely on commercial partnerships to secure financial stability and global competitiveness, sponsorship decisions have moved beyond purely economic considerations and now serve as obvious signals of organisational values and priorities (Cornwell, 2019). Particularly in the case of controversial sponsorships, partnerships with ethically sensitive industries or politically exposed entities have intensified public debate, fan resistance, and reputational risk (Crompton, 2014; Herold, Harrison & Bukstein, 2023).

Recent developments in European football, such as the Gazprom's partnership with FC Schalke 04 (Schepps, 2023) or the previous sponsorship of FC Bayern Munich with Qatar Airways (Nicola, 2021), illustrate that sponsorships involving ethically sensitive or politically exposed entities function as symbols of organisational values rather than purely commercial arrangements (Peluso, Rizzo & Pino, 2019; Gwinner & Bennett, 2008). Consequently, sponsorship became a central lens through which stakeholders assess governance quality, as well as institutional trust (Suchman, 1995; Luhmann, 1988).

While existing research has focused mainly on sponsorship effects on brand awareness, image transfer, and short-term consumer responses (Gwinner, 1997; Keller, 1993), far less is known about how controversial sponsorships shape deeper institutional evaluations, particularly of governance and leadership credibility (GC & LC). Furthermore, studies rarely distinguish between different stakeholder groups, despite mounting evidence suggesting that supporters and formal members employ distinct normative and institutional criteria when evaluating organisational decisions (Tajfel & Turner, 1979; Junghagen, 2018).

Addressing this gap, the present study investigates how perceived ethical attributes of controversial sponsors influence fans' evaluation of governance and leadership credibility in European professional football, and how these perceptions affect key reputation outcomes. Accordingly, the study is guided by the following research question: *To what extent do the perceived ethical attributes of controversial sponsors shape fans' evaluations of governance and leadership credibility in European football, and how do these perceptions influence key reputation outcomes such as trust, admiration, sense of belonging, and supportive behaviours?*

The analysis focuses on Germany and the United Kingdom (UK), two of the largest and most influential football markets in Europe according to UEFA rankings (UEFA, 2025), which differ substantially in ownership models and institutional traditions.

The dissertation begins with a literature review outlining the theoretical framework and research gaps, followed by a methodology chapter that details a sequential mixed-methods design. The subsequent chapter presents and analyses the empirical findings across stakeholder groups and countries. Finally, the conclusion summarises the key insights, discusses managerial implications, and highlights limitations and potential avenues for future research.

## **2. LITERATURE REVIEW**

### **2.1 Conceptual Foundation of the Study**

#### **2.1.1 Definition of Reputation**

Reputation refers to the collective evaluation of an organisation's past actions and anticipated future behaviour, formed over time through stakeholder perceptions and experiences (Fombrun, 1996; Walker, 2010). It reflects the extent to which an organisation is perceived as credible, trustworthy, and responsible (Fombrun, 2012). Unlike short-term images, reputation represents a more stable evaluative judgement that emerges from the accumulation of signals conveyed through an organisation's decisions, communication, and conduct (Walker, 2010). From a stakeholder perspective, reputation serves as a relational asset that influences trust and shapes stakeholder responses to strategic decisions (Walker, 2010).

#### **2.1.2 Definition of Institutional Trust**

Institutional trust can be defined as the confidence individuals place in organisations or governing structures rather than in specific persons. Unlike interpersonal trust, which is founded on dyadic relationships, it is grounded in the belief that an institution will act in accordance with established norms and rules, such as ethical codes, accountability mechanisms, and transparent governance structures (Zucker, 1986). These characteristics are designed to signal reliability and reduce uncertainty in social interactions.

From a sociological perspective, institutional trust helps to manage the complexity of modern societies. As Luhmann (1979, 1988) argues, individuals cannot rely on personal familiarity when interacting with large institutions. Instead, they depend on 'system trust', meaning that institutional processes are predictable and legitimate, despite having limited information. Further, in an organisational context, institutional trust is shaped by the perceptions of competence, benevolence, and integrity, which together influence stakeholders' willingness to rely on institutional actions (Davis and Schoorman, 1995).

#### **2.1.3 What is a Crisis?**

A crisis is understood to be an unexpected and high-consequence event that poses a threat to a given organisation's operations or reputation, necessitating a rapid response in conditions of uncertainty (Coombs, 2007). Moreover, crises emerge when stakeholders perceive a significant discrepancy between expected and actual organisational behaviour, creating a sense of threat and prompting attributions of responsibility (Bundy et al., 2017). In this view, a crisis is not

only the disruptive event itself but the stakeholder interpretation of its causes and implications, shaping reputational damage (Ulmer, Sellnow & Seeger, 2015; Spradley, 2017).

#### **2.1.4 Definition of Sponsorship**

Sponsorship is widely conceptualised as a strategic exchange in which a sponsor provides financial or in-kind resources to a property (e.g., a team, event, or organisation) in return for rights that support specific marketing or communication objectives (Cornwell, 2019). This relationship links the sponsor's brand to the symbolic, cultural, and emotional value of the sponsored entity (Gwinner & Bennett, 2019).

In contrast to traditional advertising, sponsorship embeds brands within meaningful social and cultural contexts, enabling associative learning and image transfer processes (Gwinner, 1997; Cornwell & Maignan, 1998). Through these mechanisms, values and emotions that are associated with the sponsored entity can be transferred positively to the sponsor (Keller, 1993; Gwinner, 1997).

In sport, sponsorship is a compelling form of corporate communication given the strong emotional and cultural significance of clubs and competitions (Zong, 2023). As a result, sponsorship decisions in professional football extend beyond commercial visibility and increasingly function as symbolic signals that shape perceptions of brand values and credibility (Cornwell & Maignan, 1998; Zong, 2023).

#### **2.1.5 Definition of Controversial Sponsorship**

Controversial sponsorship refers to partnerships in which the sponsoring organisation operates in industries perceived as socially harmful, ethically sensitive, or morally questionable (Crompton, 2014; Kamiński et al., 2024). Common examples include gambling, alcohol, fast food, fossil fuels, and emerging high-risk digital sectors such as cryptocurrency (Boelsen-Robinson et al., 2022; Peluso, Rizzo & Pino, 2019).

Sponsorship becomes controversial when the sponsor's values or practices conflict with stakeholder expectations or the sponsored organisation's identity. In professional football, where clubs function as community symbols, such misalignment is particularly salient and can intensify perceptions of ethical inconsistency and poor governance (Biscaia et al., 2013; Herold, Harrison & Bukstein, 2023).

These partnerships may create legitimacy concerns, as organisational behaviour remains stable while societal expectations shift, resulting in a perceived legitimacy gap (Herold, Harrison & Bukstein, 2023).

### **2.1.6 Definition of Professional Football, Football League, and Football Clubs**

Professional football is an institutionalised and highly regulated form of sport in which clubs operate as organisations focused on economics and culture (Hamil & Walters, 2010; Smith & Stewart, 2010). Within the system, football leagues function as overarching institutional frameworks responsible for regulating competition and ensuring the sport's commercial and regulatory functioning (McLeod et al., 2023). Clubs, in turn, are the primary competitive and cultural units within the leagues. They are responsible for sporting performance, commercial activities, and stakeholder relationships, particularly with fans and partners (Forslund, 2017; Buck & Ifland, 2023). Importantly, clubs function as hybrid organisations that combine economic objectives with strong social and cultural embeddedness (Giulianotti, 2002).

As professional football has evolved into a global entertainment sector, shaped by extensive media exposure, internationalisation, and commercialisation (Andrews & Harrington, 2016), clubs have increasingly been evaluated not only as businesses, but also as moral actors (Giulianotti, 2002).

## **2.2 Organizational Identity & Reputation in Football**

### **2.2.1 Organizational Identity in Professional Football**

Organizational identity describes the collective understanding among stakeholders of core and enduring characteristics that define an organization (Albert & Whetten, 1985). In professional football, identity is shaped not only by organisational structures or sporting success, but by, tradition, history, and emotional ties between the club and its fans (Doidge, Kossakowski & Mintert, 2020). These symbolic attributes form expectations about what the club represents and to behave.

Due to increasing commercialisation, football clubs are often positioned as global entertainment brands, which can conflict with identity elements rooted in local heritage and fan culture. Such tensions emerge from the discord between branding strategies, commercial decisions, and the organisational identity held by stakeholders. This can cause fans to question the alignment between the club's identity and behaviour (Kennedy & Kennedy, 2012).

Social identity theory further explains why these identity tensions are particularly salient in football. Fans frequently integrate their club into their social identity system, meaning that perceived identity misalignments heighten sensitivity to governance and reputational outcomes (Tajfel & Turner, 1979; Ashforth & Mael, 1989; Herold, Harrison & Bukstein, 2023),

### **2.2.2 Reputation and Institutional Trust at Club Level**

At a club level, reputation reflects how its stakeholders judge a football organisation's credibility and alignment with values, shaped by the signals conveyed through organisational decisions. In professional football, these evaluations extend beyond sporting performance and are strongly influenced by identity-based expectations (Smith & Stewart, 2010; Herold, Harrison & Bukstein, 2023).

Institutional trust complements these reputational assessments by capturing stakeholders' confidence that the club acts responsibly and in line with shared norms (Mayer, Davis & Schoorman, 1995). Transparent governance, fair decision-making processes, and credible communication therefore play a central role in sustaining trust (Dowling, Leopkey & Smith, 2018).

In professional football, reputation and institutional trust go hand in hand. When the identity of the sponsor and the behaviour of the club are aligned, both constructs are strengthened, thereby supporting legitimacy and stabilising relationships with stakeholders. Conversely, perceived misalignment, such as controversial sponsorships or governance failures incompatible with clubs' values, can undermine trust and trigger negative reputational evaluations (Herold, Harrison & Bukstein, 2023).

### **2.2.3 Reputation Crisis in Football: Case Studies and Mechanisms**

In professional football, reputational crises frequently emerge when commercial decisions conflict with stakeholders' ethical expectations and identity-based values, creating legitimacy gaps (Jacobs et. al., 2025). Sponsorships and ownership structures are therefore not evaluated purely as economic arrangements but as symbolic signals that communicate what a club stands for (Gwinner & Bennett, 2008). When these signals contradict the organisational values, reputational damage and stakeholder backlash are likely to occur (Suchman, 1995; Herold, Harrison & Bukstein, 2023).

A prominent example is the controversy surrounding FC Bayern Munich's previous partnership with Qatar Airways. Despite the club emphasizing the strategic and financial rationale of the agreement, many fans perceived the sponsorship as incompatible with Bayern's publicly stated

values, particularly regarding human rights (Nicola, 2021; Herold, Harrison & Bukstein, 2023). The subsequent protests and public criticism illustrate how sponsorships can trigger conflicts of identity-based legitimacy, even in the absence of sporting failure.

A similar dynamic emerged in the UK with the 2021 takeover of Newcastle United by the Saudi Arabian Public Investment Fund. While the acquisition was welcomed by parts of the fan base for its sporting potential, it also triggered accusations of sportswashing and raised ethical concerns among media, civil society actors, and political institutions (Crossley & Woolf, 2024). As in the case of FC Bayern, the reputational risk stemmed not from sporting performance but from symbolic associations between the club and the ethical controversies surrounding its ownership.

These cases illustrate how value incongruence can trigger legitimacy conflicts and reputational crises in football, particularly in an emotionally charged, identity-driven fan culture.

## **2.3 Corporate Sponsorship in Football**

### **2.3.1 Role and strategic relevance of Sponsorship in Football**

Sponsorship plays a strategic role in professional football, serving not only as a key revenue stream but also a mechanism for creating brand meaning and signalling organisational values. Building on the associative processes outlined in earlier sponsorship research (Keller, 1993; Gwinner, 1997), football offers a powerful context for image transfer, owing to its emotional intensity and strong fan identification.

Image transfer theory explains how values, emotions, and identity-related associations linked to a sponsored entity can be transferred to the sponsor through associative learning, mainly when a perceived fit exists between the two parties. (Keller, 1993; Gwinner, 1997). In football, this process is amplified by long-term loyalty and strong emotional engagement, allowing sponsors to benefit from the club's cultural meaning, rather than from individual endorsers (Biscaia et al., 2013; Speed & Thompson, 2000; Spry, Pappu & Cornwell, 2011).

Beyond these psychological mechanisms, sponsorship also has a signalling function. According to signalling theory (Spence, 1973), highly visible and costly partnerships communicate unobservable qualities such as professionalism or ethical standards. In football, sponsorship decisions are very public and financially significant, making them credible signals with which clubs communicate their strategic orientation and underlying values. Value-congruent sponsors can therefore signal organisational integrity, while misaligned or controversial partnerships may

imply governance weaknesses (Herold, Harrison & Bukstein, 2023). Since fans cannot directly observe internal decision-making, they rely on these sponsorship signals to infer a club's priorities or identity orientation (Cornwell, 2019; Walraven, Koenig & Van Bottenburg, 2012).

Consequently, sponsorship in modern football functions as a strategic asset that simultaneously contributes to financial stability and symbolic value creation (Bayle, 2025), while also exposing clubs to increased reputational scrutiny (Herold, Harrison & Bukstein, 2023).

### **2.3.2 Financial Dependency and Commercialisation Dynamics**

The increasing commercialisation of professional football has intensified reliance on external revenue streams (Cornwell, Roy & Steinhard, 2001; Roy & Cornwell, 2004). Competitive pressure and financial growth expectations compel clubs to secure long-term partnerships, sometimes including sponsors perceived as ethically problematic or culturally misaligned (Herold, Harrison & Bukstein, 2023; Peluso, Rizzo & Pino, 2019; Williams, 2024). Such tensions are known to be exacerbated in football due to the strong emotional and identity-based ties that fans hold with their respective clubs. When commercial decisions are perceived as at odds with the club's values, fans who are highly identified with the club can experience moral discomfort and reduced trust (Peluso, Rizzo & Pino, 2019).

Accordingly, the selection of sponsors in modern football assumes a dual significance, ensuring not only financial stability but also functioning as symbolic indicators of governance quality and ethical orientation (Speed & Thompson, 2000).

### **2.3.3 Sponsorship Portfolio Structure and Ethical Risk in Football**

Due to changing industry structures, football organisations' sponsorship portfolios have diversified beyond traditional sectors such as sportswear, automotive, telecommunications, or finance. In recent years, non-endemic and digitally driven industries such as gambling, cryptocurrency, fast-food brands, and fintech platforms have gained prominence within the football sponsorship ecosystem (Bayle, 2025; Kamiński et al., 2024). These sectors leverage football's global visibility and emotionally embedded fan culture to enhance brand legitimacy and accelerate market penetration (Peluso, Rizzo & Pino, 2019).

This diversification has increased the importance of ethical alignment within portfolios. Rather than evaluating sponsorships in isolation, stakeholders increasingly interpret the overall sponsor mix (Boelsen-Robinson et al., 2022; Crompton, 2014; Kamiński et al., 2024). Consequently,

ethical incongruence within a sponsorship portfolio can accumulate reputational risk at the organisational level.

Nevertheless, controversial sponsorships can fulfil an economically establishing function within the football ecosystem. Yang and Goldfarb (2015) demonstrate that prohibiting controversial sponsors can lead to unintended market distortions. Specifically, high-profile clubs tend to secure alternative agreements, while smaller or less prominent clubs experience disproportionate effects from reduced competition and constrained substitution options. Consequently, controversial sponsors can potentially contribute to the maintenance of financial equilibrium and competitiveness within the league structure.

Thus, sponsorships are assessed through the lenses of morality, culture, and community (Peluso, Rizzo & Pino, 2019). The composition of a club's sponsorship portfolio is therefore understood to function as a symbolic signal of governance priorities and organisational values. Therefore, managerial decisions within football organisations are becoming increasingly associated with broader institutional and industry-wide implications that extend beyond the level of the individual club (Biscaia et. al., 2013; Gwinner & Bennett, 2008; Peluso, Rizzo & Pino, 2019).

#### **2.4 Variables Influencing Reputation in Controversial Sponsorship Context**

The reputational outcomes in controversial sponsorship settings depend on how stakeholders interpret the ethical implications of the partnership, the perceived congruence between the sponsor and the club, and the broader institutional context in which evaluations are conducted (Peluso, Rizzo & Pino, 2019; Vance, Raciti & Lawley, 2021). The evaluations are informed by the ethical attributes of the sponsor. Stakeholders evaluate sponsors based on governance quality, transparency, human rights compliance, labour conditions, environmental responsibility, community impact, and corporate social responsibility performance (Crompton, 2014; Jacobs et al., 2025). When sponsors are associated with practices that violate these expectations, partnerships are more likely to be perceived as morally contentious, thereby intensifying the reputational risk for the club.

A second key determinant is perceived congruence. Prior research shows that value and identity alignment between sponsor and club play a decisive role in whether sponsorship associations transfer positively or negatively (Gwinner & Bennett, 200; Gwinner, 1997). In controversial sponsorship settings, ethical incongruence assumes salience. If the sponsor's moral profile contradicts the club's perceived identity or community values, fans interpret the partnership as a violation of shared norms (Gwinner & Bennett, 2008; Peluso, Rizzo & Pino, 2019), leading

to reduced trust and heightened scepticism towards club leadership, especially among high identified fans (Biscaia et al., 2013; Peluso, Rizzo & Pino, 2019).

Moreover, beyond sponsor-specific attributes, reputational effects are shaped by club-level contextual factors. High-profile clubs, due to their symbolic significance and cultural visibility, tend to face greater public scrutiny and higher ethical expectations, meaning that value misalignments are more likely to be publicly problematised and framed as legitimacy violations (Ireland et. al., 2024; Kamiński et. al., 2024; Peluso, Rizzo & Pino, 2019). At the same time, these clubs possess greater reputational resilience, as strong brand equity, deep-rooted fan loyalty, and accumulated “credit of trust” can buffer negative effects and stabilise stakeholder perceptions (Peluso, Rizzo & Pino, 2019). In contrast, smaller clubs may experience less immediate media attention but exhibit lower resilience, due to fewer commercial alternatives making them more vulnerable to reputational spillovers from ethically contentious sponsors (Ireland et. al., 2024; Yang & Goldfarb, 2015).

## **2.5 Summary and Research Gap**

The literature examined in this chapter shows that reputation, institutional trust, and sponsorship are closely intertwined in the context of professional football. Reputation is shaped by stakeholders' long-term perception of credibility, and value orientation, while institutional trust reflects confidence in club's competences, fairness, and ethical behaviour. Both constructs are closely tied to organisational identity and the degree to which the club's behaviour matches fans' expectations. As an important commercial and symbolic practice in football, sponsorship plays a central role in shaping these perceptions. Through image transfer, associative learning, and signalling mechanisms, sponsorship decisions communicate implicit messages about the club's governance quality, LC, and moral orientation. As football becomes increasingly commercialised, clubs face greater scrutiny regarding the ethical implications of their partnerships, especially when sponsors are associated with governance risk, human rights concerns or environmental harm.

Despite extensive work on sponsorship and reputation, some conceptual gaps remain. First, existing models do not explain how a sponsor's ethical characteristics affect the perception of governance or leadership. The mediating role of perceived ethical congruence between sponsor and club values, has not been formally integrated into existing frameworks. Second, current outcome measures tend to focus on general attitudes such as trust or admiration, while

neglecting deeper identity-based consequences of ethical misalignment that extend beyond immediate behavioural reactions.

Overall, the research gap lies in the absence of an integrated model that links sponsor ethics, perceived congruence, and identity-based outcomes in professional football. This study fills this gap to explain how controversial sponsorship activities influence governance evaluations, institutional trust, and fan-club relationships within contemporary football context.

### 3. RESEARCH METHODOLOGY

#### 3.1 Research Topic

The present study examines how fans assess controversial sponsorships in professional football, focusing on perceived ethical sponsor attributes, sponsor-club congruence, while accounting for contextual visibility within the football industry. In this thesis, ‘fans’ is used as the overarching category, including both supporters and members. The central purpose of this study is to understand how sponsorship decisions shape perceptions of reputation, governance quality, and institutional trust, and how ethical misalignment results in reputational harm.

To examine this, the following research question is posed: *To what extent do the perceived ethical attributes of controversial sponsors shape fans’ evaluations of governance and leadership credibility in European football, and how do these perceptions influence key reputation outcomes such as trust, admiration, sense of belonging, and supportive behaviours?*

Additionally, the following dependent and independent variables were identified:

*Table 1: Audiences, preliminary independent variables, and dependent variables*

<b>Audiences</b>	<b>Independent Variables (IV) (Sponsor attributes)</b>	<b>Dependent Variables (DV) (Football Leagues/clubs related outcomes)</b>
Germany: Fans (Supporters) Fans (Members)	Governance Ethics Leadership Credibility Social Responsibility Environmental Responsibility	Governance credibility Leadership credibility Trust Admiration
United Kingdom: Fans (Supporters) Fans (Members)	Workplace Responsibility Product/Service Quality & Safety Innovation	Purchase intention Recommend intention Defend in crisis

#### 3.2 Research Design

This study employed a sequential mixed-methods design consisting of a qualitative exploration phase followed by a quantitative phase.

## **Qualitative Phase**

The qualitative phase comprised semi-structured in-depth interviews with the stakeholder groups. A total of 40 interviews were conducted across four stakeholder groups (see Appendix 8.1.2):

- German supporters (n=10)
- German members (n=10)
- UK supporters (n=10)
- UK members (n=10)

This design provided a nuanced understanding of how sponsorship decisions are perceived and evaluated by fans across different national and institutional contexts, as well as in various age groups. It also helped identify ethically relevant sponsor attributes not yet addressed in existing research.

## **Quantitative Phase**

Drawing on the variables and mechanisms identified in the qualitative phase, the quantitative phase employed an online survey to test the relationship between:

- *Independent variables:* governance ethics, leadership credibility, social and environmental responsibility, workplace responsibility, product quality and innovation, local and regional fit, perceived sincerity/long-term motives, and strength of sponsor
- *Dependent variables:* trust, admiration, purchase intention, recommendation, and defence in crisis, and sense of belonging

The survey targeted a larger and more diverse sample of football fans, enabling statistical validation and cross-group comparison of identified relationships.

The sequential design, combining qualitative depth with quantitative validation, strengthens the validity of these findings (Hopf, 2012).

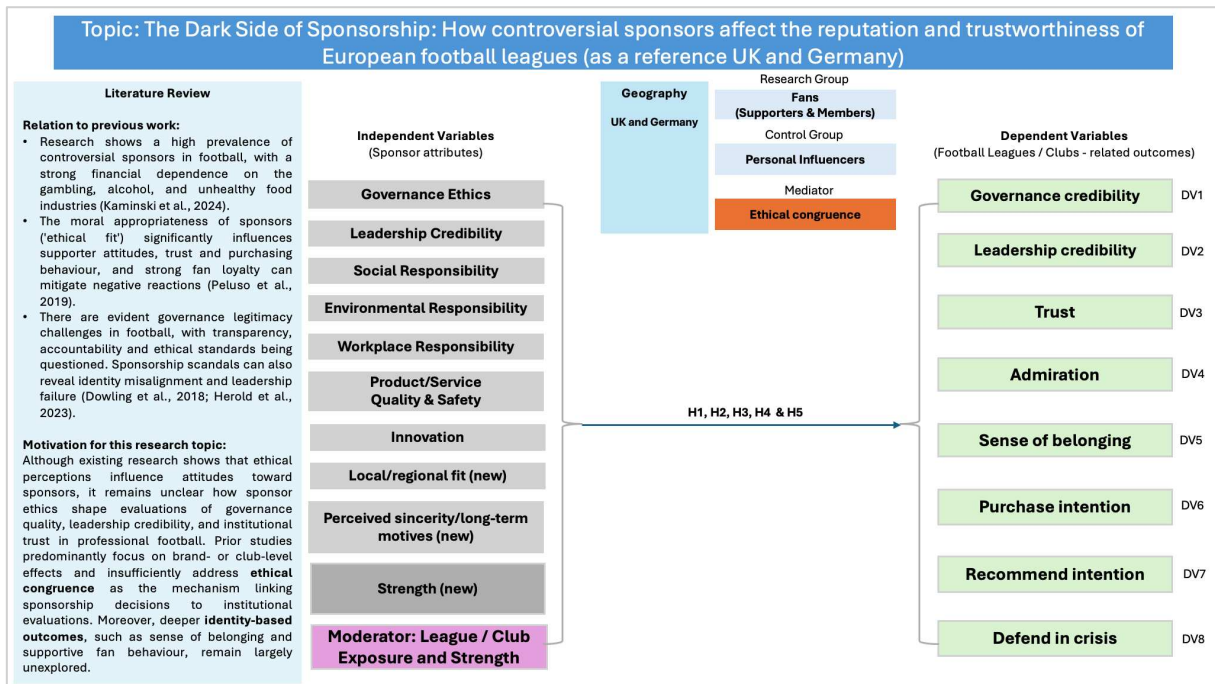
## **3.3 Research Framework and Hypothesis**

### **Hypothesis**

The following hypotheses were formulated based on the theoretical foundations and qualitative insights. These hypotheses were applied uniformly to all subgroups (German and UK supporters and members), ensuring comparability and enabling cross-country analysis.

- **H1:** Governance ethics, leadership credibility, social, environmental, and workplace responsibility will significantly predict governance credibility and trust among supporters
- **H2:** Among supporters, behavioural intentions (purchase and recommendation) are primarily driven by leadership credibility, local fit, sincerity/long-term motives and functional attributes such as innovation and product/service quality, while ethical responsibility dimensions play a secondary role once these factors are accounted for
- **H3:** A higher perception of the sponsor's governance ethics, social, environmental, and workplace responsibility is associated with higher leadership credibility and a more positive reputation among members, including trust, admiration, recommendation, purchase intention, and defence in crisis
- **H4:** Higher perceived local and relational alignment between the sponsor and the club (local fit and perceived sincerity) is associated with higher sense of belonging, recommendation, and purchase intention among members
- **H5:** Among members, higher perceptions of the sponsor's functional and image-related strengths (innovation, product/service quality, and sponsor strength) significantly predict behavioural intentions, particularly purchase intention and recommendation

Table 2: Research Framework



### **3.4 Primary Data Collection**

#### **3.4.1 Qualitative Method**

Semi-structured in-depth interviews were conducted to gather rich, experience-based insights into how fans evaluate sponsorship decisions in professional football, with particular focus on controversial sponsors and related perception of governance, leadership, and reputation. The interview format ensured thematic comparability while allowing for in-depth exploration of individual perspectives.

To gather qualitative data, a series of 40 interviews was conducted among the four stakeholder groups: German supporters (n = 10), German members (n = 10), UK supporters (n = 10), and UK members (n = 10). Interviews were carried out either online or face-to-face and followed a standardized interview guide (Appendix 8.1.1). Participants varied in gender, age, club affiliation, and level of involvement to ensure diverse perspectives (Appendix 8.1.2). Interviews were held in German or English, depending on participants' preference.

Qualitative content analysis was used to identify recurring themes, which subsequently informed the refinement of key variables and the design of the quantitative survey.

#### **3.4.2 Quantitative Method**

The quantitative phase employed an online survey developed in Qualtrics, based on the insights derived from the qualitative interviews. The objective of the survey was to examine the way divergent ethical sponsor attributes influence fans' evaluations of governance and leadership credibility, as well as reputation-related outcomes such as trust, admiration, sense of belonging, recommendation, and defence in crisis of the football industry. The questionnaire was created in English and German and administered to football fans in Germany and the UK to capture variation in age, level of engagement with their club, and national context. The survey was distributed via Social Media platforms and personal networks.

The survey employed a structured format, beginning with demographic and screening questions, followed by sections measuring sponsor ethical attributes, perceived congruence, governance and leadership evaluations, and reputation outcomes (Appendix 8.2.1). A final segment assessed the moderating effect of club exposure. Most constructs were measured using a 5-point Likert scale.

### **Sample characterization**

A total of 203 responses were collected. After removing incomplete cases from the data set to ensure the reliability of the statistical analysis, 180 complete and valid responses were retained for further evaluation.

The sample was almost evenly split between the two countries: 51.7% (n = 93) of respondents were based in Germany, while 48.3% (n = 87) were based in the UK, enabling systematic cross-country and cross-group comparison (Table 3).

Overall, 54.4% (n = 98) identified as football supporters, while 45.6% (n = 82) reported being official members of a football club. From Germany, 57 supporters (61.3%) and 36 registered members (38.7%) participated. From the UK, the sample comprised 41 supporters (47.1%) and 46 registered members (52.9%) (Table 3).

The age distribution showed that the sample was predominantly young: 53.9% (n = 97) were aged 25–34, and 24.4% (n = 44) were aged 18–24. Older age groups were underrepresented: 35–44 (6.7%), 45–54 (6.1%), and 55+ (8.9%). Consequently, the quantitative findings largely reflect the perspectives of younger fans (Table 4).

### **Method of Analysis**

Quantitative data were analysed using SPSS to test the hypothesised relationships between sponsor attributes and reputation outcomes. All constructs were measured using 5-point Likert scales, and composite scale means were computed to create independent and dependent variables.

Multiple linear regression analyses were conducted separately for each stakeholder group (German supporter, German member, UK supporter, and UK member) and for each dependent variable. The analysis included descriptive statistics, crosstabulations, and Pearson correlation matrices. Regression outputs, including the coefficients table (standardised beta coefficients, significance levels, and variance inflation factors) and the model summary ( $R^2$ , were used to assess predictor relevance, multicollinearity, and overall model fit.

When multicollinearity was detected, Principal Component Analysis (PCA) with Varimax rotation was used to extract higher-order factors.

*Factor description*

German members:

- **F1: Governance Responsibility:** *governance ethics, leadership credibility, social, environmental and workplace responsibility*
- **F2: Local sincerity:** *local fit, sincerity/long-term motives, sponsor strength*
- **F3: Innovation & Quality:** *innovation and product/service quality*

UK supporters:

- **F4: Value-Based Integrity:** *social responsibility, leadership credibility, workplace responsibility, local fit, sincerity and governance ethics*
- **F5: Image strength:** *innovation, product/service quality, sponsor strength, environmental responsibility*

UK members:

- **F6: Value-Based Integrity<sup>2</sup>:** *governance ethics, leadership credibility, social responsibility, environmental responsibility, workplace responsibility, local fit, and sincerity*
- **F7: Image Strength<sup>2</sup>:** *product/service quality, innovation, sponsor strength*

## 4. RESULTS AND ANALYSIS

### 4.1 Qualitative Research: Semi-structured in-depth Interview

#### Germany Insights

##### a.) Supporters

###### *Perception of the football industry*

German supporters portrayed the football industry as highly commercialised and increasingly opaque, with financial interests perceived to outweigh sporting and community values. While their emotional attachment to their own clubs remains strong, supporters clearly differentiate this loyalty from a growing distance from what they refer to as ‘the business of football’.

###### *Perception of Governance and Leadership within the football industry*

Governance was widely perceived as insufficiently transparent and unevenly enforced. Supporters criticised decision-making processes at national, such as DFB or DFL, and international levels, which were often viewed as difficult to understand and driven by financial or political interests. References to World Cup host selections, sanctioning practices, and financial regulations reinforced perceptions of preferential treatment for larger clubs and associations, suggesting that club exposure moderates’ governance evaluations. Leadership evaluations followed a similar pattern: interviewees characterised industry leaders as predominantly short-term and revenue-oriented, lacking a clear long-term vision.

###### *Independent Variables: Sponsor Attributes Shaping Perceptions*

Supporters evaluated sponsors primarily based on ethical credibility. Human rights compliance, political neutrality, and freedom from corruption were core credibility requirements. Violations of these criteria signalled that clubs prioritised financial gain over values.

LC played a secondary but still relevant role, as sponsorship choices were perceived as signals of whether decision-makers acted in a value-oriented manner. Social responsibility, particularly initiatives related to inclusion and local communities, reinforced positive perceptions, while environmental responsibility was most salient among younger supporters. Workplace responsibility, e.g., fair labour conditions, also remained as an important influence, and product quality and innovation were largely regarded as baseline expectations rather than decisive credibility factors.

###### *Dependent Variables: Reputation Outcomes*

Sponsors' attributes directly affected reputation. Trust was proving to be the most sensitive dimension, declining sharply when sponsors were perceived as ethically misaligned or associated with controversial industries, such as gambling or state-linked airlines. Admiration weakened under similar conditions, even when emotional attachment to football remained intact. Purchase intentions were more volatile among younger supporters who reported avoiding merchandise linked to problematic sponsors, whereas older supporters displayed greater behavioural stability. In contrast, recommendations remained largely unaffected: supporters continued to promote match attendance and viewership, emphasising that their 'passion about the club' (Interview 2) outweighs concerns about specific sponsorship decisions. Conversely, defence in crisis was the least stable outcome: supporters rarely defended clubs or governing bodies when sponsorship decisions were criticised publicly, due to clear ethical conflicts.

## **b.) Members**

### *Perception of the football industry*

German members evaluate the football industry primarily through an institutional and system-oriented lens, focusing on governance rather than authenticity. While commercialisation was acknowledged, criticism centred on the lack of transparency and accountability within the decision-making process. As one participant stated, the industry was perceived as "very opaque... many decisions are not transparent to fans but are made at a high level of management or by lobbyists" (Interview 16).

### *Perception of Governance and Leadership within the football industry*

Members evaluated governance primarily in terms of procedural integrity. They highlighted inconsistent sanctioning and the unclear legitimisation of regulatory decisions. Unlike supporters, members focused less on general dissatisfaction and more on how decisions were made and whether fair processes were followed. Leadership assessment placed emphasis on long-term orientation, value consistency, and responsibility towards member-based organisations. Sponsorship choices were therefore interpreted as salient indicators of whether leadership genuinely upheld its stated principles.

### *Independent Variables: Sponsor Attributes Shaping Perceptions*

Members evaluate sponsor credibility based on a hierarchy of ethical and governance-related indicators. Human rights considerations and political neutrality were central. LC operated as a key interpretive mechanism: members examined whether sponsorships reflected long-term,

value-aligned decision-making. Social responsibility, especially community engagement, enhanced perceived fit, while environmental and workplace responsibility were just acknowledged. Like supporters, product quality and innovation were considered baseline expectations.

Sponsorships with industries from especially politically sensitive industries, were widely rejected, as they were seen to conflict with governance standards. In contrast, alcohol and fast-food sponsors were more socially normalised and conditionally accepted when legally and transparently regulated. Nevertheless, such partnerships were frequently interpreted as prioritising financial over normative commitments.

#### *Dependent Variables: Reputation Outcomes*

These independent variables influenced several reputation outcomes. Trust decreased immediately when sponsorships violated governance or ethical expectations, and when procedural expectations were breached. Admiration weakened, under similar conditions, particularly within member-owned organisations where value alignment is paramount. Purchase intentions were moderately affected, with a stronger impact among younger, value-driven members, while recommendation intentions remained comparatively stable. As with all groups, defence in crisis was the weakest outcome: members consistently refused to justify controversial sponsorships, particularly those involving political interference or human rights concerns, clearly separating sporting loyalty from decision-making processes.

#### *Emerging Variable: Sense of Belonging*

The interviews also revealed another reputational dimension (DV): sense of belonging. Rather than prompting immediate behavioural withdrawal, ethically misaligned sponsorships were associated with a gradual weakening of emotional identification, particularly among members who held formal affiliations and therefore higher expectations of value alignment. While behavioural engagement remained stable, repeated misalignment gradually weakened emotional identification.

## **UK Insights**

### **a.) Supporters**

#### *Perception of the football industry*

UK supporters perceived the football industry as imbalanced and shaped by the structural dynamics of the Premier League, where financial power and investor-driven ownership models play a decisive role. Their concerns focused, therefore, less on a loss of authenticity and more

on systematic inequalities. While emotional connection to their respective clubs remained strong, this was distinctly separated from a critical evaluation of the broader institutional landscape.

#### *Perception of Governance and Leadership within the football industry*

Governance was described as inconsistent and weakly regulated, with decision-making perceived to be subject to commercial and political pressure. Ownership legitimacy and geopolitical entanglement featured prominently in supporters' assessments of governance quality. Whereas LC was undermined by perceptions of short-term, revenue-driven, geopolitically sensitive, or ethically controversial industries.

#### *Independent Variables: Sponsor Attributes Shaping Perceptions*

For UK supporters, the dominant evaluative criterion was ethical and governance responsibility. Sponsorships involving state-owned enterprises or companies linked to geopolitical agendas were seen as indicative of wider systemic governance issues. LC further shaped these evaluations, as supporters assessed whether partnerships reflected principled and value-consistent decision-making. Social responsibility initiatives, such as anti-discrimination programmes, enhanced perceptions, while environmental and workplace responsibility were acknowledged but remained secondary. Product quality was viewed as a prerequisite, while innovation was valued only when it clearly enhanced football.

Another mechanism was related to perceived sincerity and long-term motives. Supporters questioned whether partnerships were based on genuine alignment or were motivated by short-term financial or political interests (e.g., sportswashing). This issue was particularly pertinent in the UK, given its prominent ownership structures and geopolitical entanglements. Partnerships involving state-affiliated sponsors intensified these concerns, further reinforcing perceptions of limited governance independence.

#### *Dependent Variables: Reputation Outcomes*

Reputation-related outcomes reflected these concerns. Trust deteriorated sharply when sponsors were associated with political interference or human rights abuses, reinforcing the perception that institutions prioritised commercial interests. Similarly, admiration weakened when sponsorship decisions reinforced existing doubts about governance and leadership. Behavioural responses, however, were more stable. Purchase intentions declined among younger and value-driven supporters, while recommendation intentions remained largely unaffected due to football's deep social embeddedness. The least resilient outcome was defence

in crisis. UK supporters were consistently unwilling to publicly defend clubs or leagues when sponsorship decisions were criticised on ethical grounds.

#### **a.) Members**

##### *Perception of the football industry*

UK members adopted a distinctly institutional and value-oriented perspective on the football industry. While commercialisation was widely accepted as an established feature of the Premier League, members expressed concern about the growing disparity between traditional club identity and an increasingly investor-driven trajectory. Although some older members expressed a more pragmatic stance, emphasising that their admiration 'depends on the team's performance and not their sponsors' (Interview 34), most respondents maintained clear expectations regarding organisational responsibility.

##### *Perception of Governance and Leadership within the football industry*

Governance was widely perceived as fragmented and insufficiently regulated, particularly regarding ownership structures. Leadership was critically evaluated, with executives often seen as prioritising financial incentives over values. Sponsorships linked to controversial industries reinforced these concerns, as they were interpreted as indicators of deeper governance weaknesses and limited independence from external pressures.

##### *Independent Variables: Sponsor Attributes Shaping Perceptions*

Sponsor credibility was primarily assessed through ethical and governance-related criteria, placing strong emphasis on political neutrality and transparent financial structures. Strongly negative reactions were triggered by conflicts of value, particularly regarding controversial sponsors. Such partnerships were considered to contradict football's social role, "lending a sense of hypocrisy to the entire endeavour" (Interview 36). Like UK supporters, doubts about the sincerity of leadership motives intensified these evaluations, as sponsorship choices were often interpreted as prioritising short-term financial gains. Social responsibility, enhanced credibility. Environmental and workplace responsibility were considered as positive factors, albeit less valuable. Product quality and innovation were very similar to the general expectations of German fans and British supporters. Compared with German members, UK members showed lower tolerance even for culturally normalised but unhealthy sectors such as alcohol and fast food. Rather than mitigating concerns, such sponsorships reinforced perceptions that commercial logic outweighed community welfare.

### *Dependent Variables: Reputation Outcomes*

Reputation outcomes mirrored these evaluations. Trust again declined when sponsorships were associated with state influence or industries perceived as being harmful to society. Similarly, admiration weakened when partnerships clashed with members' expectations of ethical responsibility, although older fans often differentiated between on-field performance and commercial decisions. Purchase intentions were moderately affected, while recommendation intentions remained relatively stable, reflecting football's cultural embeddedness in the UK. Also, the least resilient outcome within this stakeholder group was defence in crisis, for reasons like those mentioned by the other stakeholder groups.

### **Cross-Country Insights of Germany and the UK**

#### **a.) Supporters**

Supporters in both countries primarily interpreted sponsorships through an ethical-governance lens, albeit with different institutional contexts. German supporters assessed sponsorship decisions against expectations of procedural fairness and transparent governance within domestic football structures, making them particularly sensitive to inconsistent rule enforcement. In contrast, UK supporters embedded their evaluations in broader political and ownership-related concerns within the Premier League.

Despite these contextual differences, reputational responses were similar. Trust and admiration declined when sponsorships violated fundamental ethical standards, whereas emotional attachment to the sport remained largely intact. Social responsibility enhanced perceived alignment, whereas environmental and workplace responsibility played a secondary role. Behavioural outcomes, like purchase and recommendation intentions, were comparatively stable, though more sensitive among younger, value-driven supporters. In both contexts, defence in crisis proved least resilient across both countries.

Further, three emerging evaluative mechanisms clarified the independent variable set:

Firstly, the relevance of **local and regional fit** emerged with sponsors who were perceived as being geographically or culturally close to the club being evaluated more positively.

Secondly, supporters, especially from the UK, judged the sponsor's **perceived sincerity and long-term motives**. They assessed whether partnerships indicated genuine value alignment or rather short-term financial opportunism.

Thirdly, **sponsor strength** played a more limited role, primarily affecting purchase-related outcomes, with well-known brands reducing reluctance to buy merchandise.

Taken together, these findings show that supporters' perceptions cannot be explained by predefined sponsor attributes alone. Rather, their reactions are filtered through broader expectations of symbolic coherence, value alignment, and governance integrity.

## **b.) Members**

Members from both countries evaluated sponsorship decisions through a more institutionalised framework than supporters, reflecting their formal affiliation with clubs. Despite operating within different football systems, their evaluations converged around a strong emphasis on governance ethics and long-term stewardship. German members prioritized strong procedural transparency and independence from lobbying, while UK members were sensitive to threats to organisational independence arising from politically exposed ownership or external investors. In both contexts, sponsorship choices were seen as a test of a leader's credibility, with controversial partnerships suggesting misaligned priorities.

Reputational consequences largely mirrored these expectations. Trust and admiration declined markedly when sponsorships conflicted with the normative expectations associated with membership-based organisations. Purchase and recommendation intentions remained relatively stable, though younger and politically aware members were more inclined towards boycott-like reactions. Once again, the willingness of members to defend organisations during a crisis proved to be the least resilient.

Beyond these shared patterns, members' evaluations further reinforced the importance of perceived sincerity and long-term orientation as outlined in Section 4.1.3.1. Sponsorships interpreted as driven by short-term financial or political interests undermined credibility assessments, given stronger emphasis on long-term value orientation by members. As emphasised in Section 4.1.1.2, the interviews also revealed an additional dependent variable: **sense of belonging**. Rather than triggering immediate behavioural withdrawal, ethically misaligned partnerships were associated with a gradual erosion of identification, reflecting the higher expectations of value alignment inherent in formal membership.

Overall, the responses of members indicate a shared expectation that sponsorships should align with institutional values, such as governance integrity, long-term responsibility, and cultural identity. When these expectations are violated, reputational consequences occur across countries, even if behavioural loyalty remains comparatively stable.

## Conclusion of Qualitative Analysis

Overall, the qualitative analysis validates the core structure of the analytical framework while refining the set of sponsor attributes and reputation outcomes through which sponsorships influence perceptions of governance and leadership credibility in professional football. Additionally, to the initially conceptualised independent variables (see Chapter 3.1), the interviews revealed further credibility signals, including local and regional fit, perceived sincerity, long-term motives, and, to a lesser extent, the strength of the sponsor.

The set of dependent variables was also extended to include sense of belonging as an additional reputational outcome, capturing gradual shifts in identification in response to value misalignment.

Therefore, the final independent and dependent variables include:

- *Independent variables:* governance ethics, leadership credibility, social and environmental responsibility, workplace responsibility, product quality and innovation, local and regional fit, perceived sincerity/long-term motives, and strength of sponsor
- *Dependent variables:* governance and leadership credibility, trust, admiration, purchase intention, recommendation, defence in crisis, and sense of belonging

## 4.2 Quantitative Research: Online Survey

### Germany Insights

When asked to assess the industry's ethical conduct, German respondents reported relatively low levels of trust and admiration ( $M = 2.78$ ,  $SD = 0.94$ ), indicating a continued scepticism regarding football's transparency (Table 5).

#### a.) Supporters

German respondents who identified as supporters comprised 57 respondents (Table 3). Due to incomplete responses, only 39 cases were retained for inferential analysis.

#### **H1: Governance ethics, leadership credibility, social environmental, and workplace responsibility will significantly predict governance credibility and trust among supporters**

For the German supporters ( $n = 39$ ), ethical sponsor attributes significantly influenced evaluations of GC and trust, albeit with differentiated effects across dimensions. The regression model predicting GC showed strong explanatory power ( $R^2 = .634$ ;  $p < .001$ ) (Table 6). Among the ethical dimensions, workplace responsibility emerged as the only significant predictor ( $\beta =$

.381;  $p = .042$ ), indicating that fair labour practices and internal responsibility were particularly salient when supporters assessed the credibility of governance. Social ( $\beta = .417$ ) and environmental ( $\beta = .388$ ) responsibility showed positive effects but did not retain statistical significance when considered jointly (Table 4).

The model predicting trust demonstrated high explanatory power ( $R^2 = .937$ ;  $p < .001$ ). Social responsibility ( $\beta = .271$ ;  $p = .006$ ) and leadership credibility ( $\beta = .272$ ;  $p = .040$ ) emerged as the most influential predictors, highlighting that supporters' trust is closely linked to perceptions of socially responsible behaviour and credible leadership (Table 7). Although environmental responsibility showed a strong bivariate association with trust, it did not remain significant in the multivariate model ( $r = .769$ ,  $p = .279$ ).

In summary, H1 is partially supported. Ethical sponsor attributes play a substantial role in shaping supporters' evaluations of governance credibility and trust. However, their influence is selective rather than uniform.

**H2: Among supporters, behavioural intentions (purchase and recommendation) are primarily driven by leadership credibility, local fit, sincerity/long-term motives, and functional attributes such as innovation and product/service quality, while ethical responsibility dimensions play a secondary role once these factors are accounted for**

Among German supporters, behavioural intentions were primarily driven by leadership credibility and functional attributes, rather than ethical responsibility dimensions. The regression model predicting purchase intention (Table 8) was significant and demonstrated a strong fit ( $R^2 = .861$ ;  $p < .001$ ). LC emerged as the strongest predictor ( $\beta = .388$ ,  $p = .048$ ), followed by sincerity and long-term motives ( $\beta = .310$ ,  $p = .041$ ) and innovation ( $\beta = .293$ ,  $p = .012$ ). While ethical dimensions such as social, environmental, and workplace responsibility demonstrated moderate to bivariate associations with purchase intention ( $r$  range: .531–.672), none retained statistical significance ( $p > 0.05$ ) once leadership- and performance-related predictors were included.

A comparable pattern emerged for recommendation (Table 9). Product and service quality constituted the strongest predictor ( $\beta = .367$ ,  $p = .001$ ), followed by LC, innovation, and local fit. Ethical responsibility dimensions again demonstrated strong bivariate correlations ( $r$ : .601–.71) but did not retain predictive power.

Based on these findings, Hypothesis 2 is supported. Behavioural intentions were primarily driven by leadership credibility and functional performance variables, while ethical responsibility dimensions exerted only indirect influence once these factors are accounted for.

#### **b.) Members**

Among the German members, hypotheses were tested using factor-based regression models due to very high multicollinearity among the sponsor attributes, as outlined in Chapter 3.4.2. The survey data for German members were consolidated into three higher-order factors using principal component analysis (PCA), which together explained 84.99% of the total variance (KMO = 0.587; Bartlett's test  $\chi^2 = 240.008$ ,  $p < .001$ ) (Table 11). The analysis was conducted on 24 complete cases.

#### **H3: A higher perception of the sponsor's governance ethics, social, environmental, and workplace responsibility is associated with higher leadership credibility and a more positive reputation among members, including trust, admiration, recommendation, purchase intention, and defence in crisis**

Due to high multicollinearity the factor Governance Responsibility was the only significant predictor for leadership credibility ( $\beta = .597$ ,  $p = .001$ ), whereas Local Sincerity ( $\beta = .202$ ,  $p = .190$ ) and Innovation Quality ( $\beta = .237$ ,  $p = .061$ ) were not statistically significant (Table 12), suggesting that members evaluate leadership credibility primarily through the lens of responsible and ethical sponsor governance.

Extending this analysis to broader reputation outcomes revealed a highly consistent pattern. Additionally, within the regression, Governance Responsibility remained the significant dominant predictor ( $p < 0.05$ ), showing sufficient positive effects on trust ( $\beta = .433$ ), admiration ( $\beta = .497$ ), sense of belonging ( $\beta = .475$ ), purchase intention ( $\beta = .521$ ), and recommendation ( $\beta = .553$ ) (Table 13-18).

The strongest effect was observed for defence in crisis, where Governance Responsibility was the only significant predictor ( $\beta = 0.572$ ,  $p = 0.005$ ), indicating that members' willingness to defend a partnership under scrutiny depends on perceptions of the sponsor's ethical and responsible conduct (Table 19).

In conclusion, the hypothesis H3 is supported. Ethical and responsible sponsor governance significantly influences leadership credibility and other reputation outcomes among German members.

**H4: Higher perceived local and relational alignment between the sponsor and the club (local fit and perceived sincerity) is associated with higher sense of belonging, recommendation, and purchase intention among members**

Local and relational alignment played a selective but meaningful role in shaping identification-based evaluations among German members. The strongest effect of Local Sincerity emerged for sense of belonging, where Local Sincerity was a significant positive predictor ( $\beta = 0.370$ ,  $p = 0.003$ ). The corresponding regression model demonstrated a good fit ( $R^2 = .871$ ,  $p < .001$ ) (Table 16).

A similar pattern emerged for purchase intention (Table 17): Local Sincerity remained a statistically significant predictor ( $\beta = .308$ ,  $p = .016$ ). In the case of recommendation, the effect was smaller but still statistically significant ( $\beta = 0.230$ ,  $p = 0.033$ ) within a robust model ( $R^2 = 0.894$ ,  $p < 0.001$ ) (Table 18). Together, these findings indicate that members respond more favourably when sponsors are perceived as authentically embedded in the club's identity and long-term orientation.

Based on these findings, H4 is partially supported. Local and relational alignment predicts sense of belonging, purchase intention, and recommendation among German members.

**H5: Among members, higher perceptions of the sponsor's functional and image-related strengths (innovation, product/service quality, and sponsor strength) significantly predict behavioural intentions, particularly purchase intention and recommendation**

This hypothesis examined whether functional-related sponsor attributes predict behavioural intentions among members. The results provide partial support for H5 in the German members' sample.

For purchase intention, functional performance attributes played a significant role. Within a highly explanatory model ( $R^2 = 0.856$ ,  $p < 0.001$ ), the Innovation Quality factor emerges as a significant predictor ( $\beta = .294$ ,  $p = .005$ ), indicating that members are more willing to purchase when sponsors are perceived as qualitative good and innovative (Table 17). Supplementary item-level analysis corroborated these findings, showing that product /service quality significantly predicts purchase intention ( $\beta = 0.485$ ,  $p = 0.017$ ) (Table 20).

A similar pattern was observed for recommendations. Innovation Quality again had a significant positive effect ( $\beta = 0.370$ ,  $p < 0.001$ ) within the most predictive model for this outcome ( $R^2 = 0.894$ ,  $p < 0.001$ ), suggesting that functional performance attributes also

encourage members to continue supporting the football industry (Table 18). By contrast, sponsor strength did not emerge as a consistent driver of behavioural intentions.

Overall, H5 is partially supported for German members. Behavioural engagement is driven by functional performance cues, specifically innovation and product/service quality, while sponsor strength has no independent effect.

## **UK Insights**

UK respondents reported slightly more favourable baseline perceptions of industry-wide ethical conduct ( $M = 3.13$ ,  $SD = 1.18$ ), indicating comparatively higher trust in the governance of professional football (Table 5).

### **a.) Supporters**

Among UK football supporters, 39 valid responses were analysed due to incomplete responses. The data for UK supporters were consolidated into two higher-order factors using PCA, which explained 75.36% of the total variance ( $KMO = .729$ ; Bartlett's test,  $p < .001$ ) (Table 21).

### **H1: Governance ethics, leadership credibility, social environmental, and workplace responsibility will significantly predict governance credibility and trust among supporters**

For UK supporters ( $n = 39$ ), regression analysis revealed a strong relationship between perceived sponsor attributes and evaluations of GC and trust, albeit with notable multicollinearity effects.

While most ethical attributes showed strong bivariate correlations with GC ( $r = .622-.773$ ), only local fit remained a significant predictor in the multivariate model ( $\beta = .605$ ,  $p = .002$ ) (Table 22). To account for overlapping variance, factor-based regression models were applied. That factor-based model predicting GC showed high explanatory power ( $R^2 = .833$ ;  $p < .001$ ), showing that Value-Based Integrity emerged as the dominant predictor ( $\beta = 0.788$ ,  $p < 0.001$ ), complemented by a significant contribution from Image Strength ( $\beta = 0.460$ ,  $p = 0.002$ ) (Table 23).

A comparable pattern emerged for trust. At item-level regression model local fit ( $\beta = .363$ ,  $p = .001$ ) and leadership credibility ( $\beta = .240$ ,  $p = .001$ ) were the strongest individual predictors (Table 24). However, several ethical responsibility dimensions did not remain significant. The factor-based model provided a clearer assessment. Value-Based Integrity ( $\beta = .770$ ,  $p < .001$ ) and Image Strength ( $\beta = .612$ ,  $p < .001$ ) both emerged as strong positive influences, jointly explaining 96,7% of the variance in trust (Table 25).

Based on these findings among UK members, H1 is partially supported. While individual ethical attributes do not consistently retain independent predictive power due to shared variance, the underlying ethical governance construct - captured by Value-Based Integrity - strongly predicts both governance credibility and trust.

**H2: Among supporters, behavioural intentions (purchase and recommendation) are primarily driven by leadership credibility, local fit, sincerity/long-term motives and functional attributes such as innovation and product/service quality, while ethical responsibility dimensions play a secondary role once these factors are accounted for**

At the item level, oversaved predictor patterns did not align with the hypothesised structure. For purchase intention, only governance ethics remained significant ( $\beta = 0.504$ ,  $p = 0.006$ ), whereas LC, product quality, innovation, local fit, and sincerity lost significance in the multivariate model, indicating multicollinearity among related attributes ( $p > 0.05$ ) (Table 26). After addressing this issue using factor-based regression, a clearer picture emerged. Both Value-Based Integrity and Image Strength significantly predicted purchase intention ( $R^2 = .746$ ), with Value-Based Integrity exerting the stronger effect ( $\beta = .672$ ,  $p < .001$ ) (Table 27).

For recommendation, the item-level model identified a mixed structure: innovation ( $\beta = .572$ ,  $p = .001$ ), social responsibility ( $\beta = .354$ ,  $p = .007$ ), and product/service quality ( $\beta = .235$ ,  $p = .032$ ) were significant, while LC, local fit, and sincerity again failed to contribute uniquely (Table 28). In contrast to purchase intention, the factor-based model showed that recommendation was best explained by Image Strength ( $\beta = .783$ ,  $p < .001$ ) followed by Value-Based Integrity ( $\beta = .536$ ,  $p < .001$ ), accounting for 90.1% of the variance ( $R^2 = .901$ ) (Table 29).

Together, behavioural intentions among UK supporters are shaped by a combination of ethical integrity and functional brand strength, rather than by leadership credibility and performance attributes displacing ethical considerations. Therefore, H2 is rejected for UK supporters.

### **b.) Members**

For UK members, 45 complete cases were analysed. The survey data for UK members were consolidated into two higher-order factors using PCA, which explained 68.2% of the total variance ( $KMO = .741$ ; Bartlett's test,  $p < .001$ ) (Table 30).

**H3: A higher perception of the sponsor's governance ethics, social, environmental, and workplace responsibility is associated with higher leadership credibility and a more**

**positive reputation among members, including trust, admiration, recommendation, purchase intention, and defence in crisis**

At the item-level, the regression model predicting leadership credibility showed a strong fit ( $R^2 = .896$ ,  $p < .001$ ). Significant predictors included local fit ( $\beta = .404$ ,  $p = .001$ ), workplace responsibility ( $\beta = .396$ ,  $p = .003$ ), innovation ( $\beta = .386$ ,  $p = .004$ ), and sponsor strength ( $\beta = .199$ ,  $p = .036$ ), whereas explicitly ethical attributes did not retain significance. When these dimensions are aggregated, Value-Based Integrity<sup>2</sup> ( $\beta = .892$ ,  $p < .001$ ) emerged as a highly significant and strong predictor of LC, clearly outperforming Image Strength<sup>2</sup> ( $\beta = .142$ ,  $p = .038$ ) (Tables 33 & 34).

Continuing with the reputation-related outcomes, trust was explained by a combination of ethical and functional attributes at the item level, including environmental responsibility ( $\beta = .355$ ,  $p < .001$ ), social responsibility ( $\beta = .257$ ,  $p = .024$ ), governance ethics ( $\beta = .275$ ,  $p = .046$ ), innovation ( $\beta = .285$ ,  $p = .032$ ), and sponsor strength ( $\beta = .337$ ,  $p = .001$ ) (Table 35). In the factor model, Value-Based Integrity<sup>2</sup> again emerged as the primary driver ( $\beta = .794$ ,  $p < .001$ ) with Image Strength<sup>2</sup> ( $\beta = .454$ ,  $p < .001$ ) contributing weakly (Table 36). Admiration and sense of belonging displayed an even more pronounced, ethics-driven structure. At the item level, admiration was significantly predicted by social responsibility ( $\beta = .370$ ,  $p = .003$ ) and sincerity ( $\beta = .223$ ,  $p = .015$ ) (Table 37), while the factor model showed that Value-Based Integrity<sup>2</sup> accounted for almost all of the variance explained ( $\beta = .892$ ,  $p < .001$ ;  $R^2 = .818$ ) (Table 38). Sense of belonging was primarily driven by governance ethics, environmental responsibility, and sincerity (Table 39), and again, Value-Based Integrity<sup>2</sup> represented the strongest underlying influence ( $\beta = .387$ ,  $p < .001$ ) (Table 40).

Defence in crisis emerged as the most selective outcome. Only workplace responsibility showed a significant effect ( $\beta = .500$ ,  $p = .023$ ), and within the factor model, also Value-Based Integrity<sup>2</sup> was the only significant predictor ( $\beta = 0.772$ ,  $p < 0.001$ ) (Tables 45 & 46).

Behavioural outcomes showed a more balanced structure. While recommendation revealed no single dominant predictor, the factor model demonstrated significant effects for both Value-Based Integrity<sup>2</sup> ( $\beta = .650$ ,  $p < .001$ ) and Image Strength<sup>2</sup> ( $\beta = .515$ ,  $p < .001$ ) (Tables 41 & 42). Purchase intention was strongly driven by product/service quality ( $\beta = .892$ ,  $p < .001$ ) and LC ( $\beta = .603$ ,  $p = .004$ ) at the item level. Similarly, at the factor level, ethical and functional factors contributed almost equally (Value-Based Integrity<sup>2</sup> ( $\beta = 0.552$ ,  $p < 0.001$ ); Image Strength<sup>2</sup> ( $\beta = 0.523$ ,  $p < 0.001$ )) (Tables 43 & 44).

Based on these results, H3 is supported: ethical perceptions consistently predict credibility and most reputation outcomes. However, purchase and recommendation show a more balanced influence of ethical and performance-based factors.

**H4: Higher perceived local and relational alignment between the sponsor and the club (local fit and perceived sincerity) is associated with higher sense of belonging, recommendation, and purchase intention among members**

Local and relational alignment were captured through local fit and perceived sincerity. The results show that perceived sincerity is substantially more influential than geographical proximity for UK members.

For sense of belonging, the regression model demonstrated strong explanatory power ( $R^2 = .875$ ,  $p < .001$ ) while only sincerity/long-term motives remained significant ( $\beta = 0.377$ ,  $p < 0.001$ ). Instead, sense of belonging was primarily driven by governance ethics ( $\beta = 0.570$ ,  $p < 0.001$ ) and environmental responsibility ( $\beta = 0.415$ ,  $p < 0.001$ ) (Table 39).

A similar pattern emerged for purchase intention: sincerity exerted a small but significant effect ( $\beta = 0.229$ ,  $p = 0.039$ ), whereas local fit was neither correlated ( $r = 0.117$ ,  $p = 0.222$ ) nor predictive. Purchase intention was therefore dominated by product/service quality ( $\beta = 0.892$ ,  $p < 0.001$ ) and LC ( $\beta = 0.603$ ,  $p = 0.004$ ) (Table 43).

For recommendation, although the overall model was strong ( $R^2 = 0.693$ ,  $p < 0.001$ ), neither sincerity nor local fit emerged as significant predictors (all  $p > 0.05$ ) once other attributes were included (Table 41).

H4 is therefore only partially supported for UK members. Perceived sincerity and long-term commitment enhance identification-based outcomes, particularly sense of belonging and, to a lesser extent, purchase intention. In contrast, local fit does not independently influence any outcome, suggesting that UK members respond to relational alignment primarily when sponsorship is perceived as genuine and value-driven.

**H5: Among members, higher perceptions of the sponsor's functional and image-related strengths (innovation, product/service quality, and sponsor strength) significantly predict behavioural intentions, particularly purchase intention and recommendation**

Among UK members, behavioural intentions were primarily shaped by functional performance cues rather than ethical or symbolic attributes.

For purchase intention, product/ service quality emerges as the dominant predictor ( $\beta = .892$ ,  $p < .001$ ), while innovation and sponsor strength do not remain significant ( $p > .05$ ). At the factor level model, both Value-Based Integrity<sup>2</sup> ( $\beta = .552$ ) and Image Strength<sup>2</sup> ( $\beta = .523$ ) significantly predict purchase intention, indicating that performance-related signals are most influential when embedded in a broader perception of sponsor credibility (Tables 43 & 44).

For recommendation, none of the individual functional attributes were significant predictors (all  $p > .05$ ) (Table 41). However, when aggregated into higher-order constructs, both Image Strength<sup>2</sup> ( $\beta = .515$ ,  $p < .001$ ) and Value-Based Integrity<sup>2</sup> ( $\beta = .650$ ,  $p < .001$ ) significantly shape recommendation (Table 42).

Ultimately, H5 is partially supported. Functional performance attributes influence purchase intention, whereas recommendations reflect a more holistic evaluation that combines functional strength and ethical integrity.

## **Cross-Country Insights of Germany and the UK**

### **a.) Supporters**

The findings suggest that, although supporters in both countries evaluate sponsorships using similar criteria, the strength and configuration of these criteria vary by country.

#### *Influence of Ethical Attributes on Governance and Leadership Credibility*

The model's predictions, relating to trust ( $R^2 > 0.90$ ) and governance ( $R^2 > 0.63$ ) credibility, have high explanatory power, underlining the central role of ethical sponsor attributes.

Among German supporters, governance credibility was primarily shaped by workplace responsibility ( $\beta = .381$ ,  $p = .042$ ) (Table 6), suggesting that ethical concerns are most pertinent when related to internal responsibility. However, the model for LC, drew on a broader ethical profile, combining environmental responsibility ( $\beta = .433$ ,  $p = .009$ ), social responsibility ( $\beta = .395$ ,  $p = .019$ ), and sponsor strength ( $\beta = .305$ ,  $p = .032$ ) (Table 10).

In contrast, UK supporters exhibited a more fragmented evaluative structure. The governance credibility model was driven almost exclusively by local fit ( $\beta = 0.605$ ,  $p = 0.002$ ) (Table 21), highlighting the importance of relational alignment. LC, however, is dependent on a broader mix of responsibility-related ( $\beta > .155$ ) and performance-oriented cues ( $\beta = .182 - .334$ ). Additionally, the factor-based model reinforced this broader evaluative logic, with Value-Based Integrity ( $\beta = .825$ ) and Image Strength ( $\beta = .523$ ) emerging as strong predictors of leadership credibility.

### *Effects on Reputation Outcomes and Behaviour*

Across both countries, supporters clearly distinguish between reputational evaluations and behavioural responses.

In Germany, trust is anchored in ethical and sincerity-based cues, with the strongest predictors being sincerity and long-term motives ( $\beta = .318$ ), LC ( $\beta = .272$ ), and social responsibility ( $\beta = .271$ ) (Table 7). For UK supporters, the strongest significant predictor here is local fit ( $\beta = .363$ ) (Table 24). Due to multicollinearity, Factor Value-Based Integrity and Image Strength dominate the formation of trust.

Yet, behavioural outcomes followed a different logic. Among German supporters, purchase intention was driven significantly by LC, innovation, and sincerity/long-term motives ( $\beta = .293-.388$ ,  $p < .05$ ) (Table 8), while recommendation depended mainly on product/service quality, innovation, LC, and local fit ( $\beta = .185-.367$ ,  $p < .05$ ) (Table 9), showing that functional performance and perceived competence dominate behavioural outcomes. Among UK supporters, purchase intention is primarily explained by governance ethics ( $\beta = .504$ ,  $p < .006$ ) (Table 26) at the item level. Factor models, however, show that both Value-Based Integrity and Image Strength underpin this effect. Recommendation behaviour combined functional and ethical signals, with innovation, social responsibility, and product/service quality, contributing jointly.

Emotional outcomes showed a similar asymmetry. In Germany, sense of belonging was more closely tied to competence-based cues such as product/service quality ( $\beta = .338$ ) and sponsor strength ( $\beta = .253$ ) (Table 15), whereas in the UK, emotional attachment reflected a combination of Value-Based Integrity and Image Strength.

Overall, the cross-country pattern is consistent: ethical attributes shape credibility and trust, while behavioural intentions emerge only when ethical integrity is reinforced by strong functional performance.

### *Perceived Reputation Protection (Club Exposure)*

Independent-samples t-tests were used to examine whether there are cross-national differences in supporters' beliefs that club prominence buffers or amplifies reputational risk. UK supporters showed a slightly stronger belief in the protective effect of high-profile clubs ( $M_{(UK)} = 4.05$  vs.  $M_{(D)} = 3.74$ ), yet this difference was not significant ( $t(63.8) = -1.69$ ,  $p = .097$ ;  $d = 0.38$ ), indicating only a small-to-moderate tendency (Table 47). Similarly, perceptions of low-profile clubs were aligned ( $M_{(UK)} = 3.53$  vs.  $M_{(DE)} = 3.31$ ;  $t(75) = -0.87$ ,  $p = .389$ ;  $d = 0.20$ )

(Table 47), showing no meaningful cross-country divergence. Overall, supporters in both countries attributed reputation outcomes primarily to sponsor behaviour rather than club exposure, as differences in perceived protection were statistically negligible.

## **b.) Members**

The views of members differ far more between Germany and the UK than those of supporters, reflecting their closer institutional proximity to the club and their higher expectations of organisational responsibility.

### *Influence of Ethical Attributes on Governance and Leadership Credibility*

For German members, sponsorship evaluations are strongly filtered through an institutional lens. The Governance Responsibility factor emerged as the sole significant predictor of leadership credibility ( $\beta = .597$ ,  $p = .001$ ) (Table 12). Once this ethical governance dimension was accounted for, neither relational nor performance-related attributes contributed meaningfully. This indicates that German members primarily interpret sponsorships as signals of whether a football organisation adheres to ethical and governance standards.

UK members relied on a broader evaluative structure. GC was primarily shaped by governance ethics ( $\beta = .535$ ,  $p < .001$ ) and local fit ( $\beta = .305$ ,  $p < .001$ ), with sponsors' strength and workplace responsibility remaining secondary (Table 31). Emphasising that UK members judge GC not only by the sponsor's ethical qualities, but also by whether the sponsor appears embedded and appropriate in the club context. Further, the Value-Based Integrity<sup>2</sup> factor emerged as the central predictor of governance credibility ( $\beta = .780$ ,  $p < .001$ ) (Table 42). This shows that, even in a more commercially and politically entangled environment, UK members ultimately base their governance judgements on a broad perception of ethical integrity.

Leadership credibility among UK members was informed by a wider range of concrete signals. Beyond ethical responsibility, LC was perceived as more credible when sponsors demonstrated local alignment ( $\beta = .404$ ,  $p = .001$ ), workplace responsibility ( $\beta = .396$ ,  $p = .003$ ), innovation ( $\beta = .386$ ,  $p = .004$ ), and sponsor strength ( $\beta = .199$ ,  $p = .036$ ) (Table 33). Ethical attributes thus remained central but were more tightly intertwined by performance-related cues than among German members.

In summary, German members base their evaluations almost exclusively on a unified perception of organisational responsibility, whereas UK members rely on a broader range of ethical and performance-based cues.

### *Effects on Reputation Outcomes and Behaviour*

Reputation outcomes among members were shaped primarily by ethical evaluations.

For German members, governance responsibility was the dominant driver of admiration and sense of belonging ( $\beta > .475$ ) (Tables 14 & 15). Similarly, for UK members, Value-Based Integrity<sup>2</sup> emerged as the dominant predictor of trust ( $\beta = .794$ ,  $p < .001$ ) and admiration ( $\beta = .892$ ,  $p < .001$ ) (Tables 36 & 37), indicating that for both groups, reputation evaluations are primarily driven by value-based governance perception.

Regarding behavioural responses, for German members, purchase intention reflected a combination of Governance Responsibility ( $\beta = .521$ ,  $p < .001$ ) and Local Sincerity ( $\beta = .308$ ,  $p = .016$ ) (Table 17). Recommendations, however, relied more strongly on Governance Responsibility ( $\beta = .553$ ,  $p < .001$ ) and performance cues, specifically Innovation Quality ( $\beta = .370$ ,  $p < .001$ ) (Table 18). In the UK, behaviour shifted decisively towards performance: product/service quality was the dominant individual predictor of purchase intention ( $\beta = .892$ ,  $p < .001$ ) (Table 43), while Value-Based Integrity<sup>2</sup> and Image Strength<sup>2</sup> jointly underpinned purchasing decisions ( $\beta = .552$  and  $.523$ ,  $p < .001$ ) (Table 44). Recommendation, however, had no significant individual predictors, but depended strongly on both Value-Based Integrity<sup>2</sup> and Image Strength<sup>2</sup> ( $\beta = .650$  and  $\beta = .515$ ,  $p < .001$ ) (Table 42).

Overall, behavioural engagement among members only emerges when ethical alignment is reinforced by credible performance signals. German members balance responsibility and sincerity, whereas UK members rely even more strongly on functional quality.

### *Perceived Reputation Protection (Club Exposure)*

Across countries, the independent sample t-test revealed marked differences in the extent to which members perceive reputational protection through club prominence. UK members expressed a significantly stronger belief that high-profile clubs can buffer reputational damage ( $M = 4.26$  vs.  $3.29$ ;  $t = -3.16$ ,  $p = .004$ ;  $d = 1.03$ ) (Table 48), indicating a robust perception that visibility and institutional status mitigate sponsor-related risks. By contrast, German members were more sceptical, reflecting a more critical stance towards the protective value of club stature. For low-profile clubs, both groups showed only moderate agreement, with no significant differences ( $p = .129$ ) (Table 48). Once again, however, UK members displayed a slightly higher sense of perceived vulnerability.

## Conclusion of Quantitative Analysis

The quantitative results demonstrate that perceived ethical sponsor attributes are central to how fans evaluate the credibility of governance and leadership in European football, thus confirming the central premise of the research question. Ethical responsibility attributes, consistently predicted governance and leadership credibility as well as trust, across groups, either at the item level (e.g. Germany supporters: workplace responsibility  $\beta = .381$  for GC) or when captured in broader construct such as Governance Responsibility (German member:  $\beta = .597$ ,  $R^2 = .767$  for LC) or Value-Based Integrity<sup>2</sup> (UK members:  $\beta = .780$  for GC;  $\beta = .794$  for trust) provided strong support for H1 and H3. Reputation outcomes such as admiration and belonging were likewise predominantly ethics-driven particularly among members, who evaluated sponsorships through an institutional responsibility lens.

Relational alignment (H4) played a selective yet significant role in identification-based outcomes. Perceived sincerity and local fit strengthen identification-based outcome, most notably sense of belonging, especially among German members ( $\beta = .370$ ). For UK members, however, only sincerity, not local fit, predicted sense of belonging ( $\beta = .377$ ). Nevertheless, it did not emerge as dominant drivers when compared to core ethical responsibility, therefore H4 is only partially supported.

A different pattern emerged for behavioural intention. In Germany, functional performance attributes acted as behavioural triggers, confirming both H2 and H5. Innovation was a significant predictor of purchase intention among supporters ( $\beta = .293$ ), while product/service quality was one of the strongest predictors for members ( $\beta = .485$ ). In the UK, however, the item-level models diverged from expectations: governance ethics was the only significant predictor of purchase intention ( $\beta = .504$ ,  $p = .006$ ) and no performance-based predictors reached significance for recommendations ( $p > .05$ ). This led to the rejection of H2 for UK supporters. Nevertheless, the factor models showed that in the UK, behavioural responses emerge only when functional performance is reinforced by perceived ethical credibility, providing partial support for H5. Overall, behaviour materialised only when ethical alignment was paired with functional attributes.

Further cross-country comparisons revealed that German respondents based their evaluations more firmly on institutional responsibility (e.g. Governance Responsibility predicting all outcomes among German members,  $\beta = .433$ – $.572$ ), whereas UK respondents relied on a wider range of ethical and performance indicators (e.g. LC driven by local fit,  $\beta = .404$ ; workplace

responsibility,  $\beta = .396$ ; and innovation,  $\beta = .386$ ). Finally, perceptions of reputational protection differed notably among members, with UK members attributing significantly greater buffering power to high-profile clubs ( $M = 4.26$  vs.  $3.29$ ;  $t = -3.16$ ,  $p = .004$ ).

Based on these findings, the research question was supported by robust empirical evidence, showing that credibility and reputation are anchored in ethical sponsor attributes, and that behavioural engagement is driven by functional competence.

## 5. CONCLUSION

### 5.1 Main Findings & Conclusion

This dissertation aimed to investigate the influence of controversial sponsorships on fans' evaluations of governance and leadership credibility, as well as reputation, in professional football. By combining qualitative insights with quantitative evidence from supporters and members in Germany and the UK, the study demonstrates that fans interpret sponsor attributes not in isolation, but on the perceived congruence between the sponsor's ethical profile and the clubs' organisational identity, values, and governance standards.

The qualitative results revealed a remarkably consistent perceptual structure across all stakeholder groups. Fans primarily relied on ethical attributes, such as human rights considerations, political neutrality, ethical governance, workplace fairness, and environmental responsibility, when assessing sponsor credibility. These expectations were reinforced in the quantitative analysis, where ethical responsibility consistently underpinned governance credibility, leadership evaluations, and trust.

Therefore, the findings revealed two overarching mechanisms:

Firstly, ethical congruence is fundamental to credibility and trust in professional football. Fans judge sponsors not solely on individuals' ethical attributes, but on what sponsorship decisions signal about the club's values and priorities within the broader football ecosystem.

Secondly, behavioural intentions, such as purchase or recommendation, follow a distinct logic. While ethical alignment provides the attitudinal baseline, behavioural responses tend to materialise when ethical perceptions are complemented by signals of functional competence, including innovation, product or service quality, and perceived sincerity. Across most groups, behavioural intentions were best explained by a combination of ethical alignment and performance-related cues.

Against this backdrop, clear stakeholder-specific patterns emerged. Among German supporters, ethical attributes, particularly social and environmental responsibility, and perceived leadership credibility, played a central role in shaping perception of governance credibility and trust ( $\beta > .250$ ). This indicates that sponsorships are predominantly interpreted through an ethical lens.

The results for German members were even more pronounced. Governance responsibility emerged as the dominant driver across nearly all outcomes, including leadership credibility, trust, admiration, a sense of belonging, and behavioural intentions such as recommendation and

purchase intentions ( $\beta = .433-.597, p < 0.001$ ). Overall, these evaluations were firmly grounded in governance-related perceptions, which reinforced the qualitative insights that sponsorships are interpreted by members as direct reflections of the club's ethical stance and organisational responsibility.

UK supporters demonstrated a more differentiated logic. While ethical considerations remained central within the qualitative part, their influence was embedded within the highly commercialised and politically charged context of the Premier League. While ethical considerations remained central to reputational outcomes, behavioural responses were primarily shaped by functional performance cues such as innovation and product or service quality ( $\beta = .543-.783, p < 0.001$ ). This pattern suggests that UK supporters apply distinct evaluative logics: ethical alignment anchors credibility and reputation, whereas behavioural intentions are informed by sponsors' competence.

UK members exhibited a more coherent and value-driven structure. The Value-Based Integrity<sup>2</sup> factor consistently dominated reputational outcomes, shaping leadership credibility, trust, and admiration ( $\beta > .790, p < 0.001$ ) and emerged as the sole driver of defence in crisis ( $\beta = .772, p < 0.001$ ), whereas behavioural outcomes such as purchase intention relied more strongly on functional attributes, particularly product and service quality. This implies that UK members primarily view sponsorships as expressions of the club's moral direction, interpreting them through an ethical and relational lens.

Answering the research question, this dissertation demonstrated that the perceived ethical attributes of controversial sponsors strongly and primarily shape fans evaluations of governance and leadership credibility in European football. These evaluations, in turn, fundamentally influence key reputation outcomes such as trust, admiration and sense of belonging. Although behavioural reactions are more conditional and performance-dependent, the central dark side of sponsorship lies in its reputational risk: controversial sponsorships pose a greater threat to governance legitimacy and institutional trust than to immediate supportive behaviours. Consequently, sponsorship decisions in professional football operate as powerful governance and legitimacy signals, rather than merely as commercial arrangements.

Regarding the hypothesis, the findings largely support the hypothesised relationships. H1 is supported, as ethical sponsor attributes significantly shaped supporters' evaluations of governance and leadership credibility. H2 shows a clear cross-country divergence. H2 is supported for German supporters, whose behavioural intentions were primarily driven by cues

relating to leadership credibility and functional performance, but rejected for UK supporters, whose behavioural intentions reflected a combination of cues relating to ethical integrity and functional strength. H3 and H4 are supported, indicating that governance-related ethical perceptions and ethical congruence consistently structured members' evaluations of leadership's credibility, trust, admiration, and sense of belonging. H5 is partially supported, as supportive behaviours under reputational scrutiny were primarily driven by ethical credibility, whereas purchase-related behavioural intention depended more strongly on performance-related cues.

## **5.2 Managerial Implications**

This study provides the football industry with actionable guidelines for navigating an increasingly critical environment.

The findings show that partnerships that are perceived as ethically aligned, particularly regarding fair governance, workplace responsibility, and responsible conduct, significantly enhance credibility. Transparent communication and demonstrably fair sponsor behaviour are key to reducing fan scepticism, particularly regarding deals driven by commercial interests. Therefore, managers should prioritise sponsorships that clearly reflect the club's values and communicate these commitments openly to stakeholders.

Moreover, authentic, locally grounded collaborations can foster a sense of identification, particularly among members, while functional strengths such as innovation and product or service quality are vital for driving behavioural engagement and commercial returns.

Furthermore, given the financial importance of sponsorships, clubs must balance revenue goals with reputational considerations to protect their long-term brand equity. A strategic focus on ethical congruence, transparency, and credible performance offers the most sustainable approach to sponsorship management.

## 6. LIMITATIONS

When interpreting the findings of this study, several limitations should be noted.

Firstly, the sample does not accurately reflect the broader fan populations in Germany and the UK. Consequently, the generalisability of the quantitative patterns should be approached with caution. This is reinforced by a strong skew toward younger respondents, which prevented meaningful comparison across age cohorts, especially within the older generation.

Secondly, the study captures fan perceptions at a single point in time. As attitudes towards sponsorship may shift with new economic developments, governance debates, or controversies, the results reflect a snapshot rather than a long-term pattern. Accordingly, the cross-sectional design does not allow causal conclusions or inferences about changes following real-world sponsorship decisions.

Additionally, both the qualitative interviews and survey responses rely on self-reported perceptions, which may be subject to social desirability bias or contextual influences. Moreover, the high level of multicollinearity, especially among ethical variables, required the use of factor analysis, resulting in data-driven constructs that may not be directly replicable across different samples or football contexts.

Moreover, the study focused on a defined set of sponsor attributes and on two mature football markets (Germany and the UK). Factors such as media framing, activism dynamics, or club-sponsor communication strategies were beyond the scope, and findings may not transfer to leagues with different institutional and cultural contexts.

It is essential to acknowledge these limitations to contextualise the study and identify opportunities for future research, particularly through longitudinal or experimental designs and the use of larger, more demographically balanced samples.

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## 8. APPENDIX

### 8.1 Semi-structured In-depth Interviews

#### 8.1.1 Interview Guide

1. When you think about the 'football industry', which of the following comes to mind first: leagues, federations, or the industry as a whole? *When answering, please consider the football industry, but feel free to mention examples from clubs or leagues to help explain your view.*
2. Firstly, please give us your overall perception of the governance and leadership of the football industry, including its federations, leagues, and governing bodies.
3. How would you describe the governance of the football industry, for example in terms of ethics, transparency, and compliance with legal, financial or regulatory standards?
4. *Follow-up probe:* Do you feel that the football industry applies consistent and fair rules and communicates decisions transparently?
5. How would you evaluate the leadership within the football industry, for example, in terms of its vision, strategic responsibility, and ability to provide strong, sustainable direction for the future of the sport?
6. *Follow-up probe:* In your view, do football leaders act as credible role models?
7. To what extent do you think sponsor partnerships or the choice of sponsors influence perceptions of governance and leadership?
8. Now, let's discuss the reputation of the football industry and the potential impact of sponsorships. Please consider each of the following aspects separately; there are no right or wrong answers.
  - a. **Trust:** Do sponsorships influence how much you **trust** the football industry and its decision-makers?
  - b. **Admiration:** Do sponsorships affect how much you admire or respect the football industry and its values?
  - c. **Purchase Intention:** Would a sponsor ever influence whether you buy or engage with products and services related to football - such as *merchandise, matchday tickets, memberships, hospitality, stadium food & beverages, tours, streaming subscriptions, mobile apps, e-sports, or digital collectibles*?
  - d. **Recommendation:** Would you **recommend** football events, leagues, or clubs to others if the industry cooperated with a controversial sponsor?

- e. **Defend in crisis:** If the football industry faced public criticism because of a sponsorship deal, would you be willing to **defend** it publicly, or would you rather distance yourself? And if so, why?
9. Among these dimensions - trust, admiration, purchase, recommendation, and defense - which one do you think is most strongly affected by controversial sponsors, and why?
  10. Have you ever felt that a sponsor's values did not align with those of football?
    - a. How did this affect your view of the industry's governance or leadership?
  11. Now, I'd like to understand what shapes your perception of sponsors - what makes a sponsor appear ethical or credible, for example, or controversial.
  12. When does a sponsor appear responsible and trustworthy to you?
    - a. Follow-up: What specific behaviours or characteristics led you to form that impression?

*These probes should only be introduced if the interviewee does not mention them spontaneously.*

13. **Governance:** Do you consider whether a sponsor acts transparently and fairly, and in accordance with the relevant laws and regulations?
14. **Leadership:** Does a sponsor's leadership style - such as being visionary, accountable, or acting as a role model - influence how credible you find them?
15. **Sustainability/ Social:** How important is it to you that a sponsor contributes to social causes, such as promoting inclusion and equality in sport?
16. **Sustainability/ Environmental:** Does a sponsor's environmental performance or commitment to tackling climate change influence your perception of their credibility?
17. **Sustainability/ Workplace:** When evaluating a sponsor, do you consider how they treat their employees or production partners?
18. **Product/ Service Quality:** Does the quality and safety of a sponsor's products or services affect how responsible or suitable they seem for football?
19. **Innovation:** Do you associate certain sponsors with innovation or modernisation in football, and if so, does that have a positive or negative effect on your perception?
20. How do you feel when football clubs cooperate with sponsors that are often criticised, such as those from the gambling, fast food, oil and gas, or alcohol industries?
  - a. Do such partnerships influence your view of the industry's governance, leadership, or reputation? If so, how?

21. Of all these aspects - transparency, leadership, sustainability, quality, and innovation - which do you personally consider to be the most important for a sponsor's credibility in football? Why?
22. In what ways do these characteristics of sponsors affect your trust in, admiration for, or willingness to defend the football industry?
23. Are you a club member or a supporter? Do you think this affects how you view football sponsorships?
24. How important are issues such as sustainability, fairness, and social responsibility to you personally when you think about football?
  - a. Do these values affect how you judge sponsors?
25. Do you think that fans of your generation view sponsorships differently from older or younger fans?
  - a. Why do you think that is?
26. Besides the aspects we discussed, such as governance, leadership, trust, admiration, purchases, recommendations and defence, are there any other effects that sponsors have on how people view the football industry?
27. From the sponsor's perspective, are there any other important attributes that we haven't mentioned yet?
28. Is there anything else you would like to add?

### 8.1.2 Description of Interview Participants

Interview	Stakeholder	Job	Relevancy
1	Germany (Fan)	Employee in a corporation	Football Fan for 30 years
2	Germany (Fan)	Student	Studies management and sees football from a more business perspective
3	Germany (Fan)	Student	Did an internship within the sports industry
4	Germany (Fan)	Self-employed	Long-term fan with high expertise
5	Germany (Fan)	Young Professional	Works in the sponsoring department of a German football club
6	Germany (Fan)	Student	Studies management and sees football from a more business perspective
7	Germany (Fan)	Student	Studies management and sees football from a more business perspective
8	Germany (Fan)	Young Professional	Works at an agency with a focus on sport

9	Germany (Fan)	Retired	Retired and a football-fan for more than 60 years
10	Germany (Fan)	Senior Manager	Senior Manager in the partnerships department of the German football league
11	Germany (Club Member)	Doctor	Member of Schalke 04 for 40 years
12	Germany (Club Member)	Aspiring lawyer	Legal expertise
13	Germany (Club Member)	Team Lead	Team in the digital department at FC Bayern Munich
14	Germany (Club Member)	Doctor	Member of 1. FC Cologne for 50 years
15	Germany (Club Member)	Working-student	Working student in the Product & Rights department at a German football club
16	Germany (Club Member)	Student	Sport Management Student
17	Germany (Club Member)	Intern	Intern in the global partnerships department at a German football club
18	Germany (Club Member)	Senior Manager	Senior Manager in the Partnerships department of FC Bayern Munich
19	Germany (Club Member)	Senior Manager	Senior Partner Manager at Coca-Cola
20	Germany (Club Member)	Senior Manager	Senior Partnerships Sales Manager at a German football club
21	UK (Fan)	Student	Sport Management student
22	UK (Fan)	Junior Manager	Partner Manager for a fashion brand
23	UK (Fan)	Student	Sport Management student
24	UK (Fan)	Senior Manager	Former Senior Partner Manager for Tottenham Hotspur
25	UK (Fan)	Senior Manager	Senior Partner Manager Sport at New Balance
26	UK (Fan)	Student	Sport Management and Communication Student as well as seasonal ticket holder at Arsenal London
27	UK (Fan)	Student	Sport Management and Communication Student
28	UK (Fan)	Senior Manager	Football Fan for 35 years
29	UK (Fan)	Student	Finance Student
30	UK (Fan)	Student	Sport Management and Communication student
31	UK (Member)	Business Development Manager	Manager of a premier league club
32	UK (Member)	Marketing Strategy Manager	Marketing Strategy Manager at West Ham United

33	UK (Member)	Junior Sales Manager	Sales Manager of a Premier League club
34	UK (Member)	Retired	Member of FC Arsenal for 54 years
35	UK (Member)	Intern	Partnerships Relation intern at Tottenham Hotspur
36	UK (Member)	Doctor	Member of Brighton & Hove Albion for 28 years
38	UK (Member)	Student	Sport Management student
38	UK (Member)	Self-employed	Founder of a sport agency
39	UK (Member)	Manager	Marketing manager at Nike (UK)
40	UK (Member)	Student	Studies management and sees football from a more business perspective

## 8.2 Online Survey: Quantitative Analysis

### 8.2.1 Questionnaire

English ▾

#### Thank you for participating at this survey!

This survey explores how football sponsors' behaviour impacts and influences the perceptions and decisions of football clubs' fans (members and supporters) regarding their image and reputation.

Your responses will help me to understand how fans evaluate sponsors, and how these evaluations translate into attitudes and behaviours.

All responses are anonymous and confidential, and the results will only be used for academic purposes.  
The survey should take around 5 minutes.

Thank you very much for taking the time to contribute to this research!

In which country do you currently live?

Germany

UK

Which of the following best describes your relation to football?

Football supporter/ fan (not a registered club member)

Registered football club member

Nothing

Which football club do you primarily follow?

What is your age group?

18-24

25-34

35-44

45-54

55+

Please rate the following statement:

**'Overall, I trust and admire the football industry, including leagues and clubs, to act transparently and ethically in the best interests of the sport.'**

Strongly disagree 1      Disagree 2      Neutral 3      Agree 4      Strongly agree 5

Perception of the football industry

\_\_\_\_\_

**For the following questions, please indicate the extent to which each sponsor attribute influences the aspects of a football club listed below.**

Please rate each aspect on a scale from 1 (No influence) to 5 (Extremely high influence).

To what extent do a sponsor's **governance ethics (e.g., perceived transparency, fairness, and compliance)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do a sponsor's **leadership credibility (e.g., responsible, accountable, exemplary leadership)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do a sponsor's **social responsibility (e.g., promoting inclusion and equality)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do a sponsor's **environmental responsibility (e.g., visible climate/ environmental commitment)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do a sponsor's **workplace responsibilities (e.g., fair working conditions, respect, and safety)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do a sponsor's **product and service quality (e.g., quality, reliability, safety)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do a sponsor's **innovative practices (e.g., ability to introduce new technologies, modernize, or bring positive development to football)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do a sponsor's **local/ regional fit with the club/community (e.g., identity or origin)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do a sponsor's **perceived sincerity and long-term motives (e.g., meaning beyond profit, credible long-term commitment)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do the **strengths of a sponsor (e.g., size, reach, market power, or prominence)** affect the following aspects of a football club?

	No influence	Low influence	Moderate influence	High influence	Extremely high influence
<b>Governance credibility</b> (Trust in football organisations to act fairly and transparently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Leadership credibility</b> (Confidence in football decision-makers to act responsibly and ethically)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust in decisions and integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Admiration</b> (respect for how football is run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sense of belonging</b> (feeling morally close to the institution)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Purchase intention</b> (e.g. tickets, merchandise, subscriptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recommendation</b> (positive word-of-mouth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Defend in a crisis</b> (willingness to stand up for the club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you believe that a high-profile and well-known football club can protect its reputation better in the eyes of its fans because of its popularity, even if its sponsor is facing negative publicity?

Strongly disagree 1      Disagree 2      Neither agree nor disagree 3      Agree 4      Strongly agree 5

Influence of high-profile football clubs



Do you believe that a low-profile and less well-known football club can protect its reputation less effectively in the eyes of its fans if its sponsor is facing negative publicity?

Strongly disagree 1      Disagree 2      Neither agree nor disagree 3      Agree 4      Strongly agree 5

Influence of low-profile football clubs



## 8.2.2 Survey Tables

*Table 3: Crosstabs of Sample Characteristics – Country and Fan status*

**In which country do you currently live? – Selected Choice \* Which of the following best describes your relation to football? Crosstabulation**

			Which of the following best describes your relation to football?		Total
			Football supporter/fan (not a registered club member)	Registered football club member	
In which country do you currently live? – Selected Choice	Germany	Count	57	36	93
		% within In which country do you currently live? – Selected Choice	61.3%	38.7%	100.0%
		% within Which of the following best describes your relation to football?	58.2%	43.9%	51.7%
	UK	Count	41	46	87
		% within In which country do you currently live? – Selected Choice	47.1%	52.9%	100.0%
		% within Which of the following best describes your relation to football?	41.8%	56.1%	48.3%
Total	Count	98	82	180	
	% within In which country do you currently live? – Selected Choice	54.4%	45.6%	100.0%	
	% within Which of the following best describes your relation to football?	100.0%	100.0%	100.0%	

*Table 4: Frequencies Table - Age groups*

**What is your age group?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18–24	44	24.4	24.4	24.4
	25–34	97	53.9	53.9	78.3
	35–44	12	6.7	6.7	85.0
	45–54	11	6.1	6.1	91.1
	55+	16	8.9	8.9	100.0
Total		180	100.0	100.0	

Table 5: Descriptive Table - Trust within the Football Industry

		Descriptives		Statistic	Std. Error
		In which country do you currently live? - Selected Choice			
Please rate the following statement: 'Overall, I trust and admire the football industry, including leagues and clubs, to act transparently and ethically in the best interests of the sport.' - Perception of the football industry	Germany	Mean		2.7802	.09859
		95% Confidence Interval for Mean	Lower Bound	2.5844	
			Upper Bound	2.9761	
		5% Trimmed Mean		2.7680	
		Median		3.0000	
		Variance		.884	
		Std. Deviation		.94048	
		Minimum		1.00	
		Maximum		5.00	
		Range		4.00	
		Interquartile Range		1.00	
		Skewness		.375	.253
		Kurtosis		-.539	.500
		UK	Mean		3.1264
	95% Confidence Interval for Mean		Lower Bound	2.8751	
			Upper Bound	3.3778	
	5% Trimmed Mean		3.1360		
	Median		3.0000		
	Variance		1.391		
	Std. Deviation		1.17932		
	Minimum		1.00		
	Maximum		5.00		
	Range		4.00		
	Interquartile Range		2.00		
	Skewness		.011	.258	
	Kurtosis		-1.324	.511	

Table 6: Linear Regression Analysis – Dependent Variable Governance Credibility (German supporters)

Model Summary					
Change Statistics					
Model	R Square Change	F Change	df1	df2	Sig. F Change
1	.634 <sup>a</sup>	4.842	10	28	<.001

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.353	.420		3.223	.003		
	IV_GovernanceEthics	.281	.156	.363	1.805	.082	.323	3.092
	IV_LeadershipCredibility	-.486	.223	-.665	-2.182	.038	.141	7.094
	IV_SocialResponsibility	.278	.145	.417	1.919	.065	.277	3.609
	IV_EnvironmentalResponsibility	.236	.129	.388	1.839	.077	.294	3.407
	IV_WorkplaceResponsibility	.226	.106	.381	2.126	.042	.407	2.458
	IV_ProductServiceQuality	-.083	.133	-.141	-.623	.538	.255	3.928
	IV_Innovation	.003	.103	.005	.029	.977	.417	2.398
	IV_LocalFit	-.089	.180	-.120	-.493	.626	.222	4.514
	IV_SincerityLongTerm	.064	.140	.108	.460	.649	.238	4.208
	IV_SponsorStrength	.192	.111	.321	1.731	.094	.381	2.622

Table 7: Linear Regression Analysis – Dependent Variable Trust (German supporters)

Model Summary					
Change Statistics					
Model	R Square Change	F Change	df1	df2	Sig. F Change
1	.937 <sup>a</sup>	41.786	10	28	<.001

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.503	.200		2.519	.018		
	IV_GovernanceEthics	-.073	.074	-.082	-.979	.336	.323	3.092
	IV_LeadershipCredibility	.229	.106	.272	2.157	.040	.141	7.094
	IV_SocialResponsibility	.207	.069	.271	3.008	.006	.277	3.609
	IV_EnvironmentalResponsibility	.068	.061	.096	1.104	.279	.294	3.407
	IV_WorkplaceResponsibility	.098	.051	.143	1.926	.064	.407	2.458
	IV_ProductServiceQuality	.017	.063	.025	.270	.789	.255	3.928
	IV_Innovation	.006	.049	.009	.129	.898	.417	2.398
	IV_LocalFit	-.015	.086	-.017	-.171	.865	.222	4.514
	IV_SincerityLongTerm	.218	.067	.318	3.273	.003	.238	4.208
	IV_SponsorStrength	.097	.053	.142	1.848	.075	.381	2.622

**Correlations**

		DV_Trust	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength
Pearson Correlation	DV_Trust	1.000	.488	.808	.834	.769	.735	.670	.470	.681	.789	.647
	IV_GovernanceEthics	.488	1.000	.765	.548	.425	.388	.279	.180	.289	.265	.202
	IV_LeadershipCredibility	.808	.765	1.000	.775	.714	.623	.503	.356	.409	.490	.460
	IV_SocialResponsibility	.834	.548	.775	1.000	.720	.613	.615	.445	.453	.539	.400
	IV_EnvironmentalResponsibility	.769	.425	.714	.720	1.000	.540	.644	.524	.455	.542	.387
	IV_WorkplaceResponsibility	.735	.388	.623	.613	.540	1.000	.408	.174	.609	.556	.410
	IV_ProductServiceQuality	.670	.279	.503	.615	.644	.408	1.000	.721	.500	.481	.649
	IV_Innovation	.470	.180	.356	.445	.524	.174	.721	1.000	.237	.309	.491
	IV_LocalFit	.681	.289	.409	.453	.455	.609	.500	.237	1.000	.829	.552
	IV_SincerityLongTerm	.789	.265	.490	.539	.542	.556	.481	.309	.829	1.000	.568
	IV_SponsorStrength	.647	.202	.460	.400	.387	.410	.649	.491	.552	.568	1.000

Table 8: Linear Regression Analysis – Dependent Variable Purchase Intention (German supporters)

**Model Summary**

Change Statistics

Model	R Square Change	F Change	df1	df2	Sig. F Change
1	.861 <sup>a</sup>	17.400	10	28	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_SincerityLongTerm, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_ProductServiceQuality, IV\_LocalFit, IV\_LeadershipCredibility

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.870	.401		-2.172	.038		
	IV_GovernanceEthics	.058	.149	.048	.387	.702	.323	3.092
	IV_LeadershipCredibility	.441	.213	.388	2.072	.048	.141	7.094
	IV_SocialResponsibility	-.172	.138	-.166	-1.242	.224	.277	3.609
	IV_EnvironmentalResponsibility	.009	.123	.010	.074	.942	.294	3.407
	IV_WorkplaceResponsibility	.045	.102	.049	.441	.663	.407	2.458
	IV_ProductServiceQuality	.214	.127	.236	1.692	.102	.255	3.928
	IV_Innovation	.265	.099	.293	2.685	.012	.417	2.398
	IV_LocalFit	.125	.172	.109	.729	.472	.222	4.514
	IV_SincerityLongTerm	.287	.133	.310	2.148	.041	.238	4.208
	IV_SponsorStrength	-.046	.106	-.050	-.436	.666	.381	2.622

a. Dependent Variable: DV\_Purchase

		Correlations										
		DV_Purchase	IV_Governanc eEthics	IV_Leadership Credibility	IV_SocialResp onsibility	IV_Environmen talResponsibili ty	IV_Workplace Responsibility	IV_ProductSer viceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLon gTerm	IV_SponsorStr ength
Pearson Correlation	DV_Purchase	1.000	.499	.730	.670	.718	.578	.751	.646	.657	.722	.629
	IV_GovernanceEthics	.499	1.000	.765	.548	.425	.388	.279	.180	.289	.265	.202
	IV_LeadershipCredibility	.730	.765	1.000	.775	.714	.623	.503	.356	.409	.490	.460
	IV_SocialResponsibility	.670	.548	.775	1.000	.720	.613	.615	.445	.453	.539	.400
	IV_EnvironmentalResponsibility	.718	.425	.714	.720	1.000	.540	.644	.524	.455	.542	.387
	IV_WorkplaceResponsibility	.578	.388	.623	.613	.540	1.000	.408	.174	.609	.556	.410
	IV_ProductServiceQuality	.751	.279	.503	.615	.644	.408	1.000	.721	.500	.481	.649
	IV_Innovation	.646	.180	.356	.445	.524	.174	.721	1.000	.237	.309	.491
	IV_LocalFit	.657	.289	.409	.453	.455	.609	.500	.237	1.000	.829	.552
	IV_SincerityLongTerm	.722	.265	.490	.539	.542	.556	.481	.309	.829	1.000	.568
	IV_SponsorStrength	.629	.202	.460	.400	.387	.410	.649	.491	.552	.568	1.000

Table 9: Linear Regression Analysis – Dependent variable Recommendation (German supporters)

### Model Summary

Change Statistics					
Model	R Square Change	F Change	df1	df2	Sig. F Change
1	.923 <sup>a</sup>	33.766	10	28	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_SincerityLongTerm, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_ProductServiceQuality, IV\_LocalFit, IV\_LeadershipCredibility

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.666	.271		-2.456	.021		
	IV_GovernanceEthics	.085	.101	.078	.843	.406	.323	3.092
	IV_LeadershipCredibility	.367	.144	.355	2.546	.017	.141	7.094
	IV_SocialResponsibility	-.199	.094	-.212	-2.130	.042	.277	3.609
	IV_EnvironmentalResponsibility	-.016	.083	-.019	-.196	.846	.294	3.407
	IV_WorkplaceResponsibility	.022	.069	.026	.319	.752	.407	2.458
	IV_ProductServiceQuality	.304	.086	.367	3.545	.001	.255	3.928
	IV_Innovation	.268	.067	.325	4.017	<.001	.417	2.398
	IV_LocalFit	.317	.117	.302	2.722	.011	.222	4.514
	IV_SincerityLongTerm	.156	.090	.185	1.725	.096	.238	4.208
	IV_SponsorStrength	-.129	.072	-.152	-1.798	.083	.381	2.622

a. Dependent Variable: DV\_Recommendation

### Correlations

		DV_Recommen dation	IV_Governanc eEthics	IV_Leadership Credibility	IV_SocialResp onsibility	IV_Environmen talResponsibili ty	IV_Workplace Responsibility	IV_ProductSer viceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLon gTerm	IV_SponsorStr ength
Pearson Correlation	DV_Recommendation	1.000	.502	.698	.655	.715	.568	.812	.685	.712	.711	.616
	IV_GovernanceEthics	.502	1.000	.765	.548	.425	.388	.279	.180	.289	.265	.202
	IV_LeadershipCredibility	.698	.765	1.000	.775	.714	.623	.503	.356	.409	.490	.460
	IV_SocialResponsibility	.655	.548	.775	1.000	.720	.613	.615	.445	.453	.539	.400
	IV_EnvironmentalResponsibility	.715	.425	.714	.720	1.000	.540	.644	.524	.455	.542	.387
	IV_WorkplaceResponsibility	.568	.388	.623	.613	.540	1.000	.408	.174	.609	.556	.410
	IV_ProductServiceQuality	.812	.279	.503	.615	.644	.408	1.000	.721	.500	.481	.649
	IV_Innovation	.685	.180	.356	.445	.524	.174	.721	1.000	.237	.309	.491
	IV_LocalFit	.712	.289	.409	.453	.455	.609	.500	.237	1.000	.829	.552
	IV_SincerityLongTerm	.711	.265	.490	.539	.542	.556	.481	.309	.829	1.000	.568
	IV_SponsorStrength	.616	.202	.460	.400	.387	.410	.649	.491	.552	.568	1.000

Table 10: Linear Regression Analysis – Dependent variable Leadership Credibility (German supporters)

Model Summary					
Change Statistics					
Model	R Square Change	F Change	df1	df2	Sig. F Change
1	.805 <sup>a</sup>	11.542	10	28	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_SincerityLongTerm, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_ProductServiceQuality, IV\_LocalFit, IV\_LeadershipCredibility

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.664	.348		1.907	.067		
	IV_GovernanceEthics	.160	.129	.182	1.236	.227	.323	3.092
	IV_LeadershipCredibility	-.292	.185	-.351	-1.579	.126	.141	7.094
	IV_SocialResponsibility	.299	.120	.395	2.488	.019	.277	3.609
	IV_EnvironmentalResponsibility	.299	.107	.433	2.809	.009	.294	3.407
	IV_WorkplaceResponsibility	.132	.088	.195	1.491	.147	.407	2.458
	IV_ProductServiceQuality	-.130	.110	-.195	-1.179	.248	.255	3.928
	IV_Innovation	.004	.086	.006	.047	.963	.417	2.398
	IV_LocalFit	.041	.150	.049	.275	.785	.222	4.514
	IV_SincerityLongTerm	.100	.116	.147	.859	.398	.238	4.208
	IV_SponsorStrength	.207	.092	.305	2.255	.032	.381	2.622

a. Dependent Variable: DV\_LeadershipCredibility

Correlations												
		DV_LeadershipCredibility	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength
Pearson Correlation	DV_LeadershipCredibility	1.000										
	IV_GovernanceEthics	.451	1.000									
	IV_LeadershipCredibility	.661	.765	1.000								
	IV_SocialResponsibility	.760	.548	.775	1.000							
	IV_EnvironmentalResponsibility	.746	.425	.714	.720	1.000						
	IV_WorkplaceResponsibility	.681	.388	.623	.613	.540	1.000					
	IV_ProductServiceQuality	.577	.279	.503	.615	.644	.408	1.000				
	IV_Innovation	.417	.180	.356	.445	.524	.174	.721	1.000			
	IV_LocalFit	.646	.289	.409	.453	.455	.609	.500	.237	1.000		
	IV_SincerityLongTerm	.701	.265	.490	.539	.542	.556	.481	.309	.829	1.000	
	IV_SponsorStrength	.573	.202	.460	.400	.387	.410	.649	.491	.552	.568	1.000

Table 11: Factor Analysis – German members

### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.	.587	
Bartlett's Test of Sphericity	Approx. Chi-Square	240.008
	df	45
	Sig.	<.001

### Component Transformation Matrix

Component	1	2	3
1	.750	.537	.385
2	-.301	-.241	.923
3	-.588	.808	.019

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.687	56.871	56.871	5.687	56.871	56.871	3.735	37.355	37.355
2	1.724	17.240	74.111	1.724	17.240	74.111	2.451	24.514	61.869
3	1.087	10.874	84.985	1.087	10.874	84.985	2.312	23.116	84.985
4	.571	5.714	90.699						
5	.404	4.040	94.739						
6	.250	2.502	97.242						
7	.136	1.362	98.603						
8	.100	1.000	99.603						
9	.027	.266	99.869						
10	.013	.131	100.000						

Extraction Method: Principal Component Analysis.

*Table 12: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Leadership Credibility (German members)*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.876 <sup>a</sup>	.767	.732	.33199	.767	21.942	3	20	<.001

a. Predictors: (Constant), Factor3\_InnovationQuality, Factor2\_LocalSincerity, Factor1\_GovernanceResponsibility

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	.734	.325		2.255	.036	.055	1.412						
	Factor1_GovernanceResponsibility	.461	.121	.597	3.796	.001	.207	.714	.836	.647	.410	.471	2.124	
	Factor2_LocalSincerity	.132	.098	.202	1.356	.190	-.071	.336	.682	.290	.146	.525	1.904	
	Factor3_InnovationQuality	.208	.105	.237	1.985	.061	-.011	.427	.548	.406	.214	.820	1.219	

a. Dependent Variable: DV\_LeadershipCredibility

*Table 13: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Trust (German members)*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.916 <sup>a</sup>	.839	.815	.30035	.839	34.718	3	20	<.001

a. Predictors: (Constant), Factor3\_InnovationQuality, Factor2\_LocalSincerity, Factor1\_GovernanceResponsibility

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations				
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part		
1	(Constant)	.373	.294		1.268	.219	-.241	.987					
	Factor1_GovernanceResponsibility	.363	.110	.433	3.310	.003	.134	.592	.805	.595	.297		
	Factor2_LocalSincerity	.198	.088	.277	2.237	.037	.013	.382	.700	.447	.201		
	Factor3_InnovationQuality	.410	.095	.428	4.321	<.001	.212	.609	.692	.695	.388		

a. Dependent Variable: DV\_Trust

*Table 14: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Admiration (German members)*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.875 <sup>a</sup>	.765	.730	.39481	.765	21.685	3	20	<.001

a. Predictors: (Constant), Factor3\_InnovationQuality, Factor2\_LocalSincerity, Factor1\_GovernanceResponsibility

		Coefficients <sup>a</sup>												
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	.178	.387		.459	.651	-.629	.985						
	Factor1_GovernanceResponsibility	.454	.144	.497	3.144	.005	.153	.755	.798	.575	.341	.471	2.124	
	Factor2_LocalSincerity	.169	.116	.218	1.460	.160	-.073	.412	.664	.310	.158	.525	1.904	
	Factor3_InnovationQuality	.370	.125	.355	2.967	.008	.110	.631	.629	.553	.322	.820	1.219	

a. Dependent Variable: DV\_Admiration

Table 15: Linear Regression Analysis – Dependent Variable Sense of Belonging (DE supporter)

### Model Summary

Model	R Square Change	Change Statistics			
		F Change	df1	df2	Sig. F Change
1	.869 <sup>a</sup>	18.523	10	28	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_SincerityLongTerm, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_ProductServiceQuality, IV\_LocalFit, IV\_LeadershipCredibility

		Coefficients <sup>a</sup>						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
							Tolerance	VIF
1	(Constant)	-.116	.322		-.361	.721		
	IV_GovernanceEthics	.211	.120	.212	1.763	.089	.323	3.092
	IV_LeadershipCredibility	.093	.171	.100	.546	.589	.141	7.094
	IV_SocialResponsibility	.068	.111	.080	.614	.544	.277	3.609
	IV_EnvironmentalResponsibility	.089	.099	.114	.902	.375	.294	3.407
	IV_WorkplaceResponsibility	.042	.082	.055	.517	.609	.407	2.458
	IV_ProductServiceQuality	.254	.102	.338	2.493	.019	.255	3.928
	IV_Innovation	.017	.079	.023	.219	.828	.417	2.398
	IV_LocalFit	.197	.138	.207	1.421	.166	.222	4.514
	IV_SincerityLongTerm	-.116	.107	-.152	-1.084	.287	.238	4.208
	IV_SponsorStrength	.194	.085	.253	2.279	.030	.381	2.622

a. Dependent Variable: DV\_SenseofBelonging

Table 16: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Sense of Belonging (German members)

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.933 <sup>a</sup>	.871	.851	.31487	.871	44.902	3	20	<.001

a. Predictors: (Constant), Factor3\_InnovationQuality, Factor2\_LocalSincerity, Factor1\_GovernanceResponsibility

		Coefficients <sup>a</sup>											
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.350	.309		-1.133	.271	-.993	.294					
	Factor1_GovernanceResponsibility	.466	.115	.475	4.051	<.001	.226	.706	.854	.671	.326	.471	2.124
	Factor2_LocalSincerity	.309	.093	.370	3.337	.003	.116	.502	.782	.598	.268	.525	1.904
	Factor3_InnovationQuality	.328	.100	.293	3.297	.004	.121	.536	.601	.593	.265	.820	1.219

a. Dependent Variable: DV\_SenseofBelonging

Table 17: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Purchase Intention (German members)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	
1	.925 <sup>a</sup>	.856	.835	.36204	.856	39.754	3	20	<.001	

a. Predictors: (Constant), Factor3\_InnovationQuality, Factor2\_LocalSincerity, Factor1\_GovernanceResponsibility

Coefficients <sup>a</sup>														
Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	-.734	.355		-2.068	.052	-1.474	.006						
	Factor1_GovernanceResponsibility	.558	.132	.521	4.219	<.001	.282	.834	.858	.686	.358	.471	2.124	
	Factor2_LocalSincerity	.280	.106	.308	2.635	.016	.058	.502	.753	.508	.223	.525	1.904	
	Factor3_InnovationQuality	.360	.114	.294	3.141	.005	.121	.598	.604	.575	.266	.820	1.219	

a. Dependent Variable: DV\_Purchase

Table 18: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Recommendation (German members)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	
1	.945 <sup>a</sup>	.894	.878	.30357	.894	56.088	3	20	<.001	

a. Predictors: (Constant), Factor3\_InnovationQuality, Factor2\_LocalSincerity, Factor1\_GovernanceResponsibility

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.723	.298		-2.429	.025	-1.343	-.102					
	Factor1_GovernanceResponsibility	.578	.111	.553	5.206	<.001	.346	.809	.868	.759	.379	.471	2.124
	Factor2_LocalSincerity	.204	.089	.230	2.288	.033	.018	.390	.719	.455	.167	.525	1.904
	Factor3_InnovationQuality	.442	.096	.370	4.600	<.001	.241	.642	.671	.717	.335	.820	1.219

a. Dependent Variable: DV\_Recommendation

Table 19: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Defence in Crisis (German members)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	
1	.833 <sup>a</sup>	.693	.647	.50015	.693	15.080	3	20	<.001	

a. Predictors: (Constant), Factor3\_InnovationQuality, Factor2\_LocalSincerity, Factor1\_GovernanceResponsibility

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.331	.490		-.674	.508	-1.353	.692					
	Factor1_GovernanceResponsibility	.580	.183	.572	3.171	.005	.198	.961	.803	.578	.393	.471	2.124
	Factor2_LocalSincerity	.208	.147	.242	1.416	.172	-.098	.515	.680	.302	.175	.525	1.904
	Factor3_InnovationQuality	.174	.158	.150	1.101	.284	-.156	.504	.463	.239	.136	.820	1.219

a. Dependent Variable: DV\_DefenceInCrisis

### Correlations

	DV_DefenceInCrisis	Factor1_GovernanceResponsibility	Factor2_LocalSincerity	Factor3_InnovationQuality
Pearson Correlation	DV_DefenceInCrisis	1.000	.803	.680
	Factor1_GovernanceResponsibility	.803	1.000	.689
	Factor2_LocalSincerity	.680	.689	1.000
	Factor3_InnovationQuality	.463	.424	.291
				1.000

Table 20: Linear Regression Analysis – Dependent Variable Purchase Intention (German members)

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.976 <sup>a</sup>	.953	.917	.25669	.953	26.402	10	13	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_LocalFit, IV\_Innovation, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_WorkplaceResponsibility, IV\_ProductServiceQuality, IV\_LeadershipCredibility, IV\_SincerityLongTerm

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	-1.915	.567		-3.375	.005	-3.141	-.689						
	IV_GovernanceEthics	.736	.257	.667	2.867	.013	.181	1.290	.670	.622	.172	.067	15.012	
	IV_LeadershipCredibility	-.385	.255	-.434	-1.508	.156	-.936	.167	.704	-.386	-.091	.044	22.975	
	IV_SocialResponsibility	.139	.317	.135	.437	.669	-.546	.823	.802	.120	.026	.038	26.464	
	IV_EnvironmentalResponsibility	-.010	.146	-.013	-.068	.947	-.326	.306	.862	-.019	-.004	.103	9.706	
	IV_WorkplaceResponsibility	-.017	.263	-.017	-.066	.949	-.586	.551	.744	-.018	-.004	.057	17.652	
	IV_ProductServiceQuality	.509	.187	.485	2.723	.017	.105	.912	.728	.603	.164	.114	8.788	
	IV_Innovation	-.192	.159	-.146	-1.210	.248	-.536	.151	.425	-.318	-.073	.248	4.031	
	IV_LocalFit	.592	.154	.577	3.857	.002	.261	.924	.680	.731	.232	.161	6.207	
	IV_SincerityLongTerm	-.015	.230	-.020	-.065	.949	-.512	.482	.754	-.018	-.004	.040	25.292	
	IV_SponsorStrength	.125	.123	.138	1.021	.326	-.140	.390	.420	.272	.061	.197	5.078	

a. Dependent Variable: DV\_Purchase

Table 21: Factor Analysis – UK supporters

### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.729
Bartlett's Test of Sphericity	Approx. Chi-Square	358.938
	df	45
	Sig.	<.001

### Rotated Component Matrix<sup>a</sup>

	Component	
	1	2
IV_GovernanceEthics	.637	.582
IV_LeadershipCredibility	.755	.431
IV_SocialResponsibility	.861	.168
IV_EnvironmentalResponsibility	.480	.594
IV_WorkplaceResponsibility	.854	.051
IV_ProductsServiceQuality	.127	.884
IV_Innovation	.145	.947
IV_LocalFit	.840	.047
IV_SincerityLongTerm	.847	.026
IV_SponsorStrength	-.066	.896

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

### Total Variance Explained

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.239	52.388	52.388	4.144	41.436	41.436
2	2.297	22.975	75.363	3.393	33.926	75.363

Extraction Method: Principal Component Analysis.

Table 22: Linear Regression Analysis – Dependent Variable Governance Credibility (UK supporters)

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.949 <sup>a</sup>	.900	.864	.27946	.900	25.236	10	28	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_LocalFit, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_ProductsServiceQuality, IV\_GovernanceEthics, IV\_WorkplaceResponsibility, IV\_LeadershipCredibility, IV\_SincerityLongTerm, IV\_Innovation

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.282	.258			-1.094	.283	-.810	.246					
	IV_GovernanceEthics	.046	.120	.049	.381	.706		-.200	.292	.773	.072	.023	.214	4.664
	IV_LeadershipCredibility	.121	.119	.140	1.021	.316		-.122	.364	.780	.189	.061	.189	5.283
	IV_SocialResponsibility	.015	.114	.021	.135	.893		-.218	.248	.669	.026	.008	.150	6.651
	IV_EnvironmentalResponsibility	.164	.109	.202	1.505	.144		-.059	.387	.642	.274	.090	.198	5.041
	IV_WorkplaceResponsibility	.055	.075	.087	.726	.474		-.100	.209	.622	.136	.043	.250	4.002
	IV_ProductsServiceQuality	-.085	.108	-.104	-.789	.437		-.307	.136	.478	-.148	-.047	.205	4.876
	IV_Innovation	.140	.170	.169	.827	.415		-.207	.487	.584	.154	.049	.085	11.756
	IV_LocalFit	.480	.144	.605	3.332	.002		.185	.775	.802	.533	.199	.108	9.252
	IV_SincerityLongTerm	-.044	.138	-.056	-.315	.755		-.327	.240	.741	-.059	-.019	.113	8.853
	IV_SponsorStrength	.148	.111	.165	1.332	.193		-.080	.376	.377	.244	.080	.231	4.323

a. Dependent Variable: DV\_GovernanceCredibility

Table 23: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Governance Credibility (UK supporters)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.913 <sup>a</sup>	.833	.823	.31898	.833	89.600	2	36	<.001

a. Predictors: (Constant), Factor6\_ImageStrength, Factor5\_ValueBasedIntegrity

Coefficients <sup>a</sup>													
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Zero-order	Correlations		Collinearity Statistics	
							Lower Bound	Upper Bound		Partial	Part	Tolerance	VIF
1	(Constant)	3.144	.051		61.546	<.001	3.040	3.247					
	Factor5_ValueBasedIntegrity	.598	.052	.788	11.557	<.001	.493	.703	.788	.888	.788	1.000	1.000
	Factor6_ImageStrength	.350	.052	.460	6.755	<.001	.245	.454	.460	.748	.460	1.000	1.000

a. Dependent Variable: DV\_GovernanceCredibility

Table 24: Linear Regression Analysis – Dependent Variable Trust (UK supporters)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.988 <sup>a</sup>	.976	.967	.12498	.976	112.534	10	28	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_LocalFit, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_ProductsServiceQuality, IV\_GovernanceEthics, IV\_WorkplaceResponsibility, IV\_LeadershipCredibility, IV\_SincerityLongTerm, IV\_Innovation

Coefficients <sup>a</sup>													
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Zero-order	Correlations		Collinearity Statistics	
							Lower Bound	Upper Bound		Partial	Part	Tolerance	VIF
1	(Constant)	.067	.115		.586	.563	-.168	.303					
	IV_GovernanceEthics	.018	.054	.022	.344	.733	-.091	.128	.830	.065	.010	.214	4.664
	IV_LeadershipCredibility	.188	.053	.240	3.549	.001	.080	.297	.850	.557	.105	.189	5.283
	IV_SocialResponsibility	.077	.051	.115	1.515	.141	-.027	.181	.758	.275	.045	.150	6.651
	IV_EnvironmentalResponsibility	.125	.049	.169	2.555	.016	.025	.224	.736	.435	.075	.198	5.041
	IV_WorkplaceResponsibility	.081	.034	.142	2.412	.023	.012	.150	.681	.415	.071	.250	4.002
	IV_ProductsServiceQuality	.124	.048	.166	2.558	.016	.025	.223	.639	.435	.075	.205	4.876
	IV_Innovation	.024	.076	.032	.314	.756	-.131	.179	.689	.059	.009	.085	11.756
	IV_LocalFit	.261	.064	.363	4.057	<.001	.129	.393	.698	.608	.119	.108	9.252
	IV_SincerityLongTerm	-.038	.062	-.053	-.607	.549	-.164	.089	.669	-.114	-.018	.113	8.853
	IV_SponsorStrength	.159	.050	.196	3.202	.003	.057	.261	.505	.518	.094	.231	4.323

a. Dependent Variable: DV\_Trust

Table 25: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Trust (UK supporters)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.983 <sup>a</sup>	.967	.965	.12874	.967	525.417	2	36	<.001

a. Predictors: (Constant), Factor6\_ImageStrength, Factor5\_ValueBasedIntegrity

		Coefficients <sup>a</sup>												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3.226	.021		156.466	<.001	3.184	3.267						
	Factor5_ValueBasedIntegrity	.530	.021	.770	25.383	<.001	.488	.572	.770	.973	.770	1.000	1.000	
	Factor6_ImageStrength	.421	.021	.612	20.163	<.001	.379	.463	.612	.958	.612	1.000	1.000	

a. Dependent Variable: DV\_Trust

Table 26: Linear Regression Analysis – Dependent Variable Purchase Intention (UK supporters)

		Model Summary							Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change			
1	.908 <sup>a</sup>	.824	.761	.28822	.824	13.111	10	28	<.001			

a. Predictors: (Constant), IV\_SponsorStrength, IV\_LocalFit, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_ProductServiceQuality, IV\_GovernanceEthics, IV\_WorkplaceResponsibility, IV\_LeadershipCredibility, IV\_SincerityLongTerm, IV\_Innovation

		Coefficients <sup>a</sup>											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.830	.266		3.125	.004	.286	1.374					
	IV_GovernanceEthics	.365	.124	.504	2.946	.006	.111	.618	.833	.486	.234	.214	4.664
	IV_LeadershipCredibility	-.003	.122	-.004	-.025	.980	-.253	.247	.710	-.005	-.002	.189	5.283
	IV_SocialResponsibility	.041	.117	.071	.347	.731	-.200	.281	.604	.066	.028	.150	6.651
	IV_EnvironmentalResponsibility	-.005	.112	-.009	-.049	.962	-.236	.225	.594	-.009	-.004	.198	5.041
	IV_WorkplaceResponsibility	.021	.078	.043	.274	.786	-.138	.181	.559	.052	.022	.250	4.002
	IV_ProductServiceQuality	.108	.111	.170	.972	.340	-.120	.337	.593	.181	.077	.205	4.876
	IV_Innovation	.190	.175	.295	1.085	.287	-.168	.548	.630	.201	.086	.085	11.756
	IV_LocalFit	.155	.148	.252	1.047	.304	-.149	.460	.664	.194	.083	.108	9.252
	IV_SincerityLongTerm	-.022	.143	-.037	-.156	.877	-.314	.270	.599	-.029	-.012	.113	8.853
	IV_SponsorStrength	-.154	.115	-.221	-1.342	.190	-.389	.081	.396	-.246	-.106	.231	4.323

a. Dependent Variable: DV\_Purchase

		Correlations										
		DV_Purchase	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength
Pearson Correlation	DV_Purchase	1.000	.833	.710	.604	.594	.559	.593	.630	.664	.599	.396
	IV_GovernanceEthics	.833	1.000	.796	.598	.495	.520	.516	.592	.576	.510	.532
	IV_LeadershipCredibility	.710	.796	1.000	.746	.521	.612	.354	.485	.574	.581	.403
	IV_SocialResponsibility	.604	.598	.746	1.000	.611	.826	.252	.225	.538	.582	.086
	IV_EnvironmentalResponsibility	.594	.495	.521	.611	1.000	.567	.571	.667	.309	.268	.337
	IV_WorkplaceResponsibility	.559	.520	.612	.826	.567	1.000	.179	.152	.538	.565	-.055
	IV_ProductServiceQuality	.593	.516	.354	.252	.571	.179	1.000	.860	.201	.195	.693
	IV_Innovation	.630	.592	.485	.225	.667	.152	.860	1.000	.225	.200	.784
	IV_LocalFit	.664	.576	.574	.538	.309	.538	.201	.225	1.000	.920	.009
	IV_SincerityLongTerm	.599	.510	.581	.582	.268	.565	.195	.200	.920	1.000	.032
	IV_SponsorStrength	.396	.532	.403	.086	.337	-.055	.693	.784	.009	.032	1.000

Table 27: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Purchase Intention (UK supporters)

		Model Summary					Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	
1	.864 <sup>a</sup>	.746	.732	.30515	.746	52.971	2	36	<.001	

a. Predictors: (Constant), Factor6\_ImageStrength, Factor5\_ValueBasedIntegrity

		Coefficients <sup>a</sup>											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.046	.049		62.341	<.001	2.947	3.145					
	Factor5_ValueBasedIntegrity	.396	.050	.672	8.008	<.001	.296	.497	.672	.800	.672	1.000	1.000
	Factor6_ImageStrength	.320	.050	.543	6.467	<.001	.220	.420	.543	.733	.543	1.000	1.000

a. Dependent Variable: DV\_Purchase

Table 28: Linear Regression Analysis – Dependent Variable Recommendation (UK supporters)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Sig. F Change
						F Change	df1	df2		
1	.968 <sup>a</sup>	.938	.916	.20369	.938	42.310	10	28		<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_LocalFit, IV\_EnvironmentalResponsibility, IV\_SocialResponsibility, IV\_ProductsServiceQuality, IV\_GovernanceEthics, IV\_WorkplaceResponsibility, IV\_LeadershipCredibility, IV\_SincerityLongTerm, IV\_Innovation

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
						Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	.258		1.374	.180	-.127	.643						
	IV_GovernanceEthics	.065	.075	.741	.465	-.114	.244	.775	.139	.035	.214	4.664	
	IV_LeadershipCredibility	-.007	-.009	-.083	.934	-.184	.170	.715	-.016	-.004	.189	5.283	
	IV_SocialResponsibility	.242	.354	2.916	.007	.072	.412	.609	.483	.137	.150	6.651	
	IV_EnvironmentalResponsibility	-.147	-.196	-1.850	.075	-.310	.016	.673	-.330	-.087	.198	5.041	
	IV_WorkplaceResponsibility	.063	.108	1.150	.260	-.049	.176	.504	.212	.054	.250	4.002	
	IV_ProductsServiceQuality	.178	.235	2.259	.032	.017	.339	.811	.393	.106	.205	4.876	
	IV_Innovation	.438	.572	3.543	.001	.185	.691	.836	.556	.167	.085	11.756	
	IV_LocalFit	.020	.187	.853		-.195	.235	.494	.035	.009	.108	9.252	
	IV_SincerityLongTerm	.050	.069	.495	.624	-.157	.256	.504	.093	.023	.113	8.853	
	IV_SponsorStrength	.039	.047	.478	.636	-.127	.205	.655	.090	.023	.231	4.323	

a. Dependent Variable: DV\_Recommendation

Correlations												
	DV_Recommendation	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductsServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength	
Pearson Correlation	DV_Recommendation	1.000	.775	.715	.609	.673	.504	.811	.836	.494	.504	.655
	IV_GovernanceEthics	.775	1.000	.796	.598	.495	.520	.516	.592	.576	.510	.532
	IV_LeadershipCredibility	.715	.796	1.000	.746	.521	.612	.354	.485	.574	.581	.403
	IV_SocialResponsibility	.609	.598	.746	1.000	.611	.826	.252	.225	.538	.582	.086
	IV_EnvironmentalResponsibility	.673	.495	.521	.611	1.000	.567	.571	.667	.309	.268	.337
	IV_WorkplaceResponsibility	.504	.520	.612	.826	.567	1.000	.179	.152	.538	.565	-.055
	IV_ProductsServiceQuality	.811	.516	.354	.252	.571	.179	1.000	.860	.201	.195	.693
	IV_Innovation	.836	.592	.485	.225	.667	.152	.860	1.000	.225	.200	.784
	IV_LocalFit	.494	.576	.574	.538	.309	.538	.201	.225	1.000	.920	.009
	IV_SincerityLongTerm	.504	.510	.581	.582	.268	.565	.195	.200	.920	1.000	.032
	IV_SponsorStrength	.655	.532	.403	.086	.337	-.055	.693	.784	.009	.032	1.000

Table 29: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Recommendation (UK supporters)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Sig. F Change
						F Change	df1	df2		
1	.949 <sup>a</sup>	.901	.895	.22734	.901	163.059	2	36		<.001

a. Predictors: (Constant), Factor6\_ImageStrength, Factor5\_ValueBasedIntegrity

Coefficients <sup>a</sup>												
Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
						Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.056		83.958	<.001	2.983	3.130					
	Factor5_ValueBasedIntegrity	.376	.536	10.198	<.001	.301	.451	.536	.862	.536	1.000	1.000
	Factor6_ImageStrength	.550	.783	14.904	<.001	.475	.624	.783	.928	.783	1.000	1.000

a. Dependent Variable: DV\_Recommendation

Table 30: Factor Analysis – UK members

**KMO and Bartlett's Test**

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	306.680
	df	45
	Sig.	<.001

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.209	42.094	42.094	4.209	42.094	42.094	3.953	39.526	39.526
2	2.611	26.114	68.208	2.611	26.114	68.208	2.868	28.683	68.208
3	.907	9.072	77.280						
4	.831	8.311	85.591						
5	.513	5.133	90.724						
6	.375	3.753	94.478						
7	.203	2.034	96.512						
8	.164	1.642	98.154						
9	.097	.971	99.125						
10	.088	.875	100.000						

Extraction Method: Principal Component Analysis.

**Rotated Component Matrix<sup>a</sup>**

	Component	
	1	2
IV_GovernanceEthics	.794	.140
IV_LeadershipCredibility	.873	.069
IV_SocialResponsibility	.809	-.239
IV_EnvironmentalResponsibility	.578	.284
IV_WorkplaceResponsibility	.863	-.311
IV_ProductsServiceQuality	-.027	.931
IV_Innovation	.075	.920
IV_LocalFit	.601	-.423
IV_SincerityLongTerm	.651	-.141
IV_SponsorStrength	-.189	.835

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

Table 31: Linear Regression Analysis – Dependent Variable Governance Credibility (UK member)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.934 <sup>a</sup>	.872	.835	.16563	.872	23.238	10	34	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_EnvironmentalResponsibility, IV\_SincerityLongTerm, IV\_LocalFit, IV\_SocialResponsibility, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_ProductsServiceQuality, IV\_LeadershipCredibility

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
						Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	-.130		-.405	.688	-.783	.522						
	IV_GovernanceEthics	.361	.095	.535	3.801	<.001	.168	.554	.742	.546	.233	.189	5.278
	IV_LeadershipCredibility	-.123	.098	-.197	-1.256	.218	-.322	.076	.670	-.211	-.077	.153	6.556
	IV_SocialResponsibility	.012	.049	.028	.242	.810	-.087	.111	.460	.041	.015	.282	3.552
	IV_EnvironmentalResponsibility	.099	.050	.176	1.990	.055	-.002	.199	.526	.323	.122	.482	2.077
	IV_WorkplaceResponsibility	.105	.050	.292	2.095	.044	.003	.206	.555	.338	.128	.193	5.188
	IV_ProductsServiceQuality	.089	.081	.160	1.092	.283	-.076	.253	.334	.184	.067	.175	5.708
	IV_Innovation	.078	.068	.161	1.152	.257	-.060	.216	.399	.194	.071	.192	5.219
	IV_LocalFit	.328	.070	.405	4.715	<.001	.186	.469	.493	.629	.289	.509	1.964
	IV_SincerityLongTerm	-.048	.053	-.078	-.898	.375	-.155	.060	.397	-.152	-.055	.495	2.020
	IV_SponsorStrength	.135	.052	.262	2.596	.014	.029	.241	.204	.407	.159	.369	2.707

a. Dependent Variable: DV\_GovernanceCredibility

Correlations												
	DV_GovernanceCredibility	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductsServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength	
Pearson Correlation	DV_GovernanceCredibility	1.000	.742	.670	.460	.526	.555	.334	.399	.493	.397	.204
	IV_GovernanceEthics	.742	1.000	.871	.502	.225	.557	.065	.165	.399	.349	-.035
	IV_LeadershipCredibility	.670	.871	1.000	.670	.380	.673	-.034	.087	.398	.370	-.085
	IV_SocialResponsibility	.460	.502	.670	1.000	.415	.807	-.255	-.221	.418	.487	-.261
	IV_EnvironmentalResponsibility	.526	.225	.380	.415	1.000	.481	.177	.301	.192	.245	.066
	IV_WorkplaceResponsibility	.555	.557	.673	.807	.481	1.000	-.299	-.249	.560	.568	-.395
	IV_ProductsServiceQuality	.334	.065	-.034	-.255	.177	-.299	1.000	.861	-.332	-.021	.729
	IV_Innovation	.399	.165	.087	-.221	.301	-.249	.861	1.000	-.264	-.012	.618
	IV_LocalFit	.493	.399	.398	.418	.192	.560	-.332	-.264	1.000	.541	-.452
	IV_SincerityLongTerm	.397	.349	.370	.487	.245	.568	-.021	-.012	.541	1.000	-.285
	IV_SponsorStrength	.204	-.035	-.085	-.261	.066	-.395	.729	.618	-.452	-.285	1.000

Table 32: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Governance Credibility (UK member)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.863 <sup>a</sup>	.745	.733	.21071	.745	61.293	2	42	<.001

a. Predictors: (Constant), Factor8\_ImageStrength2, Factor7\_ValueBasedIntegrity2

Coefficients <sup>a</sup>														
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound Upper Bound		Correlations Zero-order Partial Part			Collinearity Statistics Tolerance VIF		
1	(Constant)	3.387	.031		107.843	<.001	3.324	3.451						
	Factor7_ValueBasedIntegrity2	.318	.032	.780	10.007	<.001	.254	.382	.780	.839	.780	1.000	1.000	
	Factor8_ImageStrength2	.151	.032	.369	4.739	<.001	.086	.215	.369	.590	.369	1.000	1.000	

a. Dependent Variable: DV\_GovernanceCredibility

Table 33: Linear Regression Analysis– Dependent Variable Leadership Credibility (UK members)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.947 <sup>a</sup>	.896	.865	.16895	.896	29.286	10	34	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_EnvironmentalResponsibility, IV\_SincerityLongTerm, IV\_LocalFit, IV\_SocialResponsibility, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_ProductsServiceQuality, IV\_LeadershipCredibility

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound Upper Bound		Correlations Zero-order Partial Part			Collinearity Statistics Tolerance VIF	
1	(Constant)	-.294	.327		-.897	.376	-.959	.372					
	IV_GovernanceEthics	.002	.097	.002	.018	.985	-.195	.199	.705	.003	.001	.189	5.278
	IV_LeadershipCredibility	.193	.100	.274	1.937	.061	-.010	.396	.782	.315	.107	.153	6.556
	IV_SocialResponsibility	.026	.050	.055	.532	.598	-.075	.128	.644	.091	.029	.282	3.552
	IV_EnvironmentalResponsibility	.058	.051	.091	1.145	.260	-.045	.161	.583	.193	.063	.482	2.077
	IV_WorkplaceResponsibility	.160	.051	.396	3.141	.003	.056	.263	.739	.474	.174	.193	5.188
	IV_ProductsServiceQuality	-.083	.083	-.133	-1.005	.322	-.251	.085	.085	-.170	-.056	.175	5.708
	IV_Innovation	.212	.069	.386	3.053	.004	.071	.353	.229	.464	.169	.192	5.219
	IV_LocalFit	.370	.071	.404	5.216	<.001	.226	.514	.607	.667	.288	.509	1.964
	IV_SincerityLongTerm	-.028	.054	-.041	-.515	.610	-.138	.082	.496	-.088	-.029	.495	2.020
	IV_SponsorStrength	.116	.053	.199	2.189	.036	.008	.224	-.018	.352	.121	.369	2.707

a. Dependent Variable: DV\_LeadershipCredibility

Table 34: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Leadership Credibility (UK members)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	
1	.903 <sup>a</sup>	.816	.807	.20212	.816	93.190	2	42	<.001	

a. Predictors: (Constant), Factor8\_ImageStrength2, Factor7\_ValueBasedIntegrity2

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Zero-order	Correlations		Collinearity Statistics	
							Lower Bound	Upper Bound		Partial	Part	Tolerance	VIF
1	(Constant)	3.342	.030		110.926	<.001	3.281	3.403					
	Factor7_ValueBasedIntegrity2	.411	.030	.892	13.483	<.001	.349	.472	.892	.901	.892	1.000	1.000
	Factor8_ImageStrength2	.065	.030	.142	2.139	.038	.004	.127	.142	.313	.142	1.000	1.000

a. Dependent Variable: DV\_LeadershipCredibility

Table 35: Linear Regression Analysis– Dependent Variable Trust (UK members)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	
1	.941 <sup>a</sup>	.886	.853	.16856	.886	26.489	10	34	<.001	

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_EnvironmentalResponsibility, IV\_SincerityLongTerm, IV\_LocalFit, IV\_SocialResponsibility, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_ProductsServiceQuality, IV\_LeadershipCredibility

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Zero-order	Correlations		Collinearity Statistics	
							Lower Bound	Upper Bound		Partial	Part	Tolerance	VIF
1	(Constant)	.073	.327		.223	.825	-.591	.737					
	IV_GovernanceEthics	.200	.097	.275	2.073	.046	.004	.397	.642	.335	.120	.189	5.278
	IV_LeadershipCredibility	.018	.100	.027	.182	.857	-.184	.220	.684	.031	.011	.153	6.556
	IV_SocialResponsibility	.117	.050	.257	2.358	.024	.016	.218	.567	.375	.136	.282	3.552
	IV_EnvironmentalResponsibility	.215	.050	.355	4.263	<.001	.113	.318	.689	.590	.247	.482	2.077
	IV_WorkplaceResponsibility	.004	.051	.010	.073	.942	-.100	.107	.538	.012	.004	.193	5.188
	IV_ProductsServiceQuality	-.068	.083	-.115	-.829	.413	-.236	.099	.356	-.141	-.048	.175	5.708
	IV_Innovation	.154	.069	.295	2.233	.032	.014	.295	.469	.358	.129	.192	5.219
	IV_LocalFit	.099	.071	.113	1.398	.171	-.045	.243	.306	.233	.081	.509	1.964
	IV_SincerityLongTerm	.101	.054	.154	1.875	.069	-.008	.211	.442	.306	.108	.495	2.020
	IV_SponsorStrength	.188	.053	.337	3.541	.001	.080	.295	.281	.519	.205	.369	2.707

a. Dependent Variable: DV\_Trust

Correlations													
		DV_Trust	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductsServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength	
Pearson Correlation	DV_Trust	1.000											
	IV_GovernanceEthics	.642	1.000										
	IV_LeadershipCredibility	.684	.871	1.000									
	IV_SocialResponsibility	.567	.502	.670	1.000								
	IV_EnvironmentalResponsibility	.689	.225	.380	.415	1.000							
	IV_WorkplaceResponsibility	.538	.557	.673	.807	.481	1.000						
	IV_ProductsServiceQuality	.356	.065	-.034	-.255	.177	-.299	1.000					
	IV_Innovation	.469	.165	.087	-.221	.301	-.249	.861	1.000				
	IV_LocalFit	.306	.399	.398	.418	.192	.560	-.332	-.264	1.000			
	IV_SincerityLongTerm	.442	.349	.370	.487	.245	.568	-.021	-.012	.541	1.000		
	IV_SponsorStrength	.281	-.035	-.085	-.261	.066	-.395	.729	.618	-.452	-.285	1.000	

Table 36: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Trust (UK members)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.914 <sup>a</sup>	.836	.828	.18214	.836	106.981	2	42	<.001

a. Predictors: (Constant), Factor8\_ImageStrength2, Factor7\_ValueBasedIntegrity2

Coefficients <sup>a</sup>														
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3.387	.027		124.727	<.001	3.332	3.441						
	Factor7_ValueBasedIntegrity2	.349	.027	.794	12.700	<.001	.293	.404	.794	.891	.794	1.000	1.000	
	Factor8_ImageStrength2	.199	.027	.454	7.257	<.001	.144	.255	.454	.746	.454	1.000	1.000	

a. Dependent Variable: DV\_Trust

Table 37: L

Linear Regression Analysis – Dependent Variable Admiration (UK members)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.934 <sup>a</sup>	.872	.834	.20817	.872	23.133	10	34	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_EnvironmentalResponsibility, IV\_SincerityLongTerm, IV\_LocalFit, IV\_SocialResponsibility, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_ProductsServiceQuality, IV\_LeadershipCredibility

Coefficients <sup>a</sup>													
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.188	.403		.466	.644	-.632	1.008					
	IV_GovernanceEthics	.038	.119	.045	.316	.754	-.205	.280	.652	.054	.019	.189	5.278
	IV_LeadershipCredibility	.166	.123	.213	1.352	.185	-.084	.416	.768	.226	.083	.153	6.556
	IV_SocialResponsibility	.196	.061	.370	3.197	.003	.071	.321	.787	.481	.196	.282	3.552
	IV_EnvironmentalResponsibility	.094	.062	.133	1.506	.141	-.033	.220	.584	.250	.092	.482	2.077
	IV_WorkplaceResponsibility	.093	.063	.207	1.478	.149	-.035	.220	.755	.246	.091	.193	5.188
	IV_ProductsServiceQuality	-.035	.102	-.051	-.346	.731	-.243	.172	.097	-.059	-.021	.175	5.708
	IV_Innovation	.099	.085	.163	1.162	.253	-.074	.273	.176	.195	.071	.192	5.219
	IV_LocalFit	-.006	.087	-.006	-.073	.942	-.184	.171	.395	-.013	-.005	.509	1.964
	IV_SincerityLongTerm	.170	.067	.223	2.553	.015	.035	.305	.585	.401	.157	.495	2.020
	IV_SponsorStrength	.131	.065	.202	2.003	.053	-.002	.264	.016	.325	.123	.369	2.707

a. Dependent Variable: DV\_Admiration

Correlations												
		DV_Admiration	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductsServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength
Pearson Correlation	DV_Admiration	1.000	.652	.768	.787	.584	.755	.097	.176	.395	.585	.016
	IV_GovernanceEthics	.652	1.000	.871	.502	.225	.557	.065	.165	.399	.349	-.035
	IV_LeadershipCredibility	.768	.871	1.000	.670	.380	.673	-.034	.087	.398	.370	-.085
	IV_SocialResponsibility	.787	.502	.670	1.000	.415	.807	-.255	-.221	.418	.487	-.261
	IV_EnvironmentalResponsibility	.584	.225	.380	.415	1.000	.481	.177	.301	.192	.245	.066
	IV_WorkplaceResponsibility	.755	.557	.673	.807	.481	1.000	-.299	-.249	.560	.568	-.395
	IV_ProductsServiceQuality	.097	.065	-.034	-.255	.177	-.299	1.000	.861	-.332	-.021	.729
	IV_Innovation	.176	.165	.087	-.221	.301	-.249	.861	1.000	-.264	-.012	.618
	IV_LocalFit	.395	.399	.398	.418	.192	.560	-.332	-.264	1.000	.541	-.452
	IV_SincerityLongTerm	.585	.349	.370	.487	.245	.568	-.021	-.012	.541	1.000	-.285
	IV_SponsorStrength	.016	-.035	-.085	-.261	.066	-.395	.729	.618	-.452	-.285	1.000

Table 38: Linear Regression Analysis (Factor-based Regression) – Dependent Variable *Admiration (UK members)*

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.904 <sup>a</sup>	.818	.809	.22320	.818	94.394	2	42	<.001

a. Predictors: (Constant), Factor8\_ImageStrength2, Factor7\_ValueBasedIntegrity2

Coefficients <sup>a</sup>														
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3.278	.033		98.511	<.001	3.211	3.345						
	Factor7_ValueBasedIntegrity2	.456	.034	.892	13.552	<.001	.388	.524	.892	.902	.892	1.000	1.000	
	Factor8_ImageStrength2	.076	.034	.149	2.262	.029	.008	.144	.149	.330	.149	1.000	1.000	

a. Dependent Variable: DV\_Admiration

Table 39: Linear Regression Analysis – Dependent Variable *Sense of Belonging (UK members)*

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.935 <sup>a</sup>	.875	.838	.19646	.875	23.835	10	34	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_EnvironmentalResponsibility, IV\_SincerityLongTerm, IV\_LocalFit, IV\_SocialResponsibility, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_ProductsServiceQuality, IV\_LeadershipCredibility

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.226	.381		-.593	.557	-1.000	.548					
	IV_GovernanceEthics	.461	.113	.570	4.095	<.001	.232	.690	.665	.575	.248	.189	5.278
	IV_LeadershipCredibility	-.165	.116	-.220	-1.419	.165	-.400	.071	.632	-.236	-.086	.153	6.556
	IV_SocialResponsibility	.035	.058	.070	.612	.544	-.082	.153	.504	.104	.037	.282	3.552
	IV_EnvironmentalResponsibility	.279	.059	.415	4.749	<.001	.160	.399	.651	.631	.288	.482	2.077
	IV_WorkplaceResponsibility	.020	.059	.048	.344	.733	-.100	.141	.551	.059	.021	.193	5.188
	IV_ProductsServiceQuality	-.002	.096	-.004	-.025	.980	-.198	.193	.355	-.004	-.002	.175	5.708
	IV_Innovation	.080	.081	.137	.989	.330	-.084	.244	.440	.167	.060	.192	5.219
	IV_LocalFit	-.036	.082	-.037	-.432	.668	-.203	.132	.314	-.074	-.026	.509	1.964
	IV_SincerityLongTerm	.275	.063	.377	4.380	<.001	.148	.403	.577	.601	.265	.495	2.020
	IV_SponsorStrength	.128	.062	.207	2.077	.045	.003	.254	.187	.336	.126	.369	2.707

a. Dependent Variable: DV\_SenseOfBelonging

Correlations														
		DV_SenseOfBelonging	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductsServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength		
Pearson Correlation	DV_SenseOfBelonging	1.000												
	IV_GovernanceEthics	.665	1.000											
	IV_LeadershipCredibility	.632	.871	1.000										
	IV_SocialResponsibility	.504	.502	.670	1.000									
	IV_EnvironmentalResponsibility	.651	.225	.380	.415	1.000								
	IV_WorkplaceResponsibility	.551	.557	.673	.807	.481	1.000							
	IV_ProductsServiceQuality	.355	.065	-.034	-.255	.177	-.299	1.000						
	IV_Innovation	.440	.165	.087	-.221	.301	-.249	.861	1.000					
	IV_LocalFit	.314	.399	.398	.418	.192	.560	-.332	-.264	1.000				
	IV_SincerityLongTerm	.577	.349	.370	.487	.245	.568	-.021	-.012	.541	1.000			
	IV_SponsorStrength	.187	-.035	-.085	-.261	.066	-.395	.729	.618	-.452	-.285	1.000		

Table 40: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Sense of Belonging (UK members)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.891 <sup>a</sup>	.795	.785	.22676	.795	81.221	2	42	<.001

a. Predictors: (Constant), Factor8\_ImageStrength2, Factor7\_ValueBasedIntegrity2

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.247	.034		96.048	<.001	3.178	3.315					
	Factor7_ValueBasedIntegrity2	.387	.034	.792	11.327	<.001	.318	.456	.792	.868	.792	1.000	1.000
	Factor8_ImageStrength2	.200	.034	.409	5.842	<.001	.131	.269	.409	.670	.409	1.000	1.000

a. Dependent Variable: DV\_SenseOfBelonging

Table 41: Linear Regression Analysis – Dependent Variable Recommendation (UK members)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.833 <sup>a</sup>	.693	.603	.32318	.693	7.680	10	34	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_EnvironmentalResponsibility, IV\_SincerityLongTerm, IV\_LocalFit, IV\_SocialResponsibility, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_ProductsServiceQuality, IV\_LeadershipCredibility

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.093	.626		-.149	.883	-1.366	1.180					
	IV_GovernanceEthics	.147	.185	.173	.793	.433	-.230	.524	.565	.135	.075	.189	5.278
	IV_LeadershipCredibility	.131	.191	.167	.685	.498	-.257	.519	.584	.117	.065	.153	6.556
	IV_SocialResponsibility	.086	.095	.161	.899	.375	-.108	.279	.410	.152	.085	.282	3.552
	IV_EnvironmentalResponsibility	.145	.097	.205	1.501	.143	-.051	.342	.535	.249	.143	.482	2.077
	IV_WorkplaceResponsibility	.002	.097	.004	.016	.987	-.196	.200	.387	.003	.002	.193	5.188
	IV_ProductsServiceQuality	.113	.158	.162	.715	.479	-.208	.435	.464	.122	.068	.175	5.708
	IV_Innovation	.143	.133	.235	1.081	.287	-.126	.413	.529	.182	.103	.192	5.219
	IV_LocalFit	.042	.136	.041	.310	.758	-.234	.318	.186	.053	.029	.509	1.964
	IV_SincerityLongTerm	.126	.103	.165	1.220	.231	-.084	.336	.388	.205	.116	.495	2.020
	IV_SponsorStrength	.105	.102	.161	1.030	.310	-.102	.311	.309	.174	.098	.369	2.707

a. Dependent Variable: DV\_Recommendation

Correlations												
		DV_Recommendation	IV_GovernanceEthics	IV_LeadershipCredibility	IV_SocialResponsibility	IV_EnvironmentalResponsibility	IV_WorkplaceResponsibility	IV_ProductsServiceQuality	IV_Innovation	IV_LocalFit	IV_SincerityLongTerm	IV_SponsorStrength
Pearson Correlation	DV_Recommendation	1.000										
	IV_GovernanceEthics	.565	1.000									
	IV_LeadershipCredibility	.584	.871	1.000								
	IV_SocialResponsibility	.410	.502	.670	1.000							
	IV_EnvironmentalResponsibility	.535	.225	.380	.415	1.000						
	IV_WorkplaceResponsibility	.387	.557	.673	.807	.481	1.000					
	IV_ProductsServiceQuality	.464	.065	-.034	-.255	.177	-.299	1.000				
	IV_Innovation	.529	.165	.087	-.221	.301	-.249	.861	1.000			
	IV_LocalFit	.186	.399	.398	.418	.192	.560	-.332	-.264	1.000		
	IV_SincerityLongTerm	.388	.349	.370	.487	.245	.568	-.021	-.012	.541	1.000	
	IV_SponsorStrength	.309	-.035	-.085	-.261	.066	-.395	.729	.618	-.452	-.285	1.000

Table 42: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Recommendation (UK members)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.829 <sup>a</sup>	.687	.673	.29344	.687	46.197	2	42	<.001

a. Predictors: (Constant), Factor8\_ImageStrength2, Factor7\_ValueBasedIntegrity2

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3.149	.044		71.985	<.001	3.061	3.237						
	Factor7_ValueBasedIntegrity2	.333	.044	.650	7.532	<.001	.244	.422	.650	.758	.650	1.000	1.000	
	Factor8_ImageStrength2	.264	.044	.515	5.972	<.001	.175	.353	.515	.678	.515	1.000	1.000	

a. Dependent Variable: DV\_Recommendation

Table 43: Linear Regression Analysis – Dependent Variable Purchase Intention (UK members)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.899 <sup>a</sup>	.808	.752	.21969	.808	14.336	10	34	<.001

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_EnvironmentalResponsibility, IV\_SincerityLongTerm, IV\_LocalFit, IV\_SocialResponsibility, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_ProductsServiceQuality, IV\_LeadershipCredibility

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.734	.426		1.723	.094	-.132	1.599					
	IV_GovernanceEthics	-.238	.126	-.325	-1.885	.068	-.494	.019	.458	-.308	-.142	.189	5.278
	IV_LeadershipCredibility	.407	.130	.603	3.135	.004	.143	.670	.512	.474	.235	.153	6.556
	IV_SocialResponsibility	.056	.065	.123	.867	.392	-.075	.188	.355	.147	.065	.282	3.552
	IV_EnvironmentalResponsibility	-.135	.066	-.222	-2.052	.048	-.269	-.001	.274	-.332	-.154	.482	2.077
	IV_WorkplaceResponsibility	.079	.066	.203	1.187	.243	-.056	.213	.330	.200	.089	.193	5.188
	IV_ProductsServiceQuality	.535	.108	.892	4.971	<.001	.316	.754	.610	.649	.373	.175	5.708
	IV_Innovation	-.036	.090	-.069	-.400	.691	-.219	.147	.512	-.069	-.030	.192	5.219
	IV_LocalFit	.012	.092	.014	.130	.898	-.175	.199	.117	.022	.010	.509	1.964
	IV_SincerityLongTerm	.151	.070	.229	2.143	.039	.008	.293	.465	.345	.161	.495	2.020
	IV_SponsorStrength	-.031	.069	-.056	-.452	.654	-.172	.109	.313	-.077	-.034	.369	2.707

a. Dependent Variable: DV\_Purchase

Table 44: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Purchase Intention (UK members)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.760 <sup>a</sup>	.578	.558	.29321	.578	28.782	2	42	<.001

a. Predictors: (Constant), Factor8\_ImageStrength2, Factor7\_ValueBasedIntegrity2

Coefficients <sup>a</sup>														
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics		
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3.167	.044		72.448	<.001	3.078	3.255						
	Factor7_ValueBasedIntegrity2	.244	.044	.552	5.511	<.001	.154	.333	.552	.648	.552	1.000	1.000	
	Factor8_ImageStrength2	.231	.044	.523	5.215	<.001	.141	.320	.523	.627	.523	1.000	1.000	

a. Dependent Variable: DV\_Purchase

Table 45: Linear Regression– Dependent Variable Defence in Crisis (UK members)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	
1	.843 <sup>a</sup>	.710	.625	.47179	.710	8.339	10	34	<.001	

a. Predictors: (Constant), IV\_SponsorStrength, IV\_GovernanceEthics, IV\_EnvironmentalResponsibility, IV\_SincerityLongTerm, IV\_LocalFit, IV\_SocialResponsibility, IV\_Innovation, IV\_WorkplaceResponsibility, IV\_ProductsServiceQuality, IV\_LeadershipCredibility

Coefficients <sup>a</sup>													
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.253	.914		-.277	.784	-2.112	1.605					
	IV_GovernanceEthics	-.171	.271	-.134	-.631	.532	-.721	.379	.492	-.108	-.058	.189	5.278
	IV_LeadershipCredibility	.171	.279	.145	.614	.543	-.395	.737	.620	.105	.057	.153	6.556
	IV_SocialResponsibility	.271	.139	.339	1.952	.059	-.011	.554	.726	.317	.180	.282	3.552
	IV_EnvironmentalResponsibility	.046	.141	.043	.325	.747	-.241	.333	.527	.056	.030	.482	2.077
	IV_WorkplaceResponsibility	.338	.142	.500	2.381	.023	.050	.627	.739	.378	.220	.193	5.188
	IV_ProductsServiceQuality	.252	.231	.241	1.092	.283	-.217	.722	.085	.184	.101	.175	5.708
	IV_Innovation	.068	.194	.074	.353	.727	-.325	.462	.104	.060	.033	.192	5.219
	IV_LocalFit	-.008	.198	-.006	-.043	.966	-.411	.394	.341	-.007	-.004	.509	1.964
	IV_SincerityLongTerm	.052	.151	.045	.345	.732	-.255	.359	.495	.059	.032	.495	2.020
	IV_SponsorStrength	.029	.148	.029	.194	.847	-.273	.330	-.051	.033	.018	.369	2.707

a. Dependent Variable: DV\_DefenceInCrisis

Table 46: Linear Regression Analysis (Factor-based Regression) – Dependent Variable Defence in Crisis (UK members)

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	
1	.776 <sup>a</sup>	.602	.583	.49781	.602	31.721	2	42	<.001	

a. Predictors: (Constant), Factor8\_ImageStrength2, Factor7\_ValueBasedIntegrity2

Coefficients <sup>a</sup>													
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
							Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.942	.074		39.648	<.001	2.792	3.092					
	Factor7_ValueBasedIntegrity2	.595	.075	.772	7.923	<.001	.443	.746	.772	.774	.772	1.000	1.000
	Factor8_ImageStrength2	.062	.075	.080	.821	.417	-.090	.213	.080	.126	.080	1.000	1.000

a. Dependent Variable: DV\_DefenceInCrisis

Table 47: Independent t-test – High and low exposure clubs (Supporters)

Group Statistics					
	In which country do you currently live? – Selected Choice		Mean	Std. Deviation	Std. Error Mean
	N				
Do you believe that a high-profile and well-known football club can protect its reputation better in the eyes of its fans because of its popularity, even if its sponsor is facing negative publicity? – Influence of high-profile football clubs	Germany	39	3.7436	.96567	.15463
	UK	39	4.0513	.60475	.09684
Do you believe that a low-profile and less well-known football club can protect its reputation less effectively in the eyes of its fans if its sponsor is facing negative publicity? – Influence of low-profile football clubs	Germany	39	3.3077	1.10391	.17677
	UK	38	3.5263	1.10861	.17984

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Do you believe that a high-profile and well-known football club can protect its reputation better in the eyes of its fans because of its popularity, even if its sponsor is facing negative publicity? – Influence of high-profile football clubs	Equal variances assumed	12.169	<.001	-1.686	76	.048	.096	-.30769	.18245	-.67107	.05569
	Equal variances not assumed			-1.686	63.833	.048	.097	-.30769	.18245	-.67220	.05681
Do you believe that a low-profile and less well-known football club can protect its reputation less effectively in the eyes of its fans if its sponsor is facing negative publicity? – Influence of low-profile football clubs	Equal variances assumed	.130	.719	-.867	75	.194	.389	-.21862	.25216	-.72094	.28370
	Equal variances not assumed			-.867	74.930	.194	.389	-.21862	.25217	-.72098	.28373

Table 48: Independent t-test – High and low exposure clubs (Members)

Group Statistics					
	In which country do you currently live? – Selected Choice		Mean	Std. Deviation	Std. Error Mean
	N				
Do you believe that a high-profile and well-known football club can protect its reputation better in the eyes of its fans because of its popularity, even if its sponsor is facing negative publicity? – Influence of high-profile football clubs	Germany	24	3.2917	1.45898	.29781
	UK	46	4.2609	.49147	.07246
Do you believe that a low-profile and less well-known football club can protect its reputation less effectively in the eyes of its fans if its sponsor is facing negative publicity? – Influence of low-profile football clubs	Germany	24	3.4167	1.28255	.26180
	UK	45	3.8889	1.04929	.15642

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Do you believe that a high-profile and well-known football club can protect its reputation better in the eyes of its fans because of its popularity, even if its sponsor is facing negative publicity? – Influence of high-profile football clubs	Equal variances assumed	116.466	<.001	-4.103	68	<.001	<.001	-.96920	.23619	-1.44051	-.49789
	Equal variances not assumed			-3.162	25.758	.002	.004	-.96920	.30650	-1.59952	-.33889
Do you believe that a low-profile and less well-known football club can protect its reputation less effectively in the eyes of its fans if its sponsor is facing negative publicity? – Influence of low-profile football clubs	Equal variances assumed	5.493	.022	-1.646	67	.052	.104	-.47222	.28683	-1.04474	.10029
	Equal variances not assumed			-1.548	39.707	.065	.129	-.47222	.30497	-1.08873	.14428