



**Sponsorship Success at Marathons: A Multi-Stakeholder
Analysis of Event-Sponsor Congruence and Activation
Strategies on Brand Outcomes for Runners vs.
Spectators**

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Title: Sponsorship Success at Marathons: A Multi-Stakeholder Analysis of Event-Sponsor Congruence and Activation Strategies on Brand Outcomes for Runners vs. Spectators

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Abstract

In the world of sports marketing, sponsorship of marathons must evolve beyond basic brand exposure, it must adopt mechanism-based models of brand influence. This thesis addresses a critical gap in the literature by examining the distinct cognitive processing routes of high-involvement runners versus peripheral spectators, and the mediating role of event-sponsor congruence in driving success whilst building long-term relationships. A sequential mixed-methods approach was employed. First, qualitative interviews (n=23) were conducted to validate theoretical constructs while exploring stakeholder heterogeneity. A quantitative online survey (n=148) tested six hypotheses regarding the impact of on-site activation, operation, innovation, governance, social and environmental sustainability, event atmosphere, host-city appeal, and the event-sponsor fit on brand equity. The results indicate a significant divergence in stakeholder responses. Runners, who are motivated by performance goals, process sponsorship information differently than spectators, they value technical and performance-oriented integration, such as apps and timing systems, much more than spectators. Spectators are primarily influenced by the experiential route and respond most strongly to event atmosphere and entertainment-focused activations. Further analysis confirms that the event sponsor is a crucial mediator, serving as a necessary condition for translating activation quality into purchase intention. These findings suggest that universal strategies are inefficient, as potential maximization of investment return requires engagement, tailored to deliver functional utility for runners and atmospheric values for spectators.

Keywords: Marathon, Marathon-Sponsoring, Running, Purchase-Intention, Brand-Equity

Título: Sucesso do patrocínio em maratonas: uma análise multilateral da congruência entre evento e patrocinador e das estratégias de ativação nos resultados da marca para corredores vs. espectadores

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Resumo

O patrocínio corporativo de maratonas deve evoluir para além da exposição básica da marca, adotando modelos baseados em mecanismos de influência. Esta tese aborda uma lacuna crítica na literatura, examinando as distintas vias de processamento cognitivo de corredores altamente envolvidos em comparação com espectadores periféricos, e o papel mediador da congruência entre o evento e o patrocinador na promoção do sucesso comercial, ao mesmo tempo que se constroem relações de longo prazo. Foi utilizada uma abordagem sequencial de métodos mistos. Para validar os constructos teóricos, foram realizadas, primeiramente, entrevistas qualitativas ($n = 23$), que exploraram a heterogeneidade das partes interessadas. Um inquérito quantitativo online ($n = 148$) testou seis hipóteses relativas ao impacto da ativação no local, operação, inovação, governança, sustentabilidade social e ambiental, atmosfera do evento, apelo da cidade anfitriã e adequação do patrocinador do evento ao valor da marca. Há uma divergência significativa nas respostas das partes interessadas: os corredores valorizam a integração técnica e os aplicativos, enquanto os espectadores se concentram em objetivos de desempenho. Os espectadores são influenciados pela atmosfera do evento. Uma análise confirma que o patrocinador é um mediador crucial para a qualidade da ativação. Essas descobertas sugerem que estratégias universais são ineficientes.

Palavras-chave: Maratona, Patrocínio de maratonas, Corrida, Intenção de compra, Valor da marca

TABLE OF CONTENT

1. Introduction	1
2. Literature Review	3
2.1 <i>Sponsoring and Marathons</i>	3
2.1.2 <i>Definition of Sponsoring</i>	3
2.1.3 <i>Sport sponsorship</i>	3
2.2 <i>Marathon in Context</i>	4
2.3.1 <i>Stakeholder Theory and Audience Segmentation in Marathon Sponsorship</i>	4
2.3.2 <i>Operational Definitions: Runner vs. Spectator</i>	4
2.4 <i>Brand Image and Reputation</i>	5
2.5 <i>Independent variables: Marathon-related characteristics</i>	5
2.6. <i>Dependent variables and their outcome: Sponsor-related</i>	7
2.7 <i>Synthesis and conceptual gap</i>	9
2.8 <i>The Research Gap</i>	10
3. Methodology	12
3.1 <i>Demographics of the research</i>	12
3.2 <i>Research Topic and Hypotheses</i>	12
3.3 <i>Research Design</i>	15
3.4 <i>Qualitative Data Collection</i>	15
3.4.1 <i>Semi-structured Interview</i>	15
3.4.2 <i>Data analysis</i>	16
3.5 <i>Quantitative data analysis</i>	17
3.5.1 <i>Nature of the research</i>	17
3.5.2 <i>Sample Characterization</i>	17
3.5.3 <i>Method of analysis</i>	18
4. Qualitative research outcome	19
4.1 <i>Stakeholder Segmentation</i>	20
4.2. <i>Perceived event atmosphere and distinctiveness of marathons</i>	21
4.3 <i>Perceived organization, logistics, and service quality</i>	22
4.4 <i>Perception of sponsors and on-site activation quality</i>	23
4.5 <i>Perceived effects on brand image and reputation</i>	25
4.6 <i>Conclusion: Qualitative research analysis and further implications</i>	27
4.7 <i>Overall Effects on Independent Variables throughout the Qualitative Research Phase in chapter four</i>	28

5. Quantitative analysis	29
5.1 <i>Stakeholder structure: running status, age and marathon experience</i>	29
5.1.2 <i>Introduction of the Overall Sponsor Brand Equity</i>	29
5.1.3 <i>Testing the internal consistency of variables</i>	30
5.2 <i>Stakeholder Groups: Runners vs. Spectators</i>	30
5.3.1 <i>H1 – On-site activations and overall sponsor brand equity</i>	31
5.3.2 <i>H2 – Esg Engagement and Host-City appeal as drivers of trust and admiration</i>	32
5.3.3 <i>H3 – Differences between runners and spectators in the effect of innovation</i>	33
5.3.4 <i>H4 - Operations & Governance Quality affecting Brand Admiration and Consideration</i>	34
5.3.5 <i>H5 - Mediation of Event–Sponsor Fit</i>	35
5.3.6 <i>H6 - ESG increases willingness to defend</i>	36
5.4 <i>Quantitative research conclusion</i>	37
5.5 <i>Table: “Effect from every IV on every DV”</i>	39
6. Conclusion: Main findings and Conclusion	40
6.1 <i>Managerial Implications</i>	42
7. Limitations	43
8. References	45
9. Appendix	49
9.1 <i>Interview Questions (Semi-structured)</i>	49
9.2 <i>Description of the Interviewees</i>	51
9.3 <i>Survey</i>	52
9.4 <i>Quantitative research appendix</i>	57

List of Tables

TABLE 1: IV'S AND DV'S	14
TABLE 2: RESEARCH FRAMEWORK	15
TABLE 3: MOTIVATIONAL FACTORS	21
TABLE 4: EVENT ATMOSPHERE	22
TABLE 5: OPERATIONS	23
TABLE 6: ON-SITE ACTIVATIONS.....	24
TABLE 7: PERCEIVED EFFECTS IMAGE & REP	26
TABLE 8: IMPACT ON INDEPENDENT VARIABLES	27
TABLE 9: EFFECT FROM EVERY IV ON DV	39
TABLE 10: DESCRIPTION INTERVIEWS.....	51
TABLE 11: SURVEY	52
TABLE 12: QUANTITATIVE INTRO 1	57
TABLE 13: OVERALL SPONSOR BRAND EQUITY 1.....	58
TABLE 14: CRONBACHS ALPHA 1	58
TABLE 15: RUNNER VS SPECTATOR 1.....	60
TABLE 16. H1 - ON-SITE ACTIVATION.....	61
TABLE 17: H2 - ESG	62
TABLE 18: H3 - DIFFERENCES STAKEHOLDERS	65
TABLE 19: H4 - OPERATIONS & GOVERNANCE	65
TABLE 20: H5 - MEDIATION EVENT-SPONSOR.....	67
TABLE 21: H6 - WILLINGNESS TO DEFEND	71
TABLE 22: EFFECT FROM EVERY IV ON DV	73

1. INTRODUCTION

The sport of running has evolved from a niche activity to a common urban phenomenon. Unlike spectator-oriented events like football and basketball, which are primarily provide branding opportunities through visual advertising aimed at passive audiences, marathons have seen continued growth in participation (Vitti et al., 2020). Transforming major marathons into global platforms drawing tens of thousands of runners and spectators' attention. Therefore, this development can position marathons as a crucial venue for brand communication, allowing sponsors to engage both the relatively passive spectators and active runners, thereby advancing sponsorship from simple brand exposure to immersive community engagement. In comparison to sports, where fans usually remain spectators, marathons have the power to create a distinct environment, brands can be experienced as active contributors throughout the athlete's experience (Temerak & Winklhofer, 2023). Sponsorship currently passes experiential touchpoints, ranging from digital tracking devices to post-race recovery zones and panel talks (Hsiao et al., 2021). The level of emotional intensity associated with marathon participation, resulting from months and months of personal commitment, effort and discipline, shapes consumers' perceptions of the event's and sponsors' authenticity. As the participant's demographic shifts towards "New runner", who is motivated by experience rather than elite competition (Olberding & Jisha, 2005). Traditional metrics such as pure brand exposure become insufficient. Brands are therefore required to adopt complex value creation models to impactfully enhance brand equity. (Keller, 1998). Despite the fast-paced developments, literature remains outdated and does not seem to grasp the momentum. The first gap, existing research commonly treats the event attendees as a unified group, overlooking the critical differentiation within the high invested runners and less invested group of spectators (Hsiao et al., 2021). Second, there is a lack of integration of contemporary value drivers, specifically technical integration and innovation defined as the application of digital tools and technologies to enhance the participant's experience next to environmental and social engagement (ESG) commitment, referring to the event's dedication to sustainability and social responsibility. Finally, only a minor number of studies have examined the role of event-sponsor congruence, which is defined as the perceived alignment between a sponsor's identity and the character of an event, as a crucial mediating variable for successfully influencing brand equity. Accordingly, this dissertation seeks to address these gaps by examining how marathon attendees perceive sponsorship and the subsequent effects on corporate image and reputation. The primary research question:

„To what extent does event involvement strengthen (or weaken) the effect of marathon sponsorship perceptions on sponsor reputation and brand equity, and does this differ between runners and spectators?“

The study adopts a sequential mixed-methods approach. The qualitative phase confirmed key constructs and further established the thematic foundation. This was followed by a quantitative phase involving a large-scale survey, which examined the statistical relationship between sponsorship assets and brand equity outcomes.

2. LITERATURE REVIEW

2.1 SPONSORING AND MARATHONS

The international sports sponsorship industry has developed rapidly in recent years. It has become an increasingly important tool for building brand equity (Shocker, 1993). Marathon events have become unique, highly emotional moments for brands, offering opportunities to use these events as touchpoints to engage with consumers, create deep emotional connections, and act on their values (Hsiao et al., 2021; Meenaghan, 2001).

2.1.2 DEFINITION OF SPONSORING

Sponsorship is when a company or institution gives money, goods, services or expertise to support individuals, organizations or projects. It benefits all parties involved. In return for support, sponsors receive communication and marketing advantages, such as brand awareness and access to specific audiences. Sponsorship differs from donations or patronage, which are non-contractual (Bruhn, n.d.). However, well-resourced sponsorships can generate a lasting competitive advantage in the 'market' for sponsorships, which bestows a competitive advantage and higher performance in product markets (Koronios et al., 2021).

2.1.3 SPORT SPONSORSHIP

In the sports industry, sponsorship is a brand's financial investment in a sport in exchange for brand visibility, commercial goals, and association. It has shifted from philanthropy to marketing to build brand image and strengthen relationships (Gwinner et al., 2009; Meenaghan, 2001). Koronios et al. (2021) argued that sport sponsorship can be used strategically, linking sport involvement, attachment, beliefs, sponsor sincerity, sponsor image, and team performance to outcomes such as sponsor awareness, attitudes, purchase intention, and word-of-mouth. Urban events like marathons show that runners' and spectators' involvement, perceptions of sponsor sincerity, and image are central to the sponsor's reputation.

2.2 MARATHON IN CONTEXT

Over the years, marathons, being a long-distance event with a regular distance of 42,195 kilometers, have evolved into urban mass-endurance events, fostering strong, emotional connections among stakeholders (*Marathon | Distance, Length, Olympics, & History | Britannica*, 2025; Miquel-Romero et al., 2018). Next to the physical challenge, they serve as experiential touchpoints, linking sponsors and runners to their personal achievement, and therefore creating valuable brand-consumer relationships, through the usage of performance-enhancing products and presence of ESG values, ultimately building brand equity (Shocker, 1993). Additionally, each marathon differs from another, the characterizations of such an event and its related associations can be reflected in the brand finance strength index (*The Boston Marathon Ranks Fifth among the World's Strongest Marathon Brands | Press Release | Brand Finance*, 2025).

2.3.1 STAKEHOLDER THEORY AND AUDIENCE SEGMENTATION IN MARATHON

SPONSORSHIP

Marathon sponsorship is shaped by its stakeholders. According to the stakeholder theory (Donaldson & Preston, 1995), these groups' interests matter beyond shareholder value. Therefore, a stakeholder is any group that can influence or be influenced by an organization's objectives (Freeman, 2010). Consequently, it is misleading to treat runners and spectators as a single audience, as this can result in ambiguous sponsorship effects (Miquel-Romero et al., 2018).

2.3.2 OPERATIONAL DEFINITIONS: RUNNER VS. SPECTATOR

In this thesis, runners are defined as active marathon participants who share a high level of involvement in the sport and identify strongly with it due to the physical effort and preparation involved (Mael & Ashforth, 1992). Contrarily, spectators are secondary stakeholders whose involvement is more situational, driven by atmosphere, entertainment, and social support (Meenaghan, 2001; Miquel-Romero et al., 2018). As spectators rely more on peripheral cues and experiential activations than runners, who engage more through functional relevance, sponsorship tactics should be segmented by role (Gwinner et al., 2009).

2.4 BRAND IMAGE AND REPUTATION

A Brand's image refers to the associations (e.g., attributes, feelings, and attitudes) that consumers form with a brand (Keller, 1993). Contrarily, corporate reputation is a longer-term, aggregated stakeholder evaluation based on expectations and past behavior. It is way broader and rather divine to manage through marketing actions alone (Donaldson & Preston, 1995; Singh & Misra, 2021). Regarding marathons, both constructs are important because marathons serve as emotional and experiential touchpoints (Hsiao et al., 2021). Based on the image transfer theory, experienced feelings have the power to spill over to the sponsor's image and reputation (Gwinner et al., 2009), while visible commitment to environmental, social and governance (ESG) issues and organizational competence can lead to goodwill and governance quality, thereby strengthening trust and admiration (Chen et al., 2023; Elamer & Boulhaga, 2024). The high emotional intensity of marathons can further amplify these effects (Poczta & Malchrowicz-Moško, 2018).

2.5 INDEPENDENT VARIABLES: MARATHON-RELATED CHARACTERISTICS

In this dissertation, independent variables (IVs) represent the factors of the marathon that influence the dependent variables through stakeholders' (runners and spectators) perceived quality of the event. The perceived value of the event itself rigorously affects sponsors' perceived image and reputation through several dependent variables. Consequently, it seemed necessary to conduct a thorough analysis of the variables within the following section.

On-site activation

On-site activation quality stereotypically refers to the measured and perceived value added by interactive sponsor activities directly at the event location (e.g., expo on the day before the race, finish area) (Hsiao et al., 2021). Furthermore, it activates the mechanisms of goodwill as experience-oriented activities (e.g., post-race services and nutrition) tend to trigger gratitude towards the recipients.

Operations

Operations measure the perceived level of logistical execution and event services (e.g., timekeeping, catering, and transportation) (Lin et al., 2024). Outstanding operations are a mandatory requirement for generating goodwill and satisfaction among the stakeholders (Meenaghan, 2001). Bad operational services are perceived as weaknesses and correlate rather strongly with the sponsor's trust and reputation.

Innovation

Innovation commonly reflects the way the marathon introduces new value and performance, adding features that improve the overall event experience (Lin et al., 2024). Innovative elements can enhance the perceived event quality and further support positive image transfer, through positive associations with the sponsor (e.g., timing-devices, innovative analysis), displaying modernity and progress (Gwinner et al., 2009; Meenaghan, 2001).

Governance

The Governance variable measures the ethical, transparent, and effective level of management of the event (Lin et al., 2024). It encompasses organizational efficiency, compliance with guidelines, and crisis management (García-Vallejo et al., 2020; Lin et al., 2024). Governance creates trust and admiration, as high levels of integrity minimize reputational risks for the sponsor itself (Donaldson & Preston, 1995).

Social Sustainability

Social sustainability is defined as a commitment to social justice and community welfare (Miquel-Romero et al., 2018). In marathons, those values encompass diversity and inclusion (e.g., para-sports), fundraising and volunteer involvement (*Evaluation_Report_BMW_BERLIN-MARATHON_2024_ENGLISH (1)*, 2025). Those measurements commonly strengthen goodwill and trust by aligning the sponsor's brand with the ethical values of stakeholders (Donaldson & Preston, 1995; Meenaghan, 2001).

Environmental Sustainability

Environmental sustainability measures the extent to which an event is committed to minimizing its ecological footprint. This includes waste recycling, the use of renewable energy, and electric vehicles. Such measurements strongly promote the positive transfer of the brand's image to the sustainability dimension, based on image transfer theory (Gwinner et al., 2009). Thereby strengthening brand admiration and trust among environmentally conscious stakeholders.

Event Atmosphere

Event atmosphere refers to the emotional energy and mood during an event, encompassing elements such as enthusiasm, music, and audience participation (Meenaghan, 2001). A pronounced sense of excitement, or „buzz“, can facilitate image transfer, where positive emotions are directly being associated with the sponsor. This phenomenon holds particular importance for spectators, who encounter these effects directly.

Host-City Appeal

The Host city appeal variable deals with the perception of the city, such as its scenery, prestige, heritage, and infrastructure. A city's attractiveness impacts the level of loyalty and recommendation as the event becomes associated with a positive image of the city (Lin et al., 2024)). Therefore, the city can be one of the main reasons to participate in a marathon (Deelen et al., 2019).

Event-Sponsor fit

The event sponsor fit describes the perceived logical connection between the sponsoring brand and the event (Speed & Thompson, 2000). This described fit can either be functional (e.g., a running shoe brand and a marathon event) or image-based (e.g., shared values). Therefore, a high fit is the central cognitive mediator that enhances image transfer and actively reduces stakeholder skepticism (Gwinner et al., 2009).

2.6. DEPENDENT VARIABLES AND THEIR OUTCOME: SPONSOR-RELATED

The dependent variables represent the brand equity outcomes, the increase of which is the ultimate commercial objective of sponsorship (Keller, 1993; Shocker, 1993). This dissertation focuses on eight dependent variables, ranging from affective to conative and behavioral goals. These variables are used to quantify the overall value of sponsorship and to demonstrate how investments in independent variables, such as event infrastructure and organizational quality, influence the consumer purchasing process.

Relevance

Relevance is defined as the extent to which a sponsor is at the forefront of consumers' minds and is being considered as relevant within the marathon environment (Keller, 1993; Shocker, 1993). It represents the critical link between awareness and consideration. It is a direct result of the image transfer and the event sponsor fit, where the brand has successfully integrated itself into the personal lifestyle or interests of the stakeholder (e.g., running or health-related topics).

Consideration

Consideration can be defined as the likelihood that a brand will actually be included within a consumer's active decision-making process (Keller, 1993). When a brand is being perceived as relevant, it enters into an intense competition with its rivals. Furthermore, consideration is directly linked to the event sponsor-fit as well as to the quality of on-site activations, as a positive experience elevates the brand among competitors.

Trust

Trust can be defined as a stakeholder's firm belief that the brand, therefore, the sponsor acts competently, reliably, and with ethical integrity (Donaldson & Preston, 1995). Trust is a rather direct result of the independent variables governance and social and ecological sustainability, as those values implement levels of authenticity. Consequently, it forms the basis for all the subsequent relational and commercial objectives (Meenaghan, 2001).

Admiration

Admiration can be defined as a rather strong and positive emotional response, implying both liking and respect towards the sponsor. The stakeholders' response arises from goodwill and emotional connection that the sponsor generates through the quality of their on-site activation and their support for the emotional marathon experience (Meenaghan, 2001). Admiration is an emotional goal, directly influencing loyalty and purchase intention.

Purchase Intention

Purchase intention is defined as the documented probability that stakeholders will purchase the sponsor's products or services within the near future (Koronios et al., 2021). It represents the ultimate commercial objective of sponsorship and the climax of affective objectives. It is directly impacted by trust and identification.

Loyalty

According to Aaker (Shocker on Aaker, 1993), loyalty is defined as a sustained preference for a sponsor and a willingness to make repeat purchases of their products rather than choosing products from competitors. Furthermore, it is the ultimate form of brand advocacy, arising from deep trust and admiration. It is reinforced by identification, whereby the stakeholder sees the sponsor as part of their own group (e.g., running community) if the sponsorship is genuine (Mael & Ashforth, 1992). This psychological bond protects the brand in times of crisis and leads to the defense of the brand.

Recommendation

Recommendation reflects the stakeholders' willingness to promote the sponsor to their friends and family, or their wider community through positive word-of-mouth (Koronios et al., 2021). This advocacy goal is the result of rather strong, sustained, and ongoing trust and deep loyalty. As marathon communities can be considered highly social constructs, recommendations can help build brand awareness and foster honest consideration among third parties. The actual willingness to recommend a brand or product is mainly driven by goodwill and identification, as the sponsor is being perceived as part of the in-group' (Madrighal, 2000).

Defend upon a crisis

In a crisis, defense measures the highest form of brand advocacy, the active loyalty and willingness of stakeholders to defend a brand when it faces reputational damage (Donaldson & Preston, 1995). It is an indicator of the brand's crisis resilience and the culmination of the goodwill it has built up in the past. This willingness to fight for and defend a brand stems from utmost trust and a high feeling of identification (Madrigal, 2000). This variable provides the ultimate proof of the value of long-term sponsorship investment.

2.7 SYNTHESIS AND CONCEPTUAL GAP

Synthesis of causal pathways

The literature provides a clear picture that brand equity outcomes, therefore the dependent variables (DV), are influenced by a network of independent variables (IV) (Keller, 1993; Shocker, 1993), which operate through a well-established psychological mechanism (Meenaghan, 2001). Instead of acting in isolation, the IV's combine a limited set of causal pathways, linking marathon experiences to sponsor-related image and reputation.

Activation of Goodwill

Controllable IV's such as operations and commitment to sustainability are primary triggers of the goodwill mechanism. Reliable organizations visibly care for participants and social responsibility initiatives, communicate integrity and benevolence (Donaldson & Preston, 1995). Those signals directly foster the variable trust and admiration while providing the basis for stakeholders to perceive the sponsor as a responsible construct, rather than a monetary-oriented organization.

Activation of Image Transfer

The independent variables, such as innovation and host city appeal, directly activate image-transfer (Keller, 1993). When embedding the sponsor in a technologically advanced, modern, and prestigious marathon, these investments foster rather positive associations (e.g., innovation, dynamism, and cosmopolitanism) being transferred from the event and its location to the sponsoring brand (Gwinner et al., 2009).

The role of the event-sponsor fit

The event-sponsor fit acts as a rather critical cognitive moderator of sponsors and their following processes. Congruence determines the credibility of the sponsorship as such, as only

a logically fitting connection, either functional (e.g., running shoe brand - marathon usage) or image-based (shared values and positioning), enables positive image transfer (Gwinner et al., 2009). Poor fit, in contrast, can block or even reverse goodwill and image-transfer effects.

Baron and Kenny's mediation approach

The dissertation uses Baron and Kenny's 1986) stepwise approach to test the mediation effects. Mediation is assumed when: (1) the independent variable predicts the dependent variable (total effect), (2) the independent variable predicts the mediator, and (3) the mediator predicts the dependent variable while the direct effect of the independent variable decreases when both are included. This procedure provides an established logic for assessing indirect effects, but has been criticized for its limited statistical power and robustness. Accordingly, mediation results are interpreted cautiously and as indicative evidence.

2.8 THE RESEARCH GAP

The dissertation addresses the empirical validation of three central relationships that remain relatively underexplored but are crucial for demonstrating the strategic advantage of investing in marathon sponsorship.

Stakeholder gap

Existing research rarely aligns on the strategic efficiency of sponsorship with direct information-processing routes of different stakeholder groups (Miquel-Romero et al., 2018). It remains unclear whether the perceived level of innovation influences runners who directly experience technological features, or whether experience-driven activation quality and atmosphere are particularly salient for spectators.

Mechanism gap (role of event-sponsor fit and competing pathways)

Yet there is relatively limited empirical evidence on how event sponsor congruence translates into modern investments, such as (technical apps / considered to be innovative) into direct outcomes like an intense impact on purchase intention or consideration, and whether this constitutes the dominant causal path compared with alternative routes (e.g., via goodwill or host city appeal). The relative strengths and, therefore, the possible opportunities of these competing pathways are largely unknown.

Crisis resilience gap

Prior work has not linked investments in social value and goodwill directly to the ultimate goal of stakeholder advocacy through the variable defense upon a crisis (Elamer & Boulhaga, 2024). Whether stakeholders who acknowledge altruistic motives and therefore perceive a high level of ESG and commitment are more willing to protect the brand's reputation within a scandal or a crisis remains empirically untested.

Dissertations aim

This dissertation aims to examine these intertwined relationships in order to substantially add value to future sponsoring efforts by comparing runners and spectators as key stakeholder groups.

3. METHODOLOGY

This chapter outlines the research approach used to investigate how marathon sponsoring influences the stakeholders' influence on brand equity, being defined by (relevance, consideration, trust, admiration, purchase Intention, loyalty, recommendation, and defend upon a crisis). The chapter starts by defining the research topic and hypotheses, followed by an explanation of the research design and data collection methods used, which are divided into qualitative and quantitative approaches.

3.1 DEMOGRAPHICS OF THE RESEARCH

Focusing on one country, Germany, for this dissertation helps control for cultural and market-context differences in how the audience evaluates sponsorship. By focusing on one country, the dissertation reduces "noise" from cross-country variation, and it allows the observed effects to be attributed more clearly to the sponsorship-related variables rather than to demographic differences (Madrigal, 2000).

3.2 RESEARCH TOPIC AND HYPOTHESES

This dissertation explores the influence of marathon sponsoring on runners' and spectators' image and the reputation of the sponsor. The primary research question guiding the study is:

„To what extent does event involvement strengthen (or weaken) the effect of marathon sponsorship perceptions on sponsor reputation and brand equity, and does this differ between runners and spectators?“

To further address this question, six hypotheses were developed based on theoretical and practical considerations, informed by the literature review and qualitative interviews. They will be tested through the quantitative approach employing an online survey.

The hypotheses are as follows:

- **H1:** The stronger respondents perceive the impact of on-site marathon activations (e.g., expo, race-weekend services, sponsor presence), the stronger they perceive the overall effect of the marathon on sponsors' brand equity.

- **H2:** Higher perceived social and environmental engagement of marathon sponsors and a more favorable evaluation of the host city are associated with higher levels of trust and admiration toward those sponsors.
- **H3:** The positive relationship between perceived sponsor innovation (e.g., technical integration, digital services, timing, tracking) and overall sponsor brand equity is stronger for runners than for spectators.
- **H4:** Perceived operations and governance quality (e.g., safety, logistics, organizational reliability) is positively related to sponsor brand admiration and consideration.
- **H5:** Perceived event–sponsor fit mediates the relationship between perceived activation quality and purchase intention, such that higher-quality on-site activations increase perceived fit, which in turn increases purchase intention.
- **H6:** Perceived sponsor ESG engagement increases willingness to defend the sponsor in a crisis indirectly via higher sponsor trust and admiration.

Table: Independent and Dependent Variables

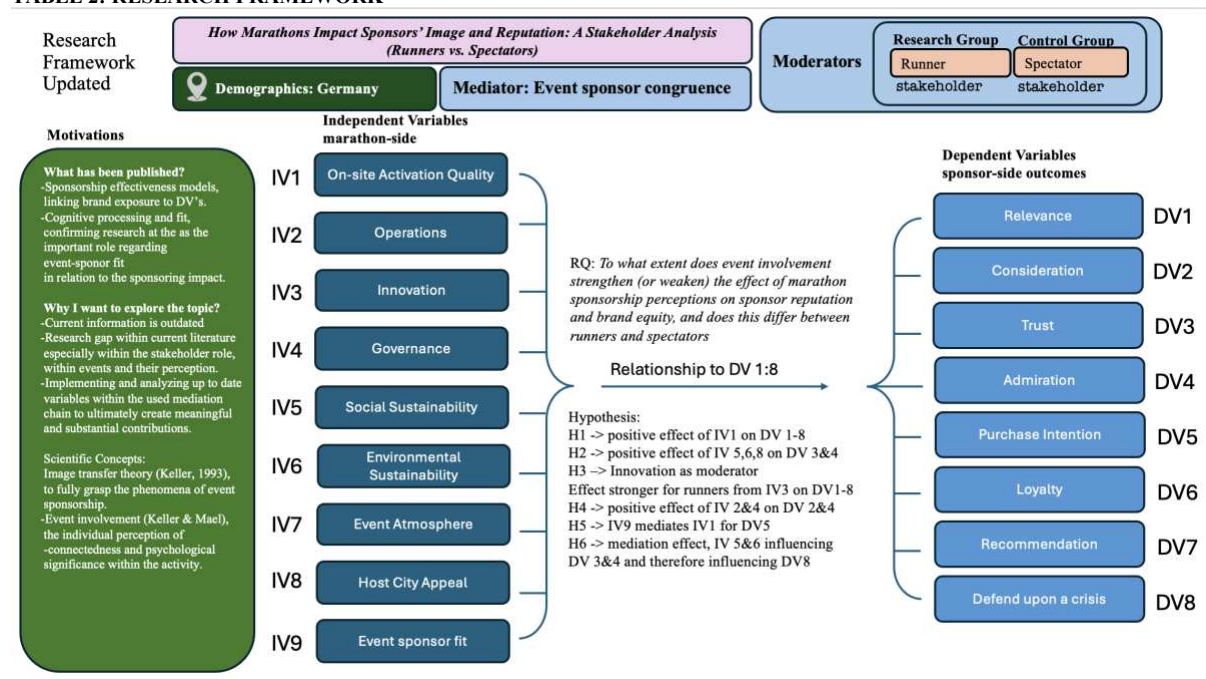
To effectively address the research question and test the hypotheses, this study identifies several dependent and several independent variables.

The Independent Variables represent the strategic levers of event sponsorship, focusing on service quality and strategic alignment, while the dependent focus on sponsor-related outcomes.

TABLE 1: IV'S AND DV'S

Audience	Independent Variables (=factors that influence the dependent variables)	Dependent Variables (=outcome that is being Measured)
Runners Spectators	On-site activation quality Operations Innovation Governance Social Sustainability Environmental Sustainability Event Atmosphere Host City Appeal Event Sponsor fit	Relevance Consideration Trust Admiration Purchase Intention Loyalty Recommendation Defend upon a crisis

TABLE 2: RESEARCH FRAMEWORK



3.3 RESEARCH DESIGN

This study employs a two-phase research design, aimed at exploring the topic comprehensively. The initial phase involved conducting semi-structured interviews to gain further qualitative insights into the topic. The second phase used these findings to develop a structured survey that collects quantitative data on the research variables that had already been defined. The mixed-methods approach enhances the study's validity by combining the depth of qualitative insights with the generalizability of quantitative analysis. Furthermore, these findings provide a well-established understanding of the variables that have influenced the image and reputation of sponsors at marathon events among stakeholders, namely runners and spectators.

3.4 QUALITATIVE DATA COLLECTION

3.4.1 SEMI-STRUCTURED INTERVIEW

1) Nature of research

To further explain how marathon sponsorship influences sponsor image and reputation, this thesis used a qualitative research design with in-depth, semi-structured interviews (see appendix, Interview guide). Guided by the literature and research framework, the interviews aimed to capture nuanced affective and behavioral responses to marathon sponsorship, identify the most influential sponsoring-related factors (see Independent variables), and examine

differences in sponsorship processing between runners and spectators, who demonstrate varying levels of involvement.

2) Data collection method

Qualitative data were collected through semi-structured interviews, using an interview guide with 13 questions. Interviews were conducted both online and in person to ensure accessibility and depth. The semi-structured format provided consistency across participants while allowing flexibility to explore individual interpretations. All interviews were conducted in German, with participants' consent, and were later transcribed for analysis. The questions aligned with the thesis framework and were designed to elicit perceptions of sponsorship mechanisms and sponsor-related outcomes.

3) Sample and population

The qualitative sample included 23 participants selected to ensure relevance to the research context and enable comparison between stakeholders. Participants were recruited based on their involvement in marathon events as runners or spectators. The final sample comprised 12 runners and 11 spectators, with variation in frequency of participated events, ranging from first-time participants to experienced marathon participants, supporting a broad range of marathon perceptions. Purposeful sampling seemed mandatory in order to collect insightful, varying data, in order to draw valuable evaluations between runners and spectators.

3.4.2 DATA ANALYSIS

The interviews were analyzed using content analysis, a systematic method for examining responses to each question. This approach facilitated the identification of patterns and concluded the participants' answers.

3.5 QUANTITATIVE DATA ANALYSIS

3.5.1 NATURE OF THE RESEARCH

The quantitative phase used an online survey, developed from prior qualitative research conducted through Qualtrics. The survey examined how participants' perception of marathon sponsoring influences sponsor-related outcomes (Dependent variables) and whether these effects differ between stakeholder groups, being runners and spectators, with participation in a marathon as a key boundary to be considered within the data. The questionnaire, conducted in English, was distributed via social media and personal networks (e.g., WhatsApp and Instagram). The questionnaire included several sections: screening the stakeholder group classification, being a runner, spectator, as well as the level of event experience and involvement. Furthermore, identifying the perception of marathon characteristics (independent variables), as well as the sponsor outcomes, and measuring brand responses (dependent variables). Most constructs were measured using a Likert-scale response format ranging from one to five, supporting reliable index constructions and multivariate analyses.

3.5.2 SAMPLE CHARACTERIZATION

A total of $N = 166$ responses were collected during the survey period. After data cleaning and the exclusion of incomplete cases, $N = 148$ valid responses were retained for the final analysis, yielding a dropout rate of 10.8%. Regarding age, the sample was skewed toward younger adults: 21,6% of respondents were between 18 and 24 years old, while the largest share fell into the 25-34 bracket (37,8%). The remaining participants were distributed across higher age categories. Regarding stakeholder-related characteristics, 74,3% ($n = 110$) described themselves as regular runners, whereas 25,7 % ($n = 38$) reported not running regularly. In addition, respondents reported their prior involvement in a marathon ($n = 128$), with 41,2 % ($n = 61$) having participated as runners, 45,3% ($n = 67$) having attended as spectators, and 13,5% ($n = 20$) stating they had never participated in a marathon event. This differentiation captures both general running activity and concrete event exposure, which is relevant for the subsequent comparison of sponsorship effects between runners and spectators.

3.5.3 METHOD OF ANALYSIS

The survey data was analyzed using the software „SPSS“ to ensure rigorous statistical evaluation. Analytical techniques, including descriptive statistics, crosstabulations, correlation tests, t-tests, ANOVA, and regression models, and Baron and Kenny’s method, were used. A numerical scale ranging from 1 to 5 was utilized to facilitate a comparative analysis of the independent variables’ impact on the dependent variables.

The scale:

- 1: no influence
- 2: low influence
- 3: Moderate influence
- 4: high influence
- 5: very high influence

4. QUALITATIVE RESEARCH OUTCOME

This chapter presents the results of the qualitative research. It deals with insights from in-depth interviews, examining stakeholder motivation, underlying intentions, and reasons to participate within a marathon. Furthermore, it gives meaningful insights into the stakeholders' perception of several sponsoring activations as well as the individually strongest influenced brand outcomes. The goal of this chapter is to gain insights into how stakeholders experience marathon events as well as how they perceive sponsoring. Furthermore, the qualitative research phase aims to validate and refine independent variables derived from the literature in Chapter 3.

Qualitative Research – In-depth Interviews

The in-depth interview analysis takes a unified approach, examining questions sequentially rather than segmenting responses by stakeholder group. Each section of the interview guide is analyzed on a question-by-question basis and reported thematically. This enables the identification of recurring patterns. Results are presented throughout the following sections, organized according to the interview guide. Within each thematic section, the analysis first summarizes dominant themes before highlighting the individual stakeholder experience. It also identifies moments where stakeholders explicitly link their marathon experience to the image and reputation of the sponsoring brand.

Sample Characteristics and Stakeholder Roles

The qualitative sample consists of 23 participants who have attended at least one major road-race event as a runner or spectator. Interviewees referred to marathons in Berlin, Hamburg, Cologne, Frankfurt, Amsterdam, Lisbon, and London. The analysis targets urban marathons, rather than a single case. The Stakeholders were grouped into three categories: runners (regular and ambitious runners with race experience), spectators (non-running supporters, mainly driven by support duties and atmosphere), and the hybrid participants, who were viewed from a joint perspective (overlapping views as well as participants who have been runners and spectators). This heterogeneity enables systematic comparison of how runners and spectators perceive the same event.

4.1 STAKEHOLDER SEGMENTATION

The initial phase of the interviews explored the participants' relationship with running, their roles at marathons, and their underlying motives for attendance. The analysis reveals that urban marathons function as dual-purpose events, combining athletic contests for participants, while creating social events, „City festival“ (Pascal Helber, 2025) for the wider community.

a) Runners perspective

Runners describe their relationship with running as a rather big part of their lives. Furthermore, the marathon displays a pivotal moment as it represents a high, long, enduring, and preparation-heavy physical effort, describing the challenge as „seeing what the body can do“ (Leonard Pickert, 2025) as the ultimate physical challenge. Therefore, testing the mind and body has been identified as one of the key motives for runners to participate in a marathon. Secondary motives, such as the experience of running along scenic routes, sharing this emotional moment with friends and family, display their secondary motives to participate.

b) Spectator perspective

Spectators' relationship to running is ambivalent. Some have an athletic background, many are non-runners, and engage with marathons mainly for social reasons. Their participation is driven by supporting friends and sharing the emotional journey. As Pascal Helber (2025) notes, closed streets make familiar neighborhoods feel unique. Overall, spectators experience marathons for the entertainment, emotion, and community.

c) Joint perspectives and sub-conclusion

Four main motives emerged, personal challenge for runners, social support, for spectators, and two shared motives, event atmosphere and host-city appeal, as well as a healthy lifestyle. Participants also described switching between running and spectating, indicating an evolvement throughout stakeholder roles. Runners focus on achievement, while spectators' focus on supporting others and sharing a "city festival" atmosphere. These role-based expectations shape sponsorship perceptions. The interviews confirm event atmosphere, host-city appeal, and operational quality as central motivational drivers, implying activations should be tailored to stakeholder needs.

TABLE 3: MOTIVATIONAL FACTORS

Dimensions	Runners (High involvement)	Spectators (Peripheral Involvement)	Summary
Host-City Appeal	Medium	High	Strong for both, slightly more for Spectators
Event atmosphere	High	High	Core emotional driver for both groups
Operations	High	Medium	Crucial for runners, less for spectators

4.2. PERCEIVED EVENT ATMOSPHERE AND DISTINCTIVENESS OF MARATHONS

This block focuses on how participants experience the specific atmosphere of urban marathons and how they differentiate from other major sporting events. Throughout the interviews, marathons were portrayed as a unique, inclusive, and emotionally intense format. Unlike adversarial team sports, the marathon is defined by a “joint project” ethos, where runners, spectators, and the city collaborate to facilitate the individual rather than competing teams.

a) Runners perspective

The marathon experience gets mainly perceived through the individual challenge associated with the immense physical effort, fostered by the cheering crowds and the festive atmosphere along the course. Especially the closed roads and festival-like feeling have been described favorably. As mentioned by Günther and Margret Hefler (2025), the centrality of this urban transformation to the memorability of the whole event.

b) Spectator Perspective

Spectators see marathons as "city festivals" rather than sporting contests (Yannick Paß, 2025). Streets are filled with people, no tickets, and it has an inclusive atmosphere with music and food, while everyone can join. One Interviewee notes that it feels "more like a city festival" with runners, families, and people from all over, while the "open city" concept is also celebrated. However, spectators are also sensitive to issues such as navigating overcrowded streets, which can make them feel "stressed or hectic". This is especially true when cheering for a specific runner, friend, or family member.

c) Joint perspective and sub-conclusion

Marathons are described as distinct from other mass events, less confrontational, more supportive, inclusive, and community-driven. The atmosphere feels festival-like, with crowds, music, scenic routes, and moments of achievement. Marathons are perceived as special "open-city" events, accessible and celebratory. Runners are motivated by cheering crowds and the city, while spectators highlight the family-friendly atmosphere and the festival feel. These perceptions reinforce the idea that event atmosphere and host-city appeal are central independent drivers.

TABLE 4: EVENT ATMOSPHERE

Dimensions	Runners (High involvement)	Spectators (Peripheral Involvement)	Summary
Host-City Appeal	Medium	High	Both value the city setting
Event atmosphere	High	High	Core driver for both groups
Operations	Medium	High	Runners note it mainly when it affects motivation or safety; spectators are more sensitive to crowded streets

Measured in High / low and medium involvement

4.3 PERCEIVED ORGANIZATION, LOGISTICS, AND SERVICE QUALITY

In this section, participants were asked to reflect on the operational execution of urban marathons and how logistical efficiency influences their event perception. Generally, large city marathons were described as professional and well-run events, particularly in comparison to smaller regional events. However, participants vividly recalled situations where organizational weaknesses and failure negatively impacted their enjoyment of the overall event.

a) Runners perspective

Throughout the interviews, the utmost importance runners place on smooth pre- and post-race communication, bib collection, and other race essentials becomes rather evident. Ben Schütte (2025) and Margret Hefler (2025) cite the Berlin and Hamburg marathons as rather positive examples, in contrast to the Lisbon marathon, which has been repeatedly cited as a bad example for logistics and organization, being visible in an overcrowded start and poor public transportation.

b) Spectators perspective

Spectators clearly mention accessibility and crowd management as key determinants of the overall event experience. As the spectators' main goal is to support runners, moving between and alongside the route is crucial. Clear and obvious communication and signs seem not obligatory but mandatory for the interviewees. Overcrowded areas and public transport might cause feelings of being “overwhelmed” (Lina Voß, 2025).

c) Joint perspective and sub-conclusion

Participants spoke about how sponsors help them focus on the marathon experience. They described these factors as 'hygiene factors'. Without them, there is more stress and irritation. Sponsors are often heavily involved in the race, so logistics have a big impact on their reputation. Runners and spectators have different priorities. Runners want a smooth, safe race day, while spectators want good crowd flow, security, and accessibility. Strong organization and professionalism build trust, and poor organization can lead to negative consequences.

TABLE 5: OPERATIONS

Dimensions	Runners (High involvement)	Spectators (Peripheral Involvement)	Summary
Operations	High	Medium	Core driver for runners
On-Site activation quality	Medium	Medium	Aid and hydration stations are core drivers

Measured in High / low and medium involvement

4.4 PERCEPTION OF SPONSORS AND ON-SITE ACTIVATION QUALITY

Participants' brand associations and on-site presence values displayed a clear hierarchy, sports apparel and nutritionists are seen as authentic and a natural fit, in contrast to financial, consulting, and automotive companies facing greater acceptance challenges (Hefler, 2025).

a) Runners perspective

Runners tend to analyze sponsors through a strict filter of practical utility and performance relevance (Jamir Broening, 2025). They vividly recall expo and race-day touchpoints with the sponsors, which offered tangible benefits, such as (e.g., shoe tests, gait analyses, sport-watch device tests, or nutritional products). On-site activations are perceived very positively when they add value, provide clear information, answer specific needs, and contribute to an overall feeling of being “prepared and supported” (Mirjan Broening, 2025). In contrast, purely sales-

driven booths, low-value giveaways, and very loud promotions right before the start are remembered as stressful and of limited value, potentially disrupting the runner’s mental focus (Laurenz Pickert, 2025).

b) Spectator Perspective

Spectators primarily encounter sponsors as part of their visible event scenery. They notice branded arches, banners, music stages, T-shirts, and fan zones along the course. Consequently, sponsorship is viewed as favorable when it adds value to the “city festival” feeling, for instance, by providing entertainment, cheering points, nutrition booths, or convenient meeting spots. However, criticism arises when campaigns prominently highlight ‘green’ or ‘social’ messages, yet the on-site activation produces visible waste. In such cases, the engagement is perceived as “overly commercial” or “hypocritical”, damaging the sponsor’s credibility (Johanna Schürmann, 2025).

c) Joint Perspectives and sub-conclusion

Among runners and spectators, sponsor evaluations mainly follow three criteria, event–sponsor fit, contribution to the actual experience, can be functional or emotional and the perceived authenticity. Sponsoring brands are perceived positively when they add real value and are well organized. Contrarily, negative perceptions happen when branding feels irrelevant, overly sales-driven, or inconsistent with the brand’s overall social standing. Participants clearly distinguish passive logo exposure from high-quality activations. These findings confirm that quality, fit, and sustainability shape sponsor image and reputation.

TABLE 6: ON-SITE ACTIVATIONS

Dimensions	Runners (High involvement)	Spectators (Peripheral Involvement)	Summary
Event-Sponsor fit	Medium	Medium	Both groups distinguish in sponsoring partners
On-Site activation quality	High	Medium	Central for runners
Social Sustainability	Medium	High	Perceived social responsibility affects judgement, more present for spectators
Environmental Sustainability	Medium	High	Environmental claims vs. visible waste or resource use strongly affect credibility

Measured in High / low and medium involvement

4.5 PERCEIVED EFFECTS ON BRAND IMAGE AND REPUTATION

In the final thematic block, participants were asked to reflect on how marathon sponsorship alters their perception of brands. When asked to rank and identify the top three variables impacted, the majority cited increased relevance and consideration, often serving as a gateway to deeper constructs like trust or purchase intention. Several Interviewees noted that previously unknown brands became “prominent” in their minds due to the combination of naming rights, repeated logo exposure, and physical presence (Lina Voß, 2025).

a) Runners Perspective

Runners report the strongest brand effects, driven by functional engagement. For runners, sponsorship acts as a catalyst for consideration and trial. Tomke Mats Hansen (2025) explained that emotional embedding combined with a positive experience can significantly increase purchase intention. Similarly, Ben Schütte (2025) and Mirjan Broening (2025) described how brands offering useful services “move up in the rankings”, becoming preferred options for future purchases. Crucially, runners also note that negative product experiences or logistical failures can shape their perception unfavorably with equal intensity, highlighting the high stakes of engagement for this stakeholder group.

b) Spectators Perspective

Spectators have reported notable, but more indirect effects, heavily influenced by the event’s atmosphere. Lina Voß (2025) observed that repeated brand exposure at major events shifted her perception of functional brands (e.g., Asics, Adidas, Nike) towards inspirational “lifestyle brands,” increasing admiration. Additionally, Laura Kassin (2025), reported a concrete behavioral effect, that the positive brand encounter at the Amsterdam marathon ultimately led her to visit the brand’s café later to try and buy products. Spectators, who only attended marathons without running ambitions, primarily described increases in relevance and consideration.

c) Joint Perspective and sub-conclusion

Among runners and spectators, the strongest perceived outcomes were relevance and consideration. Furthermore, purchase intention increased when on-site activations were witnessed as value-adding, helpful, and genuinely authentic, while trust and admiration were perceived as more fragile, improving with the perceived level of competence, but decreasing when activations seemed more sales-driven than genuine. Overall, marathon sponsorship

reliably increases brand awareness, whereas deeper attitudes and behavioral outcomes depend on brand fit, authenticity, and sustained engagement beyond race day.

TABLE 7: PERCEIVED EFFECTS IMAGE & REP

Dimensions	Runners (High involvement)	Spectators (Peripheral Involvement)	Summary
On-Site activation quality	High	Medium	Key trigger of relevance, consideration and purchase intention for runners
Event-Sponsor fit	Medium	Medium	Logical, running- related partners are easier fits
Event Atmosphere	Medium	High	Difference in being on the site or on track
Operations	Medium	Medium	Smooth organization and absence of failures support trust and professionalism
Social Sustainability	Medium	High	Perceived social responsibility strengthens admiration and trust
Environmental Sustainability	Medium	High	Consistency between green messaging and on- site behavior is crucial

Measured in High / low and medium involvement

4.6 CONCLUSION: QUALITATIVE RESEARCH ANALYSIS AND FURTHER IMPLICATIONS

The qualitative phase explored how runners and spectators experience marathons and how this shapes their perception of the sponsor's image and reputation. Across five blocks, the interviews largely confirmed the core variables identified within the literature review while adding valuable information regarding the design of the quantitative research phase. First, the analysis of running involvement, their roles, and motives displayed clear differences within the stakeholder groups to participate. Runners consistently frame the marathon as the culmination of long-term preparation and personal challenge, while spectators attend mainly out of social reasons and the „city festival“ atmosphere. Spectators are therefore much more sensitive to overly crowded places, waste management, and public transportation. Those findings strongly support the initial concept of treating runners and spectators as heterogeneous stakeholder groups in the survey and the overall concept. Second, the retrieved data confirmed event atmosphere and host city appeal as central drivers of the experience. Marathons are commonly perceived as inclusive, emotionally intense, and city-wide events, yet ambivalently due to the potential perception downfall of overload and overcommercialisation. Thirdly, the organizational, logistical, and experienced service quality clearly established themselves as central drivers of safety and satisfaction, especially for runners, and therefore as potential drivers of trust in both organizer and sponsor. Fourth, the final block showed that participants actively evaluate the sponsor-event fit, the perceived responsibility, and the on-site activation quality. Sports and functional beverage brands enjoy a rather natural fit, whilst automotive and financial services brands need additional convincing as to why they belong within a marathon experience. High-quality activations provide functional and emotional value, which tends to increase brand relevance and consideration. They additionally have the power to positively as well as negatively impact a brand's trust and admiration, which can be caused by inauthentic and intransparent activations. Consequently, these insights will directly inform the quantitative phase, by refining wording, introducing newly surfaced nuances (e.g., authenticity, value-adding vs intrusive activations), and ultimately modelling pathways separately for runners and spectators in order to test how marathon variables translate into changes in sponsor image and reputation.

4.7 OVERALL EFFECTS ON INDEPENDENT VARIABLES THROUGHOUT THE QUALITATIVE RESEARCH PHASE IN CHAPTER FOUR

TABLE 8: IMPACT ON INDEPENDENT VARIABLES

Dimensions	Runners (High involvement)	Spectators (Peripheral Involvement)	Summary
Event Atmosphere	High	High	Core theme in 4.4: inclusive, emotional, “city festival” feel
Host-City Appeal	Medium	High	Confirmed in 4.4: runners value routes & landmarks
Operations	High	Medium	Strong in 4.5: runners very sensitive to organization
On-Site Activation quality	High	Medium	4.6 & 4.7: runners judge sponsors mainly via usefulness
Event-Sponsor fit	Medium	Medium	4.6: “natural partners” (sports/functional drinks) vs less intuitive sectors
Social Sustainability	Medium	High	4.6 & 4.7: authenticity of social/“purpose” messages matters
Environmental Sustainability	Medium	High	4.6 & 4.7: tension between green claims and visible waste
Innovation	Barely	Barely	Mentioned indirectly (e.g. tech, analyses, tracking) mainly as part of valuable activations
Governance	-	-	Hardly addressed explicitly in the interviews; no strong qualitative confirmation in Chapter 4

5. QUANTITATIVE ANALYSIS

5.1 STAKEHOLDER STRUCTURE: RUNNING STATUS, AGE AND MARATHON EXPERIENCE

The quantitative analysis gives insights in how the defined variables in the previous chapter are being confirmed or questioned. The total sample comprises 148 valid responses, all hypothesis tests focusing on marathon experience were conducted on the attendee subsample (runners and spectators only; $N = 128$), excluding respondents with no prior marathon participation ($n = 20$). The majority of the participants describe themselves as regular runners (74,3%, $n=110$), while 25,7% ($n=38$) indicate that they do not run regularly. In terms of age, the sample is skewed towards younger adults, 21,6% are between 18-24 years, 37,8% between 25-34 years, and 18,2% between 35-44 years, while older groups are less represented (45–54: 11.5%; 55–64: 6.1%; 65+: 4.7%). 41,2% of the respondents have already participated in a marathon as a runner ($n=61$), 45,3% of respondents attended as spectators ($n=67$), and 13,5% have never participated in a marathon event ($n=20$). A cross-tabulation of marathon experience and age group displays that both runners and spectators are mainly drawn from the 25-34 age segment (36,1% and 29,9% respectively), followed by 18-24 and 35-44 years old. Respondents with no marathon experience are predominantly 25-34 years old (70%), with a relatively small share in younger or older age segments. A chi-square test was conducted to examine whether marathon experience is systematically associated with age. The Pearson chi-square statistic is $\chi^2(10) = 17.49$ with a p-value of .064, indicating no statistically significant relationship at the 5% level. Although some age groups are more represented among certain experience categories, marathon experience can therefore be seen as relatively evenly distributed across the age segments within this sample. (Appendix:8.5)

5.1.2 INTRODUCTION OF THE OVERALL SPONSOR BRAND EQUITY

To analyze the effects of marathon sponsorship on sponsors' image and reputation, several multi-item indices were constructed. Overall, sponsor brand equity was summarized as an index, which averaged all 72 brand-outcome items across the nine marathon attributes (Q6–Q14). These attributes covered relevance, consideration, trust, admiration, purchase intention, loyalty, recommendation, and willingness to defend the sponsor in a crisis. The analyses were based on a filtered subsample, including only respondents who had participated in a marathon as runners or spectators ($N = 128$). The overall brand equity scale demonstrated excellent internal consistency (Cronbach's $\alpha = .948$; 72 items). SPSS used listwise deletion within the

reliability analysis; therefore, the α estimate is based on 111 complete cases. By contrast, the descriptive statistics for Overall_BE are based on the full filtered sample ($N = 128$). The descriptives indicate a moderately high overall brand impact of marathon sponsorship (Overall_BE: mean = 3.63, standard deviation = 0.35; minimum = 2.38, maximum = 4.27)(Appendix:8.5).

5.1.3 TESTING THE INTERNAL CONSISTENCY OF VARIABLES

Before testing the hypotheses, internal consistency of all multi-item constructs was assessed using Cronbach's alpha (based on the filtered marathon-participant sample; valid N varies slightly across scales due to listwise deletion). Reliability was good to excellent across all constructs: on-site activation ($\alpha = .920$), operations ($\alpha = .894$), innovation ($\alpha = .825$), governance ($\alpha = .872$), social sustainability ($\alpha = .863$), environmental sustainability ($\alpha = .889$), event atmosphere ($\alpha = .872$), host-city appeal ($\alpha = .910$), and event-sponsor fit ($\alpha = .810$)(Appendix: Cronbachs alpha).

5.2 STAKEHOLDER GROUPS: RUNNERS VS. SPECTATORS

In line with the qualitative phase, the quantitative sample comprises two central stakeholder groups, marathon runners and non-running spectators. To examine whether these groups differ in their perceptions of marathon sponsorship, independent-samples t-tests were conducted on key perception indices (on-site activation, innovation, and overall brand equity). These variables were chosen as they represent the key drivers of sponsorship within the framework and are directly related to the runner-spectator comparisons implied by H1 and H3, as well as to the measure of the overall sponsorship outcome (overall brand equity). Analyses were based on respondents who had either participated in a marathon as runners or attended as spectators ($N_{\text{runner}} = 61$, $N_{\text{spectator}} = 67$; cases with no prior marathon experience were excluded from this comparison). Group means indicate that both runners ($M = 4.31$, $SD = 0.63$) and spectators ($M = 4.20$, $SD = 0.65$) evaluate on-site sponsor activities as rather positively. The difference is not statistically significant, $t(126) = -0.95$, $p = .347$, Cohen's $d = 0.17$. Therefore, on-site activities are appreciated similarly by both stakeholder groups. Runners rate the innovation index (e.g., timing, digital tracking, technical integration) significantly higher ($M = 3.44$, $SD = 0.48$) than spectators ($M = 3.24$, $SD = 0.50$), $t(126) = -2.31$, $p = .022$, Cohen's $d = 0.41$. Likewise, runners report a higher overall impact of marathons on sponsors' brand equity ($M = 3.71$, $SD = 0.30$) compared to spectators ($M = 3.55$, $SD = 0.38$), Welch's $t(123.60) = -2.68$, $p = .008$, Cohen's $d = 0.47$). Thus, respondents who are functionally involved in the

event as runners perceive marathon sponsors as more innovative and derive stronger overall brand benefits from the sponsorship than spectators. In contrast, evaluations of on-site activations are similarly positive across groups (Appendix: Runner vs. Spectator).

5.3.1 H1 – ON-SITE ACTIVATIONS AND OVERALL SPONSOR BRAND EQUITY

The on-site activation index was computed as the mean of eight items (Q6_1–Q6_8) capturing the perceived influence of sponsor activations during the marathon and showed excellent internal consistency (Cronbach's $\alpha = .920$). H1 proposed that a higher perceived on-site activation impact is positively associated with overall sponsor brand equity.

a) Runners perspective

Among the 61 runners, on-site activations were rated as rather impactful ($M = 4.31$, $SD = 0.63$), while sponsor brand equity was rated as having a moderately positive overall impact ($M = 3.71$, $SD = 0.30$). A conducted Pearson's correlation analysis revealed a strong positive correlation between on-site activations and overall brand equity ($r = .601$, $p < .001$, two-tailed). A conducted linear regression confirmed that on-site activation significantly predicts the level of overall brand equity ($F(1, 59) = 33.33$, $p < .001$), explaining 36.1% of the variance ($R^2 = .361$, adjusted $R^2 = .350$). The predictor was statistically significant ($\beta = .601$, $t = 5.77$, $p < .001$).

b) Spectators perspective

Along the spectators, ($n = 67$) the perceived level of on-site activation impact was similarly high ($M = 4.20$, $SD = 0.65$), while overall brand equity was slightly lower than among runners ($M = 3.55$, $SD = 0.38$). The correlation between on-site activation impact and overall brand equity remained strong ($r = .667$, $p < .001$, two-tailed). Therefore, the regression model clearly supports H1, displaying significance, $F(1,65) = 52.20$, $p < .001$, explaining 44.5% of variance within the overall brand equity ($R^2 = .445$; adjusted $R^2 = .437$). Consequently, on-site activation's impact was a significant predictor ($\beta = .667$, $t = 7.23$, $p < .001$).

c) Joint perspective and sub-conclusion

Within the joint sample ($n = 128$), on-site activations were rated rather high overall ($M = 4.25$, $SD = 0.64$), while the level of overall sponsor brand equity was moderately positive ($M = 3.63$, $SD = 0.35$). The correlation was significant and positive ($r = .637$, $p < .001$). The conducted regression model proved to be significant, $F(1,126) = 86.12$, $p < .001$, explaining 40.6% of the

variance ($R^2 = .406$; adj. $R^2 = .401$), with a significant effect of on-site activation ($\beta = .637$, $t = 9.28$, $p < .001$). Overall, H1 is supported across runners, spectators, and the joint attendee sample (Appendix: H1).

5.3.2 H2 – ESG ENGAGEMENT AND HOST-CITY APPEAL AS DRIVERS OF TRUST AND ADMIRATION

Hypothesis 2 (H2) proposed that a higher perceived level of social sustainability (Social_index), environmental sustainability (Env_index) and host-city appeal (Host_index) would positively be associated with sponsor trust and admiration. In the attendee sample, the overall evaluations were above the midpoint ($M = 3.73$, $SD = 0.50$; Environmental: $M = 3.73$, $SD = 0.54$; Host-city: $M = 3.52$, $SD = 0.64$), accompanied by favorable outcomes (admiration: $M = 3.90$, $SD = 0.44$; trust: $M = 3.82$, $SD = 0.51$). Consequently, these results suggest that respondents generally perceive sponsoring brands as reasonably committed and likeable, thus enabling an investigation into whether perceptions of ESG and context drive these attitudes. All scales demonstrated good reliability within the sample of attendees ($\alpha_{\text{(social)}} = .863$; $\alpha_{\text{(environmental)}} = .889$; $\alpha_{\text{(host-city)}} = .910$).

a) Runners perspective

Among the runners ($n = 61$), stronger perceptions of environmental, social and governance (ESG) factors and higher host-city appeal were associated with greater levels of trust and admiration (trust: host $r = .566$, environment $r = .540$, society $r = .387$; admiration: host $r = .536$, society $r = .528$, environment $r = .481$; all $p \leq .002$). Within the regression analysis, trust was primarily impacted by host-city appeal ($\beta = .450$, $p < .001$) and environmental sustainability ($\beta = .339$, $p = .005$). For admiration, host-city appeal ($\beta = 0.437$, $p < 0.001$) and social sustainability ($\beta = 0.382$, $p = 0.001$) remained significant, while environmental sustainability wasn't ($p = 0.195$).

b) Spectator perspective

Along the spectators ($n=67$), the correlations remained rather strong (trust: environment $r = .694$, host $r = .677$, social $r = .595$; admiration: environment $r = .639$, host $r = .589$, social $r = .584$; all $p < .001$). Through the regression models, all three predictors remained significant for both trust and admiration, suggesting that spectators consider ESG and the host city's context together rather than prioritizing one dimension over the other.

c) Joint perspective and conclusion

Within the joint sample ($n = 128$; Env_Index $n = 127$), all correlations proved to be significant (e.g., environmental trust $r = 0.640$, environmental admiration $r = 0.589$, and host trust $r = 0.645$; all $p < 0.001$). The conducted regression analysis explained a rather substantial amount of variance (trust: adj. $R^2 = .607$; admiration: adj. $R^2 = .544$), indicating that perceptions of environmental sustainability and the appeal of the host city meaningfully influence trust and admiration. Overall, H2 is supported, with effects appearing more consistent among spectators than runners (Appendix: H2).

5.3.3 H3 – DIFFERENCES BETWEEN RUNNERS AND SPECTATORS IN THE EFFECT OF INNOVATION

H3 predicted that the positive relationship between perceived sponsor innovation and overall sponsor brand equity would be stronger for runners than for spectators. To test this assumption, a moderated regression was estimated in which Innovation_index, a stakeholder dummy variable (Runner = 1, Spectator = 0) and the interaction term (Innov_x_runner) predicted Overall_BE ($N = 128$) was used.

a) Runners perspective

Throughout the runners ($n = 61$), innovation was seen as a meaningful driver of overall sponsor brand equity. The linear regression analysis proved that the innovation index significantly predicted overall brand equity (BE), with an R^2 value of .280 and an adjusted R^2 value of .268, explaining 28.0% of the variance. The positive and significant coefficient ($\beta = .529$, $t = 4.79$, $p < .001$) displayed that runners who perceive the sponsor as more innovative also evaluate its brand equity more positively.

b) Spectators perspective

Within the spectator sample ($n = 67$), the overall innovation effect was rather strong. Additionally, the regression model was significant ($F(1, 65) = 40.57$, $p < .001$) and roughly explained 38.4% of the variance in overall brand equity ($R^2 = .384$, adjusted $R^2 = .375$). Once again, innovation displayed a strong positive association with overall brand equity ($\beta = .620$, $t = 6.37$, $p < .001$), suggesting that spectators tend to substantially associate perceived innovativeness with brand equity.

c) Joint Perspective and sub-conclusion

Throughout the joint sample, overall regression was significant ($F(3, 124) = 25.43, p < .001$), with an adjusted R^2 of .366. Innovation is a strong predictor ($\beta = .664, p < .001$), contrarily, the stakeholder dummy variable was not significant ($\beta = .767, p = .124$). The interaction term was negative but not significant ($\beta = -.684, p = .184$), indicating that the relationship between innovation and brand equity does not differ significantly between runners and spectators. Therefore, innovation increases sponsor brand equity across both groups. Therefore, H3 is not supported and is rejected (Appendix: H3).

5.3.4 H4 - OPERATIONS & GOVERNANCE QUALITY AFFECTING BRAND ADMIRATION AND CONSIDERATION

The OpGov_Index (Operations and Governance) captures the perceived quality of sponsor operations and governance (e.g. organisation, safety, and reliability). H4 proposes that a higher OpGov score is associated with stronger brand admiration and greater brand consideration.

a) Runners perspective

Within the 61 runners, OpGov was perceived rather positively ($M = 3.53, SD = 0.45$), next to high levels of admiration ($M = 3.98, SD = 0.36$) and consideration ($M = 3.95, SD = 0.40$). OpGov correlated positively with admiration ($r = .388, p = .002$) and consideration ($r = .403, p = .001$). Furthermore, the regression analysis confirmed these effects. Consequently, OpGov predicted both admiration ($F(1, 59) = 10.44, p = .002, R^2 = .150, \text{adj. } R^2 = .136, \beta = .388$) and consideration ($F(1, 59) = 11.41, p = .001, R^2 = .162, \text{adj. } R^2 = .148, \beta = .403$). These results suggest a moderate relationship, favorable event management is associated with positive sponsor evaluations.

b) Spectators perspective

Among the 67 spectators, OpGov was perceived as lower ($M = 3.29, SD = 0.54$) than admiration ($M = 3.82, SD = 0.50$) and consideration ($M = 3.79, SD = 0.51$), which remained consistently high. The associations were stronger, OpGov correlated with admiration ($r = .702, p < .001$) and consideration ($r = .497, p < .001$). The regression analysis proved that admiration was partly explained by OpGov ($F(1, 65) = 63.30, p < .001, R^2 = .493, \text{adj. } R^2 = .486, \beta = .702$), while consideration was meaningfully explained by OpGov ($F(1, 65) = 21.37, p < .001, R^2 = .247, \text{adj. } R^2 = .236, \beta = .497$).

c) Joint sample and sub-conclusion

Throughout the joint sample ($n = 128$), OpGov remained positive ($M = 3.41$, $SD = 0.51$), alongside high levels of admiration ($M = 3.90$, $SD = 0.44$) and consideration ($M = 3.87$, $SD = 0.47$). Consequently, the measured level of OpGov correlated with admiration ($r = .606$, $p < .001$) and consideration ($r = .482$, $p < .001$), displaying a significant predictor of both outcomes (admiration: $R^2 = .367$, $F(1, 126) = 73.12$, $p < .001$, $\beta = .606$) and consideration ($R^2 = .233$, $F(1, 126) = 38.18$, $p < .001$, $\beta = .482$). Therefore, H4 is supported (Appendix: H4).

5.3.5 H5 - MEDIATION OF EVENT-SPONSOR FIT

H5 proposed that the relationship between the perceived level of event-sponsor fit mediates the relationship between perceived on-site activation quality and purchase intention. Descriptively, evaluations were above the midpoint, On-site ($M = 4.25$, $SD = 0.64$), as well as event sponsor-fit ($M = 3.63$, $SD = 0.47$) and purchase intention ($M = 3.32$, $SD = 0.40$; $N = 128$). The mediation was assessed using Baron and Kenny's (1986) three-step process, addressing all stakeholder groups.

a) Runners perspective

Among runners ($n = 61$), the level of on-site activation quality predicted the event sponsor-fit ($\beta = .320$, $p = .012$; $R^2 = .102$), and this fit was strongly associated with purchase intention ($r = .461$, $p < .001$). Nevertheless, the total effect of on-site activation quality on purchase intention was not significant ($\beta = 0.048$, $p = 0.716$; $R^2 = 0.002$). Thus, the combined model, the event sponsor-fit significantly predicted the level of purchase intention ($\beta = .496$, $p < .001$), while the effect of on-site activation quality remained non-significant ($\beta = -.111$, $p = .367$; adjusted $R^2 = .196$, $p < .001$). Consequently, runners' purchase intention is primarily influenced by the perceived event sponsor-fit rather than the direct effects of on-site activation.

b) Spectators perspective

Within the spectator sample ($n = 67$), the level of on-site activation quality significantly predicted purchase intention in Step 1 of Baron and Kenny's model ($\beta = .256$, $p = .037$; $R^2 = .065$), but did not predict event-sponsor fit ($\beta = .170$, $p = .170$; $R^2 = .029$). This means that the 'a-path' condition is not met. Consequently, in step 3, the fit remained significant ($\beta = .257$, $p = .034$), whereas on-site activation quality decreased and became non-significant at the 5% level ($\beta = .212$, $p = .078$; adjusted $R^2 = .102$, $p = .012$).

c) Joint sample and sub-conclusion

Within the joint sample ($N = 128$), the quality of on-site activation predicted the event-sponsor fit ($\beta = .243, p = .006; R^2 = .059$), therefore, this fit predicted the level of purchase intention ($\beta = .362, p < .001$). However, the total effect of on-site activation quality on purchase intention was not significant ($\beta = .158, p = .075; R^2 = .025$). Therefore, in the combined model, the level of on-site activation quality became non-significant ($\beta = .070, p = .412; R^2 = .148, \text{adj. } R^2 = .134, p < .001$). Overall, fit is a robust predictor of purchase intention, however, the Baron & Kenny conditions for mediation are not fully satisfied (non-significant total effect and non-significant a-path for spectators). Therefore, H5 is not confirmed under this mediation logic (Appendix: H5).

5.3.6 H6 - ESG INCREASES WILLINGNESS TO DEFEND

H6 proposed that the perceived level of sponsor engagement in ESG activities would indirectly increase the willingness to defend the sponsor in a crisis via higher levels of trust and admiration. Descriptively, the conducted evaluations were above the midpoint: ESG ($M = 3.73, SD = 0.47$), trust ($M = 3.82, SD = 0.51$), admiration ($M = 3.90, SD = 0.44$), and defend upon a crisis ($M = 3.25, SD = 0.44; N = 128$). The mediation was assessed using Baron and Kenny's (1986) stepwise approach across all stakeholder groups.

a) Runners perspective

Among runners ($n = 61$), ESG predicted the level of defend upon a crisis behavior ($\beta = .444, p < .001, R^2 = .197$), as well as trust ($\beta = .534, p < .001, R^2 = .286$) and admiration ($\beta = .571, p < .001, R^2 = .326$). Nevertheless, the combined conducted model (ESG + trust + admiration and defend upon a crisis), only ESG remained significant ($\beta = 0.310, p = 0.032$), while trust ($\beta = 0.324, p = 0.130$) and admiration ($\beta = -0.068, p = 0.756$) were not significant ($\text{adj. } R^2 = 0.213, p < 0.001$). Therefore, under this logic, there is no clear indirect effect via trust or admiration for runners.

b) Spectators perspective

Within the spectator sample ($n = 67$), ESG remained a strong predictor of defend upon a crisis ($\beta = .668, p < .001; R^2 = .446$) as well as both mediators, trust ($\beta = .712, p < .001; R^2 = .507$) and admiration ($\beta = .676, p < .001; R^2 = .457$). In step 3, trust remained significant ($\beta = .587, p < .001$), while the ESG level decreased but remained significant ($\beta = .277, p = .019$). The level

of admiration wasn't significant ($\beta = -.040$, $p = .800$; adj. $R^2 = .579$, $p < .001$). This result is rather consistent with partial mediation via trust only.

c) Joint sample and sub-conclusion

Throughout the joint sample ($N = 128$), the level of ESG was found to predict defend upon a crisis ($\beta = .576$, $p < .001$; $R^2 = .332$), trust ($\beta = .655$, $p < .001$; $R^2 = .429$), and admiration ($\beta = .649$, $p < .001$; $R^2 = .421$). Nevertheless, only in the conducted model, the level of ESG ($\beta = .306$, $p = .001$) and trust ($\beta = .437$, $p = .001$) seemed to be significant predictors, contrary to admiration ($\beta = -.025$, $p = .851$; adjusted $R^2 = .419$, $p < .001$). In conclusion, the Baron & Kenny conditions support partial mediation via trust, but not admiration. Consequently, H6 is only partially supported (indirect effect through trust, but not admiration) (Appendix: H6).

5.4 QUANTITATIVE RESEARCH CONCLUSION

The quantitative analysis provides a structured test of the relationships derived from the conceptual framework, complementing the qualitative findings by quantifying the relative strength of key sponsorship drivers. Based on 148 valid responses, all hypothesis tests relating to marathon participation were conducted on the subsample of attendees (runners and spectators; $n = 128$). Multi-item indices were constructed for the central marathon attributes and brand outcomes, demonstrating good to excellent levels of internal consistency. Including, on-site activation ($\alpha = .920$), innovation ($\alpha = .825$), operations ($\alpha = .894$), governance ($\alpha = .872$), social sustainability ($\alpha = .863$), environmental sustainability ($\alpha = .889$), host-city appeal ($\alpha = .910$), event atmosphere ($\alpha = .872$) and event-sponsor fit ($\alpha = .810$). Overall sponsor brand equity (72 items) showed excellent reliability ($\alpha = .948$; based on 111 complete cases) and indicated a moderately positive brand impact among participants ($M = 3.63$, $SD = 0.35$; $N = 128$) descriptively speaking. A first comparison examined whether stakeholder roles have the ability to shape sponsorship perceptions. Independent-samples t-tests were used, proving, that both runners ($M = 4.31$) and spectators ($M = 4.20$) evaluated the level of on-site activation similarly positively ($p = .347$), suggesting widespread appreciation for rather experiential activations. Runners rated the overall perception of sponsors as being more innovative ($M = 3.44$ vs. 3.24 ; $p = .022$) and therefore reported a higher overall brand equity effect ($M = 3.71$ vs. 3.55 ; $p = .008$) than spectators, indicating that functional involvement in the event strengthens perceptions of technical integration and the overall sponsorship impact. Those variables were chosen as they represent key drivers of sponsorship within the dissertation.

Throughout the quantitative data, H1 was clearly supported as the perceived impact of on-site activation proved to be a strong predictor of overall brand equity among runners, spectators, and the joint sample of participants (combined sample: $r = .637$, adjusted $R^2 = .401$, $\beta = .637$, $p < .001$). Furthermore, H2 is also supported, as the perceived social and environmental sustainability, as well as host-city appeal, were strongly associated with the level of trust and admiration. The multiple regressions explained a substantial amount of variance (trust: adj. $R^2 = .607$; admiration: adj. $R^2 = .544$), and these effects appeared particularly consistent among spectators. However, H3 was rejected, although innovation positively predicted brand equity, the innovation $\times$ runner interaction was not significant ($p = .184$). This means that the innovation-equity link does not reliably differ between runners and spectators. H4 is supported, the perceived operational and governance quality significantly predicted both variables, admiration ($R^2 = .367$) and consideration ($R^2 = .233$) within the joint sample (both $p < .001$), pointing out the importance of organizational competence for reputational outcomes and perception. Finally, the mechanism-focused hypotheses clarify how sponsorship translates into behavior. Using Baron and Kenny's (1986) stepwise logic, H5 was therefore not confirmed. While on-site activation successfully predicted event-sponsor fit, and event-sponsor fit predicted the level of purchase intention. Consequently, the total effect of on-site activation on purchase intention was not statistically significant in the joint sample. Key conditions were also not fully met across all stakeholder groups. Finally, H6 is partially supported, as ESG successfully predicted the willingness to defend the sponsor within a crisis. Furthermore, there is consistent evidence of partial mediation via trust. However, admiration did not add unique explanatory power once trust was controlled for. Overall, the results emphasize the rather crucial role of activation quality, highlighting the importance of ESG/host-city perceptions in fostering trust and admiration, refute the notion of stakeholder-specific innovation moderation, and demonstrate that fit and trust (rather than direct links) are the most robust mechanisms in the chain from marathon sponsorship to downstream brand outcomes.

5.5 TABLE: “EFFECT FROM EVERY IV ON EVERY DV”

The table summarises the joint-sample (N = 128) multivariate results by reporting the standardized regression coefficients (β) from OLS models in which each dependent variable is predicted simultaneously by all nine independent variables (enter method), thereby indicating the unique effect of each IV on each DV while controlling for the remaining predictors (Appendix: Table 9).

TABLE 9: EFFECT FROM EVERY IV ON DV

IV / DV	Relevance	Consideration	Trust	Admiration	Purchase-Intention	Loyalty	Recommendation	Defend upon a crisis
On-site	(β) = 0.305 p = <0.001	(β) = 0.147 p = 0.010	(β) = 0.021 p = 0.732	(β) = 0.040 p = 0.579	(β) = 0.249 p = <0.001	(β) = -0.071 p = 0.422	(β) = 0.202 p = <0.001	(β) = 0.388 p = <0.001
Operations	(β) = 0.219 p = <0.001	(β) = 0.276 p = <0.001	(β) = 0.143 p = 0.024	(β) = 0.146 p = 0.048	(β) = 0.197 p = <0.001	(β) = -0.126 p = 0.160	(β) = 0.212 p = <0.001	(β) = 0.144 p = 0.015
Innovation	(β) = 0.232 p = <0.001	(β) = 0.125 p = 0.020	(β) = 0.181 p = 0.002	(β) = 0.060 p = 0.383	(β) = 0.072 p = 0.167	(β) = 0.212 p = 0.012	(β) = 0.123 p = 0.020	(β) = 0.037 p = 0.502
Governance	(β) = 0.122 p = 0.035	(β) = 0.126 p = 0.031	(β) = 0.156 p = 0.015	(β) = 0.228 p = 0.003	(β) = 0.094 p = 0.095	(β) = 0.290 p = 0.002	(β) = 0.100 p = 0.080	(β) = 0.085 p = 0.155
Soc.Sust.	(β) = 0.173 p = 0.004	(β) = 0.096 p = 0.108	(β) = 0.227 p = <0.001	(β) = 0.196 p = 0.011	(β) = 0.081 p = 0.162	(β) = 0.015 p = 0.873	(β) = 0.112 p = 0.055	(β) = 0.127 p = 0.039
Env.Sust.	(β) = 0.073 p = 0.228	(β) = 0.201 p = 0.001	(β) = 0.138 p = 0.040	(β) = 0.060 p = 0.441	(β) = 0.263 p = <0.001	(β) = 0.124 p = 0.193	(β) = 0.147 p = 0.015	(β) = 0.104 p = 0.100
Event Atmosphere	(β) = 0.090 p = 0.168	(β) = 0.098 p = 0.137	(β) = 0.162 p = 0.026	(β) = 0.118 p = 0.163	(β) = 0.105 p = 0.101	(β) = 0.242 p = 0.020	(β) = 0.239 p = <0.001	(β) = 0.138 p = 0.042
Host-city Appeal	(β) = 0.120 p = 0.063	(β) = 0.226 p = <0.001	(β) = 0.217 p = 0.003	(β) = 0.297 p = <0.001	(β) = 0.139 p = 0.028	(β) = 0.000 p = 0.999	(β) = 0.109 p = 0.087	(β) = 0.179 p = 0.008
Event-sponsor fit	(β) = 0.038 p = 0.460	(β) = 0.051 p = 0.333	(β) = 0.054 p = 0.345	(β) = 0.074 p = 0.273	(β) = 0.201 p = <0.001	(β) = 0.293 p = <0.001	(β) = 0.153 p = 0.003	(β) = 0.118 p = 0.029

6. CONCLUSION: MAIN FINDINGS AND CONCLUSION

This dissertation aimed to investigate the effect of marathon sponsorship on sponsor image and reputation, as well as how this differs between the stakeholder groups. To further address this, the study examined key marathon-related factors (independent variables) and their relationship with sponsoring brand outcomes (dependent variables). Following sponsorship theory, the research emphasizes mechanism-based effects, such as goodwill, involvement-based processing, and the image transfer theory, rather than pure brand exposure (Keller, 1993; Meenaghan, 2001). Therefore, the levels of dissimilarities in participation rates between age groups were noted as a contextual factor, but marathon experience was not significantly associated with age ($\chi^2(10) = 17.49, p = .064$). This lends weight to the idea that sponsorship outcomes should primarily be interpreted through sponsorship-related perceptions rather than demographic factors. The most consistent driver across both methods is the quality of on-site activation. Qualitatively, runners and spectators can clearly distinguish between passive logo exposure and activations that provide added functional or emotional value, such as product trials, performance-related services, or entertainment that enhances the atmosphere. Therefore, the influence of on-site activations is rated rather positively by attendees ($M = 4.25/5; \alpha = .920$) and is strongly associated with overall sponsor brand equity ($r = .637, p < .001$). Regression analysis confirms the substantial explanatory power of on-site activation quality ($R^2 = .406$; adj. $R^2 = .401$; $\beta = .637$; $p < .001$). These results support the idea that marathon sponsorship primarily works through the creation of experienced value and the resulting goodwill (Meenaghan, 2001). Therefore, H1 is supported. A second key conclusion is the role of ESG engagement and host-city appeal in driving substantially deeper reputational outcomes. Throughout the qualitative research phase, spectators expressed a sensitivity to authenticity and sustainability, valuing messages that were consistent with the brand's communicated level of on-site presence. Conversely, contradictions (e.g. perceived waste) could trigger a negative reputation. Therefore, the level of perceived social and environmental sustainability, as well as host-city appeal, is positively associated with trust and admiration. The multiple regression models explain a substantial amount of variance (trust: adj. $R^2 = .607$; admiration: adj. $R^2 = .544$). Consequently, H2 is supported, with effects appearing especially consistent among the spectators. Furthermore, H3 suggests that overall sponsor brand equity is significantly predicted by the level of perceived innovation across both stakeholder groups. Although runners rated innovation consequently stronger than spectators did ($p = .022$), the hypothesized stronger effect of innovation for runners was therefore not supported. The moderation term (Innovation

× Runner) was not significant ($p = .184$), indicating that innovation is a relevant brand equity cue for both stakeholder groups. Consequently, H3 is rejected. Together with the interview findings, these results suggest that innovation cues are not processed solely in relation to runners' performance needs, but may also signal professionalism and event quality (Meenaghan, 2001). Coming to hypothesis H4, qualitative research has shown that, when it comes to operations and governance, runners tend to prioritize smooth organization and safety, while spectators tend to focus more on crowd management and accessibility. Therefore, the perceived quality of operations and governance predicts admiration ($R^2 = .367$; $p < .001$) and consideration ($R^2 = .233$; $p < .001$) within the combined sample. Therefore, H4 is clearly supported, indicating that event professionalism can serve as a reputational cue transferred to sponsors, especially when they are involved in essential services (Keller, 1993). The mechanism-focused hypotheses offer further insight. H5 is not confirmed under Baron and Kenny's (1986) mediation logic. Therefore, on-site activation does predict event–sponsor fit ($\beta = .243$, $p = .006$) and event-sponsor fit does predict purchase intention ($\beta = .362$, $p < .001$), but the overall influence of on-site activation on purchase intention is not statistically significant within the joint sample ($\beta = .158$, $p = .075$). Furthermore, it could be argued that the key conditions are not completely met across stakeholder groups.

Contrarily, H6 is partially supported, as ESG predicts the willingness to defend the sponsor in a crisis, as the pattern is consistent with partial mediation via trust. In the joint model, both ESG ($\beta = .306$, $p = .001$) and trust ($\beta = .437$, $p = .001$) are significant predictors of defend upon a crisis, however, admiration does not add any explanatory value when trust is considered. Consequently, marathon sponsorship does have the ability to generate meaningful brand-equity outcomes. Nevertheless, the effectiveness strongly depends on the stakeholders' experienced value and credibility perceptions. While runners and spectators evaluate on-site activations similarly ($p = .347$), runners perceive sponsors as more innovative ($p = .022$) and report higher overall brand-equity impact ($p = .008$). In the long term, crucial drivers of success are mostly value-adding activations, professional event delivery, and authentic ESG and host-city associations, supporting the overall strategic relevance of stakeholder segmentation.

6.1 MANAGERIAL IMPLICATIONS

This dissertation provides meaningful and rather crucial recommendations for brands that are actively looking to build brand equity through marathon sponsoring and partnerships. The effectiveness of sponsorship is driven by on-site value creation rather than passive logo exposure. Therefore, managers should invest in activations that add functional and emotional value, such as runner services, trials, and fan zones, as the quality of these activations strongly predicts sponsor brand equity (Meenaghan, 2001). Furthermore, activations should be treated with utmost care, being tailored to certain stakeholder roles, for example, runners respond to performance-relevant support, while spectators mainly value a strong and vibrant atmosphere as well as authentic brand communication. Consequently, sponsoring brands should treat their operational quality rather carefully, seeing it as a form of reputational infrastructure and brand building. Finally, ESG should be treated with utmost respect, authenticity, and credibility. On-site communication should be intentional as ESG-driven defend upon a crisis intentions mainly operate through trust (Donaldson & Preston, 1995). Creating a rather coherent fit between the event and the sponsoring brands, being responsible for support and therefore the behavioral outcomes, although evidence of mediation (Baron & Kenny, 1986) suggests that fit functions more as a robust direct predictor of purchase intention than as a fully confirmed mediator.

7. LIMITATIONS

It is crucial to acknowledge the limitations within the interpretation of the findings presented in this thesis. First, it is essential to note that the sample structure limits the generalizability of the results. The quantitative analysis is based on $N = 148$ valid responses. It is skewed towards younger adults, while the qualitative phase includes 23 interviewees, many of whom are in their twenties and early thirties. Furthermore, the sample appears to be geographically concentrated, primarily in Germany, and focused on urban mass-participation marathons. This may result in the restriction of the transferability of the findings to other cultural contexts, smaller races, or non-European event formats. Secondly, the study employs a cross-sectional design, which captures sponsorship perceptions at a single point in time. This approach fosters exploratory insight, yet it imposes limitations on the capacity to monitor changes in sponsor perceptions over time or to establish robust causal claims between marathon attributes (e.g., activation quality, ESG, operations) and brand outcomes. Thirdly, it should be noted that both the interviews and the survey are based on self-reported perceptions and intentions. Consequently, responses may be influenced by recall errors, halo effects from the overall event experience, and social desirability. This suggests that reported purchase intention or willingness to defend a sponsor may not fully translate into real-world behavior. Fourthly, it is evident that certain methodological decisions impose constraints. The use of composite indices and a single-source survey design has been shown to increase the risk of common-method bias. The mediation tests employed (Baron & Kenny logic) offer indicative evidence but are less robust than approaches such as bootstrapped indirect effects or Structural Equation Modelling (SEM). Finally, while the framework encompasses key drivers such as activation, fit, ESG, operations, host-city appeal, and innovation, other influences, including prior brand loyalty, concurrent marketing campaigns, and real-time event incidents, were not measured. Consequently, these have the possibility to influence sponsorship outcomes and should be further explored.

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9. APPENDIX

9.1 INTERVIEW QUESTIONS (SEMI-STRUCTURED)

Intro / Screening

Do you run regularly? If so, how would you classify your level (recreational/ambitious / very experienced)?

Have you ever participated in or watched a marathon/running event? (Which events / how often?)

Event perception & event selection

How would you describe marathons in comparison to other events (e.g., soccer, concerts) (atmosphere, emotionality, community)?

What factors make a marathon “attractive” to you (e.g., city/route, atmosphere, organization, reputation/history)?

Example: Examples of very good vs. poor organization (travel, start processes, catering, expo, logistics)

Sponsor fit & image transfer

Which sponsors/brands spontaneously come to mind when you think of marathons?

How appropriate do you find typical sponsors (sports brands, beverages, automotive, insurance, etc.)?

Sample: “Logical fit” vs. fit that first needs to be “explained” (through activations)

In your opinion, what values/characteristics are associated with a brand through marathon sponsorship (e.g., performance, discipline, dynamism, professionalism, community, internationality)?

On-site activations & integration

Which on-site activations do you know/remember (expo, running analyses, test areas, cheer zones, music, photo points, recovery, etc.)?

Which activations do you perceive as added value (functional/emotional) – and which as “pure advertising”?

Innovation/Technology

What role do innovation and technology play in the context of marathons (apps, tracking, measurements, running style analysis, self-improvement)?

ESG / Sustainability

How would you recognize that a marathon is organized sustainably (trash/cups, public transportation, goodies, materials, communication)?

What are your expectations of sponsors in terms of sustainability (genuine support vs. “greenwashing”)?

Brand Outcomes (your list of variables)

Which 3 effects are most strongly influenced by marathon sponsorship in your case?

Relevance / Trust / Admiration / Consideration / Preference / Purchase intention / Recommendation / Defensive loyalty (Crisis)

Runners vs. Spectators

In your opinion, does the impact of sponsorship differ between runners and spectators? Why?

Closing

Is there anything else we haven't addressed that you think is important (e.g., quality of giveaways/medals/shirts, long-term nature of sponsorship)?

9.2 DESCRIPTION OF THE INTERVIEWEES

TABLE 10: DESCRIPTION INTERVIEWS

Interview	Relationship to running	Marathon experience	Relevancy	Interview no:
Tomke Mats Hansen	Occasional runner	runner	Inclusive Atmosphere	1
Carla Hefler	Non-runner, Former professional	runner	Runner-Centric Focus (Low relevance for spectators)	2
Caro Sapper	Runner	spectator	Experience Extension (Event turned into "Weekend")	3
Ben Schütte	Runner	runner	Quality Assurance (Goodies reflect brand value)	4
Lina Voß	Runner	runner	Image Modernization (Brand perceived as "cooler")	5
Leonard Pickert	Runner	runner	Sustainability & Credibility (Anti- Greenwashing)	6
Margret Hefler	Runner	runner	Reliability & Technical Competence	7
Parvati Bourman	Non-runner	spectator	Modernity vs. Complexity (Tech is impressive but overwhelming)	8
Pascal Helber	Runner	spectator	Functionality & Substance ("Show" vs. Utility)	9
Yannick Paß	Non-runner	spectator	Rational Technological Competence	10
Anni Schlensack	Runner	spectator	Professionalism vs. Advertising Overload	11
Laura Kassin	Runner	spectator	Emotional Amplification (Validation of achievement)	12
Johannes Hefler	Non-runner	spectator	Background Enabler (Hygiene factor)	13
Johanna Weber	Runner	runner	Innovation Proof & Digital Trust	14
Johanna Schürmann	Non-runner	spectator	Human Focus vs. Commercial Intrusion	15
Günther Hefler	Runner	runner	Data Privacy & Event Integrity	16
Anna-Marie Hefler	Runner	runner	Service Orientation & Employer Branding	17
Anna Reinhard	Non-runner	spectator	Social Responsibility & Inclusion	18
Godehard Pickert	Runner	spectator	Grassroots Support & Sustainability	19
Brent van Beek	Runner	runner	Beginner Empowerment & Guidance	20
Laurenz Pickert	Runner	runner	Long-term Authenticity & Consistency	21
Mirjan Broening	Runner	runner	Performance Expertise & Mass Inclusivity	22
Toni Swoboda	Non-runner	spectator	Social Purpose & Charitable Support	23

9.3 SURVEY

Thank you for taking part in this survey.

This study examines how sponsorship at marathon events influences the sponsor's image and reputation among participants and spectators. All responses are strictly anonymous and will be used for academic research purposes only. Completing the survey will take approximately 3–5 minutes.

Thanks a lot for taking the time to contribute to this research!

TABLE 11: SURVEY

In which country do you currently live in?

☐ Germany

☐ Other (please specify)

Which of the following best describes your relationship to running?

☐ Yes, I run regularly

☐ No, I don't run

Have you ever participated in a marathon?

☐ Yes, as a runner

☐ Yes, as a spectator

☐ No, I haven't

What is your age group?

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

Instructions for the core matrices (Scale 1-5)

For the following questions, please indicate the extent to which each marathon attribute influences the aspects of a sponsor's image and reputation. Scale 1-5 (1. Not at all; 5. Extremely)

To what extent does a marathon's on-site activations (e.g., brand activations, panel talks, running analysis, pop-up shops) affect the following aspects of the sponsors image and reputation?
Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

Next page >

To what extent does a marathon's operation (e.g., aid stations, bib-collection, logistics) affect the following aspects of the sponsors image and reputation?
Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

Next page >

To what extent does a marathon's level of innovation (e.g., Berlin marathon highlights EV lead cars and recycling/reuse initiatives.) affect the following aspects of a sponsor's image and reputation?
Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

Next page >

To what extent does a marathon's governance (e.g., city governance, safety measures, clear and transparent policies) affect the following aspects of a sponsor's image and reputation? Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

Next page >

The next two questions deal with how the marathon's sustainability initiatives influence your perception of the sponsor's image and reputation.

To what extent does a marathon's social sustainability effort (e.g., fundraising, guided runners, diversity workshops) affect the following aspects of a sponsor's image and reputation? Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

Next page >

To what extent does a marathon's environmental sustainability effort (e.g., PET cups from recycled material; clothing/shoe reuse drives) affect the following aspects of a sponsor's image and reputation?

Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

Next page >

The next question focuses on the overall atmosphere of the marathon – the event's personality, the emotional feeling, the energizing crowd, cheer zones, bands along the route and music.

To what extent does a marathon's Event Atmosphere (e.g., neighborhood cheer zones and bands, iconic finish-line staging, crowded energy, emotional feel) affect the following aspects of a sponsor's image and reputation?

Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

Next page >

To what extent does a marathon's host city appeal (e.g., route along historical sights, heritage, city feel) affect the following aspects of a sponsor's image and reputation?
Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

[Next page >](#)

The next question is about how well the marathon and its sponsor fit together. For example, a nutrition or running shoe brand may feel like a good match for a marathon, while a consultancy might feel less connected.

To what extent does the fit between the marathon and its sponsor, its event sponsor fit (e.g., how logically or meaningfully the sponsor matches the event in terms of function or image) affect the following aspects of a sponsor's image and reputation?
Please rate each aspect on a scale from 1 (Not at all influencing) to 5 (Extremely influencing).

	No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence
Admiration (Genuinely like the brand)	☐	☐	☐	☐	☐
Trust (Believe in the brand's values/products)	☐	☐	☐	☐	☐
Loyalty (Choose the brand repeatedly over time)	☐	☐	☐	☐	☐
Defend upon a crisis (Stand up for the brand if criticized)	☐	☐	☐	☐	☐
Relevance (Brand fits your needs and lifestyle)	☐	☐	☐	☐	☐
Purchase intention (Likely to buy the brand's products)	☐	☐	☐	☐	☐
Recommendation (Likely to recommend the brand to others)	☐	☐	☐	☐	☐
Consideration (Likely to choose it over competitors)	☐	☐	☐	☐	☐

[Next page >](#)

We thank you for your time spent taking this survey.
Your response has been recorded.

9.4 QUANTITATIVE RESEARCH APPENDIX

TABLE 12: QUANTITATIVE INTRO 1

Statistics				
	Which of the following best describes your relationship to running?	Have you ever participated in a marathon?	What is your age group?	
N	Valid	148	148	148
	Missing	0	0	0

Frequency Table

Which of the following best describes your relationship to running?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I run regularly	110	74,3	74,3	74,3
	No, I don't run	38	25,7	25,7	100,0
	Total	148	100,0	100,0	

Have you ever participated in a marathon?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, as a runner	61	41,2	41,2	41,2
	Yes, as a spectator	67	45,3	45,3	86,5
	No, I haven't	20	13,5	13,5	100,0
	Total	148	100,0	100,0	

What is your age group?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	32	21,6	21,6	21,6
	25-34	56	37,8	37,8	59,5
	35-44	27	18,2	18,2	77,7
	45-54	17	11,5	11,5	89,2
	55-64	9	6,1	6,1	95,3
	65+	7	4,7	4,7	100,0
	Total	148	100,0	100,0	

→ Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Have you ever participated in a marathon? * What is your age group?	148	100,0%	0	0,0%	148	100,0%

Have you ever participated in a marathon? * What is your age group? Crosstabulation

		What is your age group?						Total
		18-24	25-34	35-44	45-54	55-64	65+	
Have you ever participated in a marathon?	Yes, as a runner	Count	15	22	11	7	2	61
		% within Have you ever participated in a marathon?	24,6%	36,1%	18,0%	11,5%	3,3%	100,0%
	Yes, as a spectator	Count	14	20	16	10	5	67
		% within Have you ever participated in a marathon?	20,9%	29,9%	23,9%	14,9%	7,5%	100,0%
	No, I haven't	Count	3	14	0	0	2	20
		% within Have you ever participated in a marathon?	15,0%	70,0%	0,0%	0,0%	10,0%	100,0%
Total		Count	32	56	27	17	9	148
		% within Have you ever participated in a marathon?	21,6%	37,8%	18,2%	11,5%	6,1%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17,491 ^a	10	,064
Likelihood Ratio	22,375	10	,013
Linear-by-Linear Association	,023	1	,879
N of Valid Cases	148		

a. 9 cells (50,0%) have expected count less than 5. The minimum expected count is ,95.

Introduction of the Overall Sponsor Brand Equity

TABLE 13: OVERALL SPONSOR BRAND EQUITY 1

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	111	86,7
	Excluded ^a	17	13,3
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,948	72

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
260,15	647,785	25,452	72

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Overall_BE	128	2,38	4,27	3,6294	,35128
Valid N (listwise)	128				

Cronbachs alpha

On-site

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	128	100,0
	Excluded ^a	0	,0
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,920	8

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
33,99	26,465	5,144	8

Operations

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	123	96,1
	Excluded ^a	5	3,9
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,894	8

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
28,31	23,937	4,893	8

TABLE 14: CRONBACHS ALPHA 1

Innovation

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	128	100,0
	Excluded ^a	0	,0
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,825	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26,70	15,848	3,981	8

Governance

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	127	99,2
	Excluded ^a	1	,8
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,872	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26,15	20,160	4,490	8

Social Sustainability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	127	99,2
	Excluded ^a	1	,8
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,863	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29,78	15,935	3,992	8

Environmental Sustainability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	97,7
	Excluded ^a	3	2,3
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,889	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29,75	18,559	4,308	8

Event Atmosphere

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	126	98,4
	Excluded ^a	2	1,6
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,872	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29,37	19,866	4,457	8

Host city appeal

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	97,7
	Excluded ^a	3	2,3
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,910	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28,14	26,731	5,170	8

Event-sponsor fit

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	124	96,9
	Excluded ^a	4	3,1
	Total	128	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,810	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29,04	14,185	3,766	8

Runner vs spectator

TABLE 15: RUNNER VS SPECTATOR 1

→ T-Test

Group Statistics

Runner (1) vs Spectator (0)		N	Mean	Std. Deviation	Std. Error Mean
Innovation_index	,00	67	3,2425	,50089	,06119
	1,00	61	3,4426	,47630	,06098
Onsite_index	,00	67	4,1978	,65466	,07998
	1,00	61	4,3053	,63061	,08074
Overall_BE	,00	67	3,5527	,37888	,04629
	1,00	61	3,7136	,29920	,03831

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
Innovation_index	Equal variances assumed	,179	,673	-2,311	126	,011	,022	-,20009	,08660	-,37146	-,02871
	Equal variances not assumed			-2,316	125,754	,011	,022	-,20009	,08639	-,37106	-,02911
Onsite_index	Equal variances assumed	,843	,360	-,945	126	,173	,347	-,10757	,11385	-,33287	,11774
	Equal variances not assumed			-,946	125,590	,173	,346	-,10757	,11365	-,33248	,11735
Overall_BE	Equal variances assumed	7,600	,007	-2,648	126	,005	,009	-,16087	,06075	-,28108	-,04065
	Equal variances not assumed			-2,677	123,595	,004	,008	-,16087	,06008	-,27980	-,04194

Independent Samples Effect Sizes

		Standardized ^a	Point Estimate	95% Confidence Interval	
Innovation_index	Cohen's d	,48933	-,409	-,759	-,058
	Hedges' correction	,49227	-,406	-,754	-,057
	Glass's delta	,47630	-,420	-,773	-,064
Onsite_index	Cohen's d	,64332	-,167	-,514	,181
	Hedges' correction	,64718	-,166	-,511	,180
	Glass's delta	,63061	-,171	-,518	,178
Overall_BE	Cohen's d	,34325	-,469	-,819	-,116
	Hedges' correction	,34531	-,466	-,815	-,115
	Glass's delta	,29920	-,538	-,895	-,176

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

H1 – On-site activations and overall sponsor brand equity

TABLE 16. H1 - ON-SITE ACTIVATION

Descriptive Statistics						Correlations			
	N	Minimum	Maximum	Mean	Std. Deviation		Onsite_index	Overall_BE	
Overall_BE	128	2,38	4,27	3,6294	,35128	Onsite_index	Pearson Correlation	1	,637**
Onsite_index	128	2,25	5,00	4,2490	,64305		Sig. (2-tailed)		<,001
Valid N (listwise)	128						N	128	128
						Overall_BE	Pearson Correlation	,637**	1
							Sig. (2-tailed)		<,001
							N	128	128

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

Descriptive Statistics ^a					
	N	Minimum	Maximum	Mean	Std. Deviation
Onsite_index	61	2,38	5,00	4,3053	,63061
Overall_BE	61	2,38	4,27	3,7136	,29920
Valid N (listwise)	61				

Have you ever participated in a marathon? = Yes, as a runner

Descriptive Statistics ^a					
	N	Minimum	Maximum	Mean	Std. Deviation
Onsite_index	61	2,38	5,00	4,3053	,63061
Overall_BE	61	2,38	4,27	3,7136	,29920
Valid N (listwise)	61				

a. Have you ever participated in a marathon? = Yes, as a runner

Descriptive Statistics ^a					
	N	Minimum	Maximum	Mean	Std. Deviation
Onsite_index	67	2,25	5,00	4,1978	,65466
Overall_BE	67	2,47	4,17	3,5527	,37888
Valid N (listwise)	67				

a. Have you ever participated in a marathon? = Yes, as a spectator

Have you ever participated in a marathon? = Yes, as a runner

Correlations ^a			
	Onsite_index	Overall_BE	
Onsite_index	Pearson Correlation	1	,601**
	Sig. (2-tailed)		<,001
	N	61	61
Overall_BE	Pearson Correlation	,601**	1
	Sig. (2-tailed)		<,001
	N	61	61

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

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a spectator

Correlations ^a			
	Onsite_index	Overall_BE	
Onsite_index	Pearson Correlation	1	,667**
	Sig. (2-tailed)		<,001
	N	67	67
Overall_BE	Pearson Correlation	,667**	1
	Sig. (2-tailed)		<,001
	N	67	67

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

a. Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^b		Enter

a. Dependent Variable: Overall_BE

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,637 ^a	,406	,401	,27181

a. Predictors: (Constant), Onsite_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,363	1	6,363	86,119	<,001 ^b
	Residual	9,309	126	,074		
	Total	15,672	127			

a. Dependent Variable: Overall_BE

b. Predictors: (Constant), Onsite_index

Coefficients ^a						
		Unstandardized Coefficients	Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,150	,161		13,342	<,001
	Onsite_index	,348	,038	,637	9,280	<,001

a. Dependent Variable: Overall_BE

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^c		Enter

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Overall_BE

c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,601 ^b	,361	,350	,24120

a. Have you ever participated in a marathon? = Yes, as a runner

b. Predictors: (Constant), Onsite_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,939	1	1,939	33,330	<,001 ^c
	Residual	3,432	59	,058		
	Total	5,371	60			

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Overall_BE

c. Predictors: (Constant), Onsite_index

Coefficients ^{a,b}						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,486	,215		11,574	<,001
	Onsite_index	,285	,049	,601	5,773	<,001

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Overall_BE

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^c	.	Enter

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Overall_BE
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,667 ^b	,445	,437	,28432

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), Onsite_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,220	1	4,220	52,200	<,001 ^c
	Residual	5,254	65	,081		
	Total	9,474	66			

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Overall_BE
c. Predictors: (Constant), Onsite_index

Coefficients ^{a,b}						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,931	,227		8,505	<,001
	Onsite_index	,386	,053	,667	7,225	<,001

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Overall_BE

H2 – ESG engagement and host city appeal as drivers of trust and admiration

TABLE 17: H2 - ESG

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
Social_index	128	2,63	5,00	3,7280	,50092	
Env_index	127	2,13	5,00	3,7299	,54062	
Host_index	128	1,00	5,00	3,5172	,63919	
Admiration_index	128	2,67	4,67	3,8958	,44417	
Trust_index	128	2,44	4,89	3,8226	,50596	
Valid N (listwise)	127					

Correlations						
		Social_index	Env_index	Host_index	Admiration_index	Trust_index
Social_index	Pearson Correlation	1	,614**	,292**	,577**	,531**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001
	N	128	127	128	128	128
Env_index	Pearson Correlation	,614**	1	,388**	,589**	,640**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001
	N	127	127	127	127	127
Host_index	Pearson Correlation	,292**	,388**	1	,584**	,645**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001
	N	128	127	128	128	128
Admiration_index	Pearson Correlation	,577**	,589**	,584**	1	,853**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001
	N	128	127	128	128	128
Trust_index	Pearson Correlation	,531**	,640**	,645**	,853**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	
	N	128	127	128	128	128

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

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Host_index, Social_index, Env_index ^a	.	Enter

a. Dependent Variable: Trust_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.616	.607	.31861

a. Predictors: (Constant), Host_index, Social_index, Env_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,024	3	6,675	65,751	<,001 ^b
	Residual	12,486	123	,102		
	Total	32,510	126			

a. Dependent Variable: Trust_index

b. Predictors: (Constant), Host_index, Social_index, Env_index

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Tolerance	VIF
1	(Constant)	.633	.242		2,617	.010	.41233
	Social_index	.185	.072	.182	2,565	.012	.619
	Env_index	.130	.069	.152	4,779	<.001	.577
	Host_index	.160	.048	.455	7,474	<.001	.844
	Env_index						1.185

a. Dependent Variable: Trust_index

Collinearity Diagnostics ^a							
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Social_index	Env_index	Host_index
1	1	3,962	1,000	.00	.00	.00	.00
	2	.021	13,781	.03	.08	.04	.96
	3	.010	19,497	.84	.03	.37	.01
	4	.007	23,849	.14	.90	.58	.03

a. Dependent Variable: Trust_index

Have you ever participated in a marathon? = Yes, as a runner

Descriptive Statistics ^a					
	N	Minimum	Maximum	Mean	Std. Deviation
Social_index	61	2,63	4,75	3,8021	.41233
Env_index	61	2,50	4,75	3,7881	.48561
Host_index	61	1,00	4,50	3,6256	.54215
Admiration_index	61	2,78	4,67	3,9800	.35919
Trust_index	61	2,44	4,67	3,9028	.44722
Valid N (listwise)	61				

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a spectator

Descriptive Statistics ^a					
	N	Minimum	Maximum	Mean	Std. Deviation
Social_index	67	2,63	5,00	3,6604	.56441
Env_index	67	2,13	5,00	3,6772	.58109
Host_index	67	1,25	5,00	3,4184	.70584
Admiration_index	67	2,67	4,67	3,8192	.49985
Trust_index	67	2,44	4,89	3,7496	.54719
Valid N (listwise)	67				

a. Have you ever participated in a marathon? = Yes, as a spectator

Have you ever participated in a marathon? = Yes, as a spectator

Correlations ^a						
		Social_index	Env_index	Host_index	Admiration_in dex	Trust_index
Social_index	Pearson Correlation	1	.641**	.341**	.584**	.595**
	Sig. (2-tailed)		<.001	.005	<.001	<.001
	N	67	67	67	67	67
Env_index	Pearson Correlation	.641**	1	.435**	.639**	.694**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	67	67	67	67	67
Host_index	Pearson Correlation	.341**	.435**	1	.589**	.677**
	Sig. (2-tailed)	.005	<.001		<.001	<.001
	N	67	67	67	67	67
Admiration_index	Pearson Correlation	.584**	.639**	.589**	1	.859**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	67	67	67	67	67
Trust_index	Pearson Correlation	.595**	.694**	.677**	.859**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	67	67	67	67	67

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

a. Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Host_index, Social_index, Env_index ^a	.	Enter

a. Dependent Variable: Admiration_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 ^a	.555	.544	.30082

a. Predictors: (Constant), Host_index, Social_index, Env_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,872	3	4,624	51,098	<.001 ^b
	Residual	11,131	123	.090		
	Total	25,003	126			

a. Dependent Variable: Admiration_index

b. Predictors: (Constant), Host_index, Social_index, Env_index

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Tolerance	VIF
1	(Constant)	1,150	.229		5,033	<.001	
	Social_index	.272	.068	.306	3,998	<.001	.619
	Env_index	.202	.065	.246	3,100	.002	.577
	Host_index	.278	.045	.400	6,103	<.001	.844
	Env_index						1.185

a. Dependent Variable: Admiration_index

Collinearity Diagnostics ^a							
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Social_index	Env_index	Host_index
1	1	3,962	1,000	.00	.00	.00	.00
	2	.021	13,781	.03	.08	.04	.96
	3	.010	19,497	.84	.03	.37	.01
	4	.007	23,849	.14	.90	.58	.03

a. Dependent Variable: Admiration_index

Have you ever participated in a marathon? = Yes, as a runner

Correlations ^a						
		Social_index	Env_index	Host_index	Admiration_in dex	Trust_index
Social_index	Pearson Correlation	1	.543**	.149	.528**	.387**
	Sig. (2-tailed)		<.001	.253	<.001	.002
	N	61	61	61	61	61
Env_index	Pearson Correlation	.543**	1	.283*	.481**	.540**
	Sig. (2-tailed)	<.001		.027	<.001	<.001
	N	61	61	61	61	61
Host_index	Pearson Correlation	.149	.283*	1	.536**	.566**
	Sig. (2-tailed)	.253	.027		<.001	<.001
	N	61	61	61	61	61
Admiration_index	Pearson Correlation	.528**	.481**	.536**	1	.837**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	61	61	61	61	61
Trust_index	Pearson Correlation	.387**	.540**	.566**	.837**	1
	Sig. (2-tailed)	.002	<.001	<.001	<.001	
	N	61	61	61	61	61

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

* . Correlation is significant at the 0.05 level (2-tailed).

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Host_index, Social_index, Env_index ^a	.	Enter

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Trust_index

c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^b	.490	.463	.32758

a. Have you ever participated in a marathon? = Yes, as a runner

b. Predictors: (Constant), Host_index, Social_index, Env_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,884	3	1,961	18,276	<.001 ^c
	Residual	6,117	57	.107		
	Total	12,000	60			

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Trust_index

c. Predictors: (Constant), Host_index, Social_index, Env_index

Coefficients ^{a,b}							
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Tolerance	VIF
1	(Constant)	.813	.462		1,760	.084	
	Social_index	.148	.122	.136	1,211	.231	
	Env_index	.312	.107	.339	2,918	.005	
	Host_index	.371	.081	.450	4,562	<.001	
	Env_index						

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Trust_index

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed^{a,b}

Model	Variables Entered	Variables Removed	Method
1	Host_index, Social_index, Env_Index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Trust_index
c. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825 ^b	,680	,665	,31674

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), Host_index, Social_index, Env_Index

ANOVA^{a,b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,441	3	4,480	44,659	<,001 ^c
	Residual	6,320	63	,100		
	Total	19,762	66			

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Trust_index
c. Predictors: (Constant), Host_index, Social_index, Env_Index

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,560	,290		1,931	,058
	Social_index	,201	,090	,207	2,224	,030
	Env_Index	,346	,092	,367	3,775	<,001
	Host_index	,346	,062	,446	5,615	<,001

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Trust_index

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed^{a,b}

Model	Variables Entered	Variables Removed	Method
1	Host_index, Social_index, Env_Index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admission_index
c. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,753 ^b	,567	,546	,33665

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), Host_index, Social_index, Env_Index

ANOVA^{a,b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,350	3	3,117	27,500	<,001 ^c
	Residual	7,140	63	,113		
	Total	16,490	66			

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admission_index
c. Predictors: (Constant), Host_index, Social_index, Env_Index

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,104	,308		3,584	<,001
	Social_index	,228	,096	,257	2,373	,021
	Env_Index	,272	,097	,316	2,791	,007
	Host_index	,258	,065	,364	3,940	<,001

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admission_index

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed^{a,b}

Model	Variables Entered	Variables Removed	Method
1	Host_index, Social_index, Env_Index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admission_index
c. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,712 ^b	,507	,482	,25864

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Predictors: (Constant), Host_index, Social_index, Env_Index

ANOVA^{a,b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,928	3	1,309	19,573	<,001 ^c
	Residual	3,813	57	,067		
	Total	7,741	60			

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admission_index
c. Predictors: (Constant), Host_index, Social_index, Env_Index

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,247	,365		3,421	,001
	Social_index	,332	,096	,382	3,446	,001
	Env_Index	,111	,084	,150	1,313	,195
	Host_index	,289	,064	,437	4,507	<,001

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admission_index

H3 – Differences between runners and spectators in the effect of innovation

TABLE 18: H3 - DIFFERENCES STAKEHOLDERS

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Innovation_ind ex Runner (1) vs Spectator (0), Innov_x_runner	.	Enter

a. Dependent Variable: Overall_BE
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,617 ^a	,381	,366	,27972

a. Predictors: (Constant), Innovation_index, Runner (1) vs Spectator (0), Innov_x_runner

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,970	3	1,990	25,434	<,001 ^b
	Residual	9,702	124	,078		
	Total	15,672	127			

a. Dependent Variable: Overall_BE
b. Predictors: (Constant), Innovation_index, Runner (1) vs Spectator (0), Innov_x_runner

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	VIF
		B	Std. Error	Beta				Lower Bound	Upper Bound		
1	(Constant)	2,032	,225			9,012	<,001	1,586	2,479		
	Innov_x_runner	-,137	,102	-,684		-1,316	,184	-,339	,066	,019	52,476
	Runner (1) vs Spectator (0)	,538	,347	,767		1,550	,124	-,149	1,224	,020	49,075
	Innovation_index	,469	,069	,664		6,822	<,001	,333	,605	,527	1,899

a. Dependent Variable: Overall_BE

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Innov_x_runner	Runner (1) vs Spectator (0)
1	1	3,385	1,000	,00	,00	,00
	2	,596	2,384	,01	,00	,00
	3	,016	14,373	,19	,13	,16
	4	,003	31,895	,80	,86	,84

a. Dependent Variable: Overall_BE

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Innovation_ind ex ^c	.	Enter

a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Overall_BE
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,529 ^b	,280	,268	,25607

a. Have you ever participated in a marathon? = Yes, as a runner
b. Predictors: (Constant), Innovation_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,503	1	1,503	22,914	<,001 ^c
	Residual	3,869	59	,066		
	Total	5,371	60			

a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Overall_BE
c. Predictors: (Constant), Innovation_index

Coefficients ^{a,b}						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,570	,241		10,655	<,001
	Innovation_index	,332	,069	,529	4,787	<,001

a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Overall_BE

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Innovation_ind ex ^c	.	Enter

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Overall_BE
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,620 ^b	,384	,375	,29957

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), Innovation_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,641	1	3,641	40,574	<,001 ^c
	Residual	5,833	65	,090		
	Total	9,474	66			

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Overall_BE
c. Predictors: (Constant), Innovation_index

Coefficients ^{a,b}					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2,032	,241		8,415
	Innovation_index	,469	,074	,620	6,370
					<,001
					<,001

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Overall_BE

H4 - Operations & Governance Quality affecting Brand Admiration and Consideration

TABLE 18: H4 - OPERATIONS & GOVERNANCE

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Admiration_index	128	2,67	4,67	3,8958	,44417
consideration_index	128	2,22	4,67	3,8658	,46903
OpGov_index	128	1,50	4,50	3,4056	,51262
Valid N (listwise)	128				

Correlations				
	OpGov_index	Admiration_index	consideration_index	
OpGov_index	Pearson Correlation	1	,606**	,482**
	Sig. (2-tailed)		<,001	<,001
	N	128	128	128
Admiration_index	Pearson Correlation	,606**	1	,745**
	Sig. (2-tailed)	<,001		<,001
	N	128	128	128
consideration_index	Pearson Correlation	,482**	,745**	1
	Sig. (2-tailed)	<,001	<,001	
	N	128	128	128

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

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	OpGov_index ^b	.	Enter

a. Dependent Variable: Admiration_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,606 ^a	,367	,362	,35473

a. Predictors: (Constant), OpGov_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,201	1	9,201	73,119	<,001 ^b
	Residual	15,855	126	,126		
	Total	25,056	127			

a. Dependent Variable: Admiration_index
b. Predictors: (Constant), OpGov_index

Coefficients ^a						
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,108	,211	9,967	<,001	
	OpGov_index	,525	,061	,606	8,551	<,001

a. Dependent Variable: Admiration_index

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	OpGov_index ^b	.	Enter

a. Dependent Variable: consideration_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,482 ^a	,233	,226	,41252

a. Predictors: (Constant), OpGov_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,497	1	6,497	38,176	<,001 ^b
	Residual	21,442	126	,170		
	Total	27,939	127			

a. Dependent Variable: consideration_index
b. Predictors: (Constant), OpGov_index

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2,363	,246		9,610
	OpGov_index	,441	,071	,482	6,179
					<,001

a. Dependent Variable: consideration_index

Have you ever participated in a marathon? = Yes, as a runner

Correlations^a

		OpGov_index	Admiration_index	consideration_index
OpGov_index	Pearson Correlation	1	,388**	,403**
	Sig. (2-tailed)		,002	,001
	N	61	61	61
Admiration_index	Pearson Correlation	,388**	1	,671**
	Sig. (2-tailed)	,002		<,001
	N	61	61	61
consideration_index	Pearson Correlation	,403**	,671**	1
	Sig. (2-tailed)	,001	<,001	
	N	61	61	61

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

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a runner

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
Admiration_index	61	2,78	4,67	3,9800	,35919
consideration_index	61	2,22	4,67	3,9492	,40152
OpGov_index	61	1,50	4,50	3,5304	,45285
Valid N (listwise)	61				

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a spectator

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
Admiration_index	67	2,67	4,67	3,8192	,49985
consideration_index	67	2,67	4,67	3,7898	,51425
OpGov_index	67	2,00	4,31	3,2920	,54010
Valid N (listwise)	67				

a. Have you ever participated in a marathon? = Yes, as a spectator

Have you ever participated in a marathon? = Yes, as a spectator

Correlations^a

		OpGov_index	Admiration_index	consideration_index
OpGov_index	Pearson Correlation	1	,702**	,497**
	Sig. (2-tailed)		<,001	<,001
	N	67	67	67
Admiration_index	Pearson Correlation	,702**	1	,771**
	Sig. (2-tailed)	<,001		<,001
	N	67	67	67
consideration_index	Pearson Correlation	,497**	,771**	1
	Sig. (2-tailed)	<,001	<,001	
	N	67	67	67

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

a. Have you ever participated in a marathon? = Yes, as a spectator

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	OpGov_index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admiration_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,388 ^b	,150	,136	,33389

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Predictors: (Constant), OpGov_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,164	1	1,164	10,438	,002 ^c
	Residual	6,577	59	,111		
	Total	7,741	60			

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admiration_index
c. Predictors: (Constant), OpGov_index

Coefficients ^{a,b}					
Model	Unstandardized Coefficients			t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2,894	,339	8,544	<,001
	OpGov_index	,308	,095	,388	,002

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admiration_index

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	OpGov_index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: consideration_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,403 ^b	,162	,148	,37065

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Predictors: (Constant), OpGov_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,568	1	1,568	11,410	,001 ^c
	Residual	8,106	59	,137		
	Total	9,673	60			

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: consideration_index
c. Predictors: (Constant), OpGov_index

Coefficients ^{a,b}					
Model	Unstandardized Coefficients			t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2,689	,376	7,151	<,001
	OpGov_index	,357	,106	,403	,001

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: consideration_index

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	OpGov_index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admiration_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,702 ^b	,493	,486	,35851

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), OpGov_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,136	1	8,136	63,298	<,001 ^c
	Residual	8,354	65	,129		
	Total	16,490	66			

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admiration_index
c. Predictors: (Constant), OpGov_index

Coefficients ^{a,b}					
Model	Unstandardized Coefficients			t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1,679	,273	6,162	<,001
	OpGov_index	,650	,082	7,956	<,001

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admiration_index

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	OpGov_index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: consideration_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,497 ^b	,247	,236	,44953

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), OpGov_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,319	1	4,319	21,374	<,001 ^c
	Residual	13,135	65	,202		
	Total	17,454	66			

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: consideration_index
c. Predictors: (Constant), OpGov_index

Coefficients ^{a,b}					
Model	Unstandardized Coefficients			t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2,231	,342	6,528	<,001
	OpGov_index	,474	,102	4,623	<,001

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: consideration_index

H5- Mediation of Event-Sponsor Fit

TABLE 20: H5 - MEDIATION EVENT-SPONSOR

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Onsite_index	128	2,25	5,00	4,2490	,64305
Eventsponsorfit_index	128	1,25	5,00	3,6316	,46595
Purchaseintent_index	128	2,22	4,44	3,3238	,39709
Valid N (listwise)	128				

Correlations

		Onsite_index	Eventsponsorfit_index	Purchaseintent_index
Onsite_index	Pearson Correlation	1	,243**	,158
	Sig. (2-tailed)		,006	,075
	N	128	128	128
Eventsponsorfit_index	Pearson Correlation	,243**	1	,379**
	Sig. (2-tailed)	,006		<,001
	N	128	128	128
Purchaseintent_index	Pearson Correlation	,158	,379**	1
	Sig. (2-tailed)	,075	<,001	
	N	128	128	128

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

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^b	.	Enter

a. Dependent Variable: Purchaseintent_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,158 ^a	,025	,017	,39365

a. Predictors: (Constant), Onsite_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,500	1	,500	3,226	,075 ^b
	Residual	19,525	126	,155		
	Total	20,025	127			

a. Dependent Variable: Purchaseintent_index
b. Predictors: (Constant), Onsite_index

Coefficients ^a									
		Unstandardized Coefficients		Standardized Coefficients				Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	2,909	,233		12,463	<,001			
	Onsite_index	,098	,054	,158	1,796	,075	1,000	1,000	

a. Dependent Variable: Purchaseintent_index

Collinearity Diagnostics ^a					
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Onsite_index
1	1	1,989	1,000	,01	,01
2	2	,011	13,342	,99	,99

a. Dependent Variable: Purchaseintent_index

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Eventsponsorfit_index, Onsite_index ^b	.	Enter

a. Dependent Variable: Purchaseintent_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,385 ^a	,148	,134	,36944

a. Predictors: (Constant), Eventsponsorfit_index, Onsite_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,965	2	1,482	10,861	<,001 ^b
	Residual	17,061	125	,136		
	Total	20,025	127			

a. Dependent Variable: Purchaseintent_index
b. Predictors: (Constant), Eventsponsorfit_index, Onsite_index

Coefficients ^a									
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	2,021	,303			6,672	<,001		
	Onsite_index	,043	,053	,070		,824	,412	,941	1,063
	Eventsponsorfit_index	,308	,073	,362		4,250	<,001	,941	1,063

a. Dependent Variable: Purchaseintent_index

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Onsite_index	Eventsponsorfit_index
1	1	2,977	1,000	,00	,00	,00
	2	,015	14,083	,03	,86	,34
	3	,008	19,902	,97	,14	,65

a. Dependent Variable: Purchaseintent_index

a. Dependent Variable: Purchaseintent_index

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^a	.	Enter

a. Dependent Variable: Eventsponsorfit_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,243 ^a	,059	,052	,45377

a. Predictors: (Constant), Onsite_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,629	1	1,629	7,910	,006 ^b
	Residual	25,944	126	,206		
	Total	27,573	127			

a. Dependent Variable: Eventsponsorfit_index
b. Predictors: (Constant), Onsite_index

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	2,883	,269			10,716	<,001		
	Onsite_index	,176	,063	,243		2,813	,006	1,000	1,000

a. Dependent Variable: Eventsponsorfit_index

Collinearity Diagnostics ^a					
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Onsite_index
1	1	1,989	1,000	,01	,01
2	2	,011	13,342	,99	,99

a. Dependent Variable: Eventsponsorfit_index

Have you ever participated in a marathon? = Yes, as a runner

Descriptive Statistics ^a					
	N	Minimum	Maximum	Mean	Std. Deviation
Onsite_index	61	2,38	5,00	4,3053	,63061
Eventsponsorfit_index	61	1,25	4,63	3,6367	,49251
Purchaseintent_index	61	2,22	4,44	3,4208	,43844
Valid N (listwise)	61				

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a spectator

Descriptive Statistics ^a					
	N	Minimum	Maximum	Mean	Std. Deviation
Onsite_index	67	2,25	5,00	4,1978	,65466
Eventsponsorfit_index	67	2,25	5,00	3,6269	,44408
Purchaseintent_index	67	2,33	3,89	3,2355	,33475
Valid N (listwise)	67				

a. Have you ever participated in a marathon? = Yes, as a spectator

Have you ever participated in a marathon? = Yes, as a runner

Correlations^a

		Onsite_index	Eventsponsorfit_index	Purchaseintent_index
Onsite_index	Pearson Correlation	1	,320 [*]	,048
	Sig. (2-tailed)		,012	,716
	N	61	61	61
Eventsponsorfit_index	Pearson Correlation	,320 [*]	1	,461 ^{**}
	Sig. (2-tailed)	,012		<,001
	N	61	61	61
Purchaseintent_index	Pearson Correlation	,048	,461 ^{**}	1
	Sig. (2-tailed)	,716	<,001	
	N	61	61	61

*. Correlation is significant at the 0.05 level (2-tailed).

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

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a spectator

Correlations^a

		Onsite_index	Eventsponsorfit_index	Purchaseintent_index
Onsite_index	Pearson Correlation	1	,170	,256 [*]
	Sig. (2-tailed)		,170	,037
	N	67	67	67
Eventsponsorfit_index	Pearson Correlation	,170	1	,293 [*]
	Sig. (2-tailed)	,170		,016
	N	67	67	67
Purchaseintent_index	Pearson Correlation	,256 [*]	,293 [*]	1
	Sig. (2-tailed)	,037	,016	
	N	67	67	67

*. Correlation is significant at the 0.05 level (2-tailed).

a. Have you ever participated in a marathon? = Yes, as a spectator

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed^{a,b}

Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^c		Enter

a. Have you ever participated in a marathon? = Yes, as a spectator

b. Dependent Variable: Purchaseintent_index

c. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,256 ^b	,065	,051	,32609

a. Have you ever participated in a marathon? = Yes, as a spectator

b. Predictors: (Constant), Onsite_index

ANOVA^{a,b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,484	1	,484	4,550	,037 ^c
	Residual	6,912	65	,106		
	Total	7,396	66			

a. Have you ever participated in a marathon? = Yes, as a spectator

b. Dependent Variable: Purchaseintent_index

c. Predictors: (Constant), Onsite_index

Coefficients^{a,b}

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
1	(Constant)	2,687	,260	10,315	<,001	
	Onsite_index	,131	,061	,256	2,133	,037

a. Have you ever participated in a marathon? = Yes, as a spectator

b. Dependent Variable: Purchaseintent_index

Collinearity Diagnostics^{a,b}

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Onsite_index
1	1	1,988	1,000	,01	,01
	2	,012	12,998	,99	,99

a. Have you ever participated in a marathon? = Yes, as a spectator

b. Dependent Variable: Purchaseintent_index

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed^{a,b}

Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^c		Enter

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Purchaseintent_index

c. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,048 ^b	,002	-,015	,44164

a. Have you ever participated in a marathon? = Yes, as a runner

b. Predictors: (Constant), Onsite_index

ANOVA^{a,b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,026	1	,026	,134	,716 ^c
	Residual	11,508	59	,195		
	Total	11,534	60			

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Purchaseintent_index

c. Predictors: (Constant), Onsite_index

Coefficients^{a,b}

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
1	(Constant)	3,279	,393	8,335	<,001	
	Onsite_index	,033	,090	,048	,365	,716

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Purchaseintent_index

Collinearity Diagnostics^{a,b}

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Onsite_index
1	1	1,990	1,000	,01	,01
	2	,010	13,840	,99	,99

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Purchaseintent_index

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed^{a,b}

Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^c		Enter

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Eventsponsorfit_index

c. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,320 ^b	,102	,087	,47060

a. Have you ever participated in a marathon? = Yes, as a runner

b. Predictors: (Constant), Onsite_index

ANOVA^{a,b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,488	1	1,488	6,718	,012 ^c
	Residual	13,066	59	,221		
	Total	14,554	60			

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Eventsponsorfit_index

c. Predictors: (Constant), Onsite_index

Coefficients^{a,b}

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
1	(Constant)	2,562	,419	6,112	<,001	
	Onsite_index	,250	,096	,320	2,592	,012

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Eventsponsorfit_index

Collinearity Diagnostics^{a,b}

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Onsite_index
1	1	1,990	1,000	,01	,01
	2	,010	13,840	,99	,99

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Onsite_index ^c	.	Enter

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Eventsponsorfit_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.170 ^b	.029	.014	.44099

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), Onsite_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,375	1	,375	1,928	,170 ^c
	Residual	12,640	65	,194		
	Total	13,015	66			

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Eventsponsorfit_index
c. Predictors: (Constant), Onsite_index

Coefficients ^{a,b}							
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	3,144	.352		8,925	<.001	
	Onsite_index	.115	.083	.170	1,388	.170	1,000 1,000

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Eventsponsorfit_index

Collinearity Diagnostics ^{a,b}					
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Onsite_index
1	1	1,988	1,000	.01	.01
	2	.012	12,998	.99	.99

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Eventsponsorfit_index

Collinearity Diagnostics ^{a,b}						
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Onsite_index	Eventsponsorfit_index
1	1	2,977	1,000	.00	.00	.00
	2	.017	13,400	.03	.86	.28
	3	.007	21,076	.97	.14	.72

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Purchaseintent_index

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Eventsponsorfit_index, Onsite_index ^c	.	Enter

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Purchaseintent_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.360 ^b	.129	.102	.31716

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), Eventsponsorfit_index, Onsite_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.958	2	.479	4,760	.012 ^c
	Residual	6,438	64	.101		
	Total	7,396	66			

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Purchaseintent_index
c. Predictors: (Constant), Eventsponsorfit_index, Onsite_index

Coefficients ^{a,b}							
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	2,078	.378		5,498	<.001	
	Onsite_index	.108	.061	.212	1,793	.078	.971 1,030
	Eventsponsorfit_index	.194	.089	.257	2,170	.034	.971 1,030

a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Purchaseintent_index

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Eventsponsorfit_index, Onsite_index ^c	.	Enter

a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Purchaseintent_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^b	.223	.196	.39303

a. Have you ever participated in a marathon? = Yes, as a runner
b. Predictors: (Constant), Eventsponsorfit_index, Onsite_index

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,574	2	1,287	8,333	<.001 ^c
	Residual	8,959	58	.154		
	Total	11,534	60			

a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Purchaseintent_index
c. Predictors: (Constant), Eventsponsorfit_index, Onsite_index

Coefficients ^{a,b}							
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	2,147	.447		4,800	<.001	
	Onsite_index	-.077	.085	-.111	-.910	.367	.898 1,114
	Eventsponsorfit_index	.442	.109	.496	4,062	<.001	.898 1,114

a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Purchaseintent_index

H6 - ESG increases willingness to defend

TABLE 21: H6 - WILLINGNESS TO DEFEND

Have you ever participated in a marathon? = Yes, as a runner

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
ESG_index	61	2,88	4,69	3,7951	,39477
Trust_index	61	2,44	4,67	3,9028	,44722
Admiration_index	61	2,78	4,67	3,9800	,35919
Defend_index	61	1,22	4,11	3,3356	,44349
Valid N (listwise)	61				

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a spectator

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
ESG_index	67	2,56	4,94	3,6688	,51882
Trust_index	67	2,44	4,89	3,7496	,54719
Admiration_index	67	2,67	4,67	3,8192	,49985
Defend_index	67	2,11	3,78	3,1748	,42103
Valid N (listwise)	67				

a. Have you ever participated in a marathon? = Yes, as a spectator

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^a		Enter
a. Have you ever participated in a marathon? = Yes, as a runner			
b. Dependent Variable: Defend_index			
c. All requested variables entered.			

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,444 ^a	,197	,184	,40070
a. Have you ever participated in a marathon? = Yes, as a runner				
b. Predictors: (Constant), ESG_index				

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	2,328	1	2,328	14,497	<,001 ^c
	Residual	9,473	59	,161		
	Total	11,801	60			
a. Have you ever participated in a marathon? = Yes, as a runner						
b. Dependent Variable: Defend_index						
c. Predictors: (Constant), ESG_index						

Coefficients ^{a,b}									
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	95.0% Confidence Interval for B	Collinearity Statistics	Tolerance	VIF
1	(Constant)								
	ESG_index	,499	,131	,444	3,807	<,001	,237	,761	1,000
a. Have you ever participated in a marathon? = Yes, as a runner									
b. Dependent Variable: Defend_index									

Collinearity Diagnostics ^{a,b}				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions
1	1	1,995	1,000	,00
	2	,005	19,438	1,00
a. Have you ever participated in a marathon? = Yes, as a runner				
b. Dependent Variable: Defend_index				

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^a		Enter
a. Have you ever participated in a marathon? = Yes, as a runner			
b. Dependent Variable: Trust_index			
c. All requested variables entered.			

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,534 ^a	,286	,274	,38117
a. Have you ever participated in a marathon? = Yes, as a runner				
b. Predictors: (Constant), ESG_index				

ANOVA ^{a,b}						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	3,428	1	3,428	23,593	<.001 ^c
	Residual	8,572	59	.145		
	Total	12,000	60			

a. Have you ever participated in a marathon? = Yes, as a runner

b. Dependent Variable: Trust_index

c. Predictors: (Constant), ESG_index

Coefficients ^{a,b}									
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	95.0% Confidence Interval for B	Collinearity Statistics	Tolerance	VIF
1	(Constant)								
	ESG_index	,605	,125	,534	4,857	<,001	,356	,855	1,000
a. Have you ever participated in a marathon? = Yes, as a runner									
b. Dependent Variable: Trust_index									

Collinearity Diagnostics ^{a,b}				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions
1	1	1,995	1,000	,00
	2	,005	19,438	1,00
a. Have you ever participated in a marathon? = Yes, as a runner				
b. Dependent Variable: Trust_index				

Have you ever participated in a marathon? = Yes, as a runner

Correlations^a

		Defend_index	ESG_index	Admiration_index	Trust_index
Defend_index	Pearson Correlation	1	,444 ^{**}	,380 ^{**}	,433 ^{**}
	Sig. (2-tailed)		<,001	,002	<,001
	N	61	61	61	61
ESG_index	Pearson Correlation	,444 ^{**}	1	,571 ^{**}	,534 ^{**}
	Sig. (2-tailed)	<,001		<,001	<,001
	N	61	61	61	61
Admiration_index	Pearson Correlation	,380 ^{**}	,571 ^{**}	1	,837 ^{**}
	Sig. (2-tailed)	,002	<,001		<,001
	N	61	61	61	61
Trust_index	Pearson Correlation	,433 ^{**}	,534 ^{**}	,837 ^{**}	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	61	61	61	61

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

a. Have you ever participated in a marathon? = Yes, as a runner

Have you ever participated in a marathon? = Yes, as a spectator

Correlations^a

		Defend_index	ESG_index	Admiration_index	Trust_index
Defend_index	Pearson Correlation	1	,668 ^{**}	,651 ^{**}	,750 ^{**}
	Sig. (2-tailed)		<,001	<,001	<,001
	N	67	67	67	67
ESG_index	Pearson Correlation	,668 ^{**}	1	,676 ^{**}	,712 ^{**}
	Sig. (2-tailed)	<,001		<,001	<,001
	N	67	67	67	67
Admiration_index	Pearson Correlation	,651 ^{**}	,676 ^{**}	1	,859 ^{**}
	Sig. (2-tailed)	<,001	<,001		<,001
	N	67	67	67	67
Trust_index	Pearson Correlation	,750 ^{**}	,712 ^{**}	,859 ^{**}	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	67	67	67	67

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

a. Have you ever participated in a marathon? = Yes, as a spectator

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^a		Enter
a. Have you ever participated in a marathon? = Yes, as a spectator			
b. Dependent Variable: Defend_index			
c. All requested variables entered.			

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,668 ^a	,446	,437	,31578
a. Have you ever participated in a marathon? = Yes, as a spectator				
b. Predictors: (Constant), ESG_index				

ANOVA ^{a,b}						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	5,218	1	5,218	32,329	<,001
	Residual	6,482	65	,100		
	Total	11,700	66			

a. Have you ever participated in a marathon? = Yes, as a spectator

b. Dependent Variable: Defend_index

c. Predictors: (Constant), ESG_index

Coefficients ^{a,b}									
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	95.0% Confidence Interval for B	Collinearity Statistics	Tolerance	VIF
1	(Constant)								
	ESG_index	,542	,075	,668	7,234	<,001	,392	,692	1,000
a. Have you ever participated in a marathon? = Yes, as a spectator									
b. Dependent Variable: Defend_index									

Collinearity Diagnostics ^{a,b}				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions
1	1	1,990	1,000	,00
	2	,010	14,320	1,00
a. Have you ever participated in a marathon? = Yes, as a spectator				
b. Dependent Variable: Defend_index				

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^a		Enter
a. Have you ever participated in a marathon? = Yes, as a spectator			
b. Dependent Variable: Trust_index			
c. All requested variables entered.			

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,712 ^a	,507	,500	,38699
a. Have you ever participated in a marathon? = Yes, as a spectator				
b. Predictors: (Constant), ESG_index				

ANOVA ^{a,b}						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	10,027	1	10,027	66,951	<,001 ^c
	Residual	9,735	65	,150		
	Total	19,762	66			

a. Have you ever participated in a marathon? = Yes, as a spectator

b. Dependent Variable: Trust_index

c. Predictors: (Constant), ESG_index

Coefficients ^{a,b}									
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	95.0% Confidence Interval for B	Collinearity Statistics	Tolerance	VIF
1	(Constant)								
	ESG_index	,711	,092	,712	8,182	<,001	,568	,895	1,000
a. Have you ever participated in a marathon? = Yes, as a spectator									
b. Dependent Variable: Trust_index									

Collinearity Diagnostics ^{a,b}				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions
1	1	1,990	1,000	,00
	2	,010	14,320	1,00
a. Have you ever participated in a marathon? = Yes, as a spectator				
b. Dependent Variable: Trust_index				

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admiration_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^b	.326	.315	.29731

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Predictors: (Constant), ESG_index

ANOVA ^{a,b}					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	2,526	1	2,526	.28,572
	Residual	5,215	59	.088	
	Total	7,741	60		

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admiration_index
c. Predictors: (Constant), ESG_index

Coefficients ^{a,b}									
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta		Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2,008	.371						
	ESG_index	.525	.097	.571	.001	1,265	2,750	1,000	1,000

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admiration_index

Collinearity Diagnostics ^{a,b}				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions
1	1	1,995	1,000	.00
	2	.005	19,438	1,00

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Admiration_index

Collinearity Diagnostics ^{a,b}							
Model	Dimension	Eigenvalue	Condition Index	(Constant)	ESG_index	Admiration_in dex	Trust_index
1	1	3,986	1,000	.00	.00	.00	.00
	2	.007	24,149	.44	.07	.02	.24
	3	.005	27,717	.37	.91	.01	.01
	4	.001	51,642	.19	.02	.97	.75

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Defend_index

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Trust_index, ESG_index, Admiration_in dex ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Defend_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^b	.599	.579	.27303

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Predictors: (Constant), Trust_index, ESG_index, Admiration_index

ANOVA ^{a,b}					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	7,003	3	2,334	.001 ^c
	Residual	4,696	63	.075	
	Total	11,700	66		

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Defend_index
c. Predictors: (Constant), Trust_index, ESG_index, Admiration_index

Coefficients ^{a,b}									
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta		Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.787	.273						
	ESG_index	-.225	.094	-.277	.005	-.412	-.040	.477	2,097
	Admiration_index	-.034	.133	-.040	.255	-.300	.212	.251	3,928
	Trust_index	.451	.128	.587	.001	.196	.707	.233	4,333

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Defend_index

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ESG_index	128	2,56	4,94	3,7290	.46639
Trust_index	128	2,44	4,89	3,8226	.50596
Admiration_index	128	2,67	4,67	3,8958	.44417
Defend_index	128	1,22	4,11	3,2514	.43766
Valid N (listwise)	128				

Have you ever participated in a marathon? = Yes, as a spectator

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admiration_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676 ^b	.457	.448	.37128

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Predictors: (Constant), ESG_index

ANOVA ^{a,b}					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	7,529	1	7,529	.001 ^c
	Residual	8,960	65	.138	
	Total	16,490	66		

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admiration_index
c. Predictors: (Constant), ESG_index

Coefficients ^{a,b}									
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta		Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1,431	.326						
	ESG_index	.651	.088	.739	.001	.475	.827	1,000	1,000

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admiration_index

Collinearity Diagnostics ^{a,b}				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions
1	1	1,990	1,000	.00
	2	.010	14,320	1,00

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Admiration_index

Have you ever participated in a marathon? = Yes, as a runner

Variables Entered/Removed ^{a,b}			
Model	Variables Entered	Variables Removed	Method
1	Trust_index, ESG_index, Admiration_in dex ^c	.	Enter

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Defend_index
c. All requested variables entered.

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502 ^b	.252	.213	.39353

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Predictors: (Constant), Trust_index, ESG_index, Admiration_index

ANOVA ^{a,b}					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	2,973	3	.991	.001 ^c
	Residual	8,828	57	.155	
	Total	11,801	60		

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Defend_index
c. Predictors: (Constant), Trust_index, ESG_index, Admiration_index

Coefficients ^{a,b}									
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta		Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1,095	.606						
	ESG_index	-.248	.118	-.210	.032	-.481	-.015	.664	1,508
	Admiration_index	-.084	.289	-.068	.313	-.662	.454	.277	3,607
	Trust_index	.321	.210	.324	.153	-.098	.741	.294	3,402

- a. Have you ever participated in a marathon? = Yes, as a runner
b. Dependent Variable: Defend_index

Collinearity Diagnostics^{a,b}

Model	Dimension	Eigenvalue	Condition Index	(Constant)	ESG_index	Admiration_in dex	Trust_index
1	1	3,979	1,000	.00	.00	.00	.00
	2	.012	18,210	.91	.04	.02	.07
	3	.007	24,203	.01	.95	.11	.09
	4	.003	39,520	.08	.01	.88	.84

- a. Have you ever participated in a marathon? = Yes, as a spectator
b. Dependent Variable: Defend_index

Correlations

		Defend_index	ESG_index	Admiration_in dex	Trust_index
Defend_index	Pearson Correlation	1	.576 ^{**}	.547 ^{**}	.616 ^{**}
	Sig. (2-tailed)		<.001	<.001	<.001
	N	128	128	128	128
ESG_index	Pearson Correlation	.576 ^{**}	1	.649 ^{**}	.655 ^{**}
	Sig. (2-tailed)	<.001		<.001	<.001
	N	128	128	128	128
Admiration_index	Pearson Correlation	.547 ^{**}	.649 ^{**}	1	.853 ^{**}
	Sig. (2-tailed)	<.001	<.001		<.001
	N	128	128	128	128
Trust_index	Pearson Correlation	.616 ^{**}	.655 ^{**}	.853 ^{**}	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	128	128	128	128

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

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^b	.	Enter

a. Dependent Variable: Defend_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,576 ^a	,332	,327	,35907

a. Predictors: (Constant), ESG_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,082	1	8,082	62,684	<,001 ^b
	Residual	16,245	126	,129		
	Total	24,327	127			

a. Dependent Variable: Defend_index
b. Predictors: (Constant), ESG_index

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics
		B	Std. Error				Lower Bound	Upper Bound	
1	(Constant)	1,234	,257		4,809	<,001	,728	1,743	
	ESG_index	,941	,068	,576	7,917	<,001	,406	,676	1,000

a. Dependent Variable: Defend_index

Collinearity Diagnostics ^a				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant) ESG_index
1	1	1,992	1,000	,00
	2	,008	16,116	1,00

a. Dependent Variable: Defend_index

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^b	.	Enter

a. Dependent Variable: Administration_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,649 ^a	,421	,417	,33928

a. Predictors: (Constant), ESG_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,552	1	10,552	91,667	<,001 ^b
	Residual	14,504	126	,115		
	Total	25,056	127			

a. Dependent Variable: Administration_index
b. Predictors: (Constant), ESG_index

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics
		B	Std. Error				Lower Bound	Upper Bound	
1	(Constant)	1,591	,243		6,560	<,001	1,111	2,071	
	ESG_index	,618	,065	,649	9,574	<,001	,490	,746	1,000

a. Dependent Variable: Administration_index

Collinearity Diagnostics ^a				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant) ESG_index
1	1	1,992	1,000	,00
	2	,008	16,116	1,00

a. Dependent Variable: Administration_index

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	ESG_index ^b	.	Enter

a. Dependent Variable: Trust_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,655 ^a	,429	,424	,38389

a. Predictors: (Constant), ESG_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	11,943	1	11,943	94,612	<,001 ^b
	Residual	18,569	126	,147		
	Total	32,512	127			

a. Dependent Variable: Trust index

a. Dependent Variable: Trust_index
b. Predictors: (Constant), ESG_index

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics
		B	Std. Error				Lower Bound	Upper Bound	
1	(Constant)	1,173	,274		4,275	<,001	,630	1,717	
	ESG_index	,710	,073	,655	9,727	<,001	,566	,855	1,000

a. Dependent Variable: Trust_index

Collinearity Diagnostics ^a				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant) ESG_index
1	1	1,992	1,000	,00
	2	,008	16,116	1,00

a. Dependent Variable: Trust_index

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Trust_index, ESG_index, Administration_index ^b	.	Enter

a. Dependent Variable: Defend_index
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,657 ^a	,432	,419	,33373

a. Predictors: (Constant), Trust_index, ESG_index, Administration_index

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,516	3	3,505	31,474	<,001 ^b
	Residual	13,811	124	,111		
	Total	24,327	127			

a. Dependent Variable: Defend_index
b. Predictors: (Constant), Trust_index, ESG_index, Administration_index

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics
		B	Std. Error				Lower Bound	Upper Bound	
1	(Constant)	,810	,277		2,996	,003	,262	1,379	
	ESG_index	,288	,086	,306	3,332	,001	,117	,458	,541
	Administration_index	-,025	,131	-,025	-,188	,851	-,285	,235	,883
	Trust_index	,378	,116	,437	3,256	,001	,148	,608	,254

a. Dependent Variable: Defend_index

Collinearity Diagnostics ^a				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant) ESG_index Administration_index Trust_index
1	1	3,982	1,000	,00
	2	,009	20,478	,84
	3	,006	25,419	,05
	4	,002	43,564	,11

a. Dependent Variable: Defend_index

Table: “Effect from every IV on every DV”

TABLE 22: EFFECT FROM EVERY IV ON DV

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		
		B	Std. Error				Lower Bound	Upper Bound	
1	(Constant)	-,041	,227		-,181	,856	-,492	,409	
	Onsite_index	,210	,038	,305	5,492	<,001	,134	,286	
	Operation_index	,157	,040	,219	3,900	<,001	,077	,236	
	Innovation_index	,207	,047	,232	4,401	<,001	,114	,300	
	Governance_index	,097	,045	,122	2,135	,035	,007	,186	
	Social_index	,154	,052	,173	2,970	,004	,051	,256	
	Env_index	,060	,049	,073	1,212	,228	-,038	,158	
	Atmosphere_index	,071	,051	,090	1,388	,168	-,030	,173	
	Host_index	,083	,044	,120	1,878	,063	-,005	,171	
	Fit_index	,036	,049	,038	,741	,460	-,061	,134	

a. Dependent Variable: Relevance_index

Collinearity Diagnostics ^a												
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions								
				(Constant)	Onsite_index	Operation_index	Innovation_index	Governance_index	Social_index	Env_index	Atmosphere_index	Host_index
1	1	9,863	1,000	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.034	16,956	.00	.02	.12	.00	.21	.00	.00	.01	.02
	3	.027	19,276	.01	.03	.05	.07	.00	.03	.01	.05	.18
	4	.020	21,944	.00	.19	.21	.09	.06	.01	.00	.04	.12
	5	.015	26,011	.04	.00	.04	.03	.00	.13	.28	.02	.01
	6	.012	29,172	.04	.00	.13	.64	.31	.03	.01	.01	.03
	7	.010	30,792	.01	.45	.30	.06	.08	.00	.12	.05	.10
	8	.008	34,973	.16	.10	.01	.08	.01	.15	.03	.49	.30
	9	.006	39,877	.00	.18	.15	.00	.08	.63	.54	.17	.01
	10	.005	45,378	.74	.04	.00	.02	.26	.01	.00	.16	.23

a. Dependent Variable: Relevance_index

Coefficients ^a							
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound Upper Bound
1	(Constant)	-.478	.262		-1.825	.071	-.997 .041
	Onsite_index	.116	.044	.147	2.628	.010	.029 .203
	Operation_index	.225	.046	.276	4.850	<.001	.133 .316
	Innovation_index	.127	.054	.125	2.350	.020	.020 .234
	Governance_index	.114	.052	.126	2.182	.031	.011 .217
	Social_index	.097	.060	.096	1.621	.108	-.021 .215
	Env_index	.189	.057	.201	3.309	.001	.076 .301
	Atmosphere_index	.089	.059	.098	1.499	.137	-.028 .206
	Host_index	.179	.051	.226	3.493	<.001	.077 .280
	Fit_index	.055	.057	.051	.973	.333	-.057 .167

a. Dependent Variable: consideration_index

Collinearity Diagnostics ^a													
Model	Dimension	Eigenvalue	Condition	Variance Proportions									
			Index	(Constant)	Onsite_index	Operation_index	Innovation_index	Governance_index	Social_index	Env_index	Atmosphere_index	Host_index	Fit_index
1	1	9.863	1,000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.034	16,956	.00	.02	.12	.00	.21	.00	.00	.01	.02	.06
	3	.027	19,276	.01	.03	.05	.07	.00	.03	.01	.05	.18	.05
	4	.020	21,944	.00	.19	.21	.09	.06	.01	.00	.04	.12	.00
	5	.015	26,011	.04	.00	.04	.03	.00	.13	.28	.02	.01	.17
	6	.012	29,172	.04	.00	.13	.64	.31	.03	.01	.01	.03	.03
	7	.010	30,792	.01	.45	.30	.06	.08	.00	.12	.05	.10	.13
	8	.008	34,973	.16	.10	.01	.08	.01	.15	.03	.49	.30	.00
	9	.006	39,877	.00	.18	.15	.00	.08	.63	.54	.17	.01	.00
	10	.005	45,378	.74	.04	.00	.02	.26	.01	.00	.16	.23	.56

a. Dependent Variable: consideration_index

Coefficients ^a							
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound Upper Bound
1	(Constant)	.258	.214		1.204	.231	-.166 .682
	Onsite_index	.012	.036	.021	.344	.732	-.059 .084
	Operation_index	.087	.038	.143	2.293	.024	.012 .162
	Innovation_index	.137	.044	.181	3.105	.002	.050 .225
	Governance_index	.105	.043	.156	2.460	.015	.020 .189
	Social_index	.171	.049	.227	3.509	<.001	.075 .268
	Env_index	.097	.047	.138	2.080	.040	.005 .189
	Atmosphere_index	.109	.048	.162	2.258	.026	.013 .205
	Host_index	.128	.042	.217	3.055	.003	.045 .211
	Fit_index	.044	.046	.054	.948	.345	-.048 .136

a. Dependent Variable: Trust_index

Collinearity Diagnostics ^a													
					Variance Proportions								
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Onsite_index	Operation_index	Innovation_index	Governance_index	Social_index	Env_Index	Atmosphere_Index	Host_index	Fit_index
1	1	9.863	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.034	16.956	.00	.02	.12	.00	.21	.00	.00	.01	.02	.06
	3	.027	19.276	.01	.03	.05	.07	.00	.03	.01	.05	.18	.05
	4	.020	21.944	.00	.19	.21	.09	.06	.01	.00	.04	.12	.00
	5	.015	26.011	.04	.00	.04	.03	.00	.13	.28	.02	.01	.17
	6	.012	29.172	.04	.00	.13	.64	.31	.03	.01	.01	.03	.03
	7	.010	30.792	.01	.45	.30	.06	.08	.00	.12	.05	.10	.13
	8	.008	34.973	.16	.10	.01	.08	.01	.15	.03	.49	.30	.00
	9	.006	39.877	.00	.18	.15	.00	.08	.63	.54	.17	.01	.00
	10	.005	45.378	.74	.04	.00	.02	.26	.01	.00	.16	.23	.56

a. Dependent Variable: Trust_index

Coefficients ^a							
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound Upper Bound
1	(Constant)	-.106	.291		-.365	.716	-.682 .470
	Onsite_index	.027	.049	.040	.557	.579	-.070 .124
	Operation_index	.103	.051	.146	1.996	.048	.001 .204
	Innovation_index	.053	.060	.060	.875	.383	-.066 .172
	Governance_index	.177	.058	.228	3.065	.003	.063 .292
	Social_index	.171	.066	.196	2.581	.011	.040 .302
	Env_index	.049	.063	.060	.774	.441	-.076 .174
	Atmosphere_index	.092	.066	.118	1.404	.163	-.038 .222
	Host_index	.204	.057	.297	3.585	<.001	.091 .316
	Fit_index	.069	.063	.074	1.100	.273	-.055 .193

a. Dependent Variable: Admission_index

Collinearity Diagnostics ^a													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
			(Constant)	Onsite_index	Operation_index	Innovation_index	Governance_index	Social_index	Env_index	Atmosphere_index	Host_index	Fit_index	
1	1	9.863	1,000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.034	16,956	.00	.02	.12	.00	.21	.00	.00	.01	.02	.06
	3	.027	19,276	.01	.03	.05	.07	.00	.03	.01	.05	.18	.05
	4	.020	21,944	.00	.19	.21	.09	.06	.01	.00	.04	.12	.00
	5	.015	26,011	.04	.00	.04	.03	.00	.13	.28	.02	.01	.17
	6	.012	29,172	.04	.00	.13	.64	.31	.03	.01	.01	.03	.03
	7	.010	30,792	.01	.45	.30	.06	.08	.00	.12	.05	.10	.13
	8	.008	34,973	.16	.10	.01	.08	.01	.15	.03	.49	.30	.00
	9	.006	39,877	.00	.18	.15	.00	.08	.63	.54	.17	.01	.00
	10	.005	45,378	.74	.04	.00	.02	.26	.01	.00	.16	.23	.56

a. Dependent Variable: Admission_index

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B			
		B	Std. Error				Lower Bound	Upper Bound		
1	(Constant)	-.056	,204		-.273	,785	-.459	,348		
	Onsite_index	,157	,034	,249	4,584	<,001	,089	,225		
	Operation_index	,129	,036	,197	3,584	<,001	,058	,200		
	Innovation_index	,059	,042	,072	1,389	,167	-.025	,142		
	Governance_index	,068	,041	,094	1,681	,095	-.012	,148		
	Social_index	,065	,046	,081	1,409	,162	-.027	,157		
	Env_index	,199	,044	,263	4,479	<,001	,111	,286		
	Atmosphere_index	,076	,046	,105	1,651	,101	-.015	,167		
	Host_index	,089	,040	,139	2,226	,028	,010	,167		
	Fit_index	,175	,044	,201	3,977	<,001	,088	,262		

a. Dependent Variable: Purchaseintent_index

Collinearity Diagnostics ^a													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Onsite_index	Operation_index	Innovation_index	Governance_index	Social_index	Env_index	Atmosphere_index	Host_index	Fit_index
1	1	9,863	1,000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.034	16,956	.00	.02	.12	.00	.21	.00	.00	.01	.02	.06
	3	.027	19,276	.01	.03	.05	.07	.00	.03	.01	.05	.18	.05
	4	.020	21,944	.00	.19	.21	.09	.06	.01	.00	.04	.12	.00
	5	.015	26,011	.04	.00	.04	.03	.00	.13	.28	.02	.01	.17
	6	.012	29,172	.04	.00	.13	.64	.31	.03	.01	.01	.03	.03
	7	.010	30,792	.01	.45	.30	.06	.08	.00	.12	.05	.10	.13
	8	.008	34,973	.16	.10	.01	.08	.01	.15	.03	.49	.30	.00
	9	.006	39,877	.00	.18	.15	.00	.08	.63	.54	.17	.01	.00
	10	.005	45,378	.74	.04	.00	.02	.26	.01	.00	.16	.23	.56
a. Dependent Variable: Purchaseintent_index													

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B			
		B	Std. Error				Lower Bound	Upper Bound		
1	(Constant)	,641	,321		1,996	,048	,005	1,278		
	Onsite_index	-.044	,054	-.071	-.806	,422	-.151	,064		
	Operation_index	-.080	,057	-.126	-1,415	,160	-.193	,032		
	Innovation_index	,169	,066	,212	2,544	,012	,037	,300		
	Governance_index	,204	,064	,290	3,200	,002	,078	,331		
	Social_index	,012	,073	,015	,160	,873	-.133	,157		
	Env_index	,091	,070	,124	1,309	,193	-.047	,230		
	Atmosphere_index	,171	,072	,242	2,364	,020	,028	,315		
	Host_index	,000	,063	,000	-.002	,999	-.124	,124		
	Fit_index	,250	,069	,293	3,602	<,001	,113	,387		

a. Dependent Variable: Loyalty_index

Collinearity Diagnostics ^a													
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Onsite_index	Operation_index	Innovation_index	Variance Proportions					
								Governance_index	Social_index	Env_index	Atmosphere_index	Host_index	Fit_index
1	1	9,863	1,000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.034	16,956	.00	.02	.12	.00	.21	.00	.00	.01	.02	.06
	3	.027	19,276	.01	.03	.05	.07	.00	.03	.01	.05	.18	.05
	4	.020	21,944	.00	.19	.21	.09	.06	.01	.00	.04	.12	.00
	5	.015	26,011	.04	.00	.04	.03	.00	.13	.28	.02	.01	.17
	6	.012	29,172	.04	.00	.13	.64	.31	.03	.01	.01	.03	.03
	7	.010	30,792	.01	.45	.30	.06	.08	.00	.12	.05	.10	.13
	8	.008	34,973	.16	.10	.01	.08	.01	.15	.03	.49	.30	.00
	9	.006	39,877	.00	.18	.15	.00	.08	.63	.54	.17	.01	.00
	10	.005	45,378	.74	.04	.00	.02	.26	.01	.00	.16	.23	.56
a. Dependent Variable: Loyalty_index													

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B			
		B	Std. Error				Lower Bound	Upper Bound		
1	(Constant)	-.052	,211		-.247	,805	-.470	,366		
	Onsite_index	,130	,036	,202	3,671	<,001	,060	,201		
	Operation_index	,141	,037	,212	3,796	<,001	,068	,215		
	Innovation_index	,103	,044	,123	2,355	,020	,016	,189		
	Governance_index	,074	,042	,100	1,767	,080	-.009	,157		
	Social_index	,093	,048	,112	1,936	,055	-.002	,188		
	Env_index	,113	,046	,147	2,464	,015	,022	,204		
	Atmosphere_index	,177	,048	,239	3,726	<,001	,083	,271		
	Host_index	,071	,041	,109	1,726	,087	-.010	,153		
	Fit_index	,137	,046	,153	3,001	,003	,046	,227		

a. Dependent Variable: Recommendation_index

Collinearity Diagnostics ^a													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Onsite_index	Operation_index	Innovation_index	Governance_index	Social_index	Env_index	Atmosphere_index	Host_index	Fit_index
1	1	9,863	1,000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.034	16,956	.00	.02	.12	.00	.21	.00	.00	.01	.02	.06
	3	.027	19,276	.01	.03	.05	.07	.00	.03	.01	.05	.18	.05
	4	.020	21,944	.00	.19	.21	.09	.06	.01	.00	.04	.12	.00
	5	.015	26,011	.04	.00	.04	.03	.00	.13	.28	.02	.01	.17
	6	.012	29,172	.04	.00	.13	.64	.31	.03	.01	.01	.03	.03
	7	.010	30,792	.01	.45	.30	.06	.08	.00	.12	.05	.10	.13
	8	.008	34,973	.16	.10	.01	.08	.01	.15	.03	.49	.30	.00
	9	.006	39,877	.00	.18	.15	.00	.08	.63	.54	.17	.01	.00
	10	.005	45,378	.74	.04	.00	.02	.26	.01	.00	.16	.23	.56
a. Dependent Variable: Recommendation_index													

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-,167	,250		-,668	,506	-,662	,328
	Onsite_index	,283	,042	,388	6,719	<,001	,200	,366
	Operation_index	,109	,044	,144	2,465	,015	,021	,196
	Innovation_index	,035	,052	,037	,673	,502	-,068	,137
	Governance_index	,071	,050	,085	1,432	,155	-,027	,170
	Social_index	,119	,057	,127	2,084	,039	,006	,231
	Env_index	,090	,054	,104	1,658	,100	-,017	,198
	Atmosphere_index	,116	,056	,138	2,056	,042	,004	,228
	Host_index	,131	,049	,179	2,682	,008	,034	,228
	Fit_index	,119	,054	,118	2,209	,029	,012	,226

a. Dependent Variable: Defend_index

Collinearity Diagnostics ^a													
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Onsite_index	Operation_index	Innovation_index	Governance_index	Social_index	Env_Index	Atmosphere_index	Host_index	Fit_index
1	1	9,863	1,000	,00	,00	,00	,00	,00	,00	,00	,00	,00	,00
	2	,034	16,956	,00	,02	,12	,00	,21	,00	,00	,01	,02	,06
	3	,027	19,276	,01	,03	,05	,07	,00	,03	,01	,05	,18	,05
	4	,020	21,944	,00	,19	,21	,09	,06	,01	,00	,04	,12	,00
	5	,015	26,011	,04	,00	,04	,03	,00	,13	,28	,02	,01	,17
	6	,012	29,172	,04	,00	,13	,64	,31	,03	,01	,01	,03	,03
	7	,010	30,792	,01	,45	,30	,06	,08	,00	,12	,05	,10	,13
	8	,008	34,973	,16	,10	,01	,08	,01	,15	,03	,49	,30	,00
	9	,006	39,877	,00	,18	,15	,00	,08	,63	,54	,17	,01	,00
	10	,005	45,378	,74	,04	,00	,02	,26	,01	,00	,16	,23	,56

a. Dependent Variable: Defend_index