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The effect of performance brands and group identification on consumers' expected performance and psychological well-being

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ABSTRACT

Title: The effect of performance brands and group identification on consumers' expected performance and psychological well-being

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Brands play an important role in consumers' daily lives. When consumers struggle with a difficult task they use certain brands to help them perform better. Several studies have shown that brand use can enhance feelings of self-efficacy, which can lead to better task performance. In this dissertation we propose that consumption of a brand that carries performance-enhancing expectations results in psychological changes for consumers (self-signalling and perceptions of self-efficacy) that in turn improve an individual's perceptions of performance outcomes. Besides, we test the same effects with brands associated with reference groups (in-group and out-group). We propose that brands associated with reference groups will have similar or higher effects in self-efficacy expectations of performance and well-being factors than performance brands. We test these effects in the context of practice of physical activity and use sport equipment from various brands to assess the differences. We introduce football teams as reference groups and research in team identification shows that this group membership can bring psychological benefits in well-being for fans. In both studies (Study 1 and Study 2) results show no significant effects of performance brands in performance expectations when compared to unbranded conditions; however, Study 1 shows that brands associated with reference groups lead to higher athletic performance expectations, levels of pleasure, satisfaction and sense of belongingness.

Key Words: Self-Signalling, Self-Efficacy, Reference Groups, Performance, Sports, Physical Exercise

SUMÁRIO

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As marcas desempenham um papel importante no dia-a-dia dos consumidores. Quando os consumidores enfrentam uma tarefa difícil eles usam determinadas marcas para os ajudar a ter um melhor desempenho. Vários estudos mostram que o uso de certas marcas pode potenciar sentimentos de auto-eficácia, que por sua vez pode levar a um melhor desempenho nas tarefas. Nesta dissertação, propomos que o consumo de uma marca que carrega expectativas de melhoria de desempenho resulta em mudanças psicológicas para os consumidores (auto sinalização e percepções de auto-eficácia) que, por sua vez, melhoram as percepções das pessoas em relação ao seu possível desempenho. Além disso, testamos os mesmos efeitos com marcas associadas a grupos de referência (in-group e out-group). Propomos que marcas associadas a grupos de referência tenham efeitos semelhantes ou mais significativos nas expectativas de auto-eficácia no desempenho atlético e fatores de bem-estar do que as marcas de desempenho. Testamos esses efeitos no contexto da prática de atividade física e usamos equipamentos desportivos de várias marcas para avaliar as diferenças. Apresentamos equipas de futebol como grupos de referência e estudos em identificação com equipas mostram que esta associação com o grupo pode trazer benefícios psicológicos ao bem-estar dos fãs. Em ambos os estudos os resultados não mostram efeitos significativos das marcas de desempenho nas expectativas de desempenho quando comparadas às condições sem marca; no entanto, o Estudo 1 mostra que marcas associadas a grupos de referência levam a expectativas de desempenho atlético mais altas, maiores níveis de prazer, satisfação e sentimento de pertença.

Palavras-Chave: Auto Sinalização, Auto-Eficácia, Grupos de Referência, Desempenho, Exercício Físico

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1. INTRODUCTION

Consumers experience a variety of challenges and demanding situations in their everyday lives, such as completing a strenuous task at work, handling multiple chores at the same time or even undergoing a hard exercising practice. Consumers put much effort in these activities and they must persevere to complete the tasks and overcome the obstacles. When they struggle or fail is usually because they lack confidence in their capabilities, debilitating individuals' determination to face the difficulties and succeed.

Over the years, many researchers proved that brands can provide the boost necessary to help consumers with challenging situations in their lives (Fitzsimons, Chartrand, and Fitzsimons 2008; Park and John, 2010, 2014). Our theoretical framework proposes that consumption of a brand that carries performance-enhancing expectations results in psychological changes for consumers (self-signalling and feelings of self-efficacy) that in turn increase an individual's expected future performance and satisfaction. We further propose these effects on high performance brands should depend on the association these brands may have with reference groups (in-group and out-group). We will test this hypothesis in the context of sports and practice of physical activity and use sport equipment from diverse brands to assess the differences.

First, we focus on the self-signaling conjecture and suggest that individuals will use brands to self-signal high athletic performance, not only to themselves but also to others. A self-signalling action has no causal impact on the event but the signal itself is proved to affect behaviour and impact the actual actions of the individual.

Next we explore the concept of self-efficacy and posit that the use of performance brands can increase consumers' sense of self-efficacy; which concerns the belief in one's capabilities to perform well in a specific situation (Bandura, 1995). We postulate that consumers can become more confident about their capability to perform well (self-efficacy) in a workout routine when imagining wearing an equipment from a performance brand; also compared to individuals wearing an unbranded equipment. So, we propose that individuals imagining wearing a branded equipment that signals better athletic performance (Adidas or Nike), will foster feelings of self-efficacy, which will lead to higher perceptions of performance, when compared to individuals wearing an unbranded set.

Furthermore, we elaborate on how the effects of these brands (Adidas and Nike) may be affected by associations to reference groups in the sport equipment. We report how

individuals create their social identity upon the distinction between social in-groups and out-groups; they recognize resemblances with an "in-group" and dissimilarities with an "out-group". Likewise, individuals tend to accept meanings from brands associated with an in-group and refuse meanings associated with an out-group. Since Adidas and Nike sponsor many football teams and clubs, we chose teams currently sponsored by those brands as reference groups, specifically SL Benfica (sponsored by Adidas), Portugal's National Team (sponsored by Nike) and France's National Team (sponsored by Nike).

Besides, we also describe the concept of team identification and the psychological benefits in well-being for fans. We hypothesize that individuals will show levels of satisfaction, pleasure and sense of belongingness when wearing equipment associated with their in-groups, compared to individuals wearing equipment associated with out-groups or unbranded ones.

After we provide the previous theoretical overview, we will present the methodology and results. These hypothesis and predictions will be tested in two studies. Both studies will measure perceived athleticism and self-image by others (self-signaling), perceptions of self-efficacy in performance, levels of satisfaction and pleasure and sense of belongingness when wearing one of these equipment sets: Study 1- Adidas, Adidas-Benfica or Unbranded; Study 2- Nike, Nike-Portugal, Nike-France or Unbranded. All conditions were randomly attributed to participants.

Finally, in the last chapter of this dissertation we present a general discussion of the results and the main conclusions. The results from both Study 1 and Study 2 did not support most of our assumptions. Brands like Adidas and Nike did not improve self-efficacy perceptions of athletic performance of individuals when compared to participants wearing unbranded equipment. Individuals didn't acknowledge Adidas and Nike as a performance brand nor as a signal of athletic performance and, therefore, when imagining wearing equipment from those brands they didn't feel more athletic neither think others would see them as good athletes. Notwithstanding, Study 1 revealed an effect of brands' association with reference groups in the dependent variables under study. In Study 1, the condition Adidas-Benfica, when evaluated by Benfica fans, led to significant enhancements on self-efficacy perceptions of performance, self-signaling, satisfaction, pleasure and sense of belongingness. Further findings will be deepened at the end of this dissertation, along with a discussion of the managerial and academic implications of this study, limitations and contributions for future branding research and marketing strategies.

CHAPTER 2- LITERATURE REVIEW

In this chapter, we underline important concepts and detailed psychological evidence regarding self-signalling, self-efficacy, brands as sources of assurance, reference groups and team identification. We start by defining the self-signalling phenomenon and we propose that consumers use determined brands as means to self-signal high performance capabilities. Furthermore we hypothesize that brands can provide such assurances and thus can be a source of self-efficacy, which may contribute to high perceptions of performance. Then we will focus on reference groups (in-groups and out-groups) and how they influence consumers' choices of brands by attributing positive and negative associations to them. Finally, we turn our attention to team identification as an important source of identification and the psychological benefits that come from it. Connecting the reference groups to the sport context, we suggest that individuals that support a determined team, when imaging wearing apparel associated with their team that will boost their self-efficacy perceptions of performance, levels of satisfaction, pleasure and sense of belongingness.

2.1. SELF-SIGNALLING

When individuals make choices they unveil something about their inner features or dispositions, not only to others, but also to themselves. However, this can both be a source of pleasure or pain, depending on whether they were impressed or disappointed by their actions. But before all of this, the anticipation of future pride or remorse can have an impact in what the individuals opt to do.

A self-signalling action is defined as an action taken in order to acquire good news about one's latent disposition or future prospects, even when this action has no causal impact on the disposition or likelihood of the event occurrence. Various studies have proved that self-signalling is a psychological reality and confirmed that diagnostic considerations, in fact, affect behaviour (Dunning et al., 1995; Quattrone and Tversky, 1984; Sanitioso et al., 1990; Shafir and Tversky, 1992; Bodner, 1995).

Bodner and Prelec, (1997, 2001) presented a self-signalling model of diagnostic motivation, which leans on a distinction between two types of reward (or utility): the outcome reward - reward that derives directly from the anticipated causal consequences of choice, in case these consequences are immediate or delayed - and diagnostic reward, that is the pleasure

or pain obtained from learning something positive or negative about one's own internal state, disposition, ability, or future prospects.

The authors, Bodner and Prelec (2002), introduced a signalling game perspective where the diagnostic signals are a remote part of the equilibrium choice. The individual actions provide an informative signal to others, which successively affects esteem, as well as it delivers a signal to themselves, which means that actions are self-signalling (Bernheim, 1994). An illustration of this event can be a person who goes running regardless of the rain who will see that as a gratifying signal of determination, commitment, or future well-being. In case of someone unsure about where he or she stands concerning these dispositions, each new choice can allow a bit of good or bad "news."

In addition, individuals behave in order to maximize some combination of the two sources of utility, and make accurate assumptions about what their choices suggest concerning their dispositions.

Moreover, self-signalling enables "moral placebo effects", where a change in trivial beliefs about one's traits or abilities (positive boost in self-image) possibly affects actions although the new beliefs leave individual's current disposition unchanged.

People are thought to be constantly unsure about where they stand concerning these broad attributes, which, as a consequence, makes their choices diagnostic. For instance, having a drink before noon is diagnostic of alcoholism; though physical exercise is diagnostic of health and determination, and so on. The forecasting of such diagnostic reward or fear of diagnostic pain fosters self-control and restrains self-indulgence (Bodner and Prelec, 2002).

A pure diagnostic motivation is being concerned about what an action might disclose about a trait even when that action has no causal influence on it. It's also important to note that a small-scale action can be equally as diagnostic as a large one. For example, stealing a pound from a collection plate when no one is around shows that an individual is a thief just as much as he or she had stolen the whole plate.

We can find several studies that show psychological evidence concerning of the previous literature, demonstrating the seamless quality of self-signalling and self-deception; when individuals manipulate their 'medical test' results (Quattrone and Tversky, 1984), personality self-reports (Sanitioso et al., 1990; Kunda, 1990; Dunning et al., 1995), or problem solving strategies in a desired direction (Ginossar and Trope, 1987). The "cold-water test" experiment by Quattrone and Tversky (1984) is particularly remarkable, both as a definition of the self-signalling phenomenon and a proof of its evidence. Quattrone and

Tversky first exposed participants to a cold pressor pain test, where the subject's arm was immersed in a container with cold water until he or she could no longer tolerate the pain. Afterwards, the participants were informed about a specific inborn heart condition that caused affected people serious sickness. Also, they were told that this condition could be discovered by the result of exercise on the cold pressor test. The participants were randomly assigned to one of two conditions in which they were informed that the bad type of heart was associated with either increases or with decreases in tolerance to the cold water after exercise. Participants subsequently repeated the cold pressor test that lasted one minute. As expected, the large majority of the participants manifested changes in tolerance on this second cold pressor trial in the course correlated of "good news"—if informed that reduced tolerance is diagnostic of a bad heart condition they endured the cold water longer (and vice versa). In conclusion, the result revealed that people are disposed to bear painful consequences for a behaviour that is a signal, though not a cause, of a medical diagnosis.

2.2. SELF-EFFICACY

A growing body of theory and research on the influential role of self-referent thought in psychological functioning emerged starting in the 60's (DeCharms, 1968; Garber & Seligman, 1980; Lefcourt, 1976; Perlmuter & Monty, 1979; Rotter, Chance, & Phares, 1972; White, 1959). Although the research is carried out from different perspectives, the basic phenomenon being addressed centers on people's sense of personal efficacy to produce and to regulate events in their lives.

Broadly defined, self-efficacy perceptions concern the beliefs, convictions or judgements that one has in one's capabilities to engage successfully in a course of action sufficient to obtain a certain outcome. It is, however, important to notice that self-efficacy is not concerned with the actual skills that an individual possesses but, rather, the individual's judgments of what he or she can do with those skills (Bandura, 1986). This means that an individual's efficacy expectations will vary greatly depending on the particular task and context which confronts him or her. Therefore, it's improper to describe a person as having "high" or "low" self-efficacy without mentioning the specific behaviour and situation with which the efficacy judgment is related. In short, self-efficacy can be regarded as a situationally specific self-confidence (Feltz, 1988). Either accurate or faulty, self-efficacy judgements have an effect on the selection of activities and environmental settings. In

addition, they dictate how much effort individuals will expend and how long they will persevere against obstacles or aversive events. Individuals with a high sense of self-efficacy tend to undertake more challenging tasks, put forth more effort, and persist longer in the face of obstacles, barriers, and aversive or stressful stimuli (Bandura, 1977, 1982, 1986, Wood and Bandura, 1989). Usually, this high perseverance results in high performance achievements. Hence, individuals that face low self-efficacy perceptions about a particular task may meditate about their personal limitations rather than thinking about achieving or undertaking the task at hand. In turn, this cognition hinders successful performance of the task.

Beyond the definition, Bandura and Wood have highlighted the dynamic aspect of self-efficacy; self-efficacy beliefs can alter over time as individuals obtain new information and experiences through the tasks they perform (Wood and Bandura, 1989).

This concept is important for the present research as we will be concerned with how brands may affect expectations of athletic performance, which may also be seen as an expression of perceptions of self-efficacy.

2.3. BRANDS AS A SOURCE OF ASSURANCE

Brands make promises to consumers that by using its products they will improve their performance outcomes. Many of these promised benefits are associated to better performance on a task, such as getting rid of stubborn stains (Skip) or driving in safety (Volvo). Nike, for example, promises to bring inspiration and better athletic performance for every athlete in the world (anyone that has a body is an athlete), which assures consumers that they can perform better when engaged in a challenging workout routine or sport if they use their gear.

Prior research on placebo effects and nonconscious brand priming (two major lines of research providing evidence that brands can affect behaviour) has demonstrated that mere exposure to some brands can influence consumer's behaviour. An example is a brand priming research that reported that incidental exposure to brand logos unconsciously evokes goal-directed behaviour (Fitzsimons, Chartrand, and Fitzsimons, 2008). Also, some experiences made unveiled effectively that participants responded to brands by behaving in line with the brand's characteristics and that happened without conscious awareness of the influence. For example, participants exposed to the Apple brand outperformed IBM primed and control

participants, making people generate more creative ideas, and participants primed with the Disney Channel reported more honest responses to a social desirability test than did those primed with E! Channel logos or control participants (Fitzsimons, Chartrand, and Fitzsimons, 2008).

In addition, Garvey, Germann and Bolton (2015) realized that brands can induce performance placebo effects, and, moreover, that actual performance may actually be enhanced through consumption of a performance brand (i.e. "branded goods and services that carry strong, positive performance expectancies specific to a task or set of tasks"). As in the authors' research, for example, golf performance improved when a brand associated with strong athletic performance expectations was used, in comparison with a weak brand or a brand with no information. Furthermore, they concluded that brands can convey positive and performance-enhancing expectancies which results in psychological changes for consumers (enhanced state self-esteem and reduced anxiety) that in turn improve an individual's objective performance outcomes.

Park and John (2010) added findings to an increasing body of research showing that brands deliver self-related benefits. Consumers use brands to express and enhance their self-images, and consuming these brands can, in effect, enhance self-perceptions about their personality traits and self-efficacy, an important regulatory mechanism that governs the level of challenge people are willing to undertake, resulting in better task performance (Park and John 2010, 2014). For example, an experiment unveiled that using a brand such as Gatorade increased the participants' sense of self-efficacy in performing a challenging athletic task, and as a result, they increased their performance in the task (Park and John, 2014).

In sum, in accordance with the previous theoretical framework, we predict that people will use brands' promises as a source of self-efficacy and self-signalling. When engaged in a challenging task and using a performance brand that promises better performance on that chore, people will rely on this promise to increase their confidence about performing well on the task as well to communicate to others and to themselves their levels of performance. This increase in confidence will result in better task performance perceptions. In the paradigm of physical exercise and sports, we choose the two brands associated as the best performance sportswear brands in the Portuguese market, Adidas and Nike. Randomly assigning consumers with sport equipment from Adidas or Nike, we expect that they can find assurance in the brand's promise of better athletic performance, which will increases their confidence

about doing well on the routine (self-signalling and self-efficacy) and enhances actual perceptions of performance during a workout routine:

H1: Participants imagining themselves using a performance brand (Adidas or Nike) show higher self-efficacy perceptions of performance than participants using a an unbranded equipment

By providing informative signals to others, which successively affects esteem, individuals are also expected to deliver a signal to themselves about how good athletes they are. In sum, individuals wearing an equipment from a performance brand (Adidas or Nike) will see themselves as better athletes, than individuals wearing an unbranded equipment.

H2: Participants imaging wearing an equipment from a performance brand (Adidas or Nike) will see themselves as better athletes, comparing to participants imagining wearing an Unbranded equipment

Finally, we predict that individuals wearing an equipment from a performance brand (Adidas or Nike) will believe that others (general population) will regard them as greater athletes than individuals wearing an unbranded equipment.

H3: Participants imaging wearing an equipment from a performance brand (Adidas or Nike) will expect others to see them as better athletes, comparing to participants imagining wearing an Unbranded equipment

2.4. REFERENCE GROUPS: IN- GROUP AND OUT-GROUP'S BRANDS

Identification is a cognitive state where the individual comes to view him or herself as a member of a social entity (Bergami and Bagozzi, 2000). The individual recognizes "oneness with or belongingness with an entity" when perceiving the similarities and dissimilarities between members of the social in-groups and diverse out-groups (Mael and Ashforth, 1992). The individual creates his or her social identity upon this distinction (Tajfel, 1978).

Social identity theory (Tajfel and Turner, 1979) and social categorization theory (Turner, 1985) suggest that identity incorporates both personal identity (i.e., originated from an individual sense of self) and social identity (i.e., linked to groups to which one belongs or is affiliated). The social identity theory was developed on the notion that individuals aspire to join social groups that reflect positively on their self-concept (Tajfel, 1982; Tajfel & Turner, 1979). One's social identity derives from the social groups to which he or she belongs, such as a demographic grouping, employment affiliation, or team membership, together with the value and emotional significance attached to that membership (Bhattacharya et al., 1995; Tajfel and Turner, 1985).

Tajfel and Turner (1979) acknowledged the relevance of the in-groups and out-groups to individuals. Identification is a means to recognize the resemblances with an "in-group" while at the same time realizing the distinction from an "out-group." Individuals will preserve a positive social identity if they judge that a particular in-group is positively distinct and dissociated from rivals and that they are a worthy member of the group in comparison to peers (Tajfel & Turner, 1979).

A crucial distinction regarding the self-construction identity processes is that between the use of brands with associations originating from one's own group (an in-group) versus groups to which one does not belong (an out-group). Consumers constantly consume and exhibit strong brands connections with brands consistent with an in-group to maintain positive views of themselves. The opposite happens with brands associated with out-groups, where consumers avoid and create negative self-brand connections to those brands (Escalas and Bettman, 2005). It's likely that consumers will accept meanings from brands associated or consistent with an in-group and refuse meanings associated or consistent with an out-group. Throughout this process, consumers build connections with brands that become significant and meaningful. So, if reference groups (in-groups) use and become associated with specific brands (i.e., the brand's image is congruent with or suits the group), such meaning may be acknowledged and appropriated by consumers as they build their personal identities. Escalas and Bettman (2005) exemplify this event with the brand Volvo. An individual that considers himself as an intellectual and his member group of is prone to drive a Volvo automobile, he or she may also to buy and drive a Volvo car, as a symbol of his or her intellectuality. In sum, consumers are likely to create self-brand connections with brands used by reference groups (in-groups) to which they are a part of.

Contrarily, consumers are likely to avoid and reject associations that come from groups to which they are not members of. Consumers usually create negative associations with brands used by out-group members and they would not like to transfer them to themselves. Nonetheless, the brand also becomes significant but along the means of avoiding the out-group symbolism in creating one's possible self. To give an example, as a non-fraternity member, and not desiring to be one, seeing a fraternity member wearing clothing from the brand Polo, he or she might particularly opt for not wearing Polo clothing in order to disassociate himself or herself from the fraternity symbolism of the Polo brand (Escalas and Bettman, 2005). Therefore, the type of group associated with a specific brand (in-group versus out-group) moderates the impact of brand associations on self-brand connections.

Additionally, the authors proved that these effects are stronger for brands that are more symbolic (i.e., brands that communicate something to others about the user's self-identity). Concerning in-group associations, symbolic brands provide a stronger positive effect on image congruency because they communicate something about the user in comparison with brands that do not. With respect to outgroup associations, solely symbolic brands are used to distinguished oneself from outgroup associations. For brands that are not symbolic, thus do not communicate anything about the brand's user, the effects vanish.

2.5. TEAM IDENTIFICATION AND PSYCHOLOGICAL WELL-BEING

One important source of identification comes from sport teams, being fan identification a manifestation of social identity theory (Tajfel, 1978). Wann, Melnick, Russell, and Pease (2001) define team identification as the extent to which individuals establish a sense of belonging to a particular team and view the team as an extension of themselves, incorporating both psychological and behaviour aspects of identification.

Individuals identify with a team, feel connected to members of the same team and often begin to define themselves in terms of the team. Individuals usually make connections to social groups related to sports when they describe who they are (e.g. "football fan"). Cult symbolism is inherent in fan groups, where objects become symbolic and meaningful beyond their tangible and physical attributes. In order to enhance the self-concept, consumer's consumption behaviour involves buying products that provide symbolic meanings, as

proposed in the congruence hypothesis (Grubb and Grathwohl, 1967). When individuals identify with a team they also connect with it on behavioural means. By purchasing and using licensed sport merchandise, the individual creates and strenghtens the sense of belongingness to the particular team he or she wants to be connected to. Hence, the symbolic meanings of sports' team products can evince salient features of the consumers' social identity.

In addition, being a member of a group (e.g. "I am a Benfica fan") encourages individuals to behave and act consistently with the group norms. In a sports context this can mean watching the team play (McAlexander et al., 2002), attending more often spectating sports (Sutton, McDonald, Milne, Cimperman, 1997, Bhattacharya et al., 1995), wearing of team sport merchandise and gear (Cialdini et al., 1976), being more sensitive to performance results (Sutton et al., 1997), among others.

For many decades, social scientists have been proposing that there is a relationship between team identification and psychological health and well-being (Branscombe & Wann, 1991; Wann, Inman, et al., 1999; Wann, 2006; Wann, Dimmock, & Grove, 2003a; Wann et al., 2003b; Wann, Walker, Cygan, Kawase, & Ryan, 2005; Wann & Weaver, 2009). Besides, team identification has also been associated to a variety of team-related affective, cognitive and behavioural outcomes. These results propose that individuals feel attached to a larger social group when they strongly identify with a team (Wann, 2006). Apart from providing a sense of belonging, individuals identify with a team because doing so frequently has a positive effect on self-esteem and mood (Dimmock, Grove, & Eklund, 2005; Hirt, Zillmann, Erickson, & Kennedy, 1992). Aditionally, when compared with less identified individuals, people with higher levels of identification with a sport team have manifested higher levels of social self-esteem and social well-being (Lanter & Blackburn, 2004; Wann, 1994; Wann & Pierce, 2005); higher levels of personal self-esteem, vigor (i.e., energy), social integration (Wann & Weaver, 2009), trust in others (Wann & Polk, 2007), and satisfaction with one's social life (Wann & Pierce, 2005); more frequent positive emotions (Branscombe & Wann, 1991; Wann, Inman, Ensor, Gates, & Caldwell, 1999); lower levels of loneliness, depression, alienation, and experiences of negative emotion (Branscombe & Wann, 1991; Wann, Dimmock, & Grove, 2003; Wann, Inman et al., 1999); foster feelings of belongingness and self-worth (Branscombe & Wann, 1991) ; higher levels of openness, conscientiousness, and extroversion (Wann, Dunham, Byrd, & Keenan, 2004); and lower levels of fatigue, anger, tension, and confusion (Wann & Pierce, 2005; Wann et al., 2003b; Wann et al., 2005).

In sum, regarding the previous review, the individual creates positive associations with in-groups and negative ones with out-groups. Brands play an important role, since individuals build connections with brands that become meaningful to them; they show strong connections and accept meanings of brands consistent with their in-groups and show negative connections and avoid brands associated with out-groups. Connecting this phenomenon with team identification and sports, individuals that support a certain football team will show positive connections with their team and negative ones with other rival teams. In this case, a person's team represents an in-group and other teams are out-groups. Additionally, since teams' official merchandise fortify the sense of belongingness and evidence traits of the individual's social identity, individuals are likely to wear equipment from the team they support and avoid wearing equipment from rival teams. Team identification has also been associated to a variety of affective, cognitive and behavioural outcomes to the individuals, such as personal self-esteem, feelings of belongingness, self-worth and lower levels of fatigue. This way, we predict that individuals imagining wearing apparel from the teams they support will show great levels of satisfaction, pleasure, sense of belongingness and this may also increase the effects of brand on participants expected performance.

In the first study we will ask participants to imagine themselves wearing an equipment from S.L. Benfica. Benfica is the most popular Portuguese football team in Portugal with a vast fan base and rival of other popular teams such as Sporting and Porto. We predict that Benfica fans imaging wearing an equipment from their team will expect higher athletic performance and show higher levels psychological well-being (satisfaction, pleasure and sense of belongingness) comparing to non-fans of the team or other participant wearing other equipment.

H4: Benfica fans imagining wearing an equipment from Benfica will expect higher athletic performance than participants imaging wearing the same equipment but who are not fans of Benfica, participants imagining wearing an Adidas equipment or participants imagining wearing an Unbranded equipment.

H5: Participants imaging wearing an equipment from Benfica, who are fans of Benfica, will show higher levels of pleasure, satisfaction and sense of belongingness than participants imaging wearing the same equipment but that are not fans of Benfica, an Adidas equipment or an Unbranded equipment.

The same prediction will be made in the case of the reference groups “Portugal’s National Football team” (in-group) and “France’s National Football Team” (out-group). Here we introduce two reference groups, being one an in-group and the other an out-group. We apply the same predictions:

H6: Portuguese participants imagining wearing an equipment from the National Football team will expect higher athletic performance than participants than participants imaging wearing the France’s National Football Team equipment, a Nike equipment or an Unbranded equipment.

H7: Participants imaging wearing an equipment from Portugal’s National Football team will show higher levels of pleasure, satisfaction and sense of belongingness than participants imaging wearing the France’s National Football Team equipment, a Nike equipment or an Unbranded equipment.

CHAPTER 3- METHODOLOGY AND DATA COLLECTION

This chapter describes the research approach adopted to answer the research questions, depicting the methods used to collect the primary data and the statistical analysis that it was subjected to test the research hypotheses presented in Chapter 2.

3.1. STUDY OBJECTIVES

In this process of data collection we randomly expose participants to one of our conditions, which are sets of equipment from different brands, in order to understand if participants' perceptions of self-efficacy and psychological well-being differ in the disparate scenarios. By presenting similar sets of equipment (same pieces of clothing and design), with any absent material or functional differences, we focus on the impact of performance brands in changing self-efficacy perceptions of individuals. Just by simply including a logo in the equipment, or changing the colour of them, it is proposed that these changes can have impact in the perceptions of the participants. This aspect of our study enables us to test the brand's effects apart from functional qualities that could be falsely attributed to the branded product itself.

Our research is based in two studies (Study 1 and Study 2), where we test the same dependent variables but regarding different main brands (Adidas and Nike). Study 1 manipulates perceptions of consumers when using a sport equipment from Adidas, Adidas-Benfica or Unbranded. Study 2 assesses the same effects but regarding the use of a Nike, Nike-Portugal, Nike-France or Unbranded equipment. The materials and procedure of both studies are equal except for the different sets of equipment randomly attributed to participants.

3.2. DATA COLLECTION AND METHODOLOGY (STUDY 1 AND 2)

Following the proposed research questions and the several hypotheses designed, a quantitative experiment was conducted. In order to assess participants' perceptions of performance and psychological well-being in the different conditions, a questionnaire was designed in Qualtrics and distributed online (Appendix II: Survey Guide).

The survey was the preferred method to conduct the market research, due to the fact that it provides the author with a deeper knowledge of the consumers' preferences and more detailed information capable to justify their choices, in a very structured manner, only possible due to the confidential, fast and convenient nature of this type of data collection.

The use of the Internet as a diffusion vehicle was based on the several advantages it offers in terms of reach, time and costs of collection, as well as the guarantee of a much convenient and relatively less "biased" environment for the respondent. Online surveys allow respondents to anonymously and voluntarily choose if, when, where and how they are going to answer the questionnaire, which positively impacts the level of honesty in responses. The survey was spread both via social media (Facebook) and e-mail.

The target population of this study are women and men, from ages between 18 to 45 years old. Since the target population is by some means broad, the use of these two platforms is efficient to capture the desired sample.

The sample used was a convenience-snowballing sample because of its convenient accessibility and proximity to the researcher. This sampling technique is also the most inexpensive and fastest method of sampling, efficiently reaching a large number of respondents, with a diverse demographic profile.

The data collected has been aggregated and statistically analysed, and the results will be explored in the following sections.

3.3. MATERIALS (STUDY 1 AND 2)

Both Study 1 and 2 had the main objective to measure the levels of perception of performance, levels of satisfaction and pleasure, athleticism and self-image by others and psychological well-being (sense of belongingness) regarding the use of specific branded equipments.

In Study 1, the participants were asked to respond to a survey, and after they clicked on the link they were randomly assigned to one of three equipment conditions- Adidas, Adidas-Benfica and Unbranded. In Study 2, they were randomly assigned to one of four equipment conditions- Nike, Nike-Portugal, Nike-France and Unbranded.

Each condition would have the participant answer the questions having in mind one specific equipment. All scenarios showed an image of a both female and a male sports equipment. Participants were told to imagine themselves wearing that equipment in a sporting

activity (presumably women would envision themselves wearing the female equipment and men the male set). They were also told that the following questions would ask them to consider what they would experience while using that equipment.

Study 1- Adidas

In the Adidas scenario, the equipment had neutral colours (shades of grey, black and white) and the logo of the brand in all pieces of clothing. The Adidas-Benfica was similar but presented Benfica symbol and colours as well as the logo of the sponsor brand (Adidas) in all pieces. The Unbranded scenario was also similar, with neutral colours but without any visible logos.

SL Benfica was selected for this study because it's the only national team sponsored by Adidas. Due to the tense rivalry between Benfica and other national clubs, this team is an important reference group, being an in-group for fans of the team and an out-group for non-fans of the team.

In Study 1, the following equipment conditions were shown to participants with the respective information:

Figure 1. Study 1; Condition 1- Adidas equipment. Description: "The following sport equipment is of the brand Adidas."

Figure 2. Study 1; Condition 2- Adidas-Benfica equipment. Description: "the following equipment is similar to that of Benfica, sponsored by Adidas ".

Figure 3. Study 1; Condition 3- Unbranded equipment. Description: "the following sport equipment is from an affordable clothing brand (not specialist in sports) that has launched a line of sportswear."

Study 2- Nike

In the Nike condition, the equipment had neutral colours (shades of grey, black and white) and the logo of the brand in all pieces of clothing. The Nike-Portugal equipment was similar but presented Portugal's National Team symbol and colours as well as the logo of the sponsor brand (Nike) in all pieces. The Nike-France equipment was also similar but presented Frances's National Team symbol and colours as well as the logo of the sponsor brand (Nike) in all pieces. Finally, the Unbranded scenario was also similar, with neutral colours but without any visible logos.

In Study 2, the following equipment conditions were shown to participants with the respective information:

Figure 4. Study 2; Condition 4- Nike equipment. Description: "the following equipment is from Nike".

Figure 5. Study 2; Condition 5- Nike-Portugal equipment. Description: "the following equipment is similar to that of the Portugal's National Football Team, sponsored by Nike."

Figure 6. Study 2; Condition 6- Nike-France equipment. Description: "the following equipment is Similar to that of the of the France's National Football Team, sponsored by Nike**".**

Figure 7. Study 2; Condition 7- Unbranded equipment. Description: "the following equipment is from an affordable clothing brand (not specialist in sports) that has launched a line of sportswear".

After being assigned to one of these conditions (three in Study 1; four in Study 2), participants were asked questions regarding their self-efficacy perceptions of performance, levels of satisfaction and pleasure, athleticism and self-image by others and psychological well-being (sense of belongingness) when imagining wearing a determined equipment.

Pleasure & Satisfaction

Imagined pleasure and satisfaction while wearing the equipment were measured. Pleasure was measured using a 11-point slider scale from -5 to 5, where -5 is maximum displeasure, 0 is neither pleasure nor displeasure, and 5 is maximum pleasure, participants had to rate the level of pleasure they felt in wearing the shown equipment. Satisfaction was measured using a similar 11-point slider scale, where -5 is maximum dissatisfaction, 0 is neither satisfaction or dissatisfaction, and 5 is maximum satisfaction

Performance

To assess the perceptions of performance wearing the shown equipment, several questions were made to better evaluate participants' insights. Participants were asked to assess their general performance level while wearing the assigned equipment using a 11-point slider scale from 0 to 100, where 0 stood for minimum performance and 100 to maximum performance (intervals 0,10,20,30, 40, 50, 60, 70, 80, 90, 100).

Comparative Performance- Self

Participants were asked to compare their average everyday performance with the performance they expect to achieve when wearing the shown equipment using a 11-point slider scale from -5 to 5, where -5 is very below the average performance, 0 is equal to the average performance and 5 is very above the average performance.

Comparative Performance- Others

Participants were also asked to compare their performance, wearing the shown equipment, to the general performance of others using a 11-point slider scale, also from -5 to 5, -5 is very below the average performance of others, 0 is equal to the average performance of others and 5 is very above the average performance of others.

Athleticism and Self-Image by others

Following this part, we were interested in understanding how the participants felt regarding their self-perceptions of athleticism and self-image by others. They were asked to what degree they agree with these sentences: "I will feel like a good athlete" and "others will see me as a good athlete", using a 6-point Likert scale, from 1 to 6, where 1 is "completely disagree" and 6 is "completely agree".

Psychological Well-Being (Sense of Belongingness)

Here we measured the level of psychological well-being, specifically sense of belongingness. Participants were asked to what degree they agree with the sentence: “I feel integrated”, using a 6-point Likert scale, from 1 to 6, where 1 is “completely disagree” and 6 is “completely agree”.

Exercising Habits

We further asked the participants about their exercising habits. A question about the frequency participants exercised used a multiple choice question with 4 options: “5-7 times a week”, “3-4 times a week”, “1-2 times a week” and “I don’t exercise regularly”. After that,participants were also asked about the importance of exercising using a 8-point slider scale, from 0 to 7, where 0 is Not important at all and 7 is extremely important.

Team preferences

In Study 1, in the Adidas-Benfica condition, participants were asked to indicate which football team they use to support, using a multiple choice question with the options: SL Benfica, Sporting CP, FC Porto, other, and “not a fan”. After that we asked how important their football club was to them, using a 8-point slider scale from 0 to 7, where 0 is not important at all and 7 is extremely important.

Demographics

Participants were also asked about their demographics (age and gender).

3.4. PROCEDURE (STUDY 1 AND 2)

The survey started with an introduction with relevant information for the participants. Participants were informed that they would participate in a research study for an academic purpose only, that their participation was voluntary and assuring the anonymity of their answers.

After this, they would have to click on a link, specifically indicated to click on it, to proceed with the survey. In Study 1, participants were randomly assigned to one of the three equipment conditions: Adidas, Adidas-Benfica or Unbranded. In Study 2 participants were

randomly assigned to one of the four equipment conditions: Nike, Nike-Portugal, Nike-France or Unbranded.

First participants received general instructions regarding the study. They were told to imagine that they were preparing to practice physical exercise, any activity like gym, running or other sport. They were, then, told they would be presented with an equipment that they would use during that sportive practice.

The study then moved to a block showing a picture of the equipment associated to the condition participants were randomly attributed to. Some information was told about the equipment, specifically the brand. The participants were asked to imagine to be using that equipment, when responding to the following questions. The image of the equipment was presented to the participants in every block, so they could always have in mind the designated equipment and could better interpret the questions and give more honest and credible answers.

The study then proceeded to the dependent measures. First participants had to judge the expected pleasure and satisfaction while using the equipment. After that, they answered the measures about the perceived performance. The study then asked participants to compare their performance with their own average performance; and then compared themselves with others. Subsequently participants were asked to judge their athleticism and self-image by others while wearing the equipment and further, to assess a measure of well-being (sense of belongingness). Finally they were asked about their exercising habits. Only in Study 1, those assigned to the Adidas-Benfica condition further expressed which their favourite football club was and how important it is for them.

The last part of the survey asked for demographic data. Participants had to tell their gender and age.

Finally, a message of acknowledgment to the participation appeared, accentuating that their collaboration was essential. Participants that wanted to leave any mark, recommendation, message could write in a white box that would be sent by e-mail to the author.

3.5. DESIGN

Study 1 used a quasi-experimental design where participants assigned to the Adidas-Benfica condition were differentiated between Benfica-fans and Benfica-non-fans. This led to 4 groups, Unbranded, Adidas, Adidas-Benfica-fans and Adidas-Benfica-non-fans.

CHAPTER 4: RESULTS' ANALYSIS

4.1. STUDY 1 (ADIDAS)

4.1.1 Sample Analysis

The sample size was determined such that we aimed to have at least 30 participants responding to each one of the conditions available, categorised for the present study as: "Adidas", "Adidas-Benfica" and "Unbranded". We ended up with 41 participants attributed to the "Adidas" condition; 42 to the "Adidas-Benfica" condition and lastly, 41 to the "Unbranded" condition. For further analysis of the data we divided the "Adidas-Benfica" condition participants in two groups: "Adidas-Benfica- fans of Benfica" and "Adidas-Benfica-non fans of Benfica" We validated 35 Benfica fans and 17 non Benfica fans.

Study 1 was completed by 124 participants, being 67% of the participants female and 33% male (Appendix II: Study 1- Sample Description).

As regards to age, there was a very uneven distribution, being the largest group of age comprehended between 20 and 26 years old, weighting 81% of total respondents. 16% of the total sample is older than 26 years old. The sample count with participants from ages of 18 to 57 years old (Appendix II: Study 1- Sample Description). The present distribution suits perfectly the author's market research. We were able to cover the planned age groups, although having emphasis in the younger participants. This age scenario is favourable since we expect that younger participants have more active lives and could better identify with the survey questions and give honest responses.

Regarding the frequency and importance of the physical activity, participants between the different conditions didn't show significant differences in their assessments. With respect to frequency of practice of physical exercise, the majority of participants exercises "1-2 times a week" (37% of all answers) or "3-4 times a week" with 30%. As for the importance attributed to physical activity, the mean of responses of all participants was 5,35 (out of 7). This result shows that participants of this study really think that physical activity is important. We also verified that there were no significant differences in the importance given to exercise, in the different conditions (Appendix II: Study 1- Sample Description).

In respect to the condition condition Adidas-Benfica, we asked participants to rate the importance given to their football team. The answers differed between fans of Benfica and not fans of Benfica. The ANOVA showed significant differences in the means ($F(1)= 4.42$, $p = .042$, $\eta 2 = .099$). As observed, fans of Benfica give more importance to the team than supporters of other teams.

4.1.2. Results

Athleticism and Self-Image by others

First, we start by analysing the variables "Athleticism" and "Self-Image by others" as to evaluate self-signalling effects. Here we rated the accordance of the participants with the following citations: "I feel like a good athlete" and "others will see me as a good athlete". To verify if there is significant differences in the means of the different conditions (Adidas, Adidas-Benfica (fans of Benfica), Adidas-Benfica (not fans of Benfica) and Unbranded), we run an ANOVA analysis and T-tests to make pair comparisons to verify the variability between the conditions.

An ANOVA across the four groups (Unbranded, Adidas, Adidas-Benfica-fans and Adidas-Benfica-non-fans) was performed for all dependent variables.

Athleticism ("I feel like a good athlete")		
Condition	Mean	Std. Deviation
Adidas	3,44	1,566
Adidas-Benfica (fans of Benfica)	4,56	1,158
Adidas-Benfica (not fans of Benfica)	3,06	1,345
Unbranded	3,88	1,308
Total	3,76	1,445

Table 1: Study 1 Descriptives "Athleticism"

Foremost, regarding "I feel like a good athlete", the ANOVA reported significant differences in the means ($F(3)= 5.12$, $p = .002$, $\eta 2 = .114$).

Participants wearing the Adidas-Benfica equipment, which were Benfica fans, showed the highest levels of accordance with the quote "I feel like a good athlete". In the opposite side, non-fans of Benfica wearing the same equipment showed the lowest levels of accordance. There was a major difference in the means of these conditions (t (40) = 3.86, p =.000). Other differences in the means were significant between these conditions: Adidas and Adidas-Benfica (fans of Benfica) (t (64) = 3.10, p =.011) and Adidas-Benfica (fans of Benfica) and Unbranded (t (64) = 2.14, p =.036). There was no significant difference between the Adidas and Unbranded conditions (t(80) = 1.38, p =.172).

Thus, we can't accept our hypothesis that participants imaging wearing an equipment from a performance brand like Adidas will see themselves as better athletes, comparing to participants imagining wearing an Unbranded equipment (H2). Although, we can observe that the condition Adidas-Benfica (fans of Benfica) show dominant evaluations when compared to the Adidas, Unbranded and Adidas-Benfica (not fans of Benfica) conditions. We can assume that fans of Benfica imagining wearing the Adidas-Benfica equipment see themselves as better athletes than the participants imagining wearing the Adidas, Adidas-Benfica (not fans of equipment) or Unbranded equipment.

Self-Image by Others ("Others will see me as good athlete")		
Condition	Mean	Std. Deviation
Adidas	3,46	1,660
Adidas-Benfica (fans of Benfica)	3,92	1,525
Adidas-Benfica (not fans of Benfica)	2,94	1,638
Unbranded	3,07	1,539
Total	3,35	1,609

Table 2: Study 1 Descriptives "Self-Image by others"

With respect to the image others would have of the participants, the ANOVA showed no significant differences in the means of the conditions (F(3)= 1.93, p = .129, η2 = .046).

We, then, reject our hypothesis that participants imaging wearing an equipment from a performance brand like Adidas will expect others to see them as better athletes, comparing to participants imagining wearing an Unbranded equipment (H3).

Performance

General Performance

Level of Performance		
Condition	Mean	Std. Deviation
Adidas	60,88	17,878
Adidas-Benfica (fans of Benfica)	73,08	19,939
Adidas-Benfica (not fans of Benfica)	51,00	21,815
Unbranded	67,02	21,302
Total	64,02	20,914

Table 3: Study 1 Descriptives "Level of Performance"

Regarding the levels of perception of general performance, an ANOVA showed significant differences in the different conditions ($F(3)= 4.74$, $p = .004$, $\eta 2 = .106$). Adidas-Benfica equipment, rated by fans of the team, showed the highest levels of overall perception of performance compared to Adidas-Benfica rated by non-fans ($t(40) = 3.39$, $p =.002$) and Adidas ($t(64) = 2.58$, $p =.012$). There's also differences between Adidas- Benfica (not fans of Benfica) and the Unbranded condition ($t(56) = 2.59$, $p =.012$).

No significant differences were found between Adidas and Unbranded conditions ($t(80) = 1.41$, $p =.161$) and between Adidas-Benfica (fans of Benfica) and Unbranded ($t(64) = 1.15$, $p =.256$).

Comparative Performance- Self

Comparative Performance- Self		
Condition	Mean	Std. Deviation
Adidas	1,22	1,681
Adidas-Benfica (fans of Benfica)	2,32	1,842
Adidas-Benfica (not fans of Benfica)	-,47	2,004
Unbranded	1,27	1,962
Total	1,23	1,999

Table 4: Study 1 Descriptives "Comparative Performance- Self"

Relatively to the comparison between the usual everyday average performance of participants with the imagined performance obtained by wearing the attributed equipment, the results were also significant; there are significant differences in the means of the different conditions ($F(3)= 7.65$, $p = .004$, $\eta 2 = .161$). The ANOVA test revealed the most significant differences are between the Adidas-Benfica (fans of Benfica) and Adidas-Benfica (not fans of Benfica) conditions ($t(40) = 4.65$, $p = .000$). There's also differences between the conditions Adidas and Adidas-Benfica (fans of Benfica) ($t(64) = 2.49$, $p = .015$); Adidas and Adidas-Benfica (not fans of Benfica) ($t(56) = 3.29$, $p = .002$) and Adidas-Benfica (fans of Benfica) and Unbranded ($t(64) = 2.16$, $p = .034$). There's no difference between the conditions Adidas and Unbranded ($t(80) = 0.121$, $p = .904$).

Comparative Performance- Others

Comparative Performance- Others		
Condition	Mean	Std. Deviation
Adidas	1,02	1,475
Adidas-Benfica (fans of Benfica)	2,04	1,620
Adidas-Benfica (not fans of Benfica)	-,06	2,076
Unbranded	,83	1,716
Total	1,02	1,767

Table 5: Study 1 Descriptives "Comparative Performance- Others"

Concerning the comparison of the participants' imagined performance with the attributed equipment with the perceived average performance of others, the ANOVA analysis demonstrated, once again, significant differences in the different scenarios ($F(3)= 6.61$, $p = .001$, $\eta 2 = .123$).

As expected, fans of Benfica, attributed with the Adidas-Benfica equipment, evaluated their levels of performance as better than the others. Paired comparisons showed significant differences between the conditions Adidas-Benfica (fans of Benfica) and Adidas-Benfica (not fans of Benfica) ($t(40 = 3.68$, $p = .001$); Adidas and Adidas-Benfica (fans of Benfica) ($t(64) = 2.62$, $p = .011$); Adidas and Adidas-Benfica (not fans of Benfica) ($t(56) = 2.25$, $p = .028$) and Adidas-Benfica (fans of Benfica) and Unbranded ($t(64) = 2.84$, $p = .006$). There's no significant difference between the conditions Adidas and Unbranded ($t(80) = 5.52$, $p = .582$).

Accordingly, we have to reject our assumption that participants imagining themselves using the performance brand Adidas show higher self-efficacy perceptions of performance than participants using a an unbranded equipment (H1). As seen before, there are no significant differences between these two conditions. To note that although not significant, the "Unbranded" condition records higher mean scores in the performance variables, except when participants compare their performance with others.

We also observe that Benfica fans wearing the Adidas-Benfica equipment show higher levels of perceptions of performance than participants imaging wearing the same equipment, but that are not fans of Benfica, an Adidas equipment or an Unbranded equipment. Thus, we accept H4.

Pleasure & Satisfaction

Level of Pleasure		
Condition	Mean	Std. Deviation
Adidas	1,93	1,929
Adidas-Benfica (Benfica fans)	2,84	2,375
Adidas-Benfica (not Benfica fans)	-,94	2,772
Unbranded	2,49	1,660
Total	1,90	2,370

Table 6: Study 1 Descriptives "Level of Pleasure"

In "Level of Pleasure" ANOVA revealed a single main effect of equipment condition ($F(3)= 13.4$, $p = .000$, $\eta 2 = .251$). Planned contrasts revealed that participants imagining wearing the Adidas-Benfica (Benfica fans) equipment expect more pleasure than participants imagining wearing the Adidas-Benfica equipment but are not fans of the team ($t(40) = 4.7$, $p = .000$).

No differences were found between the Adidas-Benfica (fans of Benfica) and the Unbranded condition and ($t(64) = .70$, $p = .481$) or between the Adidas-Benfica (fans of Benfica) and the Adidas condition ($t(64) = 1.70$, $p = .092$). However, there's differences in the means between Adidas-Benfica (not fans of Benfica) and Unbranded ($t(56) = 5.82$, $p = .000$) and also between Adidas-Benfica (fans of Benfica) and Adidas ($t(56) = 4.51$, $p = .000$).

Level of Satisfaction		
Condition	Mean	Std. Deviation
Adidas	2,39	1,935
Adidas-Benfica (Benfica fans)	3,00	2,398
Adidas- Benfica (not Benfica fans)	-,65	2,737
Unbranded	2,68	1,491
Total	2,19	2,319

Table 7: Study 1 Descriptives "Level of Satisfaction"

In "Level of Satisfaction", the results were also significant. The ANOVA also revealed a single main effect of equipment condition ($F(3)= 13.28$, $p = .000$, $\eta 2 = .249$). Planned contrasts confirmed that participants imagining wearing the Adidas-Benfica equipment (Benfica fans) expect more satisfaction from wearing the equipment than participants imaging wearing the Adidas-Benfica equipment, but are not fans of the team ($t(40) =3 .91$, $p =.000$). There's also differences in the means between Adidas-Benfica (not fans of Benfica) and Unbranded (t (56) = 5.21, $p =.000$). However, no differences were found between the Adidas-Benfica (fans of Benfica) and the Unbranded condition and ($t(64) = .484$, $p =.630$) ; between the Adidas-Benfica (fans of Benfica) and the Adidas condition ($t(64) = .965$, $p =.338$) nor between Adidas and Unbranded ($t(80) = .767$, $p =.445$).

As for our hypothesis we can partly accept H5. We accept that participants imaging wearing an equipment from Benfica, who are fans of Benfica show higher levels of pleasure and satisfaction than participants imaging wearing the same equipment but that are not fans of Benfica. However, participants imaging wearing an equipment from Benfica, who are fans of Benfica, don't show significant higher levels of pleasure and satisfaction than participants wearing an Adidas or an Unbranded equipment.

Psychological Well-Being (Sense of Belongingness)

Sense of Belongingness ("I feel integrated")		
Condition	Mean	Std. Deviation
Adidas	3,56	1,534
Adidas-Benfica (fans of Benfica)	4,04	1,399
Adidas-Benfica (not fans of Benfica)	2,88	1,317
Unbranded	4,15	1,370
Total	3,76	1,473

Table 8: Study 1 Descriptives "Sense of Belongingness"

Regarding the perceived psychological well-being of participants, specifically sense of belongingness, the ANOVA showed significant differences in the means of the different conditions ($F(3)= 3.74$, $p = .013$, $\eta 2 = .085$). Out of the standard, participants wearing the Unbranded equipment showed the highest scores of sense of belongingness (M=4,15). Planned contrasts revealed relevant differences between Adidas-Benfica (fans of Benfica) and Adidas-Benfica (not fans of Benfica) conditions ($t(40) = 2.69$, $p = .010$) and, also, between Adidas-Benfica (not fans of Benfica) and Unbranded ($t(56) = 3,23$, $p = .002$) conditions.

In sum, we can partly accept our hypothesis (H5). We do conclude that participants imaging wearing an equipment from Adidas-Benfica, who are fans of Benfica, will show higher levels of integration (sense of belongingness) than participants imaging wearing the same equipment but that are not fans of Benfica. However, they do not show higher levels of integration than participants wearing equipments from Adidas and Unbranded. In case of Adidas, the results didn't showed significant differences to assume that; the Unbranded condition was better evaluated that all other conditions.

The findings from Study 1, although promising, make use of a quasi-experimental method where participants assigned to Benfica condition, were then divided between Benfica-fans and non-fans. Study 2 tries to address some of these issues, by selecting participants assumed to be fans of the same team (Portugal national team) and manipulating the reference group associated to the equipment condition.

4.2. STUDY 2 (NIKE)

4.2.1 Sample Analysis

The sample size was determined such that we aimed to have at least 30 participants responding to each one of the scenarios available, categorised for the present study as: the "Nike equipment", the "Nike-Portugal equipment", the "Nike-France equipment" and the "neutral/ unbranded equipment". We ended up with 38 participants attributed to the "Adidas equipment" condition; 31 to the "Nike-Portugal equipment" condition, 37 to the "Nike-France equipment" and lastly, 35 to the "Unbranded" equipment (Appendix II: Study 2- Sample Description).

Study 2 was completed by 141 participants, being 57% of the participants female and 43% male (Appendix II: Study 2- Sample Description).

As regards to age, there was a very uneven distribution, being the largest group of age comprehended between 20 and 25 years old, weighting 89% of total respondents. 8,5% of the total sample is older than 25 years old. The sample counts with participants from ages of 18 to 59 years old (Appendix II: Study 2- Sample Description).

With respect to frequency of practicing of physical exercise, the majority of answers focused on the option "1-2 times a week", with 37% of all answers, following 3-4 times a week with 35%. As for the "Importance attributed to physical activity", the mean of responses of all participants was 5,25 (out of 7). This result shows that participants of this study really think that physical activity is important. Both in frequency and importance given to the physical activity, participants didn't show significant differences in their assessments in the different conditions (Appendix II: Study 2- Sample Description).

4.2.2. Results

Athleticism and Self-Image by Others

First, we start by analysing the variables "Athleticism" and "Self-Image by others" as to evaluate Self-Signalling effects. Here we rated the accordance of the participants with the following citations: "I feel like a good athlete" and "others will see me as a good athlete". To verify if there is significant differences in the means of the different conditions (Nike, Nike-

Portugal, Nike-France and Unbranded), we run an ANOVA analysis and T-tests to make pair comparisons to verify the variability between the conditions.

An ANOVA across the four groups (Nike, Nike-Portugal, Nike-France and Unbranded) was performed for all dependent variables. Participants' perceptions of athleticism and self-image by others didn't show significant results concerning the different conditions.

Athleticism "I feel like a good athlete"		
Condition	Mean	Std. Deviation
Nike	3,66	1,649
Nike PT	3,90	1,599
Nike FR	3,86	1,601
Unbranded	3,83	1,272
Total	3,81	1,526

Table 9: Study 2 Descriptives "Athleticism"

The ANOVA in "I feel like a good athlete" showed no differences in the means of the various conditions ($F(3)= 1.19$, $p = .911$, $\eta 2 = .004$). So, we have to reject our hypothesis that participants imaging wearing an equipment from a performance brand like Nike will see themselves as better athletes, comparing to participants imagining wearing an Unbranded equipment (H2).

Self-Image by Others "Others will see me a good athlete"		
Condition	Mean	Std. Deviation
Nike	3,82	1,706
Nike PT	3,97	1,622
Nike FR	3,57	1,519
Unbranded	3,29	1,319
Total	3,65	1,554

Table 10: Study 2 Descriptives "Self-Image by others"

The ANOVA in "Others will see me as a good athlete" showed no differences in the means ($F(3)= 1.26$, $p = .291$, $\eta 2 = .027$). Therefore, we have to reject our hypothesis that participants imaging wearing an equipment from a performance brand like Nike will expect

others to see them as better athletes, comparing to participants imagining wearing an Unbranded equipment (H3).

Performance

General Performance

Level of Performance		
Condition	Mean	Std. Deviation
Nike	67,5789	24,20591
Nike PT	62,0968	20,62742
Nike FR	68,0270	22,36377
Unbranded	66,0571	19,65727
Total	66,1135	21,76238

Table 11: Study 2 Descriptives "Level of Performance"

Regarding the levels of perception of general performance, an ANOVA showed no significant differences in the different equipments ($F(3)= .499$, $p = .683$, $\eta 2 = .011$). Although not significant, Nike-France showed the highest levels of perceived performance and Nike-Portugal the lowest, even lower than the Unbranded equipment.

Comparative Performance- Self

Comparative Performance-Self		
Condition	Mean	Std. Deviation
Nike	1,9737	1,61892
Nike PT	1,8065	1,57944
Nike FR	1,4324	2,02128
Unbranded	1,1714	1,59937
Total	1,5957	1,73196

Table 12: Study 2 Descriptives "Comparative Performance-Self"

Continuing evaluating the levels of performance, we compared the usual average everyday performance of the participants with their performance when using the attributed equipment. The ANOVA revealed no main effects of equipment conditions ($F(3)= 4.70$, $p =$

.196, η2 = .034). In paired comparisons, we found a significant difference between the means of the Nike and the Unbranded equipments ($t(71) = 2.13$, $p = .037$).

Comparative Performance- Others

Comparative Performance- Others		
Condition	Mean	Std. Deviation
Nike	1,5789	1,89782
Nike PT	1,3548	1,87169
Nike FR	1,5405	1,92346
Unbranded	1,1143	1,67633
Total	1,4043	1,83606

Table 13: Study 2 Descriptives "Comparative Performance- Others"

With respect to the comparison of the participant's performance with the attributed equipment with the average performance of others, the means in the different conditions weren't significant as well. The ANOVA showed no main effects in the equipment condition ($F(3) = 1.62$, $p = .700$, η2 = .010).

Facing this paradigm, we have to reject the hypothesis that participants imagining themselves using a performance brand like Nike show higher self-efficacy perceptions of performance than participants using a an unbranded equipment (H1). Additionally, we can conclude that the phenomenon of the in-group/out-group (Portugal/France) had no effect on the perception of performance in this study. Participants imagining wearing the Nike-Portugal equipment don't show higher perceptions of performance than participants wearing the Nike, Nike-France or Unbranded equipment. Thus, we also reject H6.

Pleasure & Satisfaction

Level of Pleasure		
Condition	Mean	Std. Deviation
Nike	2,7632	1,66740
Nike PT	1,8065	2,08837
Nike FR	1,8108	2,34329
Unbranded	2,0857	1,82098
Total	2,1348	2,01147

Table 14: Study 2 Descriptives "Level of Pleasure

In “Level of Pleasure” ANOVA revealed no main effects of equipment conditions ($F(3)= 1.87$, $p = .137$, $\eta 2 = .039$). Even so, we found differences between Nike and Nike Portugal ($t(73) = 2.03$, $p = .046$) and between Nike and Nike-France ($t(67) = 2.12$, $p = .038$). We should note that both national teams’ equipment showed the lowest scores in this variable, although they were not significant.

Level of Satisfaction		
Attributed condition	Mean	Std. Deviation
Nike	2,7632	1,77725
Nike PT	2,0968	2,00591
Nike FR	2,3784	2,13894
Unbranded	2,4571	1,94548
Total	2,4397	1,96166

Table 15: Study 2 Descriptives “Level of Satisfaction”

Concerning “Level of Satisfaction”, the ANOVA also showed no significant effects ($F(3)= 0.67$, $p = .573$, $\eta 2 = .014$), there’s no significant differences in the means of the four conditions. Even though the differences in the mean scores are not significant, we can note that, surprisingly, the Nike Portugal equipment was the one that gave least perceived satisfaction to the participants.

In conclusion, having in mind this scenario, we have to reject our hypothesis that Portuguese participants imagining wearing an equipment from the National Football team, show higher levels of perceptions of pleasure and satisfaction than participants imaging wearing the France’s National Football Team equipment, a Nike equipment or an Unbranded equipment (H7).

Psychological Well-Being (Sense of Belongingness)

Sense of Belongingness ("I feel integrated")		
Condition	Mean	Std. Deviation
Nike	3,84	1,620
Nike PT	3,45	1,524
Nike FR	3,49	1,644
Unbranded	4,26	1,540
Total	3,77	1,602

Table 16: Study 2 Descriptives "Sense of Belongingness"

The same scenario happened with the variable "I feel integrated"; The ANOVA showed no main effects in the equipment condition ($F(3)= 1.94$, $p = .127$, $\eta 2 = .041$). Planned contrasts revealed differences between the conditions Nike-Portugal and Unbranded (t (64) = 2.13, p =.037) and between Nike-France and Unbranded ($t(70) = 2.05$, p =.044).

We have to reject our hypothesis that participants imaging wearing an equipment from Portugal's National Football team will show higher levels of integration (sense of belongingness) than participants imaging wearing the France's National Football Team equipment, a Nike equipment or an Unbranded equipment. (H7).

CHAPTER 5-MAIN CONCLUSIONS AND FUTURE RESEARCH

5.1. Main findings & Conclusion

The present research examined the effects of brands, in a context of sports and physical activity, in self-efficacy perceptions of performance, self-signalling (athleticism and self-image by others), levels of pleasure and satisfaction and sense of belongingness, by introducing various sets of equipments. Study 1 and 2 tested our hypothesis and the results didn't support most of our assumptions. However, we found evidence of a significant effect of brands associated with reference groups in some of the variables of this study, specifically in Study 1.

Our first objective was to find out if brands such as Adidas and Nike would be perceived by participants as performance brands and used to self-signal high levels of athletic performance to themselves and to others. In both studies (1 and 2), Adidas and Nike's equipments didn't reveal the expected results; participants imaging wearing an equipment from a performance brand like Adidas or Nike didn't see themselves or expect others to see them as better athletes, comparing to participants imagining wearing an Unbranded equipment. In addition, neither in Study 1 or Study 2, the reference groups had positive effects in self-signalling.

Next, we aimed to discover if participants imagining wearing an equipment from a performance brand like Adidas or Nike would experience a boost in self-efficacy perceptions of performance. In both studies (1 and 2) experiments didn't support our assumption that these brands would have an effect on perceived performance. We rejected our assumption that participants imagining themselves using an equipment from a performance brand Adidas or Nike would show higher self-efficacy perceptions of performance than participants using a an unbranded equipment. However, we found positive results in Study 1 regarding the condition Adidas-Benfica; participants wearing the Adidas-Benfica equipment (fans of Benfica) showed the highest levels of perceived performance and the results were significant compared to participants wearing other equipments (Adidas, Adidas-Benfica (not fans of Benfica) and Unbranded. Individuals automatically react positively to in-group individuals and to stimuli associated with the in-group because of the transfer of positive affect from the self-concept to these newly associated stimuli (Greenwald et al., 2002; Pinter & Greenwald, 2004; Pelham, Carvallo, & Jones, 2005). The same effects weren't found in Study 2, regarding the condition Nike-Portugal. This might be due to the fact that Portugal's National Team is not a relevant

reference group for participants. In the opposite side, SL Benfica might be an important social group to fans of the team.

Further, we proceeded by analysing the levels of satisfaction and pleasure imagined by participants when wearing the equipment. In Study 1 we partly accept our hypothesis; participants imaging wearing an equipment from Benfica, who are fans of Benfica show higher levels of pleasure and satisfaction than participants imaging wearing the same equipment but that are not fans of Benfica. However, participants imaging wearing an equipment from Benfica, who are fans of Benfica, don't show significant higher levels of pleasure and satisfaction than participants wearing an Adidas or an Unbranded equipment. In Study 2 we didn't find support for our hypothesis that participants imaging wearing an equipment from Nike-Portugal show higher levels of pleasure and satisfaction than participants imaging an equipment from Nike, Nike-France or Unbranded. The "in-group" Nike-Portugal also didn't show effects in these variables.

Finally, regarding the feelings of sense of belongingness, Study 1 supported our assumption that participants imaging wearing an equipment from Adidas-Benfica, who are fans of Benfica, show higher levels of integration (sense of belongingness) than participants imaging wearing the same equipment but that are not fans of Benfica. However, they do not show higher levels of integration than participants wearing equipments from Adidas and Unbranded. Study 2 results didn't support our assumptions.

To conclude, there are some relevant particularities to address. First, in both studies, performance brands like Adidas and Nike didn't reveal the expected effects. None of the brands had significant effects on self-efficacy perceptions of performance, self-signalling, satisfaction and pleasure and sense of belongingness in participants.

Study 1 revealed predominance in the scores of the Adidas-Benfica equipment, when evaluated by fans of the team. We found significant results in this condition and discovered the symbolic importance and effects of the in-group reference in participants. We assume that the results obtained are due to the fact that SL Benfica is a very important reference group for supporters of the team. These results support a motivational approach the above average effect. The participants judge themselves better than the others when they are fans of Benfica wearing Adidas-Benfica when compared to other conditions; they also feel better than themselves (Williams & Gilovich, 2011). This can only be explained in terms of identity and motivational phenomena, as proposed by Guenther and Alicke (2010) and not in terms of

egocentric bias as had been explored by Kruger and Dunning (1999) and his collaborators. However, in Study 2 the reference group (in-group) Nike-Portugal didn't show the same effects. Facing this scenario, we assume that Portugal's National Football team might not be an influential social group for individuals and therefore the equipment associated with the team won't be meaningful for them.

In addition, we should mention the significant differences between Adidas-Benfica condition, rated by non-fans of Benfica, and the other conditions (Unbranded and Adidas). The same didn't happen between Adidas-Benfica, rated by fans, and the other conditions (Unbranded and Adidas); the differences weren't significant. That's because negative stimuli has always stronger reactions, and that can explain the reason why this effect exists mainly in the non-fans of Benfica and not in the fans of Benfica (Reed II, A., Forehand, M., 2016). This means that non-fans of Benfica don't feel good at all when wearing equipment from Benfica. Benfica fans wearing the same equipment don't see any advantage in relation to others.

5.2. Managerial/Academic Implications

In the competitive industry of sports goods and apparel, it is increasingly important for manufactures, as well as retailers, to be aware of the image and perceptions consumers' have of their brands. Moreover it's important for brand managers to learn how to maximize that impact in a way that is favourable for them.

Our findings add to an increasing body of research showing that brands deliver self-related benefits. Prior research on placebo effects and nonconscious brand priming provided evidence that brands can affect behaviour (Chartrand et al. 2008; Fitzsimons, Chartrand, and Fitzsimons 2008). Additionally, consumers use brands to express and enhance their self-images, and using these brands can actually enhance self-perceptions about their personality traits (Park and John 2010). Even with this theoretical evidence, our formulated hypothesis for this research failed to show positive effects of performance brands (Adidas and Nike) in self-efficacy perceptions of performance enhancement and self-signalling.

Nevertheless, our findings suggest the importance of symbolic associations with brands. When it comes to test the effects of brands associated with reference groups we found a meaningful and relevant reference group (SL Benfica), which had positive influence in self-

efficacy perceptions of athletic performance, levels of satisfaction, pleasure and sense of belongingness. This insight is important for branding and marketing research, for brands to understand the benefits of constructing powerful, meaningful and symbolic brands that communicate something about consumers and their identities. Marketers can use these principles to better understand what motivates their customers and get the most out of their brand management and marketing efforts. It is difficult to communicate nonconscious benefits that brands deliver to consumers, but firms can incorporate consciously experienced brand benefits into brand messaging and brand promotions.

5.3. Limitations and Future Research

Regardless of the present findings there are some limitations on the present studies that should be discussed.

Firstly, we try to assess of how perceived use of specific sport equipment sets can enhance self-efficacy perceptions and, consequently, influence performance. We tried to test behavioural perceptions just by asking participants to imagine wearing determined branded equipment. However, we couldn't assume that mere expectations or perceptions are the sole determinant of behaviour. Perception alone will not produce the desired outcomes regarding expectations of performance. It would be really useful if, in future, the variables examined were not just analysed through the answers of the survey. Future research regarding this issue should be made through experimental methods, where the participants could actually see and wear real sport equipment. Then, the techniques and the procedure to measure the variables would be adapted to the experiment in order to achieve more reliable results. With this type of gathering data, the achieved results would be not just based on the individual's perceptions of these dimensions, giving more reliable and credible conclusions.

Still regarding the methodology, it's likely that the results could have been significantly different if we had opted for a different approach; such approach could have been by exposing participants to at least two equipment from different brands in order to enable a comparison between them. By introducing the possibility of comparison the participants can better discriminate each brands' promises and attributes; reflect about the benefits each brand can give him or her; and therefore facilitate the comparison and the assessment of the equipment. Indeed, previous research has shown how preferences may change depending on the presentation mode (single or joint evaluation) (Hsee & Zhang,

2004). This method would likely produce significant differences in the evaluations of the different equipment.

Secondly, there may be a reliable reason why this study didn't achieve expected outcomes. Park and John (2014), in their self-efficacy experiments, hypothesize and discovered that not everyone experiences the beneficial effect of brand use; it depends on the person's implicit self-theory. In their studies, participants assuming entity theories ("entity theorists") showed increased self-efficacy and better task performance, whereas participants adopting incremental theories ("incremental theorists") were unaffected by brand use. The authors explain that entity theorists use brands with attractive personalities to signal their positive qualities, therefore enhancing self-perceptions in line with the brand's personality. These findings involve implicit self-theories as a crucial factor in comprehending how brand experiences affect consumers. In this case, only entity theorists, who experience such benefits from using brands, would be influenced by the effect of brands. For instance, this may be one reason to explain the results obtained in this research. For further research, we should identify the type of consumers and make comparisons concerning their behaviours.

Thirdly, we should discuss the symbolism of brands associated with reference groups. Even though we reached positive outcomes in Study 1, regarding the use of the Adidas-Benfica equipment, the same effects weren't found in Study 1, concerning the Nike-Portugal and Nike-France equipments. These results might have occurred because the effects of brands are moderated by brand symbolism, such that brands that communicate something about the user yield stronger effects than brands that do not. In the case of in-group associations, the positive effect of image congruency is stronger for brands that are seen to communicate something symbolic about the brand's user compared to those brands that do not. In the case of out-group associations, only symbolic brands are used to differentiate oneself from out-group associations. These effects vanish for brands that are not symbolic, thus they do not communicate anything about the brand's user (Escalas and Bettman, 2005). We can propose that Benfica, being such a popular an emblematic Portuguese football club, might be perceived as having a lot of symbolic value. Thus, fans of the team imagining wearing the Adidas-Benfica equipment showed positive enhancement of self-efficacy perceptions in performance and high levels of perceived psychological well-being. Otherwise, football national teams like Portugal and France might not be seen as symbolic. We can propose several scenarios for this occurrence: first, these teams may not be seen as relevant reference groups, and thus do not evoke strong feelings of belongingness, in the case of the in-group (Nike-Portugal), or make participants total avoid and reject the equipment, in the case of the

out-group (Nike-France); second, individuals may not see these teams as symbolic "brands", and therefore they do not communicate something relevant about their personalities and identities, making the use of both equipment be irrelevant for them. We can make suggestions to cover the motives of these occurrences. For example, there might be a lack of patriotism feelings inherent to younger generations. Therefore, the Portuguese National football team might not be view as a relevant in-group. On the other side, the French national football team wasn't totally rejected by participants. Individuals may perceive it as a strong team or they may not see France as a big rival. In future research we should investigate which brands reveal symbolic meanings to consumers.

Fourth, we can also point out some issues regarding the equipment set. First, the equipment sets presented might have caused participants to associate them with football. Ultimately, this relation can become a limitation for participants that usually play other sports or practice other type of activities, who don't find the equipment appropriated for their exercise needs. This situation can bias the results since individuals don't feel properly apt to assess the various questions. Second, the previous situation also raises other issues. Telling participants to imagine themselves playing any sport of physical activity could have also created biases in the results. Since different sports and physical activities require different types of clothing, gear and equipment, we should have focused our study on one specific sport or activity. This way we could present an equipment better adapted to the needs of the determined physical exercise activity and participants would be able to answer the questions with more accuracy. Third, in the case of the female equipment set, the selection of shorts, instead of leggings or sports pants, might have led to intimidation and inhibitions tendencies, since it exposes women's bodies and they may not feel comfortable wearing it when exercising.

Finally, we can outline the limitation of the sample size in general and specifically in each scenario. A large scale study could then produce more accurate and reliable results. Besides, there was also lack of control over the environment of research and the sample, mostly due to the fact that the data collection was based on a convenience sample (not a random sample), which did not allow an equal distribution of demographics. The sample was only composed by university students, which is not a heterogeneous population, and this could compromise the results obtained. If extended to other groups of people or focusing in athletes or people more involved with sports, the outcomes could have been different. It would be interesting to replicate these studies with a representative and random sample, producing more accurate and reliable results, to see if the conclusions would be similar.

Other problem concerning the sample size is that we ended up with a very little sample of non-Benfica fans. Since we created two quasi-experimental conditions (Adidas-Benfica (fans) and Adidas Benfica (non-fans) from an initial condition Adidas-Benfica, the sample size for these two conditions were not identical. It would have also been interesting to have an additional control with an unbranded Benfica-condition for a more complete design. Also, in the Adidas-Benfica condition we asked participants their football club and how important their team was for them; we did not asked the club and football importance in other conditions. For example, Benfica fans say their team matters more to them perhaps because they were exposed to that identity. It should have also been important to compare perceptions of Benfica fans and non-fans under Adidas and Unbranded conditions. Although Study 2 tries to tackle those issues the fact that Benfica seems to be a stronger reference groups suggests that future research should make use of this reference group and correct for the aforementioned issues.

In sum, there are several opportunities for further research to be conducted on this topic, using the constructs as well as the results and conclusions obtained in this study.

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APPENDICES

APPENDIX I- Adidas and Nike Equipments and Sponsorship

Figure 8: Adidas' Logo

Figure 9: Nike's Logo

Figure 10: Benfica's equipment (season 2017-2018), sponsored by adidas

Figure 11: Benfica's team players wearing equipments sponsored by Adidas (season 2017-2018),

Figure 12: Portugal's National Team official equipment (Euro 2016), sponsored by Nike

Figure 13: Portugal's National Football team players wearing equipments sponsored by Nike (Confederations Cup 2017)

Figure 14: France's National Football Team official equipment (Euro 2016), sponsored by Nike

Figure 15: Frances's National Football team players wearing equipments sponsored by Nike (UEFA Euro 2016)

APPENDIX II- Survey Guide

Introduction:

Hello!
The following questionnaire is presented within the scope of my master's thesis at Católica-Lisbon SBE.
I would like to thank you for your availability to respond to the questionnaire. Your participation in this study is very important and I therefore ask you to answer each question sincerely.
There are no right or wrong answers.
The questionnaire is completely voluntary and anonymous and all information will be treated confidentially.
All the treated information will be analysed statistically.

The questionnaire lasts 5 minutes.

Thank you for your cooperation!
Catarina Rocha

Block 1- General Instructions

Imagine that you are preparing to go exercise (gym, running, play any sport, etc.).
Next, you will be presented with a sport equipment that you will use during this exercise practising.

Block 2- Condition Attributed

The following sport equipment is:
(one of the following conditions would be presented)
- Of the brand **Adidas**. (Condition 1)
-Similar to that of **Benfica**, sponsored by **Adidas**. (Condition 2)
- from an affordable clothing brand (not specialist in sports) that has launched a line of sportswear. (Condition 3 and 7)
-from **Nike**.(Condition 4)
- Similar to that of the **Portugal's National Football Team**, sponsored by **Nike**.
-Similar to that of the of the **France's National Football Team**, sponsored by **Nike**

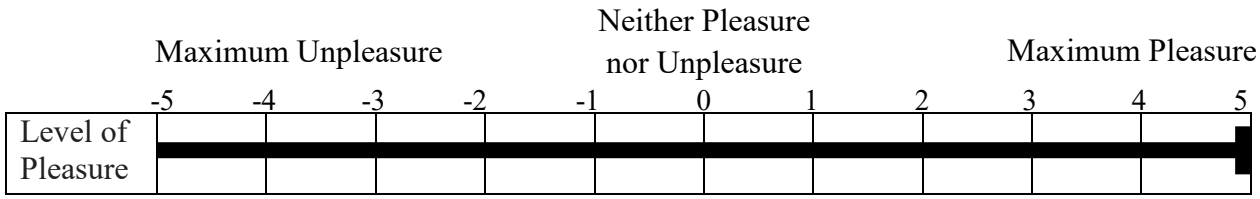
On the left you can see the men's equipment; on the right, the female one.
To answer the following questions imagine that you are using the following sport equipment:

(image of the equipment/condition attributed)

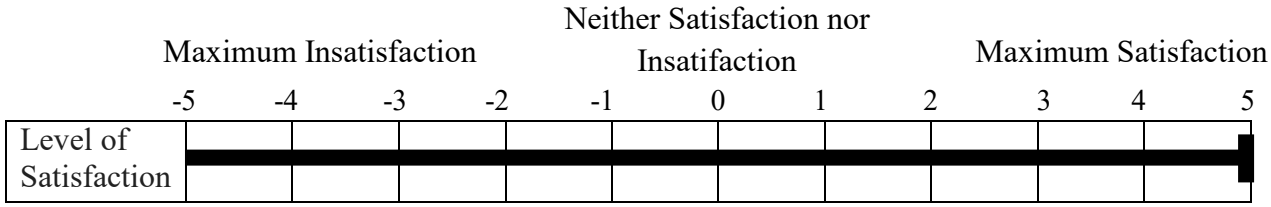
Block 3- Measuring Pleasure and Satisfaction

Imagine that you will use this sports equipment the next time you exercise. Think of the **pleasure** and **satisfaction** you will experience when practicing exercise using this equipment. (image of the equipment/condition attributed)

3.1. Indicate how much **pleasure** you would experience when using this equipment.



3.2. Please indicate the level of **satisfaction** you would experience when using this equipment.

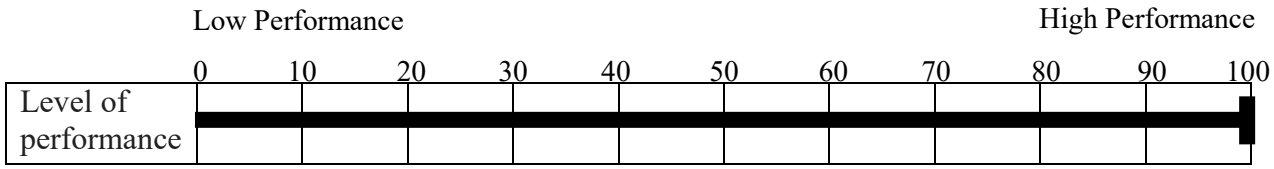


Block 4- Measuring Performance

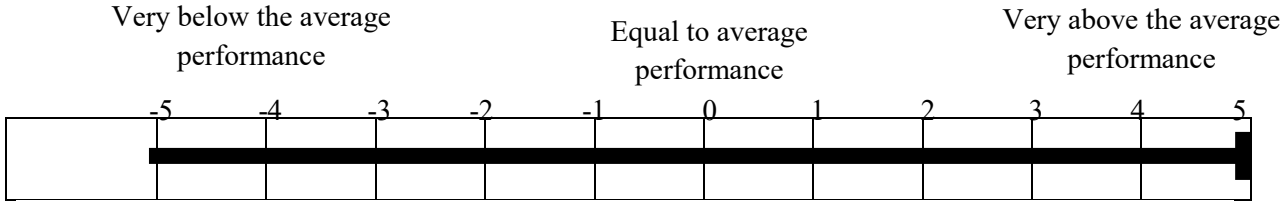
Think about the **performance** you will have when practicing exercise using this sport equipment.

(image of the equipment/condition attributed)

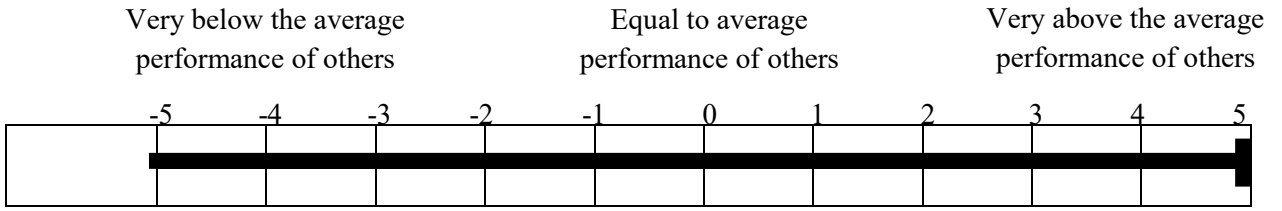
4.1. In general, what level of **performance** do you think you'll achieve when using this sport equipment?



4.2. Think about your performance with this equipment. In relation to your **average performance (everyday)**, how do you rate the performance you imagined with this equipment?



4.3. And comparing to the performance of other people, in general, how do you rate the performance you imagined with this equipment?



Block 5- Measuring Athleticism and Self-Image by Others

Think about how you will **feel** and the **image** that others will have of you while using this sport equipment. Please indicate your degree of agreement with the following statements:

(image of the equipment/condition attributed)

	Completely Disagree					Completely agree
	1	2	3	4	5	6
I will feel like a good athlete						
The others will see me as a good athlete						

Block 6- Measuring Psychological Well-Being (Sense of Belongingness)

6.1. Think about how you **feel** when using this sport equipment. Please indicate the degree of agreement with the following statement:

	Completely Disagree					Completely agree
	1	2	3	4	5	6
I will feel integrated						

Additional Block in Condition 2 (Adidas-Benfica)

Are you a supporter of any football club? If so, which one?

□Benfica (SLB)
□Porto (FCP)
□Sporting (SCP)
□Another club: _____
□Not a football fan

How important is your football club to you?

	Not important at all						Extremely Important
	0	1	2	3	4	5	6	7
Importance of the football club								

Block 7- Exercising Habits and Routine

7.1. How regularly do you exercise?

□5-7 times a week
□3-4 times a week
□1-2 times a week
□I don't exercise regularly

7.2. How important is, for you, the practice of exercise?

	Not important at all						Extremely Important
	0	1	2	3	4	5	6	7
Importance of the football club								

Block 8- Demographics

8.1. Age:_____

8.2. Gender:

□Female
□Male
Thank you note:

Thank you for your participation in this study!
Your input is essential.

Please use the space below if you have any questions or comments, or send an email to Catarina Rocha, catarinalucasrocha@hotmail.com

To finish, click the arrow below.

APPENDIX III- SURVEY'S RESULTS

STUDY 1- ADIDAS

Sample Description

Attributed Condition			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Adidas	41	33,1	33,1
Adidas-Benfica (fans)	25	20,1	53,3
Adidas-Benfica (non-fans)	17	13,7	66,9
Unbranded	41	33,1	100,0
Total	124	100,0	

Table 17: Study 1 Sample: Attributed Condition

Gender			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Female	83	66,9	66,9
Male	41	33,1	100,0
Total	124	100,0	

Table 18: Study 1 Sample: Gender

Regularity of practice of physical exercise			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
5-7 times/week	14	11,3	11,3
3-4 times/week	37	29,8	41,1
1-2 times/week	46	37,1	78,2
I don't practice physical exercise regularly	27	21,8	100,0
Total	124	100,0	

Table 19: Study 1 Sample: Regularity physical exercise

Importance attributed to physical activity		
Attributed condition	Mean	Std. Deviation
Adidas	5,44	1,343
Adidas-Benfica(fans)	5,44	1,121
Adidas-Benfica (non-fans)	5,24	1,480
Unbranded	5,24	1,685
Total	5,35	1,432

Table 20: Study 1 Sample: Importance physical activity

Age			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
18	2	1,6	1,6
19	2	1,6	3,2
20	7	5,6	8,9
21	6	4,8	13,7
22	33	26,6	40,3
23	28	22,6	62,9
24	11	8,9	71,8
25	8	6,5	78,2
26	7	5,6	83,9
27	2	1,6	85,5
28	1	,8	86,3
29	1	,8	87,1
30	1	,8	87,9
32	2	1,6	89,5
33	1	,8	90,3
37	1	,8	91,1
40	1	,8	91,9
43	1	,8	92,7
44	1	,8	93,5
47	1	,8	94,4
48	1	,8	95,2
49	1	,8	96,0
51	2	1,6	97,6
52	1	,8	98,4
55	1	,8	99,2
57	1	,8	100,0
Total	124	100,0	

Table 21: Study 1 Sample: Age

Importance given to football team		
Attributed condition	Mean	Std. Deviation
Adidas-Benfica (fans of Benfica)	4,04	2,208
Adidas-Benfica (not fans of Benfica)	2,53	2,401
Total	3,43	2,380

Table 22: Study 1 Sample: ”Importance given to football team”

ANOVA AND T-TESTS TABLES

VARIABLE: Athleticism "I feel like a good athlete"

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	29,153[a]	3	9,718	5,124	,002	,114	15,371	,915
Intercept	1511,348	1	1511,348	796,883	,000	,869	796,883	1,000
Condition	29,153	3	9,718	5,124	,002	,114	15,371	,915
Error	227,589	120	1,897					
Total	2008,000	124						
Corrected Total	256,742	123						

a. R Squared = ,114 (Adjusted R Squared = ,091)

b. Computed using alpha = ,05

Table 23: Study 1 ANOVA: Athleticism

VARIABLE: Self-Image by Others "Others will see me as a good athlete"

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	14,630[a]	3	4,877	1,927	,129	,046	5,780	,487
Intercept	1216,092	1	1216,092	480,421	,000	,800	480,421	1,000
Condition	14,630	3	4,877	1,927	,129	,046	5,780	,487
Error	303,757	120	2,531					
Total	1714,000	124						
Corrected Total	318,387	123						

a. R Squared = ,046 (Adjusted R Squared = ,022)

b. Computed using alpha = ,05

Table 24: Study 1 ANOVA: Self-Image by Others

T-TESTS

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Adidas- Adidas Benfica (fans)										
Self-Image by others	Eq. Var.	4,943	,030	-3,097	64	,003	-1,121	,362	-1,844	-,398
	No Eq. Var.			-3,329	61,501	,001	-1,121	,337	-1,794	-,448
Adidas- Adidas Benfica (non- fans)										
Self-Image by others	Eq. Var.	1,746	,192	,875	56	,385	,380	,434	-,490	1,251
	No Eq. Var.			,933	34,664	,357	,380	,408	-,448	1,208
Adidas- Unbranded										
Self-Image by others	Eq. Var.	2,231	,139	-1,378	80	,172	-,439	,319	-1,073	,195
	No Eq. Var.			-1,378	77,531	,172	-,439	,319	-1,073	,195
Adidas-Benfica (fans)- Adidas Benfica (non-fans)										
Self-Image by others	Eq. Var.	,266	,609	3,864	40	,000	1,501	,389	,716	2,286
	No Eq. Var.			3,753	30,945	,001	1,501	,400	,685	2,317
Adidas-Benfica (fans)- Unbranded										
Self-Image by others	Eq. Var.	1,000	,321	2,144	64	,036	,682	,318	,047	1,317
	No Eq. Var.			2,209	55,658	,031	,682	,309	,063	1,300

Adidas Benfica (non-fans)-Unbranded										
Self-Image by others	Eq. Var.	,071	,791	-2,154	56	,036	-,819	,380	-1,581	-,057
	No Eq. Var.			-2,129	29,205	,042	-,819	,385	-1,606	-,032

Table 25: Study 1 T-Tests: Self-Image by Others

VARIABLE: Level of Performance

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	5708,762[a]	3	1902,921	4,748	,004	,106	14,245	,891
Intercept	430172,232	1	430172,232	1073,391	,000	,899	1073,391	1,000
Condition	5708,762	3	1902,921	4,748	,004	,106	14,245	,891
Error	48091,206	120	400,760					
Total	561960,000	124						
Corrected Total	53799,968	123						

a. R Squared = ,106 (Adjusted R Squared = ,084)

b. Computed using alpha = ,05

Table 26: Study 1 ANOVA: Level of Performance

T-TESTS

		Levene's Test for Equality of Variances		**t-test for Equality of Means**					**95% Confidence Interval of the Difference**	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Adidas- Adidas Benfica (fans)										
Level of Perf	Eq. Var.	,867	,355	-2,575	64	,012	-12,202	4,739	-21,670	-2,734

orm ance	No Eq. Var.			-2,507	46,580	,016	-12,202	4,868	-21,998	-2,406
Adidas- Adidas Benfica (non- fans)										
Level of Performance	Eq. Var.	,190	,664	1,794	56	,078	9,878	5,506	-1,151	20,907
	No Eq. Var.			1,651	25,365	,111	9,878	5,982	-2,434	22,190
Adidas- Unbranded										
Level of Performance	Eq. Var.	3,578	,062	-1,415	80	,161	-6,146	4,343	-14,790	2,497
	No Eq. Var.			-1,415	77,663	,161	-6,146	4,343	-14,793	2,501
Adidas-Benfica (fans)- Adidas Benfica (non-fans)										
Level of Performance	Eq. Var.	,075	,785	3,392	40	,002	22,080	6,510	8,922	35,238
	No Eq. Var.			3,333	32,377	,002	22,080	6,625	8,591	35,569
Adidas-Benfica (fans)- Unbranded										
Level of Performance	Eq. Var.	,503	,481	1,147	64	,256	6,056	5,278	-4,489	16,600
	No Eq. Var.			1,166	53,486	,249	6,056	5,193	-4,359	16,470
Adidas Benfica (non-fans)-Unbranded										
Level of Performance	Eq. Var.	,774	,383	-2,590	56	,012	-16,024	6,188	-28,420	-3,629
	No Eq. Var.			-2,564	29,320	,016	-16,024	6,250	-28,801	-3,248

Table 27: Study 1 T-Tests: Level of Performance

VARIABLE: Comparative Performance-Self

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	78,929[a]	3	26,310	7,649	,000	,161	22,947	,986
Intercept	127,445	1	127,445	37,053	,000	,236	37,053	1,000
Condition	78,929	3	26,310	7,649	,000	,161	22,947	,986
Error	412,748	120	3,440					
Total	678,000	124						
Corrected Total	491,677	123						

a. R Squared = ,161 (Adjusted R Squared = ,140)

b. Computed using alpha = ,05

Table 28: Study 1 ANOVA: Comparative Performance- Self

		Levene's Test for Equality of Variances		**t-test for Equality of Means**					**95% Confidence Interval of the Difference**	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Adidas- Adidas-Benfica										
C.P. Self	Eq. Var.	,186	,668	-2,488	64	,015	-1,100	,442	-1,984	-,217
	No Eq. Var.			-2,433	47,250	,019	-1,100	,452	-2,010	-,191
Adidas- Adidas Benfica (non-fans)										
C.P. Self	Eq. Var.	,010	,919	3,293	56	,002	1,690	,513	,662	2,718
	No Eq. Var.			3,060	25,821	,005	1,690	,552	,554	2,826
Adidas- Unbranded										

C.P. Self	Eq. Var.	,494	,484	-,121	80	,904	-,049	,404	-,852	,754
	No Eq. Var.			-,121	78,156	,904	-,049	,404	-,852	,755
Adidas-Benfica (fans)- Adidas Benfica (non-fans)										
C.P. Self	Eq. Var.	,038	,847	4,652	40	,000	2,791	,600	1,578	4,003
	No Eq. Var.			4,576	32,517	,000	2,791	,610	1,549	4,032
Adidas-Benfica (fans)- Unbranded										
C.P. Self	Eq. Var.	,782	,380	2,161	64	,034	1,052	,487	,079	2,024
	No Eq. Var.			2,195	53,375	,033	1,052	,479	,091	2,013
Adidas Benfica (non-fans)- Unbranded										
C.P. Self	Eq. Var.	,277	,601	-3,053	56	,003	-1,739	,570	-2,880	-,598
	No Eq. Var.			-3,027	29,399	,005	-1,739	,575	-2,913	-,565

Table 29: Study 1 T-Tests: Comparative Performance- Self

VARIABLE: Comparative Performance-Self

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	47,286[a]	3	15,762	5,618	,001	,123	16,854	,939
Intercept	99,631	1	99,631	35,511	,000	,228	35,511	1,000
Condition	47,286	3	15,762	5,618	,001	,123	16,854	,939
Error	336,682	120	2,806					
Total	512,000	124						

Corrected Total	383,968	123

a. R Squared = ,123 (Adjusted R Squared = ,101)

b. Computed using alpha = ,05

Table 30: Study 1 ANOVA: Comparative Performance- Others

T-TESTS

		Levene's Test for Equality of Variances		**t-test for Equality of Means**					**95% Confidence Interval of the Difference**	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Adidas- Adidas-Benfica										
C.P. Others	Eq. Var.	,147	,702	-2,615	64	,011	-1,016	,388	-1,792	-,240
	No Eq. Var.			-2,555	47,162	,014	-1,016	,397	-1,815	-,216
Adidas- Adidas Benfica (non-fans)										
C.P. Others	Eq. Var.	,073	,788	2,250	56	,028	1,083	,481	,119	2,047
	No Eq. Var.			1,957	22,993	,063	1,083	,554	-,062	2,228
Adidas- Unbranded										
C.P. Others	Eq. Var.	1,215	,274	,552	80	,582	,195	,353	-,508	,898
	No Eq. Var.			,552	78,227	,582	,195	,353	-,508	,899
Adidas-Benfica (fans)- Adidas Benfica (non-fans)										
C.P. Othe	Eq. Var.	,171	,682	3,677	40	,001	2,099	,571	,945	3,253

rs	No Eq. Var.			3,506	28,710	,002	2,099	,599	,874	3,324
Adidas-Benfica (fans)- Unbranded										
C.P. Others	Eq. Var.	,295	,589	2,839	64	,006	1,211	,426	,359	2,063
	No Eq. Var.			2,880	53,159	,006	1,211	,420	,368	2,054
Adidas Benfica (non-fans)- Unbranded										
C.P. Others	Eq. Var.	,718	,400	-1,686	56	,097	-,888	,527	-1,943	,167
	No Eq. Var.			-1,557	25,534	,132	-,888	,570	-2,061	,285

Table 31: Study 1 T-tests: Comparative Performance- Others

VARIABLE: Level of Pleasure

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	173,513[a]	3	57,838	13,416	,000	,251	40,248	1,000
Intercept	270,045	1	270,045	62,640	,000	,343	62,640	1,000
Condition	173,513	3	57,838	13,416	,000	,251	40,248	1,000
Error	517,326	120	4,311					
Total	1140,000	124						
Corrected Total	690,839	123						

a. R Squared = ,251 (Adjusted R Squared = ,232)

b. Computed using alpha = ,05

Table 32: Study 1 ANOVA: Level of Pleasure

T-TESTS

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Adidas- Adidas Benfica (fans)										
Level of Pleasure	Eq. Var.	,310	,580	-1,708	64	,092	-,913	,535	-1,981	,155
	No Eq. Var.			-1,624	43,010	,112	-,913	,562	-2,047	,221
Adidas- Adidas Benfica (non- fans)										
Level of Pleasure	Eq. Var.	2,720	,105	4,514	56	,000	2,868	,635	1,595	4,141
	No Eq. Var.			3,893	22,702	,001	2,868	,737	1,343	4,393
Adidas- Unbranded										
Level of Pleasure	Eq. Var.	,754	,388	-1,412	80	,162	-,561	,397	-1,352	,230
	No Eq. Var.			-1,412	78,268	,162	-,561	,397	-1,352	,230
Adidas-Benfica (fans)- Adidas Benfica (non-fans)										
Level of Pleasure	Eq. Var.	,721	,401	4,733	40	,000	3,781	,799	2,167	5,396
	No Eq. Var.			4,593	30,837	,000	3,781	,823	2,102	5,460
Adidas-Benfica (fans)- Unbranded										
Level of Pleas	Eq. Var.	1,533	,220	,709	64	,481	,352	,497	-,641	1,345

ure	No Eq. Var.			,651	38,388	,519	,352	,541	-,743	1,447
Adidas- Benfica (non-fans)- Unbranded										
Level of Pleasure	Eq. Var.	5,665	,021	-5,825	56	,000	-3,429	,589	-4,608	-2,250
	No Eq. Var.			-4,759	20,928	,000	-3,429	,721	-4,928	-1,930

Table 33: Study 1 T-TESTS: Level of Pleasure

VARIABLE: Level of Satisfaction

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	164,838[a]	3	54,946	13,280	,000	,249	39,839	1,000
Intercept	373,615	1	373,615	90,297	,000	,429	90,297	1,000
Condition	164,838	3	54,946	13,280	,000	,249	39,839	1,000
Error	496,516	120	4,138					
Total	1258,000	124						
Corrected Total	661,355	123						

a. R Squared = ,249 (Adjusted R Squared = ,230)

b. Computed using alpha = ,05

Table 34: Study 1 ANOVA: Level of Satisfaction

T-TESTS

	Levene's Test for Equality of Variances		**t-test for Equality of Means**					**95% Confidence Interval of the Difference**	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Adidas- Adidas-Benfica									

Level of Satisfaction	Eq. Var.	,310	,580	-1,708	64	,092	-,913	,535	-1,981	,155
	No Eq. Var.			-1,624	43,010	,112	-,913	,562	-2,047	,221
Adidas- Adidas Benfica (non-fans)										
Level of Satisfaction	Eq. Var.	2,720	,105	4,514	56	,000	2,868	,635	1,595	4,141
	No Eq. Var.			3,893	22,702	,001	2,868	,737	1,343	4,393
Adidas- Unbranded										
Level of Satisfaction	Eq. Var.	,754	,388	-1,412	80	,162	-,561	,397	-1,352	,230
	No Eq. Var.			-1,412	78,268	,162	-,561	,397	-1,352	,230
Adidas-Benfica (fans)- Adidas Benfica (non-fans)										
Level of Satisfaction	Eq. Var.	,721	,401	4,733	40	,000	3,781	,799	2,167	5,396
	No Eq. Var.			4,593	30,837	,000	3,781	,823	2,102	5,460
Adidas-Benfica (fans)- Unbranded										
Level of Satisfaction	Eq. Var.	1,533	,220	,709	64	,481	,352	,497	-,641	1,345
	No Eq. Var.			,651	38,388	,519	,352	,541	-,743	1,447
Adidas Benfica (non-fans)- Unbranded										
Level of Satisfaction	Eq. Var.	5,665	,021	-5,825	56	,000	-3,429	,589	-4,608	-2,250
	No Eq. Var.			-4,759	20,928	,000	-3,429	,721	-4,928	-1,930

Table 35: Study 1 T-TESTS: Level of Satisfaction

VARIABLE: Sense of Belongingness

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	22,798[a]	3	7,599	3,738	,013	,085	11,215	,798
Intercept	1450,010	1	1450,010	713,283	,000	,856	713,283	1,000
Condition	22,798	3	7,599	3,738	,013	,085	11,215	,798
Error	243,944	120	2,033					
Total	2018,000	124						
Corrected Total	266,742	123						

a. R Squared = ,085 (Adjusted R Squared = ,063)

b. Computed using alpha = ,05

Table 36: Study 1 ANOVA: Sense of Belongingness

T-TESTS

		Levene's Test for Equality of Variances		**t-test for Equality of Means**					**95% Confidence Interval of the Difference**	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Adidas- Adidas-Benfica										
Sense of Belongingness	Eq. Var.	,699	,406	-1,272	64	,208	-,479	,377	-1,232	,274
	No Eq. Var.			-1,301	54,510	,199	-,479	,368	-1,217	,259
Adidas- Adidas Benfica (non-fans)										
Sense of Belongingness	Eq. Var.	1,316	,256	1,595	56	,116	,679	,426	-,174	1,531
	No Eq. Var.			1,699	34,662	,098	,679	,399	-,132	1,490

Adidas- Unbranded										
Sense of Belongingness	Eq. Var.	,584	,447	-1,822	80	,072	-,585	,321	-1,225	,054
	No Eq. Var.			-1,822	79,007	,072	-,585	,321	-1,225	,054
Adidas-Benfica (fans)- Adidas Benfica (non-fans)										
Sense of Belongingness	Eq. Var.	1,533	,220	,709	64	,481	,352	,497	-,641	1,345
	No Eq. Var.			,651	38,388	,519	,352	,541	-,743	1,447
Adidas-Benfica (fans)- Unbranded										
Sense of Belongingness	Eq. Var.	,050	,824	-,303	64	,763	-,106	,350	-,806	,594
	No Eq. Var.			-,302	50,031	,764	-,106	,352	-,814	,601
Adidas Benfica (non-fans)- Unbranded										
Sense of Belongingness	Eq. Var.	,409	,525	-3,233	56	,002	-1,264	,391	-2,047	-,481
	No Eq. Var.			-3,287	31,078	,003	-1,264	,385	-2,048	-,480

Table 37: Study 1 T-TESTS: Sense of Belongingness

STUDY 2- NIKE

Sample Description

Attributed Condition			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Nike	38	27,0	27,0
Nike-Portugal	31	22,0	48,9
Nike-France	37	26,2	75,2
Unbranded	35	24,8	100,0
Total	141	100,0	

Table 38: Study 2 Sample: Attributed Condition

Gender			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Female	80	56,7	56,7
Male	61	43,3	100,0
Total	141	100,0	

Table 39: Study 2 Sample: Gender

Regularity of practice of physical exercise			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
5-7 times/week	13	9,2	9,2
3-4 times/week	49	34,8	44,0
1-2 times/week	52	36,9	80,9
I don't practice physical exercise regularly	27	19,1	100,0
Total	141	100,0	

Table 40: Study 2 Sample: Regularity physical exercise

Importance attributed to physical activity		
Attributed condition	Mean	Std. Deviation
Nike	5,34	1,475
Nike PT	5,10	1,578
Nike FR	5,35	1,476
Unbranded	5,23	1,477
Total	5,26	1,486

Table 41: Study 2 Sample: Importance physical activity

Age			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
18	1	,7	,7
19	2	1,4	2,1
20	7	5,0	7,1
21	13	9,2	16,3
22	43	30,5	46,8
23	35	24,8	71,6
24	14	9,9	81,6
25	14	9,9	91,5
26	5	3,5	95,0
27	2	1,4	96,5
28	2	1,4	97,9
37	1	,7	98,6
56	1	,7	99,3
59	1	,7	100,0
Total	141	100,0	

Table 42: Study 2 Sample: Age

ANOVA AND T-TESTS TABLES

VARIABLE: Athleticism "I feel like a good athlete"

ANOVA

Tests of Between-Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]

Corrected Model	1,272[a]	3	,424	,179	,911	,004	,537	,083
Intercept	2038,161	1	2038,161	860,333	,000	,863	860,333	1,000
Condition	1,272	3	,424	,179	,911	,004	,537	,083
Error	324,558	137	2,369					
Total	2371,000	141						
Corrected Total	325,830	140						

a. R Squared = ,004 (Adjusted R Squared = -,018)

b. Computed using alpha = ,05

Table 43: Study 2 ANOVA: Athleticism

VARIABLE: Self-Image by others "Others will see me as a good athlete"

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	9,069[a]	3	3,023	1,259	,291	,027	3,778	,331
Intercept	1876,430	1	1876,430	781,603	,000	,851	781,603	1,000
Condition	9,069	3	3,023	1,259	,291	,027	3,778	,331
Error	328,902	137	2,401					
Total	2219,000	141						
Corrected Total	337,972	140						

a. R Squared = ,027 (Adjusted R Squared = ,006)

b. Computed using alpha = ,05

Table 44: Study 2 ANOVA: Self-Image by others

VARIABLE: Level of Performance

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	717,353[a]	3	239,118	,499	,683	,011	1,498	,150
Intercept	609335,841	1	609335,841	1272,801	,000	,903	1272,801	1,000
Condition	717,353	3	239,118	,499	,683	,011	1,498	,150

Error	65586,832	137	478,736
Total	682614,000	141	
Corrected Total	66304,184	140	

a. R Squared = ,011 (Adjusted R Squared = -,011)

b. Computed using alpha = ,05

Table 45: Study 2 ANOVA: Level of Performance

VARIABLE: Comparative Performance- Self

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	14,093[a]	3	4,698	1,586	,196	,034	4,757	,410
Intercept	356,964	1	356,964	120,493	,000	,468	120,493	1,000
Condition	14,093	3	4,698	1,586	,196	,034	4,757	,410
Error	405,865	137	2,963					
Total	779,000	141						
Corrected Total	419,957	140						

a. R Squared = ,034 (Adjusted R Squared = ,012)

b. Computed using alpha = ,05

Table 46: Study 2 ANOVA: Comparative Performance-Self

T-TESTS

		Levene's Test for Equality of Variances		**t-test for Equality of Means**					**95% Confidence Interval of the Difference**	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Nike- Unbranded										
C.P. Self	Eq. Var.	,001	,982	2,127	71	,037	,80226	,37709	,05035	1,55416

No Eq. Var.	2,129	70,641	,037	,80226	,37690	,05066	1,55385

Table 47: Study 2 T-Tests: Comparative Performance-Self

VARIABLE: Comparative Performance- Others

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	4,865[a]	3	1,622	,476	,700	,010	1,427	,144
Intercept	273,557	1	273,557	80,235	,000	,369	80,235	1,000
Condition	4,865	3	1,622	,476	,700	,010	1,427	,144
Error	467,092	137	3,409					
Total	750,000	141						
Corrected Total	471,957	140						

a. R Squared = ,010 (Adjusted R Squared = -,011)

b. Computed using alpha = ,05

Table 48: Study 2 ANOVA: Comparative Performance-Others

VARIABLE: Level of Pleasure

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	22,314[a]	3	7,438	1,873	,137	,039	5,618	,477
Intercept	627,783	1	627,783	158,063	,000	,536	158,063	1,000
Condition	22,314	3	7,438	1,873	,137	,039	5,618	,477
Error	544,126	137	3,972					
Total	1209,000	141						
Corrected Total	566,440	140						

a. R Squared = ,039 (Adjusted R Squared = ,018)

b. Computed using alpha = ,05

Table 49: Study 2 ANOVA: Level of Pleasure

T-TESTS

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Nike- Nike-Portugal										
Level of Pleasure	Eq. Var.	1,665	,201	2,117	67	,038	,95671	,45201	,05449	1,85893
	No Eq. Var.			2,069	56,850	,043	,95671	,46244	,03063	1,88278
Nike-Nike-France										
Level of Pleasure	Eq. Var.	4,737	,033	2,032	73	,046	,95235	,46863	,01837	1,88633
	No Eq. Var.			2,023	64,899	,047	,95235	,47071	,01224	1,89245

Table 50: Study 2 T-tests: Level of Pleasure

VARIABLE: Level of Satisfaction

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	7,771[a]	3	2,590	,668	,573	,014	2,005	,188
Intercept	823,333	1	823,333	212,436	,000	,608	212,436	1,000
Condition	7,771	3	2,590	,668	,573	,014	2,005	,188
Error	530,967	137	3,876					
Total	1378,000	141						
Corrected Total	538,738	140						

a. R Squared = ,014 (Adjusted R Squared = -,007)

b. Computed using alpha = ,05

Table 51: Study 2 ANOVA: Level of Satisfaction

VARIABLE: Sense of Belongingness

ANOVA

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	14,618[a]	3	4,873	1,937	,127	,041	5,810	,491
Intercept	1980,531	1	1980,531	787,250	,000	,852	787,250	1,000
Condition	14,618	3	4,873	1,937	,127	,041	5,810	,491
Error	344,659	137	2,516					
Total	2359,000	141						
Corrected Total	359,277	140						

a. R Squared = ,041 (Adjusted R Squared = ,020)

b. Computed using alpha = ,05

Table 52: Study 2 ANOVA: Sense of Belongingness

T-TESTS

		Levene's Test for Equality of Variances		**t-test for Equality of Means**					**95% Confidence Interval of the Difference**	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Nike-Portugal-Unbranded										
Sense of Belongingness	Eq. Var.	,002	,962	-2,131	64	,037	-,806	,378	-1,561	-,050
	No Eq. Var.			-2,132	63,199	,037	-,806	,378	-1,560	-,051
Nike-France-Unbranded										
Sense of Belongingness	Eq. Var.	,491	,486	-2,050	70	,044	-,771	,376	-1,520	-,021
	No Eq. Var.			-2,054	69,995	,044	-,771	,375	-1,519	-,022

Table 53: Study 2 T-Tests: Sense of Belongingness