

Relationships among sport commitment, attitude toward the sponsor, and purchase intentions of sponsor-supported high school student-athletes

KAZUMA YANAGITA¹, GOICHI HAGIWARA²

¹Faculty of Social Welfare, Kumamoto Gakuen University, JAPAN

²Faculty of Human Sciences, Kyushu Sangyo University, JAPAN

Published online: July 31, 2026

Accepted for publication: July 15, 2026

DOI:10.7752/jpes.2026.07136

Abstract

This study examined the relationships among sport commitment, attitude toward the sponsor, and purchase intentions among high school student-athletes who received sponsorship support from a local sports equipment manufacturer in Costa Rica. Data from 89 student-athletes (52 males and 37 females; mean age = 15.36 years, SD = 1.30) were drawn from the post-support survey. A confirmatory factor analysis was conducted to evaluate the three-factor measurement model, followed by structural equation modeling to test the hypothesized model. During the evaluation of the measurement model, two sport commitment items with relatively low factor loadings were removed. The revised three-factor measurement model showed acceptable model fit, $\chi^2(32) = 57.773$, $\chi^2/df = 1.805$, CFI = .960, GFI = .889, and RMSEA = .096. The structural model also showed acceptable fit, $\chi^2(33) = 59.003$, $\chi^2/df = 1.788$, CFI = .960, GFI = .886, and RMSEA = .095. Sport commitment was positively associated with attitude toward the sponsor ($\beta = .44$, $p < .001$), which was positively associated with purchase intentions ($\beta = .90$, $p < .001$). The model explained 19% of the variance in attitude toward the sponsor and 80% of the variance in purchase intentions. Bootstrap analysis supported a positive indirect association between sport commitment and purchase intentions through attitude toward the sponsor (standardized indirect effect = .39, 95% percentile bootstrap CI [.163, .598]). These findings suggest that athletes' engagement in sport may shape how they evaluate the sponsor within their own sport environment. In turn, favorable sponsor evaluations may be closely related to purchase intentions. The results should be interpreted cautiously because the study used a relatively small, context-specific sample and post-support data collected at a single time point.

Key Words: sport sponsorship, consumer behavior, adolescents, brand attitude, structural equation modeling

Introduction

Sport sponsorship research in spectator and fan settings has repeatedly shown that psychological attachment to sport can influence responses to sponsoring brands. Madrigal (2000) demonstrated that stronger social alliances with a team were linked to stronger intentions to purchase sponsors' products among college football spectators. Biscaia et al. (2013) showed that team loyalty was connected to attitude toward the sponsor and purchase intentions among fans of a professional soccer team. These studies suggest that psychological attachment to sport is relevant not only to sport consumption itself but also to sponsor-directed evaluation and behavior.

Most sponsorship research has focused on spectators; however, studies of sport participants have shown similar findings. Eagleman and Krohn (2012) showed that road race participants with stronger identification reported more positive attitudes toward sponsors and stronger purchase intentions. Eddy and Cork (2019) further showed that, among road race participants, perceptions such as sponsor goodwill and sponsor image shaped sponsor-related behavioral intentions. These studies indicate that sponsorship effects are not limited to audiences who watch sport from outside the activity. Participant-based sponsorship may be particularly relevant when sponsor support becomes part of the sport experience itself. Research on charity sport events has examined participant attachment and sponsor image, indicating that event participation and sponsor evaluation can be studied within the same experiential setting (Filo et al., 2010). Studies involving athletes, volunteers, and spectators have also shown that sponsor-event fit is associated with sponsor-related purchase intentions and that stakeholder groups may respond differently to sponsorship (Koronios et al., 2024; Papadimitriou et al., 2016). Koronios et al. (2022a) modeled participant-sport sponsorship through involvement, sponsorship beliefs, event satisfaction, sponsor image, attitudes toward sponsors, and behavioral intentions. At a broader level, Cornwell et al. (2024) conceptualized sport sponsorship as a service ecosystem involving multiple actors and relationships.

A related issue concerns the role of sport-related commitment in shaping sponsor evaluations. Rai et al. (2021) found that psychological commitment to a sport team predicted attitude toward the sponsor, and Biscaia et al. (2013) reported a similar pattern for team loyalty. Although these studies were conducted in spectator settings, similar relationships may also be observed among athletes. A similar relationship may also occur among

athletes, as sport commitment reflects the personal importance attached to continued participation. Among adult tennis players, sport commitment has been examined in relation to both participation frequency and purchase intention (Casper et al., 2007). In a road-race setting, runner identity predicted sponsor recognition, recall, and purchase intention (Lough et al., 2014). Research on the formation of sport commitment has also shown that social support was associated with athletic identity and that athletic identity predicted sport commitment (Hagiwara & Isogai, 2013). More broadly, a meta-analytic review identified identification and involvement as relevant antecedents of sponsorship effectiveness (Kim et al., 2015). Sport identification has also been examined as a factor shaping sponsor fit, attitudes toward sponsors, and purchase intentions (Gwinner & Bennett, 2008; Mohammadi et al., 2024).

Attitude toward the sponsor may provide an evaluative link between sport-related engagement and purchase intentions. A systematic review of sponsorship-linked marketing emphasizes that sponsorship outcomes depend on how audiences process and evaluate sponsor-related experiences rather than on exposure alone (Cornwell & Kwon, 2020). Consistent with this view, favorable attitudes toward sponsors have been associated with purchase intentions in professional team and sponsored event settings (Biscaia et al., 2013; Nguyen & Vu, 2022). Sponsor-event fit has been linked to purchase intentions and attitudes toward sponsors (Koo & Lee, 2019; Papadimitriou et al., 2016). Gwinner and Bennett (2008) further showed that sport identification and brand cohesiveness were associated with perceived sponsor–property fit. In participant-based sport, a comprehensive model positions attitudes toward sponsors as an intervening response linking sponsorship-related antecedents to purchase intentions and word-of-mouth intentions (Koronios et al., 2022a). Related research further indicates that activation benefits, perceived authenticity, and attitudes toward sponsors are relevant to sponsor-directed engagement and behavioral responses (Dreisbach et al., 2021; Schönberner & Woratschek, 2023). In a marathon host-city context, event-related perceptions were indirectly associated with purchase and word-of-mouth intentions through attitude toward sponsors (Olsen et al., 2025).

Despite this progress, the samples used in closely related studies differ from the population examined here. Previous studies have focused on adult tennis players, road-race participants, professional-team fans, university students, mixed groups of athletes, volunteers, and spectators, participants in organized sport events, or host-city residents (Biscaia et al., 2013; Casper et al., 2007; Koo & Lee, 2019; Koronios et al., 2022a; Lough et al., 2014; Olsen et al., 2025; Papadimitriou et al., 2016). Youth-focused sponsorship research has examined parents' and coaches' moral judgments and sponsor goodwill rather than young athletes' own attitudes toward sponsors and purchase intentions (Vance et al., 2023). Therefore, research on high school student-athletes who directly encounter sponsor support during school-based training and competition remains limited. Examining this group provides an opportunity to assess whether relationships identified in adult participant and spectator samples are also evident in an adolescent sport setting.

This study focused on high school student-athletes in Costa Rica who directly received sponsorship support from a local sports equipment manufacturer. This context differs from the spectator settings that dominate the literature because the athletes encountered the sponsor through their own sport participation. Accordingly, the study examined whether sport commitment was positively associated with attitude toward the sponsor, whether attitude toward the sponsor was positively associated with purchase intentions, and whether sport commitment was indirectly associated with purchase intentions through attitude toward the sponsor. Based on prior sponsorship research, the following hypotheses were proposed:

H1. Sport commitment is positively associated with attitude toward the sponsor.

H2. Attitude toward the sponsor is positively associated with purchase intentions.

H3. Sport commitment is indirectly associated with purchase intentions through attitude toward the sponsor.

Material & methods

Participants

Participants were 89 Costa Rican high school student-athletes from two high schools (52 males and 37 females) who received sponsorship support from a local sports equipment manufacturer during the training and competition period. Their mean age was 15.36 years ($SD = 1.30$). On average, they had 7.27 years of sport experience ($SD = 3.28$), participated in their sport 3.14 days per week ($SD = 1.49$), and spent 2.11 hours per day participating in sport ($SD = 0.88$).

Procedure

Participants in this study received sponsorship support from a local sports equipment manufacturer for approximately one month. The support included sport-related products and sponsor involvement in training and competition settings. More specifically, the support included T-shirts and sports equipment used during training and competition, visits by company personnel to team practices, and the sponsor's participation in the opening and closing ceremonies. The participants had not received any support from this sponsor prior to that period. Only data from the post-support survey were analyzed to examine the structural relationships among sport commitment, attitude toward the sponsor, and purchase intentions. Data were collected in September 2018 following the one-month sponsorship period.

Prior to data collection, institutional review board approval was obtained from the National Institute of Fitness and Sport in Kanoya, Japan. Before participation, the research team explained the purpose of the study

and provided instructions for completing the questionnaire. Participation was voluntary, and responses were collected anonymously for research purposes.

The sponsoring company had no role in the study design, data collection, data analysis, interpretation of the findings, manuscript preparation, or decision to submit the article for publication.

Measures

Sport commitment

Sport commitment was defined as a psychological state representing an athlete's desire or resolve to continue sport participation (Scanlan et al., 1993). In this study, this construct was measured to capture the extent to which participants were psychologically committed to continuing their involvement in their sport after experiencing sponsor support. The measure was based on the original sport commitment measure developed by Scanlan et al. (1993) and was initially assessed using six items. The items addressed core aspects of continued sport involvement, including dedication to participation, willingness and determination to continue playing, and reluctance to stop participating. Representative items included "How dedicated are you to playing in [participant's sport]?", which was rated on a five-point scale ranging from 1 (not at all dedicated) to 5 (very dedicated). Higher scores indicated stronger sport commitment. The final analysis used a four-item version of the scale after two items with relatively low standardized factor loadings were removed during measurement-model evaluation.

Attitude toward the sponsor

Attitude toward the sponsor was defined as participants' overall evaluative response to the sponsoring company (Biscaia et al., 2013). In this study, this construct was measured to capture the extent to which participants held favorable attitudes toward the sponsor after receiving sponsor support. This measure was based on the three-item scale employed by Biscaia et al. (2013). The items addressed positive evaluations of the sponsor brand, perceptions of the sponsor as a good sports brand, and a favorable overall disposition toward the sponsor. Representative items included "I have a favorable disposition toward [sponsor name]." Responses were obtained on a seven-point scale ranging from 1 (strongly disagree) to 7 (strongly agree), with higher scores indicating more favorable attitudes toward the sponsor.

Purchase intentions

Purchase intentions were defined as participants' willingness to purchase products from the sponsoring company (Biscaia et al., 2013). In this study, the scale assessed the strength of participants' intentions to purchase the sponsor's products following the support period. The measure was based on the three-item purchase intention scale employed by Biscaia et al. (2013). The items addressed willingness to buy the sponsor's products, likelihood of considering the sponsor in a future purchase decision, and the extent to which the sponsorship increased purchase likelihood. Representative items included "I would buy [product-category] from [sponsor name]." Responses were obtained on a seven-point scale ranging from 1 (strongly disagree) to 7 (strongly agree), with higher scores indicating stronger purchase intentions.

The study measures, sample items, and sources are presented in Table 1.

Table 1. Overview of study measures

Construct	Source	No. of items	Response format	Example item
Sport commitment	Sport commitment (Scanlan et al., 1993)	4	5-point response scale	"Do you want to keep playing in [participant's sport]?"
Attitude toward the sponsor	Attitude toward the sponsor (Biscaia et al., 2013)	3	7-point Likert-type scale	"I like the [sponsor name] brand."
Purchase intentions	Purchase intentions (Biscaia et al., 2013)	3	7-point Likert-type scale	"Next time I need to buy a [product-category], I would consider buying [sponsor name]."

Note. Sport commitment was measured with the final four-item version retained after measurement-model refinement.

Statistical analysis

The analysis was conducted in two stages. First, descriptive statistics and correlations were examined. In the second stage, confirmatory factor analysis (CFA) was conducted to test the measurement model, followed by structural equation modeling (SEM) to test the hypothesized model. Model fit was evaluated using χ^2/df , CFI, GFI, and RMSEA. Convergent validity was assessed using standardized factor loadings, composite reliability

(CR), and average variance extracted (AVE). The significance of the indirect effect was evaluated using a 95% percentile bootstrap confidence interval, and an indirect effect was considered supported when the confidence interval did not include zero. Following commonly used guidelines, values of $\chi^2/df \leq 3.00$, CFI $\geq .90$, GFI $\geq .90$, and RMSEA $\leq .08$ were treated as indicating acceptable fit, although overall model evaluation was based on multiple indices rather than on a single cutoff value (Hooper et al., 2008; Hu & Bentler, 1999; MacCallum et al., 1996). All data were analyzed using IBM SPSS Statistics 30.0 and IBM SPSS Amos 30.0.

Results

Measurement model

CFA was conducted to test the three-factor measurement model consisting of sport commitment, attitude toward the sponsor, and purchase intentions. In the initial model, two sport commitment items showed relatively low standardized factor loadings and were removed sequentially. The revised model retained four sport commitment items, three attitude toward the sponsor items, and three purchase intention items.

The revised model yielded $\chi^2(32) = 57.773$, $\chi^2/df = 1.805$, CFI = .960, GFI = .889, and RMSEA = .096. Standardized factor loadings ranged from .60 to .88 for sport commitment, from .82 to .95 for attitude toward the sponsor, and from .75 to .92 for purchase intentions. Although GFI $< .90$ and RMSEA $> .08$ indicated that the model did not meet all conventional cutoff values, the final model was retained because $\chi^2/df \leq 3.00$ and CFI $\geq .90$ were satisfied. This decision was also supported by the acceptable psychometric properties of the retained indicators and by recommendations to evaluate model fit on the basis of multiple indices rather than a single threshold (Hooper et al., 2008; Hu & Bentler, 1999). CR values were .82 for sport commitment, .93 for attitude toward the sponsor, and .90 for purchase intentions. The corresponding AVE values were .53, .82, and .74. Descriptive statistics and correlations are shown in Table 2. The standardized factor loadings, CR, and AVE values for the final measurement model are presented in Table 3.

Table 2. Descriptive statistics and correlations

	<i>M</i>	<i>SD</i>	1	2	3
Sport commitment	4.61	.48	—		
Attitude toward the sponsor	5.63	1.46	.39***	—	
Purchase intentions	5.25	1.54	.37***	.83***	—

Note. Values below the diagonal are Pearson correlation coefficients. *** $p < .001$.

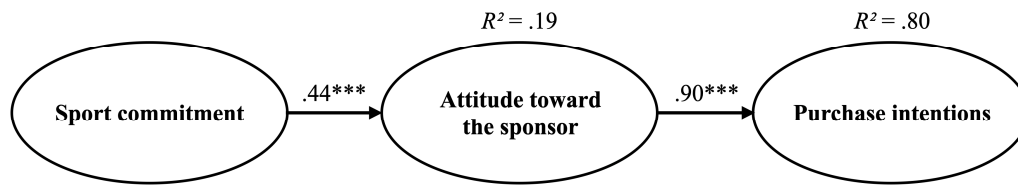
Table 3. Confirmatory factor analysis (CFA) results

Construct	loading	CR	AVE
Sport commitment		.82	.53
How dedicated are you to playing in [participant's sport]?	.65		
How determined are you to keep playing in [participant's sport]?	.76		
What would you be willing to do keep playing in [participant's sport]?	.88		
Do you want to keep playing in [participant's sport]?	.60		
Attitude toward the sponsor		.93	.82
I like the [sponsor name] brand.	.95		
[Sponsor name] is a very good brand of [product-category].	.94		
I have a favorable disposition toward [sponsor name].	.82		
Purchase intentions		.90	.74
I would buy [product-category] from [sponsor name].	.91		
Next time I need to buy a [product-category], I would consider buying [sponsor name].	.92		
The [sponsor name] sponsorship to [team name] makes me more likely to buy [product-category] from this brand.	.75		

Note. Two sport commitment items were removed because of low standardized factor loadings. Model fit: $\chi^2(32) = 57.773$, $\chi^2/df = 1.805$, CFI = .960, GFI = .889, and RMSEA = .096.

Structural model

SEM was used to test the hypothesized model. The model showed acceptable overall fit, $\chi^2(33) = 59.003$, $\chi^2/df = 1.788$, $CFI = .960$, $GFI = .886$, and $RMSEA = .095$. Sport commitment was positively associated with attitude toward the sponsor ($\beta = .44$, $p < .001$), and attitude toward the sponsor was positively associated with purchase intentions ($\beta = .90$, $p < .001$). The model accounted for 19% of the variance in attitude toward the sponsor and 80% of the variance in purchase intentions. These results supported H1 and H2.



Note. *** $p < .001$. Model fit: $\chi^2(33) = 59.003$, $\chi^2/df = 1.788$, $CFI = .960$, $GFI = .886$, $RMSEA = .095$.

Figure 1. Final structural model with standardized path coefficients

Indirect effect

Bootstrap analysis indicated a positive indirect association between sport commitment and purchase intentions through attitude toward the sponsor (standardized indirect effect = .39, 95% percentile bootstrap CI [.163, .598]). The confidence interval excluded zero, providing support for H3.

Discussion

This study examined the relationships among sport commitment, attitude toward the sponsor, and purchase intentions among high school student-athletes who directly experienced sponsor support. These findings were consistent with the hypothesized relationships: sport commitment was positively associated with attitude toward the sponsor, attitude toward the sponsor was positively associated with purchase intentions, and sport commitment showed a positive indirect association with purchase intentions through attitude toward the sponsor.

The positive association between sport commitment and attitude toward the sponsor suggests that athletes with stronger sport commitment also evaluated the sponsor more favorably. Rai et al. (2021) found that psychological commitment to a sport team predicted attitude toward the sponsor, and Biscaia et al. (2013) reported a similar pattern for team loyalty. Eagleman and Krohn (2012) further showed that more highly identified sport participants reported more positive attitudes toward sponsors. The findings of this study extend that logic from spectator contexts to participant settings and suggest that sport commitment may function for athletes in a way that resembles identification or loyalty in earlier sponsorship research.

The path from attitude toward the sponsor to purchase intentions was especially strong. Student-athletes who evaluated the sponsor more favorably also reported stronger purchase intentions. Biscaia et al. (2013) and Nguyen and Vu (2022) both reported that attitude toward the sponsor predicted purchase intentions, a pattern that was also observed in this study. Attitude toward the sponsor, therefore, appears to be central in participant settings as well as in fan or event-attendee samples.

The indirect effect helps clarify how sponsor-related responses may develop in youth sport. The findings of this study suggest that sport commitment was indirectly associated with purchase intentions through attitude toward the sponsor. This interpretation is consistent with the evidence that attitude toward the sponsor plays a mediating role in sponsor-related responses (Koo & Lee, 2019) and functions as an affective response linking sport-related commitment to subsequent sponsor outcomes (Rai et al., 2021). The indirect pattern observed in this study strengthens the argument that psychological engagement in sport plays an important role in shaping how sponsor support is interpreted and evaluated.

These findings strengthen the case for participant-based sponsorship research. Much of the established literature has relied on fans and spectators, whereas participant settings have received less research attention. Eagleman and Krohn (2012) and Eddy and Cork (2019) showed that sponsorship outcomes can be meaningfully studied among sport participants, and the findings of this study add evidence from adolescent athletes. This contribution is important in participant settings, where athletes form sponsor evaluations through direct sport experience. Sponsor support in this context is experienced within training and competition, not only through media exposure or symbolic association.

The findings also have practical implications. Brand presence alone may not fully explain sponsor-related responses in youth sport. The findings of this study suggest that sponsorship is more likely to generate purchase-related responses when athletes interpret sponsor support positively. This point is consistent with participant-based research showing that sponsor image and sponsor goodwill play an important role in shaping behavioral intentions (Eddy & Cork, 2019). The implication for sponsors is that support should be experienced as relevant within the athlete's sport environment. Equipment provision, visible involvement in competitions,

and other forms of direct support may help sponsors develop favorable evaluations among young athletes. Future research should directly compare these forms of support with passive brand exposure.

Several directions for future research emerge from these findings. Prior sponsorship studies have shown that sponsor-event congruence, event involvement, sponsor credibility, sponsor image, and sponsorship activation can influence attitudes toward sponsors and purchase intentions (Hsiao et al., 2021; Koo & Lee, 2019; Nguyen & Vu, 2022). These variables were not included in this study, but they are likely to matter in youth sport as well. Future research could examine whether sport commitment remains significant after these more sponsor-specific variables are included and whether sport commitment interacts with these variables in shaping attitudes toward sponsors and purchase intentions.

Another direction concerns research design. This study relied on post-test data only, so the results should not be interpreted as conclusive evidence of causal ordering. Longitudinal designs would allow future studies to examine whether attitudes toward sponsors change over time as athletes accumulate sponsor-related experiences. Comparative designs may also be useful. The same model could be tested in other age groups, other sports, or settings in which the sponsor relationship is weaker or more commercialized.

A final issue concerns outcome measurement. Purchase intentions are commonly examined in sponsorship research, but they should not be treated as equivalent to actual purchasing behavior. Recent sponsorship research has examined actual purchase behavior as a distinct outcome and emphasized the need to move beyond intention measures where possible (Koronios et al., 2022b). Future studies could therefore combine self-reported attitudes and intentions with behavioral indicators such as product use, purchase records, or repeated purchase decisions.

Several limitations should be noted. First, the sample was relatively small and was drawn from two high schools participating in a single sponsorship program in Costa Rica, which limits the generalizability and stability of the SEM estimates. Second, all constructs were assessed by self-report at the same post-support time point, preventing conclusions about temporal or causal ordering and leaving the results open to common-method bias. Third, purchase intentions should not be interpreted as actual purchasing behavior. Finally, two sport commitment items were removed during model refinement. Although the resulting four-item measure showed acceptable psychometric properties, it requires validation in an independent sample.

Conclusions

This study examined the relationships among sport commitment, attitude toward the sponsor, and purchase intentions among Costa Rican high school student-athletes who directly experienced short-term sponsor support during training and competition. Sport commitment was positively associated with attitude toward the sponsor, and a more favorable attitude toward the sponsor was strongly associated with purchase intentions. The bootstrap results also supported an indirect association between sport commitment and purchase intentions through attitude toward the sponsor. The structural model accounted for 19% of the variance in attitude toward the sponsor and 80% of the variance in purchase intentions.

These findings extend sponsorship research beyond fan and spectator settings by showing that sponsor-related responses can also be examined among adolescent athletes who encounter sponsorship through their own participation. Rather than treating sponsorship solely as an external promotional cue, this study placed athletes' evaluations within the training and competition environment in which support was experienced. This participant-based perspective provides a basis for examining how psychological engagement in sport is associated with sponsor-directed evaluations and behavioral intentions in youth sport.

From a practical perspective, schools and sponsoring organizations should consider how young athletes experience sponsor support. Support that is clearly connected to training and competition may make the sponsor's involvement more salient and may be associated with more favorable evaluations of the sponsoring company. Equipment provision, an appropriate presence at practices and competitions, and direct interactions with participants may contribute to this process. However, this study did not compare different forms of sponsorship activation, and it cannot determine whether direct support is more effective than passive brand exposure. Future studies should examine which types of support are most meaningful to student-athletes and how these experiences influence sponsor-related responses over time.

These conclusions should be interpreted in light of several limitations. The analysis was based on post-support self-report data from 89 student-athletes at two Costa Rican high schools. The observed relationships do not establish causal or temporal ordering. The findings may also be specific to the participating schools, sports, sponsor, and cultural setting. In addition, purchase intentions should not be interpreted as actual purchasing behavior, and the shortened four-item sport commitment measure requires further validation. Future research should use larger and more diverse samples, longitudinal or comparative designs, behavioral outcomes, and independently validated measures to determine whether the relationships observed here are replicated in other youth sport contexts.

Funding

This research received no external funding.

Conflicts of interest

The authors declare no conflicts of interest.

Acknowledgments

The authors thank the participating schools, student-athletes, and staff members for their cooperation.

References

- Biscaia, R., Correia, A., Rosado, A. F., Ross, S. D., & Marôco, J. (2013). Sport sponsorship: The relationship between team loyalty, sponsorship awareness, attitude toward the sponsor, and purchase intentions. *Journal of Sport Management*, 27(4), 288–302. <https://doi.org/10.1123/jsm.27.4.288>
- Casper, J. M., Gray, D. P., & Babkes Stellino, M. (2007). A sport commitment model perspective on adult tennis players' participation frequency and purchase intention. *Sport Management Review*, 10(3), 253–278. [https://doi.org/10.1016/S1441-3523\(07\)70014-1](https://doi.org/10.1016/S1441-3523(07)70014-1)
- Cornwell, T. B., Frank, A., & Miller-Moudgil, R. (2024). A research agenda at the intersection of sport sponsorship and service. *Journal of Service Management*, 35(1), 108–126. <https://doi.org/10.1108/JOSM-02-2022-0057>
- Cornwell, T. B., & Kwon, Y. (2020). Sponsorship-linked marketing: Research surpluses and shortages. *Journal of the Academy of Marketing Science*, 48(4), 607–629. <https://doi.org/10.1007/s11747-019-00654-w>
- Dreisbach, J., Woisetschlager, D. M., Backhaus, C., & Cornwell, T. B. (2021). The role of fan benefits in shaping responses to sponsorship activation. *Journal of Business Research*, 124, 780–789. <https://doi.org/10.1016/j.jbusres.2018.11.041>
- Eagleman, A. N., & Krohn, B. D. (2012). Sponsorship awareness, attitudes, and purchase intentions of road race series participants. *Sport Marketing Quarterly*, 21(4), 210–220. <https://doi.org/10.1177/106169341202100404>
- Eddy, T., & Cork, B. C. (2019). Sponsorship antecedents and outcomes in participant sport settings. *International Journal of Sports Marketing and Sponsorship*, 20(1), 26–42. <https://doi.org/10.1108/ijmsms-05-2016-0018>
- Filo, K., Funk, D. C., & O'Brien, D. (2010). The antecedents and outcomes of attachment and sponsor image within charity sport events. *Journal of Sport Management*, 24(6), 623–648. <https://doi.org/10.1123/jsm.24.6.623>
- Gwinner, K., & Bennett, G. (2008). The impact of brand cohesiveness and sport identification on brand fit in a sponsorship context. *Journal of Sport Management*, 22(4), 410–426. <https://doi.org/10.1123/jsm.22.4.410>
- Hagiwara, G., & Isogai, H. (2013). Athletic identity and social supports in relation to formation of sports commitment [in Japanese]. *Journal of Japan Society of Sports Industry*, 23(2), 227–239. https://doi.org/10.5997/sposun.23.2_227
- Hooper, D., Coughlan, J., & Mullen, M. R. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53–60. <https://doi.org/10.21427/d7cf7r>
- Hsiao, C.-H., Tang, K.-Y., & Su, Y.-S. (2021). An empirical exploration of sports sponsorship: Activation of experiential marketing, sponsorship satisfaction, brand equity, and purchase intention. *Frontiers in Psychology*, 12, 677137. <https://doi.org/10.3389/fpsyg.2021.677137>
- Hu, L.-T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Kim, Y., Lee, H.-W., Magnusen, M. J., & Kim, M. (2015). Factors influencing sponsorship effectiveness: A meta-analytic review and research synthesis. *Journal of Sport Management*, 29(4), 408–425. <https://doi.org/10.1123/jsm.2014-0056>
- Koo, J., & Lee, Y. (2019). Sponsor-event congruence effects: The moderating role of sport involvement and mediating role of sponsor attitudes. *Sport Management Review*, 22(2), 222–234. <https://doi.org/10.1016/j.smr.2018.03.001>
- Koronios, K., Ntasis, L., Dimitropoulos, P., & Gerke, A. (2022a). Unlocking the black box of sponsorship in participant-based sport. *Sport, Business and Management: An International Journal*, 12(5), 598–617. <https://doi.org/10.1108/SBM-12-2021-0148>
- Koronios, K., Ntasis, L., Dimitropoulos, P., & Ratten, V. (2022b). Not just intentions: Predicting actual purchase behavior in sport sponsorship context. *Sport, Business and Management: An International Journal*, 12(1), 4–28. <https://doi.org/10.1108/SBM-03-2021-0034>
- Koronios, K., Thrassou, A., Ntasis, L., & Sakka, G. (2024). Participant or spectator? Comprehending the sport sponsorship process from different perspectives. *EuroMed Journal of Business*, 19(2), 298–313. <https://doi.org/10.1108/EMJB-03-2022-0062>
- Lough, N. L., Pharr, J. R., & Owen, J. O. (2014). Runner identity and sponsorship: Evaluating the Rock 'n' Roll Marathon. *Sport Marketing Quarterly*, 23(4), 198–211. <https://doi.org/10.1177/106169341402300404>
- MacCallum, R. C., Browne, M. W., & Sugawara, H. M. (1996). Power analysis and determination of sample size for covariance structure modeling. *Psychological Methods*, 1(2), 130–149. <https://doi.org/10.1037/1082-989x.1.2.130>

- Madrigal, R. (2000). The influence of social alliances with sports teams on intentions to purchase corporate sponsors' products. *Journal of Advertising*, 29(4), 13–24. <https://doi.org/10.1080/00913367.2000.10673621>
- Mohammadi, S., Ghasemi Siani, M., & Alonso Dos Santos, M. (2024). Effectiveness of sponsorship type, sport team identification, team support and congruence. *International Journal of Sports Marketing and Sponsorship*, 25(1), 188–209. <https://doi.org/10.1108/IJSMS-05-2023-0110>
- Nguyen, D. T., & Vu, H. T. (2022). Measuring attitudes toward sponsor and purchase intention. *Cogent Business & Management*, 9(1), 2049961. <https://doi.org/10.1080/23311975.2022.2049961>
- Olsen, T., Tsuji, Y., & Sato, S. (2025). Connecting event impact perceptions to sponsor-related behaviours among residents in the host city. *International Journal of Sports Marketing and Sponsorship*, 26(1), 37–55. <https://doi.org/10.1108/IJSMS-04-2024-0091>
- Papadimitriou, D., Kaplanidou, K. K., & Papacharalampous, N. (2016). Sport event-sponsor fit and its effects on sponsor purchase intentions: A non-consumer perspective among athletes, volunteers and spectators. *Journal of Business & Industrial Marketing*, 31(2), 247–259. <https://doi.org/10.1108/JBIM-09-2014-0187>
- Rai, J. S., Itani, M. N., Singh, A., & Singh, A. (2021). Delineating the outcomes of fans' psychological commitment to sport team: Product knowledge, attitude towards the sponsor, and purchase intentions. *Journal of Global Business Advancement*, 14(3), 357–382. <https://doi.org/10.1504/jgba.2021.116720>
- Scanlan, T. K., Carpenter, P. J., Simons, J. P., Schmidt, G. W., & Keeler, B. (1993). An introduction to the sport commitment model. *Journal of Sport & Exercise Psychology*, 15(1), 1–15. <https://doi.org/10.1123/jsep.15.1.1>
- Schönberner, J., & Woratschek, H. (2023). Sport sponsorship as a booster for customer engagement: The role of activation, authenticity and attitude. *International Journal of Sports Marketing and Sponsorship*, 24(2), 259–277. <https://doi.org/10.1108/IJSMS-05-2022-0098>
- Vance, L., Raciti, M. M., & Lawley, M. (2023). Moral judgements of junior sports sponsorships: An emerging mediator of sponsor goodwill. *Australasian Marketing Journal*, 31(2), 142–151. <https://doi.org/10.1177/18393349211061614>