

THE BUYING RESPONSE MODEL “ATR” FOR SPORTS SPONSORSHIP ACTIVITIES -EVIDENCE FROM SPORTS SPONSORSHIP MARKET IN JORDAN

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ABSTRACT

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This study aims to investigate the effect of sports sponsorship activities on the buying behavior of sports audience, in addition to determine the statistical differences in the level of sports sponsorship activities as well as the buying response according to some organizational and demographics. The research population consists of Jordanian sports audience who living in Amman city. The purposive sampling technique is used. The researcher selects the respondents from the coffee shops, cafe, the famous malls in Amman, and the social media users. The required sample size is 385. The unit of analysis is the Jordanian who has an interest in attending and watching the sports activities and over 19 years old living in Amman. The study concludes that the sport sponsorship activities have a strong positive statistical effect on the buying response ATR of the Jordanian sports audience. It is found that there are statistically significant differences in the awareness, so the males are more aware than females and the university degree holders are more aware than others. It is also found that the age group between 42 - 46 years of the Jordanian audience is the most experienced people, but it is found that there are no differences between the sports audience segments in the repeated purchase stage. Finally, it is found that there are statistically significant differences in the sponsorship activities tend to the telecom companies in Jordan. The study presents a set of recommendations that enhance using the sponsorship in the local sports market.

KEY WORDS: *Sports Sponsorship , Buying Response , ATR Model , Jordan.*

1. INTRODUCTION

The period between the seventies and eighties of the last century is the starting point of the commercial sponsorship, when companies began adopting creative ideas that support charitable works and link such ideas with commercial and profitable measures enhancing their market presence (Ryan&Fahy,2012, p.1135). The Modern commercial Sponsorship linking between the party sometimes is the company - that provides money, services, and resources to an event, person, or organization on the other hand (Weeks, Cronwell&Drenna,2008, p.640), and this relationship has some of the commercial rights of the sponsor company (Slight,1989). Erdogaan and Kitchen (1998) also added that commercial sponsorship is a trial to promote the interest of companies and their brands and to link them with an event,

organization, or charitable work widespread and accepted by society (Farrelly, Quesrer & Burton, 2006, p.1017).

With the passage of time, The sponsorship contracts focus on the perceived benefits involved in sponsorship activities as an indirect communication tool (Crimmins&Horn,1996, p.14), accessibility to various market segments (Crowley,1991), the ability to meet the institutional communication goals that involve long-term strategic benefits (Weeks et al. 2008). Using commercial sponsorship in the practical field of many companies, increase the amounts of sponsorship from 37.9 billion in 2007 to 65.8 billion in 2018 (Statisitica,2019), thus commercial sponsorship become one of the most important tools of modern marketing communication used in the sponsored events or occasions.

Sponsorship contracts have become one of the most prominent tools used in sports, and one of the pillars supporting the growth, development, and spread of sport worldwide, so the sports sponsorship occupies the largest share of expenditure by economic institutions while promoting their brands (Biscaia, Trail, Ross & Yoshida, 2017, p.2), so sports sponsorship contracts reach \$ 45.3 billion or 78.8% of all sponsorship contracts worldwide in 2015 (Statistica, 2016). Such contracts used by hyper companies in international sports competitions to attract the largest number of sports audiences towards their products (Biscaia et al., 2017, p.3).

Research and studies show that sponsors companies exploit sponsorship activities to change the behaviors and attitudes of the most enthusiastic fans and sports athletic, and attract them towards their products and brands (Bühler, 2006), and to meet the economic and sales benefits (Clark, Cornwell & Pruitt, 2009, p.171). Sponsorship contracts provide sports teams with sufficient funds through the TV broadcasts and other sponsorship rights (Bühler, 2006). Here, we note that the Real Madrid earns \$ 3.65 billion in 2016 by sponsorship activities (Ozanian, 2016), so sports clubs strive worldwide to exploit the most famous and successful brands in contractual relationships that help networking with sports fans (Fortunato, 2017, p.71). Building a strong relationship among all parties in the sponsorship contract ensures the largest levels of effectiveness and success in planning and implementing their communication and marketing functions (Cruz, 2018, p.7).

The research results have agreed that sports sponsorship has an effective impact in brand building and enhancing awareness, loyalty and brand image, in addition to short-term benefits (Fineweek, 2007, p.73). Studies also link sports sponsorship activities with ability to enhance awareness and knowledge such as functions, features, benefits, and price information of the brand (Tomalieh, 2016, p.165). Sport Sponsorship activities are the key power to pass the positive brand image of the sponsor companies among consumers and to ease the buying process (Akwensivie, Narteh & Iden, 2014, p.110).

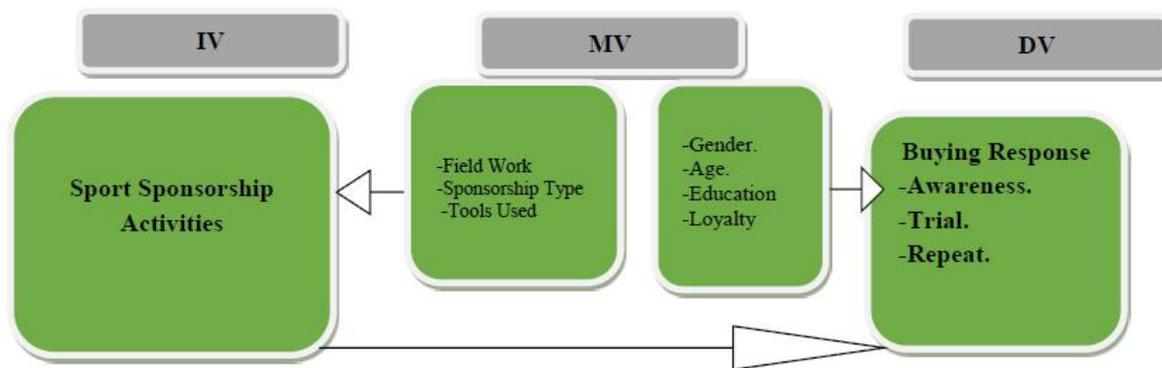
Finally, we note that sports sponsorship contracts take many forms such as the team's uniforms and accessories, sports facilities, training centers, and equipment and gyms (Groot & Ferwerda, 2015, p. 5). It has been found that 33% of the football club revenues in Europe from sports sponsorship (Bühler & Nufer, 2010). The competition in international sponsorship contracts is limited among three companies, Nike, Adidas and Puma, and it find that the highest sponsorship deals on football games are between Manchester United and Chevrolet with an amount reaches \$80 million annually (Amorim & Almeida, 2015). The Premier League achieves the highest sponsorship revenues reaches 1.2 billion euros through 440 sponsorship agreements, then BUNDESLIGA and LaLiga with 734 and 678 million euros in 2018 (www.Sportskeeda.com). At the Arab countries level, not only Saudi Arabia has the first rank and sponsorship contracts reach \$376 million, but also Jordan has no more than \$10 Million as well.

2. RESEARCH OBJECTIVES

- Analyzing the Level of Sports Sponsorship Activities in Jordan.
- Analyzing the level of Buying Response by Athletic to Sports Sponsorship activities Using the ATR Model (Awareness, Trial, Repeat).
- Diagnosing the Effect of Sports Sponsorship Activities on the Buying Behavior of the Jordanian Fans Towards sponsoring brands at the 0.05 significance level.
- Determining the Statistical Differences in the Sports Sponsorship Activities According to the Sponsor, Type of Sponsorship, and the Communication Tool at the 0.05 significance level.
- Determining The Statistical Differences in the Buying Response According to Gender, Age, Education, and Loyalty at the 0.05 significance level.

3. RESEARCH MODEL

The following figure represents the model used in this study. It aims at determining the direction of the relationship among independent and dependent variables.



This hypotheses are developing, and the research model as follows:

- There is a Statistically Significant Effect of Sports Sponsorship Activities on the Buying Behavior of the Jordanian Fans towards sponsors' brands at the 0.05 significance level.
- There are Statistically Significant Differences in the Sports Sponsorship Activities According to the Sponsor, Type of Sponsorship, and the Communication Tool at the 0.05 significance level.

- There are Statistically Significant Differences in the Buying Response According to Gender, Age, Education, and Loyalty at the 0.05 significance level.

4. LITERATURE REVIEW

Sponsorship defines as a commercial relationship between a company that grants money, services, or resources to a specific event, organization, or person, and it includes some contractual rights that guarantee a number of commercial benefits to the contracting parties (Sleight, 1989). Erdogaan and

Kitchen (1998) adds that Sponsorship is a practice whereby companies seek to promote their brands by linking them to an organization or the charitable event that has social value. Cambridge Dictionary of 2020 says that sponsorship is the amounts of money granted by a company to support a person, or a specific event or activity. In this study, a definition describes a commercial sponsorship as an indirect communication tool includes a package of payments, financial or physical benefits, provided by the sponsor company to support one of the parties or social events that are important to society, and either such payments are used within a contractual relationship unrelated to the primary function of the company in, or it has direct and indirect marketing and selling advantages.

So, it can be said that sports sponsorship activities, as a type of sponsorship, represents an interdependence relationship achieves some of the commercial benefits of the sponsor company, against providing a set of financial benefits and services to the sponsored team (Cruz, 2018, p.7). Therefore sponsorship is considered one of the supported activities to the sport worldwide, so it has a higher percent of expenditures in sponsor companies (Bühler&Nufer,2010). Such expenditures aim to promote the company's brands and products in the sports audiences segments and the literature have proven the relationship between sponsorship and the fans' behavior towards sponsors. Sports sponsorship enables sponsor companies to meet the financial advantages (Buhler, 2006).

Sports Sponsorship looks at sports audience as an existing market has a unique and special feature different from other consumer markets (Bühler&Nufer,2010). The psychological connection of Consumers with a favorite team impose many positive attitudes and behaviors towards this team (Funk & James, 2001,p.120). Research literature says that a set of cognitive factors that shaping and controlling the beliefs and ideas towards his favorite team (Shank& Beasley, 998, p.337). Other research decided that emotional factors are the most affected reason in fans' behaviors (Tapp&Clowes,2002,p.1250). The emotions are a key reason for enthusiastic to the favorite teams (Filis&Macky,2014), it also encourages the strongly connected with the manipulated events and activities such as wearing team dress, participating in the parties and occasions, as well as buying products and brands that use the team logo and colors(Meir & Scott, 2007, P.47).

So, the sponsor companies use fans' feelings and sympathy with their favorite teams, to make the short-term sales, as Chadwick and Thwaites (2005) say that strategic goals will be achievable in the long run. Many studies conclude the relationship between sport sponsorship, sales and stock prices (Christensen, 2006, p.62), and other studies confirm the impact of sport sponsorship with some behavioral actions of athletic societies such as exposure, awareness brand image, buying intentions, and brand recognition compared to competitors (Gwinner & Swanson, 2003, p.275), in addition to the brand equity (Ngan, Prendergast & Tsang, 2011, p.552), brand enhancement and sales volume increases (Pickton&Broderick,2005).

Studies confirm that sports sponsorship has an effective impact on enhancing brand awareness and loyalty, as well as the ability to meet short-term sales goals (Fineweek, 2007, p.73), other studies say that sports sponsorship has an important role in passing the brand image of sponsors and

considering it enough reason to buy (Keller, 1993, p.11), such studies cited the impact of sports sponsorship on the World Cup fans in South Africa in 2010, and they were able to build awareness and recall a group of previously unknown brands (Prasa, Saryam, Ymyu solar, seara), and this is at a time when some of the well-known brands have marketing failure during the event such as Emirates Airlines (Coelho et al., 2019, p.5).

Sports sponsorship has improved the purchasing power of the sponsor company, and some financial factors such as stocks prices (Biscaia et al.,2017,p.381), and brand equity (Kim, Trail,Woo&Zhang,2011, p.58). Sports sponsorship activities have a positive role in brand building and improving customer loyalty and satisfaction (Donlan,2014), as well as the positive impact on perception and image of the sponsor brand (Walraven, Koning & Bottenburg, 2012, p.20), and this result is consistent with the Biscaia study et al., (2017), so the brand image push the spots audience towards the brands of sponsor companies and improving their purchasing intentions (Pijkeren, 2010). It finds that the information stored in the minds of audiences becomes buying intent with time (Dalakas&Levin,2005,p.93).

Despite the positive impact of sports sponsorship on the buying behavior of the audience; However, a number of studies have shown the negative impact on the buying intentions towards the products of the sponsor companies (Amoim et al., 2015), and it is found that the joint sponsorship of the competing teams is less favorable by the audience of the two teams, and don't lead to positive results and preferences towards the sponsor brand (Klidas,Assen&Oldenhof, 2015). The ambush marketing, extremely marketing and more dependence on media to measure the sport sponsorship performance are negative effects facing the sponsorship industry (Picton&Brodrick,2005).

5.RESEARCH METHODOLOGY

- **The Pilot Study:** This study consists of one question and distributed to a sample of 58 persons or 15% of the sample size who have accounts on the social media platforms "Facebook, Twitter, Instagram, and Snapchat". The question is "are you a follower or watcher of the sports activities in Jordan? The results show that 75% of the respondents are followers and watchers of the Sports activities in Jordan.
- **Research Population:** This population consists of all followers and watchers and attendees of the sports activities in Amman city. According to the department of statistics, the total population of Amman in 2019 reaches 4.33million. The research population calculations as follow:
 1. Based on the results of the pilot study, the study population of the followers, watchers, and attendees of sports activities in Jordan for 2019 is 4.33 million people $(0.75 * 4.3) = 3.248$ million).
 2. The population percent over than 19 years old reach 55.7%, so the total number of the population over than 19 years old reaches 1.8 Million of persons $(0.557 * 3.248 = 1.8$ Million).
 3. The total research population is 1.8 million people.

- **Research Sample:** The purposive sampling method is used. This sampling method is the most suitable to meet the research goals. The researcher selects the respondents from the coffee shops, cafe, the famous mall in Amman, and the social media users. It is found that the required sample size is 385. The electronic copy of the questionnaire is designed using Google Drive. The questionnaire is randomly distributed to the sports audience face to face in the selected areas. All distributed questionnaires are returned and used in the final analysis. The unit of analysis is the Jordanian who has an interest in attending and watching the sports activities and over 19 years old living in Amman
- **Measurement:** The measurement tool is the questionnaire and it is designed to collect the primary data necessary for research goals. The questionnaire is developed by reviewing previous studies and literature. The five points Likert scale is used in the first part related to sponsorship activates, which meet the degree of fitness and the consistency among the statements and the responses, where the value (5) is given for

very high response, (4) is high response, (3) is given for neutral response, a low response is given for the value (2), and the value (1) is given for a very low response. In the second part related to the general questions, the respondent is feeling free to select more than one choice at the same time.

- **Data Analysis:** In order to analyze the research results, the descriptive statistical analysis (arithmetic mean, standard deviation, and relative frequency) is calculated. The degree of response of the variables is evaluated according to the relative mean as follows: more than 4.2 is very high, (2) 4.2 – more than 3.4 is high, (3) 3.4- more than 2.6 is average (moderate), (4) 2.6 – 1.8 is weak and less than 1.8 is very weak. Cronbach’s alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It considers a measure of scale reliability. Cronbach’s alpha is not a statistical test, so it is a coefficient of reliability (or internal consistency). The Cronbach alpha coefficients of the main research variables between 0.845 and 0.936. This means that the tow variables have relatively accepted. Internal consistency of the two main and sub variables are statistically accepted since it is more than the statically permitted rate of 60%.

Table 1: The Cronbach alpha coefficients of the research variables

N	Research Variables	Reliability	Number of Sentences
1	Independent Variable (Sports Sponsorship)	0.845	1 – 8
2	Dependent Variable (Buying Response) K and the Sub Variables as follow:	0.936	9 – 25
A	Awareness	0.869	9 – 14
B	Trial	0.89	15 – 19
C	Repeat	0.902	20 – 25
	Total Reliability	0.944	1 – 25

- **Research Limitations (Boundaries):**
 - The study focus on Jordanian people who are over 19 years in Amman city.
 - The study focus on Jordanian people who are living in Amman city in 2019.

6. DESCRIPTIVE ANALYSIS OF RESPONSES

6.1 The Independent Variable : Sports Sponsorship Activities

The level of the independent variable “sports sponsorship” consists of 8 statements. All responses highly

perceived and none of such statements have very high , medium, low, or very low responses. Improving the team’s reputation at the local level has a high mean reaches 3.84, secondly, attract the best coaches for the team reaches 3.83 and Improving the team’s reputation abroad in the third rank with mean 3.78. The overall mean of the variable is (3.62) with (1.011) as standard deviation. This means that the perceived level of the sports sponsorship activities is high in the Jordan market, and this result is approved by 56.3% of the sports audience.

Table 2: Frequencies, Means and S.D of Sports Sponsorship Activities

N	The Statement	Response Degree%					S.D	Mean	Rank
		SA	A	M	DA	SDA			
1	Developing the team and improve the competition Power.	22.4	41.4	27.6	3.4	5.2	3.72	1.022	High
2	Improving the team's reputation at the local level	25.9	46.6	15.5	10.3	1.7	3.84	0.988	High
3	Improving the team's reputation abroad	31	25.9	32.8	10.3	0	3.78	1.009	High
4	Increasing the fans' attendance at team matches	15.5	34.5	34.5	13.8	1.7	3.48	0.978	High
5	The sponsoring company benefits more than the team itself	15.5	36.2	25.9	22.4	0	3.45	1.012	High
6	Attract the best coaches for the team	25.9	37.9	31	3.4	1.7	3.83	0.920	High
7	More investment in the team issues	19	32.8	32.8	12.1	3.4	3.52	1.047	High
8	Attract famous players to play in the team	20.7	19	37.9	19	3.4	3.34	1.117	High
Overall Sports Sponsorship		21.988	34.288	29.75	11.838	2.138	3.62	1.0116	High

6.2 The Dependent Variable (The Buying Response):

Product-specific pattern of three key steps followed by consumers toward adopting a product. Awareness takes place as a result of the consumer learning of a particular product brand or a product's availability and its attributes. After learning of the product, consumers may make a trial purchase to test the product. If use of the product has favorable results, consumers will repeat their purchase of the product. ATR is used to determine the product adoption process (American Marketing Association, *AMA Dictionary, 2020*). The overall variable Buying Response "ATR" consists of 17 statements, the responses varied among such statements according to the stage in the ATR model. This response model measures the buying behavior, and the mean value of the total statements reaches (3.764) and a standard deviation (0.604). This means that the level of buying response is high, and this result is approved by (70.7%) of the sports audience. The stages of ATR model as follows:

6.2.1 The Awareness

The first stage "brand awareness" consists of 6 statements and all of such statements are highly leveled according to 68.7% of the sports audience. There is no statements have a very high, medium, low, and very low responses, It is found that the mean value of the overall brand awareness is (3.896) and standard deviation (0.805). This means that the level of brand awareness is very high. It is found that sports sponsorship activities explain 65.5% of brand awareness in the ATR model .

6.2.2 The Trial

The second stage in the buying response model is the brand trial. This stage consists of 5 statements, and there are 3 statements are highly rated, while the other two statements are moderated which are "the ability to buy the products of the sponsor company in high price", and "having a good deal with the sponsor company ". There are no statements in the second stage that have a very high, low, and very low degree of response. The mean value of the brand trial stage is (3.514) with a standard deviation (0.934), which means that the brand trial is highly applied. In this stage, there is a 51.7% of the Jordanian buyers have agreed on such results. The sports sponsorship activities explain 50% of the actions by the Jordanian sports audience in the brand trial of the ATR response model.

6.2.2 The Repeat

The third stage in The ATR model is repeat, consisted of 7 statements, all of which have a high level of response, while no a very high, medium, low and very low statements. The mean value is (3.89) with a standard deviation (0.844), which means that the repeat stage is highly leveled according to 63.3% of the Jordanian sports audience. It is found that sports sponsorship activities responsible on explain 34.5% of post purchase behaviors in the third stage in the ATR response model.

Table 3: Frequencies, Means and Standard Deviations of Buying Response

N	The Statement	Response Degree%					Mean	S.D	Degree
		SA	A	M	DA	SDA			
1	I Obtained enough information about the brand.	22.4	43.1	31	1.7	1.7	3.8276	0.86121	High
2	There is an Increase in interest in the brands and the products offered.	22.4	48.3	27.6	1.7	0	3.9138	0.75590	High
3	I am follower of the new brands and products.	20.7	39.7	36.2	3.4	0	3.7759	0.81742	High
4	I knew a new knowledge about the quality and characteristics of sponsor products.	19	34.5	39.7	6.9	0	3.6552	0.86960	High
5	The ability to differentiate sponsor brands from competitors	29.3	51.7	17.2	1.7	0	4.0862	0.73232	High
6	I have the ability to brand recall	34.5	46.6	15.5	3.4	0	4.1207	0.79643	High
Awareness		24.72	43.98	27.87	3.134	0.283	3.897	3.3117	High
1	I have a desire to buy the sponsor products.	19	39.7	29.3	10.3	1.7	3.6379	0.96787	High
2	I got a good deal with the sponsor company.	12.1	29.3	41.4	12.1	5.2	3.3103	1.01233	Moderate
3	The possibility of buying the sponsor company products at higher prices.	10.3	31	36.2	20.7	1.7	3.2759	0.96959	Moderate
4	I have the desire to tell others about buying experience of the sponsor company.	13.8	41.4	37.9	3.4	3.4	3.5862	0.89901	High
5	Passing the positive impression of the sponsor company and its products.	19	43.1	32.8	5.2	0	3.7586	0.82314	High
Trial		14.84	36.9	35.52	10.34	2.4	3.51378	0.934388	High
1	The brand and company images are improved.	27.6	39.7	27.6	5.2	0	3.8966	0.87238	High
2	The positive change in the brand image.	20.7	48.3	27.6	3.4	0	3.8621	0.78245	High
3	Promoted brand penetration in the market	34.5	46.6	17.2	1.7	0	4.1379	0.75969	High
4	Increase the brand's ability to attract team fans	29.3	43.1	22.4	5.2	0	3.9655	0.85769	High
5	It improved the ease of communication with the audience	19.3	47.6	24.6	3.5	5.3	3.7193	0.99560	High
6	Increase the level of trust in the sponsoring company	19	37.9	37.9	5.2	0	3.7069	0.83789	High
7	The company has sponsored the brand selling platform	25.9	46.6	24.1	3.4	0	3.9483	0.80399	High
Repeat		25.186	44.257	25.914	3.9429	0.7571	3.89094	0.84424	High
Overall ATR Model		21.58	41.713	29.767	5.8054	1.1468	3.7671	0.86137	High

7. TESTING THE RESEARCH HYPOTHESES

7.1 There is a Statistically Significant Effect of the Sports Sponsorship on the Buying Behavior toward the Sponsor brand at the Statistical Significance Level 5% and sub-three hypotheses as follow:

7.1.1 There is a Statistically Significant Effect of Using the Sports Sponsorship on the Brand Awareness at the Statistical Significance Level 5%.

To test the first sub-hypothesis, the dependent and independent variables are the sports sponsorship and brand awareness. The table 4 shows the results of the analysis using the enter method. The statistical analysis shows that sports sponsorship has a statistically significant effect on brand awareness towards the sponsor brand and products according to the tabulated and calculated statistical significance levels (0.00 and 0.05). The estimator B shows that sports sponsorship has a positive statistical effect on enhancing the awareness level by 0.568 units, and it is found that there is a positive correlation between the two variables reaches 65.5%. Therefore, 41.9% of the variations in awareness refers to

sports sponsorship activities. To test this sub-hypothesis, the ANOVA (F) is used and the results show that the calculated significance level is (0.00) is less than the 5%, so the sub hypothesis is accepted. There is a statistically significant effect of sports sponsorship activities on the level of awareness of the Jordanian sports audience toward the sponsor company.

7.1.2 There is a Statistically Significant Effect of Sports Sponsorship on the Brand Trial at the Statistical Significance Level 5%.

To test the first sub-hypothesis, the dependent and independent variables are the sports sponsorship and brand awareness. The table 4 shows the results of the analysis using the enter method. The statistical analysis shows that sports sponsorship has a statistically significant effect on trial the sponsor brand and products according to the tabulated and calculated statistical significance levels (0.00 and 0.05). The estimator B shows that sports sponsorship has a positive statistical effect on enhancing the level by 0.666 units, and it is found that there is a positive correlation between the two variables reaches 59.5%. Therefore, 34.7% of the variations in trial refers to sports sponsorship activities. To test this sub-hypothesis, the ANOVA (F) is used and the results show that the calculated significance level is (0.00) is less than the

5%, so the sub hypothesis is accepted. So, there is a statistically significant effect of sports sponsorship activities on the level of brand trial by the Jordanian sports audience.

7.1.3 There is a Statistically Significant Effect of Sports Sponsorship Activities on the Repeat at the Statistical Significance Level 5%.

The statistical analysis shows that sports sponsorship has a statistically significant effect on repeat of the brand buying according to the tabulated and calculated statistical significance levels (0.00 and 0.05). The estimator B shows that sports sponsorship has a positive statistical effect on repeat buying the brand by 0.599 units, and it is found that there is a positive correlation between the two variables reaches 63.3%. Therefore, 39.1% of the variations in repeat stage refers to sports sponsorship activities. To test this sub-hypothesis, the ANOVA (F) is used and the results show that the calculated significance level is (0.00) is less than the 5%, and the sub hypothesis is accepted. So, there is a statistically significant effect of sports sponsorship activities on the repeat trial by the Jordanian sports audience.

Finally, to test the first main hypothesis, which says that there is a statistically significant effect of the sports sponsorship on the brand equity at the level of statistical significance of 5%. The last linear model is used. Y refers to the dependent variable (ATR) response model, while X1 represents the independent variables (the sports sponsorship). Table 7 represents the results of estimation and it is found that the sports sponsorship activities have a statistically positive effect on Buying Response Model “ART”, and the impact factor reaches 0.617. This means that each JD spent on sports sponsorship activities will enhance the buying response by 0.617 JD. It is find that the correlation between the two variables reaches 72.3%, and sports sponsorship activities explain 51.4% of the variations in the buying response model by the Jordanian sports audience. To test the first main hypothesis, it is found that the calculated significance level (0.00) is less then the level of significance (0.05), so the text of the first hypothesis is used, and that there is a statistically significant effect of the sports sponsorship activities on the buying response model of the Jordanian sports audience.

Table 4: The First Main Hypothesis Using Enter Method

Dependent Variable	Independent Variable	B	t	Sig.	Statistical Indicators
Awareness (A)	Intercept	1.776	5.34	0.00	F= 42.164 Sig. = 0.00
	Sports Sponsorship	0.586	6.493	0.00	r=0.655 R ² = 0.419
Trial (T)	Intercept	1.103	2.515	0.015	F= 31.303 Sig. = 0.00
	Sports Sponsorship	0.666	5.595	0.00	r=0.599 R ² = 0.347
Repeat (R)	Intercept	1.723	4.783	0.00	F= 37.526 Sig. = 0.00
	Sports Sponsorship	0.599	6.126	0.00	r=0.633 R ² = 0.391
Buying Response Model (ATR)	Intercept	1.534	5.287	0.00	F=34.204 Sig. = 0.00
	Sports Sponsorship	0.617	7.836	0.00	r=0.59 R ² = 0.338

7.2 There are Statistically Significant Differences in the Sports Sponsorship Activities According to The Work Field of Sponsor, Type of Sponsorship, and Communication Tool at the Level of Statistical Significance of 5%.

The analysis of variance (ANOVA) is used to test the second hypothesis. F statistics suitable for more two answers in the question such as type of Sponsor, type of sponsorship, and communication tool. Table 9 shows the results of the analysis, and the statistical decision rule says that we can accept the effect of characteristics if the calculated significance level less

than 5%. So, there are no statistically significant differences in the awareness toward the sports sponsorship activities according to the type of sponsorship and the communication tool. These characteristics can't make any significant statistical differences in the awareness toward sports sponsorship activities. While the results show that there are statistically significant differences in the awareness level toward the sports sponsorship activities according to the fieldwork of sponsors, and such differences make a sense for telecom companies that have 38.9% of total sports sponsorship activities in Jordan based on the research sample responses.

Table 5: The Second Main Hypothesis

DV	Characteristics	F	Sig.	The Decision
Sports Sponsorship	Type of sponsor	4.121	0.003	There is Statistical Differences tend to Telecommunication Companies.
	Type of sponsorship	0.466	0.915	No Statistical Differences.
	Communication Tool	0.849	0.565	No Statistical Differences.

7.3 There are Statistically Significant Differences in the Buying Response Model “ATR” According to Demographical Factors (Gender, Age, Education and Loyalty) at the Statistical Significance Level 0.05.

7.3.1 There are Statistically Significant Differences in the Brand Awareness of the Sport Audience According to

Demographical Factors (Gender, Age, Education and Loyalty) at the Statistical Significance Level 0.05.

To test the hypothesis of statistical differences and analysis of variance ANOVA (F) is used for variables that have more than two options in the answer which are Age , educationa and loyalty, but the t test is used in case of tow answers such as gender. than . The statistical rule says that if the significance level of the variable less than the overall significance level of

the test 5 %, we can accept the effect of the demographical variable on brand knowledge. The table 9 shows that there are statistical differences in brand knowledge according to the age of sports audience. By using the Scheffee test, it is found that these differences in brand knowledge tend to age group between 42- 46 years. This group is mature and aware of the brand compared to the other categories. The positive correlation between the age level and brand knowledge and this means that increasing the age of sport audience will enhance the brand knowledge of the sponsor company.

7.3.2 There are Statistically Significant Differences in the Brand Trial of the Sport Audience According to Demographical Factors (Gender, Age, Education and Loyalty) at the Statistical Significance Level 0.05.

Table 6 shows the results of this hypothesis and the statistical rule says that the effect of the characteristics on brand trial requires if the statistical significance less than 5%. Accordingly, we accept the text of the hypothesis says that there are no statistically significant differences in the level of

the brand trial according to gender, education, and loyalty among the Jordanian sports audience. While it is found that there are statistically significant differences in the brand trial according to the education level, and such differences tend to age group between 42 - 46 years whom the most experienced and perceived audience.

7.3.3 There are Statistically Significant Differences in the Repeat Purchase of the Sport Audience According to Demographical Factors (Gender, Age , Education and Loyalty) at the Statistical Significance Level 0.05.

Table 6 shows that the level of repeat (repurchase) of the brand at the same level among all groups of the Jordanian sports audience, and none of the personal characteristics under study: gender, age, education, and loyalty cause any differences in the repurchase. Any differences or variations in the gender of the sports audience, the age, education, and loyalty of the Jordanian sports audience , have no any statistical significant behaviors in the post purchase stage toward sponsor brands and products.

Table 6: The Third Main Hypothesis

Independent Variable	Demographic Variable	F (t)	Sig.	The Statistical Decision
Brand Awareness	Gender	5.508	0.022	There are statistically significant differences Tend to Males..
	Age	0.713	0.661	There are no statistically significant differences.
	Education	4.331	0.012	There are statistically significant differences Tend to University BSc Holders.
	Loyalty	0.112	0.953	There are no statistically significant differences.
Brand (Buying) Trial	Gender	6.206	0.016	There are statistically significant differences tend to males.
	Age	2.329	0.039	There are statistically significant differences tend to age group 42- 46.
	Education	1.578	0.216	There are no statistically significant differences.
	Loyalty	0.277	0.842	There are no statistically significant differences.
Repeat Purchase	Gender	3.448	0.069	There are no statistically significant differences.
	Age	1.041	0.415	There are no statistically significant differences.
	Education	1.121	0.333	There are no statistically significant differences.
	Loyalty	0.128	0.943	There are no statistically significant differences.

8. DISCUSSION

Despite the low participation of the Jordanian private sector in sponsoring the local sports events, but it still the main support for sports competitions in Jordan according to 74% of the sports audience. The telecommunications companies the leader of the local sponsorship market with share reaches 38.9% of sponsorship contracts. The level of awareness of sponsorship activities is high in spite of the low value of sponsorship contracts. Zain company is the key engine in the telecommunication market but the donations still lower than expected. For example, sponsorship contracts with the two main football clubs in Jordan - Al-Faisaly and Al-Wehdat – reach 130 and 240 thousand J.D, respectively, and another sponsorship contract with Al-Ramtha sports club of unknown value, in addition to traditional tournaments in folklore suburbs in Jordanian cities, financing the equipment, stadiums, and playgrounds in some Jordanian cities. Mobily concern with the local rally and football team called the Jordan youth club by providing financial aids, sportswear, and clothes, using the banners to

promote Mobily products, and using the logo of the company on the team shirts and using the club's facilities to promote their products. Sports sponsorship contracts mainly focused on professional football league clubs with small amounts no more than JD 5 million. In current the year 2020, the Jordanian Football Association is unable to contract with an official sponsor for its championships, and this dilemma cause reducing the financial prizes by 50% (Jordan Football Association, 2020). The figures show that Al – Manaseer Group was the official sponsor of the Jordan Football Association through sponsorship agreement valued with JD1.5 million, and JD 1.15 million as non-exclusive sponsorship of the men national teams, “first team, Olympic, youth and amateurs”. The sponsorship contracts enable Al – Manaseer group privileges of display its logo on the sport clothes of professional clubs in all of their marketing campaigns and in all the audio-visual and print media, and in the friendly matches and training. In the second place, the airlines' sector has 19.4% of the total sports sponsorship contracts. The Royal Jordanian Airlines has a sponsorship

contract with Spanish football team called "Leganes". The total tourism sector such as restaurants and hotels have 8.4% of the total sponsorship market and retail stores have 2.8%, so the evidence of the low contribution of the Jordanian private sector in supporting sports activities is proved. The sponsor companies in Jordan prefer the financial aids according to the survey figures account 32.4% of total sponsorship contracts, Advertising, press and news campaigns in the second place by 20.6%, and financing stadiums, sports buildings and facilities, and preparing the international or regional participation of team with 11.8% each, while the logistic services provided by the sponsor companies (such as travel tickets and accommodation costs, and meals and drinks) has 14.7% of the total sponsorship types. In general, it is found that 52% of sports sponsorship activities are seasonal activities and focus on the outside participation and championships.

The level of awareness toward the sponsor brand has a high degree by the Jordanian sports audience, despite the limitation of local sponsorship market, but there is 81.1% of the sports audience recall the sponsors' brand during the survey time. 81% of sports audience can distinguish the sponsors' products comparing to other competitors, so 70.7% of the audience prefer the products of sponsor the preferred sports team. The sports sponsorship campaigns are a source of information about the brands and products for 65.5% of the sports audience, and this causes a follow-up of the new products by 60.4% of such an audience. Consequently, our current findings are consistent with other studies show that information about sports sponsorship activities have an effective effect to promote awareness among the sports audience (Weissman, 2014; Fineweek, 2007), and brand awareness has been shown to be the most affected part through sponsorship activities (0.581), and according to the assumptions of the hierarchical effect model ATR, the awareness stage (A) accounted for 65.5% of the behavior of total Jordanian sports audience as the first stage in the ATR hierarchical effect model.

The sports sponsorship activities have a positive significant effect on buying (trial) the sponsors' brand reaches 0.666, more than other estimates in the other stages of ATR. At this stage, the buying experience of the brand is approved by 50% of the sports audience, and this value is less than the percentage recorded in the first stage in a consistent way with the ATR model assumptions. Sports sponsorship activities improve the buying intentions of the sports audience (Pijkeren, 2010), and it is found that the stored information in the customers' mind turning into buying intentions over time (Dalakas & Levin, 2005, p.93). In details according to our survey, the positive impression toward the sponsor companies is proven according to 62.1% of the sports audience, and therefore such activities enhancing the image of the sponsors compared to non-sponsors competitors based on Gwinner & Swansom study (2003). Our results confirm the improvements in buying intentions and positive WOM and improve the buying intentions among customers based on the study of Pijkeren (2010). The sports sponsorship activities are enhancing the brand image of 69.8% of the Jordanian sport's customers in consistent way with Keller (1993) who prove the high effect of sports sponsorship on brand image and making the late purchases. 41.4% of the sports audience has a good deals with sponsor companies and 41.3% of them have a high possibility to buy the high priced products from

the sponsor company, so the current study concludes that the buying experience is a temporary process and contains the promotional offers and the selling benefits in the short – run (Fineweek, 2007), thus so the sports sponsorship activities have no strategic content in the long run (Ngan et al., 2011). It is found that 51.7% of the sports audience has the pre buy of sponsors' brands and the formation stored in the minds turning into buying intentions immediately (Dalakas & Levin, 2005, p. 93).

In the third stage of the ATR model is the repeat purchase stage (post purchase), it is found that sports sponsorship activities have a positive impact on 34.5% of the Jordanian sports audience in the post-purchase stage, especially who have a desire to repeat the purchase in a consistent with the assumptions of the ATR model, and perhaps the spread of the brand in the market increase the repeated purchase for 81.1% of the sports audience, and sponsorship activities consider as a marketing tool for 72.4% of such audience towards the sponsors' brand as well as the sports sponsorship activities are considered a platform to sell the brand to 72.5% of the sports audience. We add that sports sponsorship improve the brand image of 67.3% of the audience, and change the bad impression for 69%, and increase the confidence and ease of communication with 56.9% and 66.9% of the sports audience, respectively.

In this part, it is found that there are statistically significant differences in the awareness towards the sponsors' brands, and such awareness varies among the sports audience segments either gender or education. The males are more aware than females and the university degree holders are more aware than other segments. We add that the age group between 42 - 46 years of the Jordanian audience is the most experienced people, but it is found that there are no differences between the sports audience segments in the post purchase stage. Accordingly, the sports sponsorship activities can't improve loyalty measures (Keller, 1993), and despite the high degree of satisfaction but the loyalty is not as it is shown in previous studies (Donlan, 2014). This vital result is due to the bilateral sponsorship agreements of competing teams in Jordan, and this has a negative impact on the loyalty indicators towards the sponsor companies (Amoim et al., 2015), and this makes the sponsor companies less favorable for the fans of competing teams (Klidas et al., 2015), as well. It is found that there are statistically significant differences in the awareness level toward the sponsorship activities, as well as such differences, tend to the telecom companies that accounted for 38.9% of total sports sponsorship agreements as mentioned above.

Finally, this study believes that legislation and laws of sports sponsorship contracts in Jordan are a necessity, and there is a massive need to motivate the private sector contributions towards sponsorships agreement, so this will be through more governmental financial incentives such as income tax exemptions, and establishing a private agency for sports investment. The alternative sources of income for sports clubs is a key priority, so this will reduce the financial dependency to the government, and make the growth of local sports activity faster. The Tourism Promotion Authority can play a key role through merging the sports sponsorship activities with the entrainment industry in the sports sector and eases the families tourism attendance into sports events and occasions. The reallocation of marketing communication budgets into new tools is an urgent necessity in the 21st century.

9. PRACTICAL IMPLICATION

The figures confirm that the advertising spending for 2015 (the last of information) in Jordan reaches \$150 million, or 3% of the total advertising spending in the Arab countries (Arab Center for Research and Consulting Studies "IPSOS", 2016). The Telecommunications companies have the first by 30%, while the banks sector reaches 4.7%, and this results are consistent with our research results mentioned above. TV is considered the most tool with 47% of total media tools used (Arab Center for Research and Consulting Studies "IPSOS", 2016). However, the other research confirm that TV advertising in Jordan is less important source for planning the purchase process for 98.5% of Jordanians (Nsour & Somaili, 2019, p. 28), as well as a little importance in formulating the consumer impressions (Jolodar&Ansari,2011, p.175), but this tool fails to compose the early loyalty toward some brands (Fox,1996 McNeal,1999,p.173). Totally,The business firms in Jordan manipulated traditional communication policies consistent with the characteristics of the oligopoly market. The advertising is less used, and the low-cost means such as outdoors advertng and newspapers,and later used less costly and more effective communication tools. The sports sponsorship is the most prominent indirect low cost marketing communication tools used by sponsors. Not only confirm the impact on loyalty, but also have the short-term selling advantages. Sponsor companies used a set of communication tools combined between the traditional and new means, the use rate of traditional means reach 52%, while the new tools such as trade exhibitions, events sponsorship and social responsibility programs have 48% of the total means used. In detail, online communication tools has 34.5%, social media has 25%, and TV coverage reach 26.9%. The study confirms the moderated positive effect of sports sponsorship activities on the buying behavior of the Jordanian sports audience, and the correlation reach 70%. The value added of current study through the proving the assumptions of the ATR hierarchy model. The awareness stage starts with 65.5% of the Jordanian sports audience, in the Trial stage the percent decrease to 50%, and finally it reaches 34.5% in the repeat stage (post purchase stage).

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