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**Brand endorser scandals –
Possible spillover to competitor brands**

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Sommaire

L'objectif principal de cette étude expérimentale est d'examiner la possibilité d'un déversement d'un scandale impliquant un athlète porte-parole sur la marque sportive qu'il représente ainsi que sur les marques des concurrents dans la même catégorie de produits. Cette étude compare aussi l'effet de deux formes de scandales différents: le dopage sportif et le racisme.

L'étude a été réalisée à l'aide d'un design expérimental complètement aléatoire 2 x 2: 2 types de scandale (dopage/racisme) par 2 athlètes/sports (Cristiano Ronaldo/soccer; Rafael Nadal/tennis). Les 165 participants ont été randomisés dans 4 conditions expérimentales différentes et exposés à un extrait de magazine fictif comme stimulus. Les données ont été collectées par le biais d'une enquête. L'impact sur les attitudes et les intentions d'achat envers les marques directement liées à l'athlète (Umbro/Wilson), vers des marques concurrentes (Kappa/Prince), vers des marques associées à plusieurs sports (Puma/Reebok) et vers des marques spécialisées dans d'autres sports (Speedo/Bauer) a été étudié.

Les résultats montrent que le scandale de l'athlète a eu un impact négatif sur l'attitude envers la marque directement associée à ce dernier (Umbro ou Wilson). Les résultats suggèrent aussi que les associations négatives du scandale se propagent à la marque du concurrent (Prince). Aucun autre impact significatif n'a été observé sur les autres marques étudiées. De plus, les effets observés avec l'attitude n'ont pas été obtenus avec les intentions d'achat des consommateurs.

Dans une perspective managériale, ces résultats suggèrent que lorsque les consommateurs sont exposés à de l'information négative entourant un endosseur, ils tendent non seulement à évaluer les marques fortement associées à ce dernier négativement (ex. Wilson) mais également celles des concurrents partageant des similarités (ex. Prince). Les gestionnaires de marques pourraient utiliser ces informations pour examiner les chances que leur marque soit touchée par un scandale impliquant un de leurs concurrents. Par ailleurs, le type de scandale envers lequel les consommateurs semblent être plus sensibles a été exploré. En comparant les scandales de dopage et de racisme, les résultats montrent que les participants ont évalué le comportement raciste d'un athlète porte-parole comme étant plus grave que celui qui consiste à se doper. Ceci permet aux gestionnaires de marques d'avoir de l'information supplémentaire en ce qui concerne les sortes de scandales qui sont susceptibles d'affecter leurs marques.

Summary

The main objective of this experimental study is to examine the possible scandal spillover from the athlete onto the endorsed sports brand and also onto competitor brands within the same product category. In addition, this study compares the effect of two different scandals; one involving doping and the other racism.

The study was conducted using a 2 x 2 completely randomized factorial design: 2 types of scandals (doping/racism) by 2 athletes/sports (Cristiano Ronaldo/soccer; Rafael Nadal/tennis). This experiment consisted in exposing 165 adult consumers to 4 different experimental conditions via a fictitious magazine excerpt as a stimulus. Each participant was randomly assigned to one of the four different auto-administered questionnaires. The impact on the attitude and purchase intention towards the endorsed sports brands (Umbro/Wilson), towards the direct competitor brands (Kappa/Prince), towards brands catering to many sports (Puma/Reebok), and towards brands specialized in other sports (Speedo/Bauer) was analyzed.

The results show that the scandal involving the athlete had a negative impact on the attitude towards the directly endorsed brands (Umbro and Wilson). The results further suggest that although the negative scandal associations spilled-over to the competitor brand (Prince), no other significant impact was observed on the other brands tested. The analyses performed reveal that the intention to purchase was not affected by the endorser scandal.

From a managerial perspective, the findings suggest that when consumers are presented with negative information surrounding an endorser, they will not only tend to evaluate brands strongly associated to them negatively (e.g. Wilson) but also similar competitor brands (e.g. Prince). This information enables managers of competing brands to be aware of the dangers their brands might be faced with. Moreover, the type of endorser scandal that consumers are more sensitive towards was explored enabling managers to get a sense of which scandals are likely to affect their respective sports brands more strongly. In this study, when comparing the doping and racism scandals, participants regarded racism as being the more severe behavior.

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Chapter 1. Introduction

1.1 Context

Companies seek original and innovative ways to reach customers by standing out from the clutter, for example, using celebrities in advertisements (Choi & Rifon, 2007).

Celebrities such as actors and athletes are seen on television, in magazines, on the internet, and even heard on the radio (Kamins 1989; Miller, 2011). According to Moeran (2003), celebrities are “The Names that need no further identification”. Famous individuals contain certain cultural meanings which can be firstly transferred to the products they represent, and then to the consumer (Louie et al., 2001; McCracken, 1989). This can be achieved through the endorsement process where a celebrity appears in an advertisement with a certain product (McCracken, 1989).

It appears that as the number of high-profile athletes grows, so does the trend of athlete endorsement deals (McEntergart, 2004). The global sports industry is estimated to reach a value of about \$133 billion dollars in 2013 (PricewaterhouseCoopers, 2010). Sports endorsement deals amounted to an estimated \$4.2 billion in 2009 for companies like Nike (Kaplan, 2010), up 11% from 2008 (Fitch et al., 2008). A sports endorsement relationship involves an athlete being paired with a product or service and providing various testimonials on behalf of the latter (Hugues & Shank, 2005). Athletes have evolved into celebrities whom are seen ever more frequently to endorse not only sporting equipment but also beauty and fashion products (Dix et al., 2010). Companies seem to be ready to pay athletes huge sums of money to endorse their products. In 2004, approximately \$191 million dollars in endorsements were granted to the 10 top athletes (McEntergart, 2004).

Some examples of athlete endorsement deals include Rafael Nadal with Nike, David Beckham with Adidas and Michael Phelps with Speedo. Thus, behind athlete product endorsements lie huge economic incentives.

The concept of celebrity endorsement has been investigated by several researchers. The model of meaning transfer described in the first paragraph was defined by McCracken (1989). Additional studies have contributed in attesting to the effectiveness of the endorsement process, such as that conducted by Kamins (1990) on brand-endorser congruency and that by Ohanian (1991) on source credibility. Moreover, the concept of celebrity identification by consumers has also been shown to contribute to the effectiveness of endorsements (Carlson & Donovan, 2008).

Associating a product to a celebrity does not come without risk (Burton et al., 2001; Knittel & Stango, 2010). A company does not have control over the celebrity's personal life (Knittel & Stango, 2010; Louie et al., 2001). Thus, when the latter is involved in illicit or unethical behavior, this may affect the product(s) they endorse (Miciak & Shanklin, 1994; Till & Shimp, 1998). It has been demonstrated that consumers may display a lowered endorser evaluation when presented with negative information (Till & Shimp, 1998). Subsequently, this can have a negative impact on the consumer's evaluation of the endorsed brand (Edwards & La Ferle, 2009; Till & Shimp, 1998). Recent findings have further demonstrated that a transfer of negative emotions between the endorser and the endorsed product may result when consumers are presented with negative information about the endorser (White et al., 2009). Some examples of athlete scandals that made headlines include the implication of golfer Tiger Woods in adultery,

the imprisonment of football player Michael Vick for his participation in illegal dog fighting, and cyclist Floyd Landis testing positive for taking doping substances.

There have not been many studies conducted thus far concentrating on the spillover of the negative effects of a scandal. Spillover is defined as the situation in which the information provided within a message changes the recipients' beliefs about attributes that are not mentioned within the message (Ahluwalia, 2001). It has been shown that when there is negative information surrounding a brand, consumers tend to evaluate similar brands negatively and dissimilar brands positively (Dahlen & Lange, 2006). For example, when consumers were informed about an acceleration incident regarding the Audi 5000, the demand for the 5000 models, 4000 models and Quattro models were all affected (Sullivan, 1990). Similarly, findings from Roehm & Tybout (2006) suggest that when there is a strong association between a scandalized brand and the category as well as the product attribute under scrutiny and the category, spillover to the category is likely to occur (Roehm & Tybout, 2006).

1.2 Study objectives and contributions

The main objective of this research is to examine the effect of negative information on a brand endorsed by an athlete in the context of two different scandals (professional and personal). This research project contributes to the literature with no prior research having yet compared the impact of different types of scandals (professional related vs. personal-life related) involving athlete endorsers in different fields of competencies (soccer vs. tennis) on consumers' perceptions of the endorsed sports brand as well as their attitude towards competitor brands. A scandal associated to the athlete's professional life, for the

purpose of this study, was defined as one solely and directly affecting their performance on the playing field whereas the second scandal is linked to the athlete's general off-the-playing field personal life. Two of the scandals identified by Bayle & Mercier (2008) as affecting the quality of sports ethics include athletes taking doping substances and athletes exerting racism/xenophobia. Thus, for this project, the professional scandal chosen includes a case of an athlete being tested positive for doping, one of the performance enhancement substances identified as not acceptable by 98.6% of consumers (Solberg, 2010). The personal life scandal includes the athlete making various racist comments in a public environment. Our research is important for academic literature because it extends prior work by not only investigating the effects of two different scandals but by measuring the degree of negative spillover of an endorser scandal onto the endorsed brand but also onto competitor brands within the same sports product category who might be considered guilty by association.

This study holds practical managerial significance as it will direct managers to identify if an endorser scandal will affect the endorsed brand and its competitors within the same product category. Also, this study aims to help managers determine the type of endorser scandals for which consumers seem to be more sensitive when evaluating specific brands.

1.3 Structure

The thesis is organized in 6 chapters including this one. Firstly, the literature review is presented (Chapter 2). From the concepts presented in the literature review, the conceptual framework is illustrated and hypotheses are formed (Chapter 3). The concepts elaborated in the literature review include:

- Endorsement by celebrities
- Model of meaning transfer
- Match-up hypothesis
- Model of source credibility
- Model of celebrity identification
- Negative information surrounding a brand
- Negative information surrounding a celebrity endorser
- The spillover effect of negative information

Then, a description of the research method and scales used for measuring the concepts are described (Chapter 4), followed by an analysis of the results obtained (Chapter 5). The last chapter includes the discussion of key findings, theoretical and managerial implications, limitations along with possible future studies (Chapter 6).

Chapter 2. Literature review

Some scientific studies have focused on brand scandals as well as product crisis (Dean, 2004; Weinberger & White, 2000). Others have focused on negative information surrounding endorsers and the subsequent effects on their endorsed brands (Dalakas & Levin, 2005; Edwards & La Ferle, 2009; Till & Shimp, 1998; White et al., 2009). It is important to bridge both of these notions together in order to get a complete perspective of the factors to consider when analyzing scandal spillover. This section will first describe celebrities in the role of endorsers. Then, the effects of negative information regarding brands and celebrities on consumers will be presented, enabling the introduction of important theoretical concepts. In addition, theory and results concerning scandal spillover will be discussed by looking at some research studies that have analyzed this topic (Dahlen & Lange, 2006; Roehm & Tybout, 2006; Weinberger, 1986).

2.1 Celebrity endorsement

It is quite common for companies to use celebrities as their product endorsers (Louie et al., 2001). Celebrities are seen on television, in magazines, on the internet, and heard on the radio (Miller & Laczniak, 2011). A celebrity endorser is defined by McCracken (1989) as being any person “who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. One of the primary reasons for hiring celebrities to endorse products is that famous people are linked with various associations and a certain image, which in turn companies hope will get transferred to the endorsed product (Louie et al., 2001). Athletes are the celebrity figures that are observed to endorse products more often than any other type of celebrity (Carlson

& Donovan, 2008). For this reason, in this research project, the focus is put on athlete endorsers although other types of brand endorsers can be used in advertisements such as a company CEO, a politician, a product expert, and a typical consumer (Freiden, 1984; Premeaux, 2009).

There are several advantages associated with using celebrity endorsers that have been well established in past research. Firstly, using celebrity endorsers in advertisements helps to create and maintain consumers' attention (Erdogan, 1999). Secondly, it has been demonstrated that celebrity endorsers contribute to the recall of advertising messages and that of brand names (Friedman & Friedman, 1979). Thirdly, advertisements with celebrity endorsers offer a better chance of communicating the brand's message to customers by standing-out in the busy advertising clutter (Choi & Rifon, 2007). It has also been argued that using celebrity endorsers in advertisements enables the enhancement of brand credibility (Kamins, 1989). Furthermore, a study conducted by Ohanian (1991) suggests that when celebrity endorsers are perceived by consumers as experts regarding the endorsed product, this likely leads to a positive brand attitude and intention to purchase.

The concept of celebrity endorsement has been treated by several researchers. The next section will focus on their different perspectives. The model of meaning transfer will be defined first (McCracken, 1989). Following this, the research conducted by Kamins (1990) on endorser-brand congruency will be investigated. Lastly, the works on source credibility (Ohanian, 1991) as well as on consumer identification to a celebrity (Carlson & Donovan, 2008) will be presented.

2.1.1 Model of meaning transfer

Before looking at the model of meaning transfer, it is imperative to present the notion of associative learning. This theory is based on the idea that an individual's memory is a network of meanings bridged together by associative links (Till & Shimp, 1998). Within an endorsement process, the celebrity endorser and the brand endorsed represent two independent meanings linked to other meanings based on the consumer's experiences and knowledge regarding the celebrity and brand presented (Till & Shimp, 1998). Once the celebrity endorser and the brand are paired in an advertisement, their independent meanings become linked to each other in the consumer's memory network (Till & Shimp, 1998). As a result, when this link is formed, feelings and meanings associated toward the celebrity endorser are believed to transfer to the product endorsed and vice-versa (McCracken, 1989; Till & Shimp, 1998; Till, 2001; White et al., 2009). For example, the French actress Audrey Tautou incarnated Coco Chanel in the biographical movie about the designer "Coco before Chanel". In addition, Tautou was chosen to be the endorser of the Chanel perfume appearing in the ad campaigns, thus bridging the link with her role in the movie and the perfume, in the minds of consumers. As a result, when consumers think about Audrey Tautou they theoretically should also think about the Chanel perfume and vice-versa.

Having established the notion of associative learning, McCracken's (1989) meaning transfer model will be presented. This model explains that famous individuals have certain symbolic properties or cultural meanings associated to them that can be transferred to the product(s) they endorse and then in turn, be transferred to consumers

(Louie et al., 2001; McCracken, 1989). It must be noted that a celebrity represents an interconnection of meanings as opposed to only a single meaning (McCracken, 1989). These meanings stem from past and present roles they have assumed on stage, in movies, in the military, in sports, in politics, etc (McCracken, 1989). Such meanings may include age, gender, status, lifestyle, personality, and so forth (McCracken, 1989). For example, it is believed that the perceptions consumers hold about athletes such as success and invincibility can be transferred to the product(s) they endorse (Stone et al., 2003).

According to this model, the transfer of meanings from the celebrity to the consumer occurs in three stages. Step one includes the formation of the celebrity image where the meanings surrounding the famous individual are created (McCracken, 1989). The meanings as stated earlier can be generated through various movie roles they have enacted or their athletic achievements (Kim & Na, 2007). For example, there are meanings that are acquired by an athlete's role on and off the playing field (Miller & Laczniak, 2011). Then, the meanings associated to the celebrity are transferred to the product via the endorsement process (McCracken, 1989). Finally, through advertising, the meanings are transferred to the consumer (McCracken, 1989). Consumers take these meanings linked to the goods through rituals, and use them to define their world and their self (Erdogan, 1999; McCracken, 1989). These rituals can be defined as being the manipulations of cultural meanings residing in the goods purchased, enabling the construction of the self-image (Erdogan, 1999).

In the marketing world, the first step would be for a company to decide what it is that the product must say (McCracken, 1989). Once this step has been achieved, a celebrity

possessing meanings similar to that of the product will be chosen in order to give voice to the meanings (McCracken, 1989). In the same line of thought, it has been argued that this transfer of meanings can occur in the reverse order; from a product to the celebrity endorsing it (Till, 2001). For example, respondents have been observed to display a significantly lower evaluation of an endorser promoting chewing tobacco than an endorser of orange juice (Till, 2001). Similarly, in the case of athlete endorsers, studies have shown that their image can be negatively affected if the product endorsed is one linked to a particular health risk like cigarettes or alcohol (Till, 2001).

2.1.2 Match-up hypothesis

The match-up hypothesis is based on the notion that in order to have an effective advertisement response the consumer must perceive a congruency between the message projected by the image of the celebrity and that of the brand (Erdogan, 1999; Kamins & Gupta, 1994). It has been demonstrated in previous research that a fit between the endorser and the product leads to an increased perceived degree of endorser believability and attractiveness (Kamins & Gupta, 1994). Also, in a research study conducted by Kim & Na (2007), it was observed that when there is a fit between the endorsed product and the athlete endorser, participants demonstrate a more favorable attitude towards the endorsement relationship.

Till (2001) examined how an endorser's image can be affected by the product chosen to endorse. His results illustrate that the image of both athlete and non-athlete endorsers are negatively affected when they endorse unsuitable products (Till, 2001). In the case of athlete endorsers, endorsing chewing tobacco has been observed to have an even greater

negative impact than in the case of using a non-athlete endorser for the same product (Till, 2001). Thus, it can be concluded that both celebrity endorsers and brands must be careful in choosing their endorsement activities as these are strongly linked to their respective image (Till, 2001).

In relation to the match-up hypothesis, it must be noted that the athletes' sport is part of their celebrity image (Martin, 1996). In the study conducted by Martin (1996), consumers were observed to display a more positive response to the endorsement when there was a strong degree of fit between the image of the product and the image of the athlete's sport. For example, Tiger Woods endorsing Nike golf equipment displays a good fit. Thus, managers must not only evaluate that the athlete's image fits with the product but that the sport also exudes similarities to the endorsed product.

2.1.3 Model of source credibility

It has been argued that the effectiveness of a communication is highly influenced by the type of source chosen (Hovland et al., 1953). One of the main elements linked to the brand image is the source's credibility (Sliburyte, 2009). The source credibility model is based on the notion of endorser expertise and trustworthiness (Hovland et al., 1953) but also on attractiveness (Ohanian, 1991). Source credibility is defined as being the perception that the celebrity is knowledgeable enough to make claims concerning the product (Kim & Na, 2007; Sliburyte, 2009). For example, when a soccer player is the spokesperson for soccer equipment, their knowledge and experience regarding soccer makes them a more credible endorser.

Erdogan (1999) defines expertise as being the perception of how valid a communicator's claims are. Expertise is the mix of the endorser's knowledge, experience or skills regarding the brand/product they represent (Erdogan, 1999; Premaux, 2009). It has been demonstrated that a celebrity endorser is more persuasive when they are perceived to be more of an expert (Erdogan, 1999). Being perceived to be more of an expert by consumers may also lead to an increased intention to purchase the endorsed product (Ohanian, 1991). Trustworthiness is the target audience's perception that the endorser's message is projected with honesty, integrity and believability (Erdogan, 1999). In addition, according to Erdogan (1999) the effectiveness of the message projected by a celebrity endorser also depends on the attractiveness dimension which is a mix of similarity, familiarity and liking. Similarity is the level of resemblance between the endorser and the consumer whereas familiarity is the knowledge of the endorser through past exposure (Erdogan, 1999). Likability is the consumers' affection towards the endorser based on the latter's physical appearance and behavior (Erdogan, 1999; Miller & Laczniak, 2011).

2.1.4 Model of celebrity identification

According to Kamins et al. (1989), what makes an endorsement effective is the fan's identification with the celebrity endorser. Identification occurs when the information projected from an endorser is accepted and internalized by the consumer based on the latter's desire to become like the endorser (Carlson & Donovan, 2008; Cohen & Golden, 1972). Athletes are a good choice as endorsers because they represent a reference group (Kamins, 1990) which fans may use to compare and evaluate their attitudes and behaviors (Carlson & Donovan, 2008). For example, in order to maintain the identification with the

reference group, the fans of athletes are prompted to adjust their attitudes and purchasing behaviors accordingly (Carlson & Donovan, 2008). This behavior enables fans to identify with the athlete and publicly project their desire to be part of the group (Carlson & Donovan, 2008). Therefore, identification is a state in which fans establish their attitudes according to another person, enabling the categorization of themselves and others into specific cohorts (Carlson & Donovan, 2008; Dix et al., 2010).

2.2 Negative information

There are times when celebrity endorsers act in a manner that is not congruent with the product they represent. Consistent with the association learning model discussed above, although the products endorsed may not be involved or responsible for the endorser's behavior, the negative information surrounding their controversial acts may transfer to the products they endorse (Till & Shimp, 1998). Negative information surrounding a brand or an endorser represents a threat to the companies and brands they are associated to (Dean, 2004; Weinberger & White, 2000). It has been established that negative information influences consumers' attitudes and purchase intentions more strongly than positive information (Weinberger, 1986; Weinberger & Dillon, 1980).

2.2.1 Negative information surrounding a brand

In the academic as well as in the professional realms there seems to be an agreement regarding the greater weight given to negative information in judgment formation (Ahluwalia, 2002). When forming judgments about ideas, objects and people, individuals tend to give more weight to negative information than to positive information (Ahluwalia, 2002; Dean, 2004). It has been reported that when comparing positive and negative

information, a single negative element can neutralize five positive ones (Richey et al., 1975). Researchers have questioned this phenomenon and have concluded that negative information facilitates consumer product categorization into distinct evaluative categories whereas positive and neutral product information seem to be less useful in easing the latter process (Herr et al., 1991). Negative attributes are less ambiguous and are only associated to low-quality products whereas positive or neutral attributes have a higher degree of ambiguity and can be attributed to either low, average or high quality products making the categorization process more complex (Herr et al., 1991). Some examples of negative information that made headlines include the presence of hazardous levels of lead in children's toys (Guest, 2009), a company's unethical behavior towards its employees (Merrick, 2004), a company's damage to the environment (Ditrick, 2010), and so forth. Thus, because negative information may be more useful in the consumer decision-making process, consumers usually give it more weight, consciously or not (Alhuwalia, 2001).

Publicity is regarded as a more credible and influential source of information as opposed to various communications prepared by companies (Dean, 2004). Negative publicity usually involves information regarding some danger or risk surrounding a company or product, threatening corporate image and credibility (Dean, 2004; Weinberger & White, 2000). This in turn can lead to the formation of less favorable opinions regarding the firm (Dean, 2004). As stated earlier, it has been observed that negative information influences consumer brand attitude and purchase intention more strongly than positive information (Weinberger, 1986; Weinberger & Dillon, 1980).

Consumers appear to pay more attention to new information concerning a brand they know (Ahluwalia, 2002). This suggests that an important element that might influence an individual's perception of negative information is their familiarity with the brand (Ahluwalia, 2002). Familiarity is defined as the consumer's past experiences with a given product (Alba & Hutchinson, 1987). Studies have shown that when consumers are familiar with a brand, the effect of negative information is reduced compared to a situation where the brand is unfamiliar (Ahluwalia, 2002; Weinberger, 1986).

Another element that is seen to influence an individual's perception of negative information is the consumer's brand commitment (Ahluwalia et al., 2000; Ahluwalia et al., 2001). Commitment is defined as the emotional or psychological relationship between a consumer and a product or brand (Beatty et al., 1988). Similarly to brand familiarity, studies have shown that consumers with a low brand commitment evaluate negative information in an objective manner, whereas consumers with a high brand commitment display a biased opinion about the brand (Ahluwalia et al., 2000; Ahluwalia et al., 2001). It has been reported that consumers with a strong brand commitment activate a defense mechanism where negative information is counter-argued and reversed into some positive aspect, where no attitude change is likely to result (Ahluwalia et al., 2000; Ahluwalia et al., 2001). Conversely, consumers with a low brand commitment have also been observed to counter-argue negative information but to a lesser degree, while presenting greater inclinations towards brand switching (Ahluwalia et al., 2000).

2.2.2 Negative information surrounding a celebrity endorser

Celebrity endorsement deals, as promotional strategies, have several objectives such as to grasp the consumer's attention, enhance brand and ad recall, increase the appeal of the product, provide credibility within the message conveyed, and increase brand loyalty (Hugues & Shank, 2005; Martin, 1996). Atkin & Block (1983) report that advertisements featuring celebrities are rated more positively by consumers than those using non-celebrities. In addition, the product under study is generally evaluated more favorably when it is presented with a celebrity endorser (Atkin & Block, 1983). A sports endorsement contract involves an athlete being paired with a product, providing various testimonials on behalf of the latter (Hugues & Shank, 2005). The usage of athlete endorsers can be beneficial for a company especially if the product has contributed favorably to the athlete's performance on the playing field, such as with sporting gear (Stone et al., 2003). This ensures the usage of the endorser's high expertise leading to credibility (Burton et al., 2001). For example, it has been argued that Tiger Wood's endorsement deal with Nike is one of the leading causes that contributed to the rise of Nike as a golf brand (Chung et al., 2011). The authors further state that with Tiger Woods as an endorser, Nike accumulated \$60 million associated only to its golf ball portfolio (Chung et al., 2011).

There are also several negative aspects to consider when using endorsers that are in the public spotlight. With the celebrity usually comes the possibility of their involvement in an undesirable event (Louie et al., 2001). An undesirable event is defined as a detrimental situation involving the spokesperson leading to the damage of their reputation and credibility (Louie et al., 2001). Athletes just like any other celebrity can generate negative

publicity if they display illicit or unethical behavior (Burton et al., 2001). More specifically, negative information in the sports context usually involves any situation that harms the integrity of the sport itself (Hugues & Shank, 2005). Negative information in the athletic realm usually involves teams, coaches or individual athletes (Hughes & Shank, 2005). Some examples of athlete endorsers involved in undesirable events include the swimmer Michael Phelps having been photographed while smoking pot (Ritson, 2009; Miller, 2011), the football player Michael Vick pleading guilty to dog-fitting charges (The Wall Street Journal, 2007a), and the detection of performance enhancement substances in the cyclist Floyd Landis' urine sample (The Wall Street Journal, 2007b).

Scandals not only tarnish the celebrity's credibility but also tend to affect consumers' evaluation of the product endorsed and their behavioral intentions (Edwards & La Ferle, 2009). Till & Shimp (1998) conclude that under certain conditions, consumers display a lowered endorser evaluation when presented with negative information involving the endorser. Subsequently, this has a negative impact on their evaluation towards the endorsed brand (Till & Shimp, 1998). Similar findings from Dalakas & Levin (2005) and from White et al. (2009) show that negative attitudes expressed towards athletes may also be expressed towards the respective brands they are associated with. For example, after the Tiger Woods sex scandal, Nike reportedly lost approximately \$1.2 million in profit translating into 94,000 customers (Chung et al., 2011). According to Till & Shimp (1998), this phenomenon can be explained by the associative link that exists between the endorser (Tiger Woods) and the endorsed product (golf balls).

A study by White et al. (2009) has assessed the impact of negative endorser information on consumers' perception of the endorsed product. Following Till & Shimp's (1998) experimental procedure, White et al. (2009) used a non-fictitious football player who had been involved in a drug scandal and paired him with a fictitious athletic shoe brand. The product perception was observed to be significantly more negative among consumers exposed to the negative information about the endorser than among those who were not (White et al., 2009). It was concluded that a strong correlation exists between consumers' perception of the endorser and that of the product endorsed (White et al., 2009).

Carrillat et al. (2012) examined the optimal decision to be taken by a company whose brand is endorsed by an athlete involved in a doping scandal. When the endorser and the brand endorsed are congruent and the company decides to maintain the endorsement deal after the occurrence of the scandal, the results show that consumers express a favorable attitude towards the brand and a greater intention to purchase (Carrillat et al., 2012). Moreover, the endorser's reaction towards the negative events was investigated. The results conclude that when the endorser denies their involvement in the negative event, this leads to a less favorable consumer attitude towards the endorsed brand and a lower intention to purchase compared to when the endorser admits to the accusations (Carrillat et al., 2012).

2.2.3 Spillover effect of negative information

Spillover is defined as being a situation in which the information provided within a message changes the recipients' beliefs about attributes that were not mentioned within the projected message (Ahluwalia, 2001). Previous research has documented the

existence of spillover from an endorser to the product endorsed (Till & Shimp, 1998), from one brand to another within a brand portfolio (Lei et al., 2008), and from a brand to competing brands within a product category (Dahlen & Lange, 2006; Roehm & Tybout, 2006; Weinberger, 1986). Research studies have documented that the magnitude of spillover depends to a certain extent on the strength of the link between the scandalized brand and the product or product category (Lei et al., 2008). A brand not directly involved in the scandal may be regarded as guilty by association in the minds of consumers by a transfer mechanism (Votolato & Unnava, 2006).

The associative network theory is a mechanism explaining scandal spillover to other brands (Collins & Loftus, 1975). This theory explains that product information such as attributes, usage situations, past experiences, and other competitors can all be viewed as individual nodes in the network of consumer knowledge (Collins & Loftus, 1975; Dahlen & Lange, 2006; Janakiraman et al., 2009). Dahlen & Lange (2006) suggest that consumers generally create product categories in these networks by grouping brands together, which reduces the effort required to retrieve information when needed. Janakiraman et al. (2009) further add that when consumers identify a specific product in their memory, this can stimulate the formation of links with other similar products that are strongly associated to the same product category or classified as close competitors to the product under scrutiny. This helps consumers use the knowledge they have pertaining to one brand/product in evaluating other similar brands/products (Dahlen & Lange, 2006). For example, when consumers were informed about an acceleration incident regarding the Audi 5000, apart from a decrease in the demand for Audi 5000 models, this incident spilled-over to its other products not displaying any acceleration issues, leading

to a decrease in the demand for Audi 4000, and Quattro models (Sullivan, 1990).

Therefore, it can be concluded that consumers use their perceptions associated to the scandalized product to help them categorize other similar products (Dahlen & Lange, 2006; Janakiraman et al., 2009). This seems to occur when perceptions regarding both brands are stimulated at the same time in consumer memory (Janakiraman et al., 2009).

Results from a study by Till & Shimp (1998) show that negative information surrounding a celebrity endorser leads to a decline in brand evaluation towards the endorsed brand.

Lei et al. (2008) focus on the spillover of negative information in brand portfolios. They report that the strength and the directionality of brand associations influence spillover from sub-brands towards the parents and between the sub-brands themselves (Lei et al., 2008). The results from the study suggest that as the strength of the sub-brand-parent association increases, so does the magnitude of the spillover itself (Lei et al., 2008).

Dahlen & Lange (2006) focused on how a brand in crisis can affect competing brands as well as the product category itself. The results show that when there is negative information surrounding a brand, consumers tend to evaluate similar brands negatively and dissimilar brands positively (Dahlen & Lange, 2006). For example, a lower brand attitude and brand trust was reported for brands similar to the one scandalized, whereas there was an increase in attitude and trust towards dissimilar brands (Dahlen & Lange, 2006). Moreover, similar brands were rated as less ideal and the intention to purchase such brands was observed to be lower (Dahlen & Lange, 2006). In contrast, in the same crisis situation, dissimilar brands were evaluated as being closer to the ideal brand and consumers were more inclined to purchase the latter (Dahlen & Lange, 2006).

Similarly, Weinberger (1986) suggests that a negative event involving a brand can potentially be hazardous for other brands linked to the same product category. This study used a familiar and an unfamiliar beer brand, namely Budweiser and Lone Star, respectively. When the scandalized brand was the familiar one (Budweiser), the heavy Budweiser drinkers were affected less compared to the non and light users of the same brand (Weinberger, 1986). The results also reveal that the negative information surrounding Budweiser had an impact on a non-scandalized beer brand Michelob, for the non and light beer users (Weinberger, 1986). This suggests that scandal spillover occurred across brands within the beer category. Furthermore, it was observed that when there was negative information surrounding the familiar brand Budweiser, all of the other brands were affected the most (Weinberger, 1986). Therefore, it was concluded that when an industry leader is involved in a scandal, the negative effect can spillover to others within the same product category (Weinberger, 1986).

Roehm & Tybout (2006) focused on the spillover surrounding a brand scandal within the fast food category. They suggest that when there is a strong association between the scandalized brand and the category as well as with the scandalized product attribute and the category, spillover to the category is likely to occur (Roehm & Tybout, 2006). Their prediction was tested by presenting a scenario involving a problem with hamburger meat (attribute) served in Burger King restaurants (scandalized brand) and a scenario involving tainted ice cream served in Dairy Queen facilities (Roehm & Tybout, 2006). Attitude and beliefs regarding Hardee's restaurants, the competitor brand within the fast food category, were measured (Roehm & Tybout, 2006). The results show that despite the high similarity between Hardee's, Burger King and Dairy Queen, the scandal spillover

occurred only in the Burger King-hamburger condition and the Dairy Queen-ice cream condition and not in the Burger King-ice cream condition and Dairy Queen-hamburger condition (Roehm & Tybout, 2006). In contrast to Dahlen & Lange (2006), Roehm & Tybout (2006) conclude that overall similarity is not enough to result in a scandal spillover to competitor brands. They argue that scandal spillover can only occur when the scandalized brand and the competitor have some attribute in common, like for example, both specializing in hamburgers (Roehm & Tybout, 2006).

Chapter 3. Conceptual Framework and Research Hypotheses

The literature review enabled us to determine the direction of this research and to propose related hypotheses as well as to devise a model necessary to achieve the study's goals. In this section, appropriate hypotheses will be formulated first, the conceptual framework will then be presented, and lastly the variables will be defined.

3.1 Development of general research hypotheses

Many researchers have studied the effects resulting from the celebrity endorser's involvement in an undesirable event on the consumer's brand attitude (Ahluwalia, 2002; Carillat et al., 2012; Edwards & La Ferle, 2009; Till & Shimp, 1998; White et al., 2009). Scandal spillover can be explained by referring to the meaning transfer model. This model explains that famous individuals have certain meanings associated to them that can be transferred to the product(s) they endorse and then to consumers (McCracken, 1989). In this study, the athlete endorser and the endorsed brand are both independent nodes each associated to their independent meanings which are bridged together via a fictional association. It is assumed that the association of the athlete endorser with a negative event (doping or racism) will be transferred to the brand endorsed by the latter.

Three studies have demonstrated that negative attitudes expressed towards athletes can be transferred to the brands they endorse (Chung et al., 2011; Dalakas & Levin, 2005; White et al., 2009). The study conducted by Dalakas & Levin (2005) shows that negative attitudes expressed towards athletes are also expressed towards the respective brands which sponsor them. Similarly, the research conducted by White et al. (2009) assessed the impact of the athlete endorser's involvement in a drug scandal on the consumer's

perception of the endorsed brand. The product perception was significantly more negative among consumers being exposed to the negative information about the endorser than among those who were not (White et al., 2009). The recent study by Chung et al. (2011) focused on the economic value of Tiger Woods on the Nike golf ball market. The authors report that Nike was hurt both in sales and profits once the Tiger Woods scandal was made public, a scandal solely surrounding his personal life (Chung et al., 2011).

One of the main elements in the present study, which to our knowledge has never been studied in prior research, resides in the comparison of two different scandals involving an athlete endorser. One scandal relates to the athlete endorser's performance on the playing field (professional life) and the second involves his off-the-playing field persona (personal life). A study by Solberg et al. (2010) confirms that sports consumers demonstrate no tolerance towards athletes taking doping substances, with 98.6% of respondents rating the intake of the latter substances as unacceptable. In this study, those respondents that were implicated in the sport under question were observed to be more accepting towards athletes taking doping substances and less motivated in altering their purchase intention (Solberg et al., 2010). Although both professional and personal scandals can stimulate a negative feeling towards athletes and their brands, we assume that the doping scandal will have a stronger impact because the athlete's sportsmanship is directly affected.

The preceding discussion leads to the following hypothesis:

H1: When a scandal arises, consumers are more sensitive towards a professional scandal directly involving the athlete endorsers' playing field performance compared to a non-professional scandal involving the athlete endorser's personal life.

The second main element in this study entails observing the presence/absence of scandal spillover to competing brands within the same product category. Previous research has documented the existence of spillover from an endorser to the product endorsed (Till & Shimp, 1998) and from a brand to competing brands within a product category (Dahlen & Lange, 2006; Roehm & Tybout, 2006). This phenomenon can be explained by the fact that a similar brand not directly involved in the scandal may be regarded as guilty by association in the minds of consumers (Votolato & Unnava, 2006). In the present study, this concept is tested by assessing the impact of the endorser scandal on competitor sports brands. To our knowledge, this has never been studied in prior research.

The results from the Dahlen & Lange (2006) experiment demonstrate that when there is negative information surrounding a brand, consumers tend to evaluate similar brands negatively and dissimilar brands positively. Moreover, the intention to purchase similar brands to the scandalized one is observed to be lower (Dahlen & Lange, 2006). Similarly, Roehm and Tybout (2006) also focused on the spillover surrounding a brand scandal within a product category. Their findings suggest that when there is a strong association between the scandalized brand and the category as well as the scandalized product attribute and the category, spillover to the category is likely to occur (Roehm & Tybout, 2006).

This leads to the following hypotheses:

H2a: The attitude towards a brand is less positive when it is directly endorsed by a product-relevant athlete implicated in a scandal than when the brand is not endorsed.

H2b: The intention to purchase products of a brand is lower when it is directly endorsed by a product-relevant athlete implicated in a scandal than when the brand is not endorsed.

H3a: The attitude towards a brand that is a direct competitor of a primary brand directly endorsed by a product-relevant athlete implicated in a scandal is less positive than when the primary brand is not endorsed.

H3b: The intention to purchase products of a brand that is a direct competitor of a primary brand directly endorsed by a product-relevant athlete implicated in a scandal is lower than when the primary brand is not endorsed.

H4a: The attitude towards a brand that is not a direct competitor of a primary brand directly endorsed by a product-relevant athlete implicated in a scandal, but that is associated to many sports, is the same whether the primary brand is endorsed or not.

H4b: The intention to purchase products of a brand that is not a direct competitor of a primary brand directly endorsed by a product-relevant athlete implicated in a scandal, but that is associated to many sports, is the same whether the primary brand is endorsed or not.

H5a: The attitude towards a brand that is not a direct competitor of a primary brand directly endorsed by a product-relevant athlete implicated in a scandal, and that is not associated to the same sport, is the same whether the primary brand is endorsed or not.

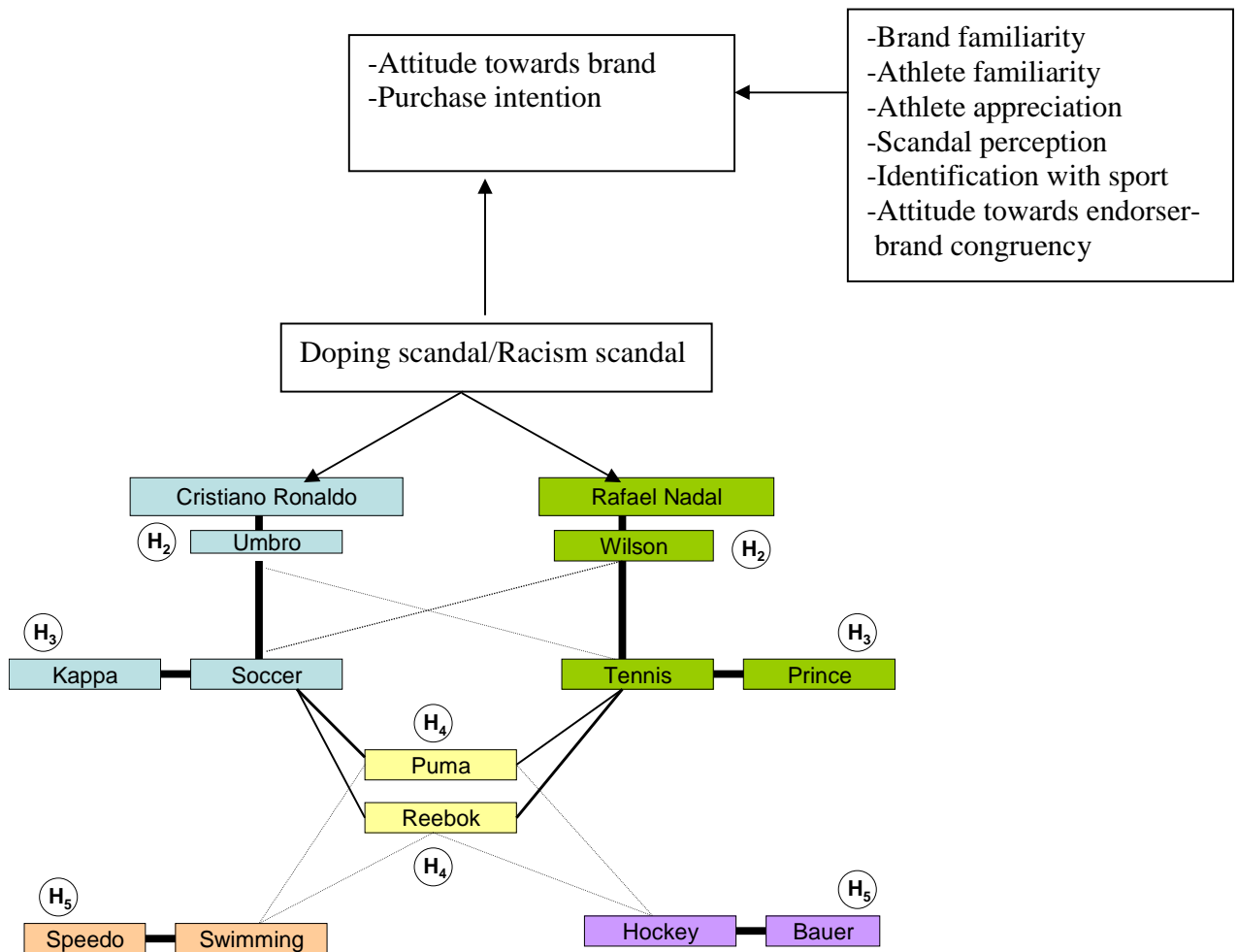
H5b: The intention to purchase products of a brand that is not a direct competitor of a primary brand directly endorsed by a product-relevant athlete implicated in a scandal, and that is not associated to the same sport, is the same whether the primary brand is endorsed or not.

3.2 Conceptual framework

This study involves the evaluation of the impact of negative information on brands endorsed by 2 athletes specializing in different sports involved in 2 separate scandals. One of the scandals is directly related to the endorser's athletic performance whereas the other is based on the latter's personal life. The two dependent variables used in this study are the participants' purchase intention and attitude towards the endorsed sports brands, which are also measured for competitor brands. The control variables included in this study are: the familiarity towards the brand, the attitude towards the endorser-brand congruence, athlete familiarity and appreciation, the perception of the scandal and finally, participants' identification with the sport presented.

The figure below illustrates the conceptual framework which encompasses the theoretical variables and their relation to one another as well as the brand spillover component of this study. In order to make the model more concrete, the specific brands and endorsers that were used as stimuli in the experiment are illustrated.

Figure 1: The proposed model



The framework presents the 2 x 2 design: 2 types of scandals (doping/racism) by 2 athletes/sports (Cristiano Ronaldo/soccer; Rafael Nadal/tennis). The impact on the attitude and purchase intention towards the endorsed sports brands (Umbro/Wilson), towards the direct competitor brands (Kappa/Prince), towards brands catering to many sports (Puma/Reebok), and towards brands specialized in other sports (Speedo/Bauer), was analyzed. The theoretical justification for choosing these two sports, endorsers as

well as brands proposed in the model will be presented in the methodology section (Chapter 4), as that resulted from a pre-test that was conducted.

3.3 Development of specific research predictions

According to the general research hypotheses presented, more concrete hypotheses were formulated showing how they can translate into specific predictions involving the brands presented in the conceptual framework. This leads to the following predictions in relation to:

H2a: When **Cristiano Ronaldo** is implicated in a (doping/racism) scandal, the attitude towards **Umbro** should be less positive in the soccer condition than in the tennis condition. When **Rafael Nadal** is implicated in a (doping/racism) scandal, the attitude towards **Wilson** should be less positive in the tennis condition than in the soccer condition.

H2b: When **Cristiano Ronaldo** is implicated in a (doping/racism) scandal, the intention to purchase **Umbro** products should be lower in the soccer condition than in the tennis condition. When **Rafael Nadal** is implicated in a (doping/racism) scandal, the intention to purchase **Wilson** products should be lower in the tennis condition than in the soccer condition.

H3a: When **Cristiano Ronaldo** is implicated in a (doping/racism) scandal, the attitude towards **Kappa** should be less positive in the soccer condition than in the tennis condition. When **Rafael Nadal** is implicated in a (doping/racism) scandal, the attitude

towards **Prince** should be less positive in the tennis condition than in the soccer condition.

H3b: When **Cristiano Ronaldo** is implicated in a (doping/racism) scandal, the intention to purchase **Kappa** products should be lower in the soccer condition than in the tennis condition. In contrast, when **Rafael Nadal** is implicated in a (doping/racism) scandal, the intention to purchase **Prince** products should be lower in the tennis condition than in the soccer condition

H4a: When either **Cristiano Ronaldo** or **Rafael Nadal** is implicated in a (doping/racism) scandal, the attitude towards **Puma** and **Reebok** should not be different in the soccer condition than in the tennis condition.

H4b: When either **Cristiano Ronaldo** or **Rafael Nadal** is implicated in a (doping/racism) scandal, the intention to purchase **Puma** and **Reebok** products should not be different in the soccer condition than in the tennis condition.

H5a: When either **Cristiano Ronaldo** or **Rafael Nadal** is implicated in a (doping/racism) scandal, the attitude towards **Speedo** and **Bauer** should not be different in the soccer condition than in the tennis condition.

H5b: When either **Cristiano Ronaldo** or **Rafael Nadal** is implicated in a (doping/racism) scandal, the intention to purchase **Speedo** and **Bauer** products should not be different in the soccer condition than in the tennis condition.

Chapter 4. Method

An experimental approach using an auto-administered questionnaire was used in this study in order to achieve the research objectives. Four different scenarios were tested via this method.

In this study the participants were exposed to two different scandals and their impact on the dependent variables was then assessed. The socio-demographic characteristics of all respondents were also noted.

In this chapter, the justification of the experimental design used in the study will be presented along with the steps leading to the creation of the final questionnaire. Also, all of the scales used in the pretest and final questionnaires will be described in detail.

Finally, the data collection procedure will be presented.

4.1 Experimental design

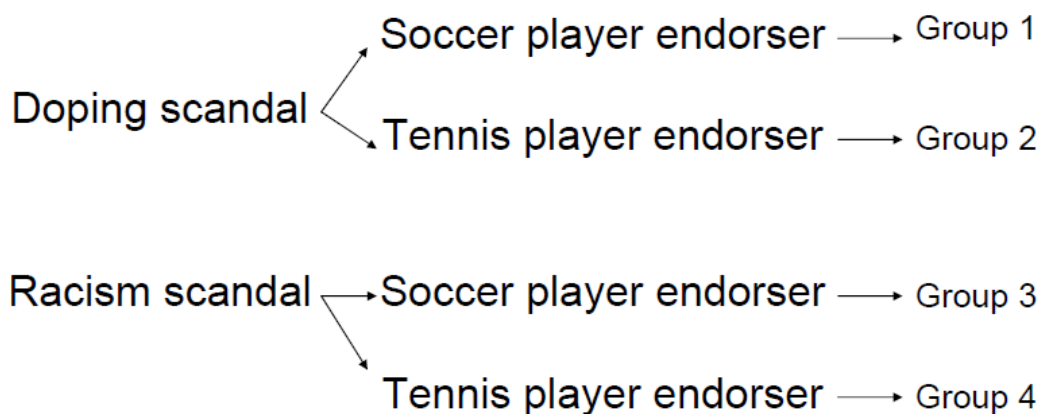
The study was conducted as a 2 x 2 completely randomized factorial design: 2 scandal types by 2 athletes (see Figure 2). Therefore, the participants were exposed to 4 different experimental conditions. These included about 40 subjects per cell, resulting in a total sample size of 165. This method enables the establishment of a causal link between the independent and dependent variables.

The manipulated variables in this experiment are the type of scandal (athlete being tested positive for doping; athlete caught making racial comments in public) and athlete/sport

(soccer player/tennis player). The dependent variables used are the “attitude towards the brand” and the “intention to purchase products of the brand”.

In this experiment, the “brand-endorser congruency” was controlled by choosing a brand specialized in the athlete’s field of competency, as indicated by the pretest results (for soccer: Cristiano Ronaldo with Umbro, for tennis: Rafael Nadal with Wilson). Covariates were also included in this study such as the respondents’ familiarity towards the athlete and the brand, their appreciation of the athlete, their perception of the scandal and their identification with the sport presented. All of the above-mentioned variables can have a moderating role on the respondent’s attitude towards an endorsement relationship and were therefore judged pertinent to examine.

Figure 2: The experimental design of the study



4.2 Pre-test

A pre-test was conducted months before the final study took place in order to choose appropriate endorser athletes, sports brands, and scandals. The pre-test also served to determine which athletes were the participants most familiar with, their degree of association of various brands to different sports, and their level of tolerance towards numerous scandals.

4.2.1 Sample population and method

The pre-test involved a convenience sample of 30 adult consumers. All participants received the same self-administered questionnaire. Two questionnaires were rejected as they were deemed unusable due to incompleteness.

In total, 18 sports brands were rated according to their association to 4 different sports. The respondents also evaluated 8 male athletes with respect to their competencies in 4 different sports. Lastly, the respondents were presented with 17 different scandals and were asked to assess their level of acceptability on an ethical basis.

The pre-test sample was composed of 15 women and 15 men, with 63.3% of participants being between 26 to 35 years old, and 20% between 36 to 45 years old. With respect to education, 46.7% of the sample had obtained an undergraduate degree while 23.3% were educated at the graduate level. Lastly, with regards to income, 46.7% of participants indicated that their annual household income was over \$60,000.

4.2.2 Pre-test questionnaire and scales used

The pre-test was divided into 3 sections as presented in Appendix A. The first section consisted of associating 18 sports brands to 4 different sports (soccer, tennis, hockey, swimming). The 18 sports brands included: Adidas, Asics, Bauer, CCM, Diadora, Easton, Fila, Head, Kappa, Mizuno, Nike, Prince, Puma, Reebok, Speedo, TYR, Umbro, and Wilson. These brands were evaluated according to a 4-point Likert scale specifically developed for the purpose of this study, with anchor points being: (1) “Not at all associated to this sport”, (2) “Little associated to this sport, much associated to other sports”, (3) “Much associated to this sport, little associated to other sports”, (4) “Predominantly associated to this sport”.

In the second section participants were asked to evaluate 8 male athletes with respect to familiarity, reputation, appreciation, interest, and identification. Two different athletes were presented for each of the following sports: soccer, tennis, hockey, swimming (e.g. for soccer both David Beckham and Cristiano Ronaldo were assessed). This process involved presenting a picture of the athlete followed by a short sentence describing his respective sport. Figure 3 illustrates the structure of presentation.

Figure 3: The pre-test depiction of the athlete/sport



Rafael Nadal is a tennis player that:

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of

The evaluation was based on the respondents' familiarity and attitude towards the athletes presented. Athlete familiarity was measured with two items adapted from Kent & Allen (1994): "(Rafael Nadal) is a tennis player that I am not familiar with/I am familiar with" and "(Rafael Nadal) is a tennis player that I do not know well/ I know well". The appreciation towards the athletes was evaluated according to 4 items borrowed and adapted from several sources. One item originates from Carrillat et al. (2012): "(Rafael Nadal) is a tennis player that I am not interested in/I am interested in", 2 items were adapted from Till & Shimp (1998): "(Rafael Nadal) is a tennis player that is not a good athlete/Is a good athlete" and "(Rafael Nadal) is a tennis player that I do not identify with/I identify with". The last item measuring appreciation expressed towards the athletes

was developed specifically for this study: “(Rafael Nadal) is a tennis player that I am not a fan of/I am a fan of”.

In the third section of the pre-test, participants were asked to indicate their perceived level of acceptability of 17 different scandals using a 7-point scale derived from Johns et al. (2005) with anchor points ranging from (1) “Completely unacceptable” to (7) “Completely acceptable”. Some of the scandals related to the athlete’s performance on the playing field whereas others were linked to the athlete’s off-the-playing field personal life. Some examples of scandals include: An athlete taking prohibited performance enhancement substances, an athlete accepting money to lose a match, an athlete being implicated in an extra-marital affair, an athlete being charged with sexual assault.

The pre-test thus allowed to decide which brands were most associated with the 4 sports, which athletes were participants most familiar with and appreciative towards, and which of the scandals they evaluated as being more severe.

4.3. Analysis of pre-test results

4.3.1 The choice of athletes/sports

The respondents’ familiarity and appreciation towards 8 athletes was measured in the pre-test questionnaire. It was important to choose athletes that the participants had a positive attitude towards and which they regarded as familiar. It was decided to narrow down the choices by choosing athletes that had a mean familiarity score situated between 4 and 5 on a 7-point scale in order to minimize the effects of overtly familiar athletes as this could lead to biased results in the final study. Also, athletes exhibiting an average

appreciation over 3 but less than 4 on a 7-point scale were considered as being appropriate. Table 1 reports the mean familiarity and attitude expressed towards the 8 athletes.

Table 1: Respondent familiarity and appreciation of the athlete

Athlete	Sport	Mean values	
		Familiarity	Appreciation
David Beckham	soccer	5.4333	3.9167
Cristiano Ronaldo	soccer	4.2833	3.3833
Sidney Crosby	hockey	4.9333	3.9833
Vincent Lecavalier	hockey	3.8667	3.4167
Rafael Nadal	tennis	4.3333	3.6250
Roger Federer	tennis	4.8667	3.9417
Michael Phelps	swimming	4.7667	3.7417
Ian Thorpe	swimming	3.4167	3.0833

The mean scores reveal that 5 athletes fit in the determined range of familiarity and appreciation: Cristiano Ronaldo (M=4.28/3.38), Sidney Crosby (M=4.93/3.98), Rafael Nadal (M= 4.33/3.63), Roger Federer (M=4.87/3.94), and Michael Phelps (M=4.77/3.74).

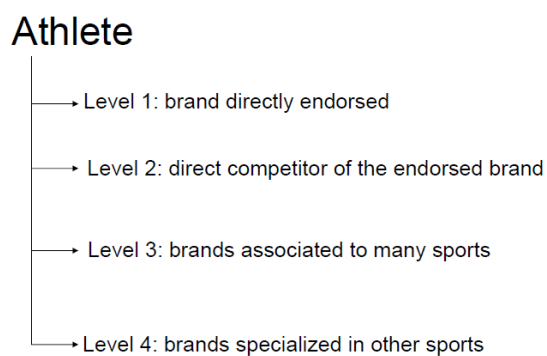
To devise the final questionnaire the first step was to choose 2 athletes having competencies in 2 different sports from the list presented in Table 1. It was decided to choose 2 sports that were relatively similar regarding the playing field. Therefore, swimming which is a sport occurring in water and hockey being a sport played on ice were not chosen. The two sports chosen were soccer and tennis. The soccer player Cristiano Ronaldo was chosen because the familiarity and appreciation expressed towards the latter (M=4.28/3.38) was less than that exhibited towards David Beckham. A high athlete familiarity and appreciation could lead to biased results in the final study. The

same conclusion was applied to the 2 tennis players. The participants seemed to exhibit less of a familiarity and attitude towards Rafael Nadal ($M= 4.33/3.63$) than Roger Federer. A t-test was performed in order to verify if there was a difference between the 2 athletes chosen regarding familiarity and appreciation. The results from the paired sample t-test indicated that there were no statistically significant differences between Rafael Nadal and Cristiano Ronaldo in terms of familiarity ($t(29)=0.109$; $p=0.914$) and appreciation ($t(29)=0.734$; $p=0.469$). Lastly, the quality of the scale was confirmed by the Cronbach alpha values for both of the athletes: Cristiano Ronaldo familiarity ($\alpha=0.896$), appreciation ($\alpha=0.859$) and Rafael Nadal familiarity ($\alpha=0.938$), appreciation ($\alpha=0.891$).

4.3.2 The choice of brands

Having chosen the two sports being soccer and tennis, the second step in analyzing the pre-test results consisted in deducing which brands the participants predominantly associated with these two sports. This was required in order to build the 4 levels of the framework to be used to assess the potential scandal spillover. The following diagram showcases the 4 levels of spillover.

Figure 4: The levels of scandal spillover towards brands



The hypotheses presented in section 3.1 suggest that scandal spillover is expected to be greater at level 1, followed by level 2, with no spillover occurring at level 3 and 4. In order to determine which brands respondents associated to which sports, the relative association as well as multiple association mean scores for each brand were calculated.

An example of these calculations follows:

Relative association mean score of **Adidas to soccer** =

$$\left[\frac{\text{mean soccer}}{\text{mean soccer} + \text{mean tennis} + \text{mean hockey} + \text{mean swimming}} \right]$$

Table 2 presents the relation between each brand to each of the 4 different sports tested in the questionnaire.

Table 2: Relative association mean scores of each brand to each sport

Brands	Relative Association Scores			
	Soccer	Tennis	Hockey	Swimming
Adidas	0.34	0.29	0.16	0.21
Asics	0.25	0.31	0.23	0.21
Bauer	0.17	0.19	0.47	0.17
CCM	0.19	0.19	0.46	0.17
Diadora	0.34	0.25	0.20	0.21
Easton	0.21	0.23	0.35	0.20
Fila	0.33	0.29	0.17	0.22
Head	0.23	0.35	0.20	0.22
Kappa	0.38	0.22	0.18	0.22
Mizuno	0.28	0.26	0.23	0.23
Nike	0.26	0.29	0.21	0.24
Prince	0.22	0.39	0.19	0.20
Puma	0.38	0.27	0.16	0.19
Reebok	0.27	0.31	0.22	0.20
Speedo	0.16	0.16	0.15	0.54
TYR	0.18	0.19	0.23	0.40
Umbro	0.40	0.21	0.18	0.21
Wilson	0.20	0.43	0.20	0.17

Multiple association mean score of **Adidas** =
 $[(\text{mean soccer} + \text{mean tennis} + \text{mean hockey} + \text{mean swimming})/4]$

Table 3 illustrates the multiple association mean score results of each sports brand in relation to the 4 sports presented in the questionnaire.

Table 3: Multiple association mean scores between sports brands and the 4 sports

Brands	Multiple Association
Adidas	2.47
Asics	1.60
Bauer	1.76
CCM	1.75
Diadora	1.51
Easton	1.52
Fila	2.05
Head	1.38
Kappa	1.65
Mizuno	1.41
Nike	2.54
Prince	1.51
Puma	1.98
Reebok	2.31
Speedo	1.82
TYR	1.61
Umbro	1.79
Wilson	1.79

From the relative association mean score results it can be concluded that the brands predominantly specializing in soccer equipment are Umbro (M=0.40), Kappa (M=0.38), and Puma (M=0.38). Brands highly associated with tennis are Wilson (M=0.43) and Prince (M=0.39). In the case of hockey, participants identified the brands Bauer (M=0.47) and CCM (0.46) as predominantly catering to this sport. Lastly, Speedo (M=0.54) was highly associated with swimming.

The primary and secondary brands associated to soccer and tennis will be tested for potential scandal spillover in the final questionnaire. Looking at the relative association mean scores in Table 2 the brands associated with soccer are Umbro ($M=0.40$), Puma ($M=0.38$) and Kappa ($M=0.38$). Hence the primary brand predominantly associated with soccer is Umbro which will be the brand endorsed by Cristiano Ronaldo in the final questionnaire. For the competitor brand, Kappa is chosen because by looking at Table 3, Puma has a higher multiple association score ($M=1.98$) than Kappa ($M=1.65$). Therefore, Puma is a brand that is associated by participants to more than one sport. The results from the paired sample t-test indicated that there is a statistically significant difference between Umbro associated to soccer and Umbro associated to tennis ($t(29)=6.595$; $p=0.000$). Also, there is a statistically significant difference between Kappa associated to soccer and Kappa associated to tennis ($t(29)=5.508$; $p=0.000$). Moreover, the paired sample t-test also indicated that there is no statistically significant difference between Umbro and Kappa in terms of their association to soccer ($t(29)=1.980$; $p=0.057$).

For tennis, the primary brand was first identified by looking at Table 2. The brands associated with tennis are Wilson ($M=0.43$) and Prince ($M=0.39$). Therefore, the primary brand which will be the brand endorsed by Rafael Nadal is Wilson and its competitor brand is Prince. The results from the paired sample t-test indicated that there is a statistically significant difference between Wilson associated to soccer and Wilson associated to tennis ($t(29)=-6.906$; $p=0.000$). Moreover, there is a statistically significant difference between the association of Prince to soccer and to tennis ($t(29)=-4.004$; $p=0.000$). The paired sample t-test also indicated that there is a statistically significant

difference between Wilson and Prince in terms of their association to tennis ($t(29)=3.343$; $p=0.002$).

Once the primary and direct competitor brands were chosen, it was required to choose 2 brands displaying a high association mean score to all 4 of the sports. This was achieved by firstly calculating the multiple association mean scores for each brand enabling to decide which brands cater to more than one sport as shown above.

A look at the above table reveals that Nike ($M=2.54$), Reebok ($M=2.31$), Adidas ($M=2.47$), Fila ($M=2.05$), and Puma ($M=1.98$) are all brands that respondents associate to more than one sport. The brands Adidas and Nike are too familiar to be used in the final questionnaire and were dropped in order to avoid any biased results in the final study. Reebok displays the highest multiple association mean score ($M=2.31$). Looking at Table 2, both Puma and Fila exhibited an almost equal relative association towards tennis ($M=0.27$ vs. 0.29), hockey ($M=0.16$ vs. 0.17), and swimming ($M=0.19$ vs. 0.22) but Puma displayed a much higher relative association to soccer ($M=0.38$ vs. 0.33). Thus, Puma and Reebok were chosen as the 2 multi-sport brands in the framework.

Lastly, one brand displaying a high relative association towards hockey and one towards swimming was required. The brand chosen for hockey was Bauer with the highest relative association mean score ($M=0.47$) and Speedo which was linked to swimming, displaying a relative association mean score of $M=0.54$.

4.3.3 The choice of scandals

The last step in analyzing the pre-test results enabled the selection of scandals that participants are most sensitive towards from a list of 17. It was important to choose two scandals, one linked to the athlete's professional life directly involving their performance and one linked to the athlete's personal life. The choice was narrowed down by choosing scandals that the participants rated between 1.4 and 2 on a 7-point scale because the goal was to obtain scandals that were deemed unacceptable without being linked to a complete unacceptance which can lead to biased results in the final study. Table 4 lists the scandals and the respective acceptability means obtained.

Table 4: Respondent acceptability of athlete scandals

Athlete Scandal	Mean
Related to professional-life	
Taking performance enhancement substances	1.57
Accepting money to lose a match	1.47
Related to personal-life	
Extra-marital affair	3.73
Same-sex affair	4.70
Affair with a minor	1.30
Prostitute solicitation	3.38
Racist comments in public	1.40
Sexist comments in public	1.47
Engages in animal cruelty	1.70
Charged with sexual assault	1.70
Charged with drinking & driving	2.30
Charged with possession of recreational drugs	2.47
Charged with murder	1.33
Charged with domestic violence towards spouse	1.63
Charged with domestic violence towards child	1.27
Addiction to alcohol/drugs	2.87
Addiction to gambling	3.47

For both scandals linked to the athlete's professional life, the means are observed to fall within the limited range: taking performance enhancement substances (M=1.57) and accepting money to lose a match (M=1.47). Several scandals related to the athlete's personal life were identified as being unacceptable: making racist comments in public (M=1.40), making sexist comments in public (M=1.47), charged with domestic violence against spouse (M=1.63), engaging in animal cruelty (M=1.70), and charged with sexual assault (M=1.70).

Between the 2 scandals identified as having a direct effect on the athlete's sportsmanship, "taking performance enhancement substances" was deemed to be the best of choices because of its commonality in the world of sports. From the five scandals associated to the athlete's personal life, the one closest to 1.4 was chosen, "making racist comments in public". A t-test was performed in order to verify if there was a difference in terms of respondents' acceptability between these 2 scandals. The results from the paired sample t-test indicated that there was no statistically significant difference between them ($t(29)=1.044$; $p=0.305$) thus ensuring a degree of similarity.

4.3.4 Summary of pre-test elements chosen

Two athletes involved in a doping and racism scandal

	
<ul style="list-style-type: none"> • Cristiano Ronaldo endorser of Umbro • Direct competitor: Kappa • Indirect competitors: Puma, Reebok • Non-competitors: Speedo, Bauer 	<ul style="list-style-type: none"> • Rafael Nadal endorser of Wilson • Direct competitor: Prince • Indirect competitors: Puma, Reebok • Non-competitors: Speedo, Bauer

4.4 Final questionnaire

Four different self-administered questionnaires including 4 sections were prepared for this experiment as can be seen in Appendix B. In this section, the questions asked and the scales used are described. The four questionnaires were formulated having an identical structure but differing only in the scenarios presented (two different athletes implicated in two different scandals).

In the beginning of the questionnaire, participants were instructed to evaluate their degree of familiarity with the brand and athlete and to rate their level of appreciation of the latter. Participants were then presented with a magazine excerpt and asked to evaluate their attitude towards the brand, their intention to purchase the brand, their perception regarding the scandal, and their perception of the relationship between the athlete and the brand. In the second section, the participants were asked to assess their familiarity, attitude and intention to purchase other sports brands. In addition, participants' perceived association of different brands to soccer and tennis was measured. Lastly, involvement in sports and various socio-demographic elements were measured. The different sections of the questionnaire are now presented in more detail.

4.4.1 Section 1

The first section of the final questionnaire begins with the presentation of the definition of an endorsing athlete and two real-life examples. Then, participants were asked to rate their level of familiarity towards the brand endorsed by the athlete. This is needed to verify if brand familiarity has an impact on the dependent variables. Brand familiarity was measured with one item adapted from Kent & Allen (1994): "Umbro (Wilson) is a

brand that I am not familiar with/I am very familiar with”. Next, the respondent’s familiarity and appreciation towards the athlete were evaluated in order to analyze if the latter elements have an impact on the dependent variables. The athlete familiarity was assessed with one item adapted from Kent & Allen (1994): “Cristiano Ronaldo is a soccer player (Rafael Nadal is a tennis player) that I am not familiar with/I am familiar with”. The appreciation towards the athlete was evaluated according to one item developed specifically for this study: “Cristiano Ronaldo is a soccer player (Rafael Nadal is a tennis player) that I am not a fan of/I am a fan of”. All items presented above were rated on a 7-point numerical bipolar scale.

The respondents were then exposed to a fictitious but realistic scenario in the form of a magazine excerpt. The goal of the excerpt was to create associations in the minds of the participants between the endorser athlete and the brand endorsed. As it was a necessity that the information presented be as realistic as possible, the excerpt used in this study was inspired by magazine articles reporting different scandals (Helm & Pulley, 2009; York, 2009).

In addition, on the top of the magazine article the researcher indicated that the excerpt was slightly modified from the original version further adding to its realism. The article begins with the description of the long-term relationship between the athlete and the brand followed by a black-and-white illustration of the athlete on the playing field wearing clothing with the logo of the brand (which was carefully photoshoped), further intensifying the brand-athlete relationship. Next to this picture the logo of the brand in bigger format was presented enabling a better visualization. The implication of the athlete in a scandal was then introduced giving date and place of occurrence. Another smaller

picture followed, displaying the athlete giving a conference. The excerpt ends with the brand's declaration of trust towards their endorser. An example of the magazine excerpt follows:

Magazine excerpt (slightly modified from the original version)

Rafael Nadal gone bad?

Tuesday, August 30, 2011
(Canadian Sports Magazine)

For 8 years now, the Spanish professional tennis player, **Rafael Nadal**, has been a very important spokesperson for the **Wilson** brand. He has appeared in a range of advertising as well as communication materials for the brand around the world. On numerous occasions he has stated that he would maintain his relationship with **Wilson** for another 8 years if the opportunity arose.

Last year, to highlight his career as an endorser for **Wilson**, the brand decided to create a new ad campaign featuring all of his past ads; an example of a past advertisement is presented below:



On August 10th 2011, after the match between Nadal and Djokovic held in Montreal, a few players were obliged to go through various medical examinations. It was reported that **Rafael Nadal** was tested positive after the anti-doping test. He was tested positive for having steroids (an anabolic substance which increases muscular mass) in his body.



Wilson has refused to comment on the recent events, they have simply stated that **Rafael Nadal** is part of the **Wilson** family and that he has never given them any reason to not trust his judgment.

In order to conform to the study's framework, it was necessary to devise 4 different scenarios. Each scenario corresponds to a particular combination of the factorial design. For example, the first scenario presents Cristiano Ronaldo being tested positive for doping, the second involves Rafael Nadal being tested positive for doping. The structure of the questionnaires and excerpts in their totality are identical, the only differences between them lie in certain details and dates that had to be changed in order to make them as realistic as possible. For example:

On August 14th 2011, after the match between Real Madrid and Barcelona held in Madrid, a few players were obliged to go through various medical examinations. It was reported that **Cristiano Ronaldo** was tested positive after the anti-doping test. He was tested positive for having steroids(an anabolic substance which increases muscular mass)in his body.

On August 10th 2011, after the match between Nadal and Djokovic held in Montreal, a few players were obliged to go through various medical examinations. It was reported that **Rafael Nadal** was tested positive after the anti-doping test. He was tested positive for having steroids(an anabolic substance which increases muscular mass)in his body.

Inspired by the study conducted by Burroughs & Rindfleisch (2002), an open-ended question was presented following the magazine excerpt, asking the respondents to write down all of the thoughts, impressions, feelings, reactions, opinions that they had concerning what they had just read. This type of question was designed to influence the respondents' cognitive response or mental processing of the information presented (Cacioppo & Petty, 1981).

Participants were then asked to assess their attitude towards the brand, representing the first of the 2 dependent variables. Their evaluation was based on 4 items stemming from two different sources. Two of the items were adapted from Mackenzie & Lutz (1989): “Umbro (Wilson) is a brand that I have a negative opinion about/positive opinion about; “Umbro (Wilson) is a brand that I do not like/I like”. The other 2 items were adapted from Carrillat et al. (2012): “Umbro (Wilson) is a brand that is untrustworthy/trustworthy” and “Umbro (Wilson) is a brand that is inferior to other brands/superior to other brands”. To measure the intention to purchase products from the endorsed brand, representing the second dependent variable, 1 item was taken from Carrillat et al. (2005): “It is very unlikely/very likely that I will purchase Umbro (Wilson) products”. All items presented above were rated using a 7-point numerical bipolar scale.

The severity of the scandal was then evaluated enabling the researcher to verify if this item had an impact on the dependent variables. A scale was employed using 2 items adapted from Johns et al. (2005): “SCANDAL is completely unacceptable/completely acceptable” and “SCANDAL is a very severe behavior/not at all a severe behavior”.

To end section 1, participants were asked to evaluate the brand-endorser relationship. Because this study presented a soccer (tennis) player endorsing a brand specialized in soccer (tennis) equipment, it was important to verify that the participants formed these associations. Brand-endorser congruence was measured with 6 items using a 7-point scale with anchor point ranging from (1) “Strongly disagree” to (7) “Strongly agree”. Two of the items were taken from Till & Busler (2000): “I find it appropriate that Cristiano Ronaldo (Rafael Nadal) is an endorser for Umbro (Wilson)” and “I find it effective that

Cristiano Ronaldo (Rafael Nadal) is an endorser for Umbro (Wilson)”. The next 2 items were adapted from Gwinner & Eaton (1999): “Cristiano Ronaldo (Rafael Nadal) and Umbro (Wilson) have a similar image” and “The ideas I associate with Umbro (Wilson) are related to the ideas I associate with Cristiano Ronaldo (Rafael Nadal)”. The last 2 items originated from Carrillat et al. (2012): “I do not have any trouble imagining Cristiano Ronaldo (Rafael Nadal) as an endorser for Umbro (Wilson)” and “Cristiano Ronaldo (Rafael Nadal) and Umbro (Wilson) go very well together”.

4.4.2 Section 2

In the second section of the questionnaire, the respondents were asked to report their familiarity and attitude towards 7 sports brands (Kappa, Prince, Puma, Reebok, Speedo, Umbro, Wilson) representing the brands in the scandal spillover section of the framework. Also, their intention to purchase these brands was evaluated. Brand familiarity was measured with 1 item adapted from Kent & Allen (1994): e.g. “Kappa is a brand that I am not familiar/very familiar with”. Four items taken from different sources were used to test the attitude towards the brands. Two of the items were adapted from Mackenzie & Lutz (1989): e.g. “Kappa is a brand that I have a negative/positive opinion about” and “Kappa is a brand that I do not like/I like”. The other 2 items originated from Carrillat et al. (2012): e.g. “Kappa is a brand that is untrustworthy/trustworthy” and “Kappa is a brand that is inferior/superior to other brands”. To measure the intention to purchase athletic products a scale was taken from Carrillat et al. (2005): e.g. “It is very unlikely/very likely that I will purchase Kappa products”. All items presented above were rated using a 7-point numerical bipolar scale.

At the end of this section the participants were asked to report their perceived level of association of the 7 brands according to 2 sports being soccer and tennis. These brands were rated based on a 4-point Likert scale used in the pre-test with anchor points being: (1) “Not at all associated to this sport”, (2) “Little associated to this sport, much associated to other sports”, (3) “Much associated to this sport, little associated to other sports” and (4) “Predominantly associated to this sport”.

4.4.3 Section 3

In the third section of the questionnaire the respondents’ involvement in sports was assessed. Following the method in Carrillat et al. (2012), the participants were asked if they practiced any sporting activities and if so, to list them. Moreover, the participants’ level of identification with soccer (tennis) was reported using a 7-point scale with anchor point ranging from (1) “Strongly disagree” to (7) “Strongly agree”. This was achieved using 3 items derived from Trail & James (2001): “I regularly watch soccer (tennis) games”, “I regularly check soccer (tennis) scores”, “I regularly track the statistics of soccer (tennis) players” whereas the last item was taken from Trail et al. (2003): “I consider myself a soccer (tennis) fan”.

4.4.4 Section 4

The final section of the questionnaire consisted of the socio-demographic information such as gender, age, education, occupation, and income. At the very end of the questionnaire a statement was presented mentioning that the associations between athletes and brands as well as scandals were all fictitious and were created solely for the

purpose of this study. Participants were also asked to indicate if they knew the real brand(s) endorsed by the athlete and if so, to list it/them.

4.5 Data collection

The data collection of this study was accomplished by means of self-administered questionnaires randomly distributed in 3 different neighborhoods in the city of Montreal (McGill Ghetto, Mile-End, Town of Mont-Royal). The study was conducted starting at the end of the month of November 2011 and was finalized mid-December 2011. The questionnaires were distributed by the researcher to every 1 in 2 households and were picked-up later in the same day. All individuals aged 18 years or older were encouraged to participate and were offered 5 dollars as a compensation for their time.

In their totality, 473 Montreal residences were visited and from this, 340 individuals could be contacted. From the latter group, 177 agreed to participate by completing a survey out of which 171 were returned. Out of those returned, 6 were rejected due to incompleteness and were thus deemed unusable leading to a total of 165 questionnaires being fully analyzed in this study. The rate of response based on usable questionnaires is 96%. Table 5 lists all percentages related to the data collection of this study.

Table 5: Data collection sample

Residences visited	473
Contact made	340
Contact rate	72%
Individuals accepting to answer questionnaire	177
Acceptance rate	52%
Returned questionnaires	171
Global response rate	97%
Usable questionnaires	165
Response rate based on usable questionnaires	96%

As discussed in the previous section of this chapter, this research comprises of 4 experimental conditions. The four scenarios were randomly distributed across the participants for evaluation (between-subject experimental design). Each of the 4 experimental groups contains an almost equal number of respondents as presented in Table 6.

Table 6: Total questionnaires analyzed in each experimental group

Experimental Condition	Frequency
Cristiano Ronaldo/ Doping	41
Cristiano Ronaldo/ Racism	43
Rafael Nadal/ Doping	40
Rafael Nadal/Racism	41
Total	165

Chapter 5. Results

5.1 Description of sample population

The sample is relatively evenly distributed with 51.5% of participants being women and 48.5% men. A total of 32.3% of participants have an undergraduate degree whereas 29.9% have a graduate level education. The data collection focused on adult consumers and as a result only 30.9% of the sample indicated “student” as their occupation. The mean age of the sample is 31.57 years (the age of the participants ranged from 18 to 72 years old) with a standard deviation of 10.37. Lastly, 41.8% of participants identified that their annual household income was over \$60,000. Table 7 reports the socio-demographic profile of the sample in more detail.

When assessing the participants’ involvement in sports, 63.2% of respondents claimed that they practice one or more sporting activities. However, when questioned about their identification with either tennis or soccer, 51.2% of participants indicated that they do not regularly watch tennis/soccer games and 51.2 % do not consider themselves a tennis/soccer fan.

Table 7: Socio-demographic characteristics of participants

Variable	Level	Valid percent (%)
Gender	Male	48.5
	Female	51.5
Education		
	High school diploma	14.0
	Cegep diploma	14.6
	Professional school diploma	9.1
	Undergraduate-level diploma	32.3
	Graduate-level diploma	29.9
Occupation		
	Student	30.9
	Teacher	4.2
	Engineer	4.2
	Government	2.4
	Lawyer	1.2
	Manager	12.7
	Retired	1.8
	Salesperson	7.3
	Self-employed	6.1
	Other	28.5
Income		
	Under \$10 000	15.0
	\$10 000 to \$19 999	5.9
	\$20 000 to \$29 999	6.5
	\$30 000 to \$39 999	13.7
	\$40 000 to \$49 999	7.8
	\$50 000 to \$59 999	9.2
	Over \$60 000	41.8

5.2 Analysis of the open-ended question

Following the presentation of the magazine excerpt, the participants were asked to write down their thoughts, feelings, and impressions. All comments from the 165 participants were transcribed and translated into 363 unique ideas which were to be attributed an elaboration score. Following an examination of the complete list of sentences, a coding scheme was devised. This included the categorization of all the individual ideas into distinct groups. The coding scheme includes 13 categories organized into 5 classes as presented below:

- (A) Comments referring to the scandal**
 - Feelings & opinions towards the scandal
- (B) Comments referring to the athlete**
 - What should the athlete do or should have done
 - Scandal effect on the image & reputation of athlete
 - Opinions & feelings towards athlete or his behavior
- (C) Comments referring to the brand**
 - Opinions & feelings concerning the relationship between brand & athlete
 - Actions taken or to be taken by the brand
 - Scandal impact on the brand
 - Intention to purchase the brand
 - Scandal impact on other brands
- (D) Comments referring to the article**
 - Authenticity of article
 - Knowledge of sports
 - General comments on the magazine article
- (E) Other**

Two judges were instructed to use the 13 groups to categorize the 363 comments. They worked independently and were unaware of the research hypotheses. The two judges were graduate students specializing in marketing. Before they started, all categories were defined by elaborating on 1 or 2 examples of comments for each of the 13 categories. To test their categorization abilities and assess that they had full comprehension of their task, the judges were asked to categorize 13 statements (one per category) as a pre-test.

Out of the total of 363 statements, 224 were identically categorized by the two judges resulting in a total agreement of 61.71%. The 2 judges indicated that they faced a difficulty in differentiating between the categories “Feelings/Opinions towards scandal” and “Opinions & feelings towards athlete or his behavior” because the athlete’s behavior is linked to the scandal. Also, judge 1 used the category “Other” to classify all general statements whereas judge 2 used the same category only for comments not having a direct link to the scandal/athlete. Both of the above mentioned reasons can be used to explain the discrepancy in the agreement score.

The percentage of agreement is relatively low but as stated by d’Astous & Bitz (1995), the higher the number of categories in a coding scheme, the greater the chances of having divergence between judges. In order to control for the number of coding categories, an index of reliability was calculated as proposed by Perreault & Leigh (1989). The reliability index that resulted was 76%.

The calculation for the reliability index was derived by the following equation:

$$I_r = \sqrt{\{ [(224/363) - (1/13)] (13/12) \}} = 0.76$$

As suggested by Crano & Brewer (2002), a reliability value of 0.75 or greater represents an acceptable result. The judges met with the researcher 1 week after their initial categorization in order to discuss amongst themselves and agree on the categorization of all the comments they did not display an agreement on when working independently.

In addition, the judges were asked to evaluate and rate each participant’s comments according to a scale adapted from Petty et al. (2002): (3) “Comments display a lot of

reflection”, (2) “Comments display moderate reflection”, (1) “Comments display very little reflection”. The correlation between the two judges demonstrates a strong positive relationship with a Pearson correlation coefficient of 0.739 ($p < 0.001$).

Each participant’s comments were then attributed a score (1 to 3) by the researcher. To do this, the 13 categories were evaluated according to the elaboration likelihood model (Petty & Cacioppo, 1984). The task to list one’s thoughts assumes that participants will have the capacity to distinguish between thoughts that were aroused by the stimuli presented from those that are not relevant (Cacioppo & Petty, 1981). It is suggested that an individual’s capacity and motivation to elaborate on a projected message depends on 2 possible routes (Corneille, 1993; Petty & Cacioppo, 1984). The first route is defined as “central” which involves the formation of judgments based not only on the quality of the information presented but on a serious reflection to the context in the message (Corneille, 1993; Courbet & Courbet, 2004; Petty & Cacioppo, 1984). The second route is called “peripheral” and can be explained as being the information used by individuals to shape their attitudes without referring to an in-depth reflection of the message (Petty & Cacioppo, 1984). For example, rather than carefully evaluating the authenticity of the article presented, a person may simply accept that an athlete is a racist because this information is published in a reputable sports magazine. In order to evaluate the 13 categories of participant comments, the theory presented above was used in conjunction with the elaboration scale adapted from Petty et al. (2002). All 13 categories were classified according to the following 3 groups: 1) central: comments display a lot of reflection; 2) peripheral: comments display moderate reflection and 3) the categories not falling in neither of these 2 groups were rated as displaying very little reflection. To

decipher which categories to rate as displaying “very little reflection”, the relevance of each comment was taken under consideration because message-relevant thoughts display an enhanced elaboration than irrelevant comments (Courbet & Courbet, 2004; Petty et al., 1981). For this reason, when a comment was deemed irrelevant to the message presented in the magazine excerpt, such as comments found in the “Other” category, this was rated as displaying very little reflection. The next steps were based on the method suggested in Cacioppo & Petty (1981). Each of the 363 statements was attributed a score ranging from 1 to 3 depending within which “thought elaboration” category it was linked too as displayed in Table 8.

Table 8: Score distribution for the elaboration of participant comments

Evaluation of comment elaboration	Categories
Comments displaying a lot of reflection (3)	<ul style="list-style-type: none"> - What should the athlete do or should have done - Scandal effect on the image & reputation of athlete - Actions taken or to be taken by the brand - Scandal impact on the brand - Effects on other brands - Authenticity of article questioned
Comments displaying moderate reflection (2)	<ul style="list-style-type: none"> - Feelings & opinions towards the scandal - Opinions & feelings towards athlete or his behavior - Opinions & feelings concerning the relationship between brand & athlete - Intention to purchase the brand
Comments displaying very little reflection (1)	<ul style="list-style-type: none"> - Knowledge of sports - General comments on the magazine article - Other

As each participant might have several individual statements attributed with a different score, one global score per individual was needed. This involved the reduction of data by simply summing the score of each individual’s thoughts. In other words, one individual might have comments with 3 different scores: two with moderate reflection and one with

very little reflection. The total score attributed to this individual would have been: [2 comments with moderate elaboration x 2 (score for this category)] + [1 comment with little elaboration x 1(score for this category)] = 5. A detailed example will follow demonstrating how the elaboration score was distributed for all comments written by the participants. Let us take for example, the comments made by respondent 2:

Comments	Category comments were placed in	Elaboration score associated to each category
I do not judge at first hand, I know nothing of this guy or his past, context needs to be examined.	Authenticity of article questioned	Comments displaying a lot of reflection (3)
The magazine excerpt gives the impression that Ronaldo has issues with visible minorities.	General comments on the magazine article	Comments displaying very little reflection (1)
If Umbro continues to trust Ronaldo with his decision and statements then there is an assumption that they do not judge quickly	Opinions & feelings about the relationship between brand-athlete	Comments displaying moderate reflection (2)
Who knows if this story was twisted out of context	Authenticity of article questioned	Comments displaying a lot of reflection (3)

Firstly, as can be observed above, each of the 4 comments made by the participant has been associated to one of the 13 categories, as determined by the 2 judges. Secondly, all of the 13 categories were put into 3 groups, each tied to a specific elaboration score as seen in Table 8. In the case of participant number 2, the 4 comments are associated to 3 groups thus resulting in 3 different scores. The overall score attributed by the researcher to each participant was calculated by summing all of the individual comment scores, for example:

Participant 2:

- 2 comments classified as “comment displaying a lot of reflection” → each scores 3 points = total score of 6
- 1 comment classified as “comment displaying moderate reflection” → scores 2 points = total score of 2
- 1 comment classified as “comment displaying little reflection” → scores 1 point = total score of 1

The overall thought evaluation score for participant 2 was calculated by simply summing up all the individual scores: $6+2+1=9$. The same process was followed for all the comments made by the 165 participants. Next, the mean and standard deviation were tabulated for all the total thought scores of the 165 participants. The following step involved calculating two new variables, one being the overall average evaluation attributed by the judges and the other by the researcher (taking into account the mean and standard deviation). The following calculations demonstrate an example of the process for obtaining the two new variables which was used for all 165 participants:

Variable 1: $[(\text{Sum of score for participant 1} - \text{Mean for the group})] / \text{standard deviation of the group}$

Variable 2: $[(\text{Average evaluation between 2 judges for participant 1} - \text{Mean for the group})] / \text{standard deviation of the group}$

The correlation between variable 1 and 2 demonstrates a strong positive relationship with a Pearson correlation coefficient of 0.712; $p=0.000$. The attribution of one total score for the totality of thought evaluation per individual was made possible by calculating the

mean between variables 1 and 2. Table 9 displays the total score of thought elaboration for each of the conditions.

Table 9: Total thought elaboration scores

	Ronaldo-racism	Ronaldo-doping	Nadal-racism	Nadal-doping
Elaboration score	267	186	230	176

From these results, it can be seen that participants expressed a lot more reflection towards the racism scandal in both the soccer and tennis conditions. An analysis of variance was conducted using the average thought elaboration score as the dependent variable and the type of athlete/sport as well as type of scandal as the independent variables. Table 10 presents the ANOVA results from this analysis.

Table 10: ANOVA results - Dependent variable: Thought elaboration average score

Source of variation	Thought Elaboration	
	<i>F</i>	p value
Type of scandal (A)	4.157	0.043
Type of athlete/sport (B)	0.436	0.510
A x B	0.112	0.738

The results presented in Table 10 show that the only statistically significant effect obtained was that of the type of scandal ($F=4.157$, $p<0.05$). This effect serves to validate the total scores per condition presented in Table 9 which suggest that participants expressed a stronger elaboration when presented with the racism scandal rather than the doping scandal. Therefore, this result needs to be taken into account when analyzing the effect of the independent variables on the dependent ones.

5.3 Quality of scales used

Before analyzing the results of the study, it is essential to reduce the number of variables to be tested via factor analysis as well as to assess the reliability of all the scales used in the questionnaire by referring to Cronbach's alpha values.

In the following section the scales using more than one item were analyzed in order to ensure that all items within each scale define one concept, thus confirming that each is unidimensional. This was achieved by recurring to the principal components analysis method. The number of factors that emerged was determined by using the eigenvalue-greater-than-one criterion. Cronbach's alpha coefficients were then calculated to estimate each scale's reliability.

5.3.1 Attitude towards the brand

To measure the participants' attitude towards the brand endorsed, a scale composed of 4 items was used. The scale was tested for both the attitude displayed towards Umbro and Wilson. The principal components analysis in both cases demonstrates the unidimensionality of the scale. For the Umbro brand, the factor explains 76.07% of the variable's variance and the reliability of the scale is confirmed with a Cronbach alpha value of 0.892. For the Wilson brand, the factor explains 81.32% of the variable's variance with a Cronbach alpha value of 0.923.

5.3.2 Perceived severity of the scandal

To measure the participants' perception of the scandal's severity, a scale composed of 2 items was used. The principal components analysis confirms the unidimensionality of the

scale. The factor explains 88.45% of the variable's variance and the reliability of the scale is confirmed with a Cronbach alpha value of 0.869.

5.3.3 Brand-endorser congruence

The scale used to assess the congruency between the brand and the endorser was composed of 6 items. Two factors emerged from the principal components analysis. The first factor explains 47.93% of the variance whereas the second factor explains 30.67% of the variable's variance. Table 11 depicts the factor loadings associated with the rotated component matrix.

Table 11: Rotated component matrix

	Component 1- Endorsement related	Component 2- Image related
I find it appropriate that (ATHLETE) is an <u>endorser</u> for (BRAND).	.887	.005
I find it effective that (ATHLETE) is an <u>endorser</u> for (BRAND).	.883	.096
I do not have any trouble imagining (ATHLETE) as an <u>endorser</u> for (BRAND).	.865	.146
(ATHLETE) and (BRAND) have a similar <u>image</u> .	.153	.898
The <u>ideas</u> I associate with (BRAND) are related to the ideas I associate with (ATHLETE).	-.179	.878
(ATHLETE) and (BRAND) go very well <u>together</u> .	.386	.768

The Varimax rotation reveals two distinct factors. The first factor is linked to the items concerning the direct relationship between the endorser and the brand whereas the second factor is associated to the overall image shared between the brand and the athlete. The

Cronbach alpha value of the first factor is 0.864 and for the second it is 0.815, thus demonstrating the reliability of the scales.

5.3.4 Participant identification with sport

Four items were used to evaluate the participants' identification with either soccer or tennis. The scale proved to be unidimensional with its factor explaining 84.17% of the variance and an alpha value of 0.934.

5.4 Impact of the covariates

The impact of the 6 covariates on "attitude towards the brand" and "purchase intention" was measured using analyses of variance. The 6 covariates tested, as presented in the conceptual framework (Chapter 3), are the following:

- Brand familiarity
- Athlete familiarity
- Athlete appreciation
- Scandal perception
- Sport identification
- Attitude towards endorser-brand congruency

The only covariate leading to a statistically significant effect on the dependent variable, "attitude towards the brand", is brand familiarity. For this reason, the results presented in the following section include only this covariate.

5.5 Analyses

In this section the analysis of variance (ANOVA) method is used to assess if the independent variables have an impact on the two dependent variables: attitude towards the brand and intention to purchase the brand. It should be noted that, in order to distinguish if scandal spillover occurred or not, it is imperative to look at the effect of the type of athlete/sport on the dependent variables. For example, when a soccer player endorsing a soccer brand is involved in a scandal, it is assumed that the scandal will have a stronger effect on the directly endorsed brand and on the competitor brand catering to soccer equipment than on brands specialized in non-soccer related products. This is aligned with the theory suggesting that when two brands A and B have a history of direct competition and A is linked to a scandal, the activation of brand B will be facilitated in the minds of the consumers (Roehm & Tybout, 2006).

5.5.1 Impact of the independent variables on the primary brands

This section aims to test H2a which predicts that when an athlete endorser is implicated in a scandal, this will result in a less positive attitude towards the brand that they endorse. In this research, this hypothesis is tested in the context of a soccer brand (Umbro/Cristiano Ronaldo) and a tennis brand (Wilson/Rafael Nadal). The hypothesis is first tested with the Umbro brand endorsed by Cristiano Ronaldo. If the implication of **Cristiano Ronaldo** in a scandal has an impact on the attitude towards **Umbro**, this means that the scandal spilled-over from the perpetrator being the athlete, to the brand he endorses.

An analysis of variance was conducted using the attitude towards Umbro as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 12. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should be obtained (attitude less positive in the soccer condition than in the tennis condition).

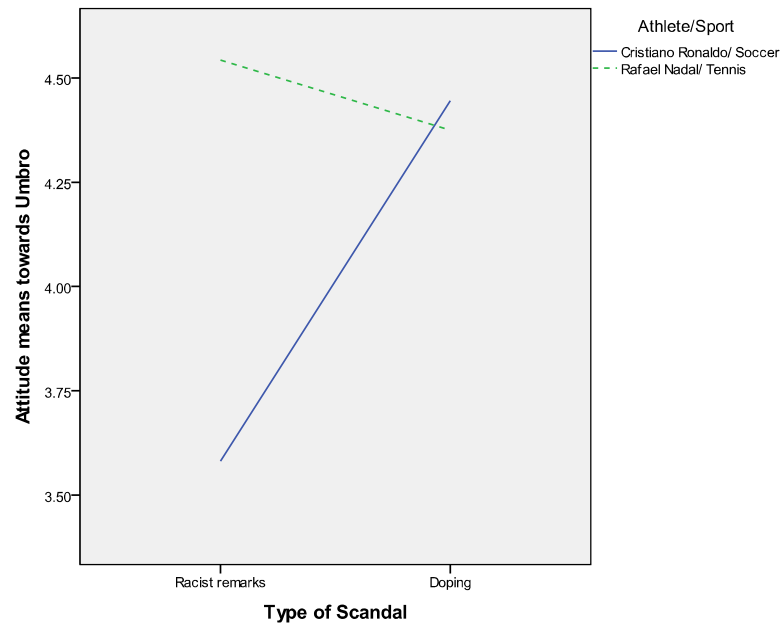
Table 12: ANOVA results - Dependent variable: Attitude towards Umbro

Source of variation	Umbro -Attitude	
	<i>F</i>	p value
Type of scandal (A)	5.543	0.020
Type of athlete/sport (B)	7.110	0.004*
Brand familiarity	26.870	0.000
A x B	10.392	0.002

*one-tailed test

The results show that there is a statistically significant interaction effect involving the two factors ($p < 0.01$). In addition, the effect of the covariate as well as the main effect of each factor was also statistically significant. Since the interaction is significant, it is necessary to qualify the effect of each factor. Figure 5 displays a plot of the mean attitude in each experimental condition.

Figure 5: Interaction “type of scandal x type of athlete/sport” on attitude towards Umbro



The results show that spillover occurs when the scandal involves racism (soccer condition: $M=3.58$ versus tennis condition: $M=4.54$) but not doping (soccer condition: $M=4.45$ versus tennis condition: $M=4.38$). For some reason, it appears that the involvement of Cristiano Ronaldo in a doping scandal had no impact on brand attitude whereas his involvement in a racism scandal had a negative and a statistically significant effect. The results are consistent with the fact that, as shown previously, the participants' cognitive elaboration was generally greater when presented with a racism scandal than a doping scandal. Some further interpretation of these results will be provided at the end of this section.

The hypothesis is then tested with the Wilson brand endorsed by Rafael Nadal. If the implication of **Rafael Nadal** in a scandal has an impact on the attitude towards **Wilson**, this means that the scandal spilled-over from the athlete endorser, to the brand he endorses.

An analysis of variance was conducted using the attitude towards Wilson as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 13. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should be obtained (attitude less positive in the tennis condition than in the soccer condition).

Table 13: ANOVA results - Dependent variable: Attitude towards Wilson

Source of variation	Wilson-Attitude	
	<i>F</i>	p value
Type of scandal (A)	0.328	0.567
Type of athlete/sport (B)	3.252	0.037*
Brand familiarity	38.545	0.000
A x B	1.326	0.251

*one-tailed test

The results show that there is a statistically significant effect involving the type of athlete/sport ($p < 0.05$) as well as the covariate. Furthermore, the results show that spillover occurs when the scandal involves both racism (soccer condition: $M=4.87$ versus tennis condition: $M=4.37$) and doping (soccer condition: $M=4.79$ versus tennis condition: $M=4.63$) as demonstrated by the insignificant interaction between the type of scandal and the type of athlete/sport.

5.5.2 Impact of the independent variables on the direct competitor brands

This section aims to test H3a which predicts that when an athlete endorser is implicated in a scandal, this will result in a less positive attitude towards the direct competitors of the brand that they endorse. This hypothesis is tested in the context of a soccer brand (Kappa/Cristiano Ronaldo) and a tennis brand (Prince/Rafael Nadal). The hypothesis is first tested with the Kappa brand. If the implication of **Cristiano Ronaldo** in a scandal has an impact on the attitude towards **Kappa**, this means that the scandal spilled-over from the perpetrator being the athlete, to the direct competitor of Umbro, being the brand endorsed by the athlete.

An analysis of variance was conducted using the attitude towards Kappa as the dependent variable and the two experimental factors as independent variables. Moreover, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 14. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should be obtained (attitude less positive in the soccer condition than in the tennis condition).

Table 14: ANOVA results - Dependent variable: Attitude towards Kappa

Source of variation	Kappa-Attitude	
	<i>F</i>	p value
Type of scandal (A)	4.538	0.035
Type of athlete/sport (B)	1.559	0.214
Brand familiarity	40.855	0.000
A x B	0.040	0.841

The results show that the main effect of the type of scandal as well as the covariate is statistically significant. However, the results show no statistically significant effect

involving the type of athlete/sport. Therefore, it can be concluded that the scandal did not spillover to the competitor brand. For some reason, it appears that the involvement of Cristiano Ronaldo in a doping and racism scandal had no impact on the brand attitude towards Kappa. Some possible explanations of these results will be provided at the end of this section.

The hypothesis is then tested with the Prince brand endorsed by Rafael Nadal. If the implication of **Rafael Nadal** in a scandal has an impact on the attitude towards **Prince**, this means that the scandal spilled-over from the athlete endorser, to the direct competitor of Wilson, being the brand endorsed by the athlete.

An analysis of variance was conducted using the attitude towards Prince as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 15. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should be obtained (attitude less positive in the tennis condition than in the soccer condition).

Table 15: ANOVA results - Dependent variable: Attitude towards Prince

Source of variation	Prince-Attitude	
	<i>F</i>	p value
Type of scandal (A)	0.078	0.780
Type of athlete/sport (B)	2.794	0.049*
Brand familiarity	143.524	0.000
A x B	0.692	0.407

*one-tailed test

The results show that there is a statistically significant effect involving the type of athlete/sport ($p < 0.05$) as well as the covariate. Furthermore, the results show that spillover occurs when the scandal involves both racism (soccer condition: $M = 4.41$ *versus* tennis condition: $M = 4.04$) and doping (soccer condition: $M = 4.45$ *versus* tennis condition: $M = 4.24$) as demonstrated by the insignificant interaction between the type of scandal and the type of athlete/sport.

5.5.3 Impact of the independent variables on the indirect competitor brands

This section aims to test H4a which predicts that when an athlete endorser is implicated in a scandal, this will have no impact on the attitude towards the indirect (multi-sport) competitors of the brand that they endorse. This hypothesis is tested in the context of the brands Puma and Reebok, both catering to soccer as well as tennis. The hypothesis is first tested with the Puma brand. The implication of either **Cristiano Ronaldo** or **Rafael Nadal** in a scandal is expected to have no impact on the attitude towards **Puma**. Therefore, the scandal should not spillover from the endorser athlete, to the indirect competitor brand, Puma.

An analysis of variance was conducted using the attitude towards Puma as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 16. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should not be obtained (similar attitude in the soccer as well as in the tennis condition).

Table 16: ANOVA results – Dependent variable: Attitude towards Puma

Source of variation	Puma-Attitude	
	<i>F</i>	p value
Type of scandal (A)	0.103	0.749
Type of athlete/sport (B)	0.078	0.781
Brand familiarity	35.935	0.000
A x B	0.352	0.554

The results show no statistically significant effect involving the factors except for the covariate. Therefore, it can be concluded that the scandal did not spillover to the indirect competitor brand, Puma.

The same hypothesis is then tested with the Reebok brand. The implication of either **Cristiano Ronaldo** or **Rafael Nadal** in a scandal is expected to have no impact on the attitude towards **Reebok**. Therefore, the scandal should not spillover from the endorser athlete, to the indirect competitor brand, Reebok.

An analysis of variance was conducted using the attitude towards Reebok as the dependent variable and the two experimental factors as independent variables.

Furthermore, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 17. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should not be obtained (similar attitude in the soccer as well as in the tennis condition).

Table 17: ANOVA results – Dependant variable: Attitude towards Reebok

Source of variation	Reebok-Attitude	
	<i>F</i>	p value
Type of scandal (A)	0.092	0.763
Type of athlete/sport (B)	0.550	0.459
Brand familiarity	58.462	0.000
A x B	3.469	0.064

The results show no statistically significant effect involving the factors except for the covariate. Therefore, it can be concluded that the scandal did not spillover to the indirect competitor brand, Reebok.

5.5.4 Impact of the independent variables on the non-competitor brands

This section aims to test H5a which predicts that when an athlete endorser is implicated in a scandal, this will have no impact on the attitude towards the non-competitor brands of the brand that they endorse. This hypothesis is tested in the context of the brands Speedo and Bauer, specializing in swimming and hockey equipment respectively. The hypothesis is first tested with the Speedo brand. The implication of either **Cristiano Ronaldo** or **Rafael Nadal** in a scandal is expected to have no impact on the attitude towards **Speedo**. Therefore, the scandal should not spillover from the endorser athlete, to the non-competitor brand, Speedo.

An analysis of variance was conducted using the attitude towards Speedo as the dependent variable and the two experimental factors as independent variables. Moreover, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 18. The verification of the research hypothesis implies that a main effect of the

type of athlete/sport should not be obtained (similar attitude in the soccer and in the tennis condition).

Table 18: ANOVA results – Dependent variable: Attitude towards Speedo

Source of variation	Speedo-Attitude	
	<i>F</i>	p value
Type of scandal (A)	0.925	0.338
Type of athlete/sport (B)	2.879	0.092
Brand familiarity	81.908	0.000
A x B	0.057	0.811

The results show no statistically significant effect involving the factors except for the covariate. Therefore, it can be concluded that the scandal did not spillover to the non-competitor brand, Speedo.

The same hypothesis is then tested with the Bauer brand. The implication of either **Cristiano Ronaldo** or **Rafael Nadal** in a scandal is expected to have no impact on the attitude towards **Bauer**. Therefore, the scandal should not spillover from the endorser athlete, to the non-competitor brand, Bauer.

An analysis of variance was conducted using the attitude towards Bauer as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 19. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should not be obtained (similar attitude in the soccer as well as in the tennis condition).

Table 19: ANOVA results – Dependent variable: Attitude towards Bauer

Source of variation	Bauer-Attitude	
	<i>F</i>	p value
Type of scandal (A)	0.787	0.376
Type of athlete/sport (B)	0.479	0.490
Brand familiarity	169.382	0.000
A x B	0.424	0.516

The results show no statistically significant effect involving the factors except for the covariate. Therefore, it can be concluded that the scandal did not spillover to the non-competitor brand, Bauer.

5.5.5 Discussion of the unexpected results

It was concluded that in the case of Umbro, spillover occurs when Cristiano Ronaldo is involved in a racism scandal but not doping. This can be explained in various ways.

Firstly, participants might be more inclined to have greater negative attitude towards racism than doping in the soccer condition because of the nature of soccer. Soccer is a group sport involving athletes from different ethnicities playing together. Soccer competitions can also be compared to the Olympics when referring to the World Cup or FIFA competitions, thus unifying everyone (fans, players, coaches, etc) no matter their ethnicity. Some comments made by the participants appear to support this explanation. Thus, participant 42 states: “soccer brings the world together, racism should not be tolerated in this sport”. Therefore, it is possible that participants associate soccer with multi-ethnicity. For this reason, since soccer is associated to unification and racism involves verbally harming someone else, some of the participants might have felt greater sympathy towards the person being discriminated against, hence explaining the more

negative reaction towards racism in soccer than doping. This was made clear by the comments of several participants:

I'm shocked and disgusted by the blatant racism (respondent 7, 22 & 29).

I cannot believe Cristiano Ronaldo's words, they are offensive and demeaning (respondent 10).

Racism in soccer is unacceptable and bad (respondent 12 , 31 & 36).

Projecting racist comments is an unprofessional attitude (respondent 18).

Cristiano Ronaldo's racist remarks are outrageous (respondent 28).

It can be further deduced that a shift in the type of responses occurred when comparing the doping and racism scenarios. The reactions towards doping in soccer seems to be evaluated as a less serious offense by several participants. This shift in response can be attributed to the fact that this type of scandal occurs quite frequently in sports and it also involves a person doing harm only onto themselves rather than on other people. Some of the comments were quite detailed:

There is no impact concerning feelings or emotions when it comes to steroid use in sports. I would have completely skipped this article in a magazine (respondent 47).

In our society there will always be a cheat, fraudster and a con-artist; it's simply the make-up of our society (respondent 48).

I don't judge professional athletes for testing positive regarding steroid use (respondent 58).

Not surprised when any athlete is tested positive for steroids, it's the sign of the times (respondent 68).

Doping occurs in professional sports all the time, I do not think this can be used to completely diminish an athlete's sportsmanship (respondent 71).

Taking drugs to increase performance can be seen everywhere (respondent 72).

Not surprised Cristiano Ronaldo tested positive, most athletes seem to take some form of performance enhancing substances (respondent 76).

Not surprised Cristiano Ronaldo tested positive, this seems to happen to many professional athletes (respondent 83).

In addition, since soccer is a group sport, there might have been a dilution of the negative associations linked to doping from the fact that only one player in the group is taking dope (thus diluting the scandal effect). Another possible explanation for the reasons why there was scandal spillover in the racism condition and not in the doping condition can be deduced by looking at the elaboration scores attributed to the soccer condition (Table 9). In the case of Cristiano Ronaldo, it was observed that the total comments dealing with the racism scandal were scored almost 1.5 times higher than those attributed to the doping scenario (267 vs. 186). Also, the ANOVA results presented in Table 10 demonstrate that there is a statistically significant interaction between the type of scandal and the thought elaboration.

In the case of the direct competitor brand Kappa, the results showed that the scandal did not spillover. This can be explained in several ways.

By examining the familiarity with Kappa, it is observed that 46.7% of the total participants were not at all familiar with this brand compared to 10.9% which indicated they were very familiar with it. These results suggest that familiarity towards Kappa may be an important element to consider and might explain why there was no scandal spillover to this brand.

Furthermore, the associations formed by the participants seem to be made easier in the tennis condition than the soccer condition. The pre-test results had demonstrated a slightly lower participant association of Umbro to soccer compared to the association of Wilson to tennis ($\text{Soccer}_{\text{Umbro}} = 0.40$ vs. $\text{Tennis}_{\text{Wilson}} = 0.43$). A similar association was observed for Kappa to soccer when compared to Prince and tennis ($\text{Soccer}_{\text{Kappa}} = 0.38$ vs. $\text{Tennis}_{\text{Prince}} = 0.39$). Although the pre-test had indicated that participants linked these brands to their respective sport according to a similar degree of association, this was not the case in the final study. It appears that Wilson and Prince are more strongly associated to tennis ($\text{Tennis}_{\text{Wilson}} = 0.70$; $\text{Tennis}_{\text{Prince}} = 0.64$) when compared to the association of Umbro and Kappa to soccer ($\text{Soccer}_{\text{Umbro}} = 0.66$; $\text{Soccer}_{\text{Kappa}} = 0.62$). This may suggest that the activation is harder to create for Umbro-Kappa when compared to Wilson-Prince. Therefore, this can explain why there was no scandal spillover to the Kappa brand.

5.5.6 Intention to purchase

The second step in the analysis involved measuring the intention to purchase the brands. The impact of the type of athlete/sport and the type of scandal were used to answer the hypotheses regarding the impact on the intention to purchase the brands (H2b, H3b, H4b, H5b).

An analysis of variance was conducted using the intention to purchase the (BRAND) products as the dependent variable and two experimental factors as independent variables. Furthermore, this model included brand familiarity as a covariate. No statistically significant effect was observed regarding the intention to purchase Umbro, Wilson, Kappa, Prince, and Speedo products. Therefore, it is concluded that our hypotheses are not supported (refer to Appendix C for complete details). This can be explained by the way the question was asked to measure this variable. The question was “if in the near future you were to purchase athletic products, what are the chances that you would buy (BRAND) products?” It is quite possible that the participants did not associate running shoes or athletic clothing as being part of this category. It would have been pertinent to give an example (e.g. running shoes) in the questionnaire thus insuring full comprehension.

Regarding the intention to purchase Puma, Reebok and Speedo products, as expected, no impact from the endorser scandal was observed. Therefore, the hypotheses H4b, H5b are supported.

Lastly, the intention to purchase Bauer products demonstrated some unexpected results. Table 20 displays the ANOVA model obtained by using the attitude towards Bauer as the dependent variable and two experimental factors as independent variables, with brand familiarity as a covariate.

Table 20: ANOVA results – Dependent variable: Bauer purchase intention

Source of variation	Bauer-Intention	
	<i>F</i>	p value
Type of scandal (A)	2.200	0.140
Type of athlete/sport (B)	5.016	0.026
Brand familiarity	103.821	0.000
A x B	0.050	0.824

The results show a statistically significant effect involving the type of athlete/sport as well as the covariate. The results are contrary to the initial hypothesis as it appears that the endorser scandal did in fact have an impact on the intention to purchase Bauer products. This may be explained by the randomization process that did not work. The correlation between the intention to purchase Bauer products and its familiarity demonstrates a moderate significant relationship with a Pearson correlation coefficient of 0.615; $p=0.000$.

5.6 Reactions towards professional vs. personal scandal

This section will aim to answer H1 which predicted that participants are more sensitive towards a professional scandal than a scandal routed in the athlete's personal life. From the open-ended question it was deduced that in both athlete/sport conditions, comments linked to racism projected onto a fan triggered more thorough and strong thoughts from the participants than the scandal in which the athlete was tested positive for doping. This might be explained by the fact that through a racism scandal the athlete hurts someone else which was verbalized in the open-ended question to be a more severe behavior than doping. In contrast, doping in sports was expressed as being quite common and despite not agreeing with such a behavior, participants did not regard it as severe as racism because the athlete only harms himself through the process. In addition, the respondents' attitude towards the doping scandal was more positive compared to racism ($M=2.42$ vs. $M=1.68$). In both cases, the standard deviation was about (~ 1.41). The t-test result suggests that the means between "type of scandal" and "scandal perception" are statistically different $t(164)=-5.041$; $p=0.000$). Moreover, the above explanations can also be seen by assessing the interaction between the type of scandal and the average scandal perception ($p<0.01$).

Furthermore, the same conclusion can be expressed when looking at the total elaboration scores attributed to each condition (Table 9). When looking at the individual experimental conditions, it was observed that the elaboration scores were much higher when the athlete was implicated in a racism scandal than doping, and this, for both athletes under investigation. From the results obtained it can be assumed that participants expressed a lot more reflection towards the racism scandal in both the soccer and tennis

conditions. Table 21 displays the ANOVA results which were calculated using the average thought elaboration score as the dependent variable and the type of athlete/scandal as well as type of sport as independent variables.

Table 21: ANOVA results - Dependent variable: Thought elaboration average score

Source of variation	Thought elaboration	
	<i>F</i>	p value
Type of scandal (A)	4.157	0.043
Type of athlete/sport (B)	0.436	0.510
A x B	0.112	0.738

The results show a statistically significant effect involving the type of scandal. The significant effect validates the total scores per condition presented in Table 9 and the above mentioned explanations which suggested that individuals were more sensitive towards racism. In summary, the results do not support our initial hypothesis. It appears that the participants are more sensitive towards a racism scandal than they are towards doping.

5.7 Summary of main findings

Hypotheses	Results
<p>H1: When a scandal arises, consumers will be more sensitive towards a professional scandal compared to a non-professional scandal.</p>	<p>-Not supported</p>
<p>H2a: The attitude towards a brand is less positive when it is directly endorsed by a product-relevant athlete implicated in a scandal, compared to when the brand is not endorsed.</p> <p>H2b: The intention to purchase products of a brand is lower when it is directly endorsed by a product-relevant athlete implicated in a scandal, compared to when the brand is not endorsed.</p>	<p>-Partially supported for Umbro -Supported for Wilson</p> <p>-Not supported for Umbro and Wilson</p>
<p>H3a: The attitude towards a brand that is a direct competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, is less positive compared to when the primary brand is not endorsed.</p> <p>H3b: The intention to purchase products of a brand that is a direct competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, is lower compared to when the primary brand is not endorsed.</p>	<p>- Not supported for Kappa -Supported for Prince</p> <p>-Not supported for Kappa and Prince</p>
<p>H4a: The attitude towards a brand that is not a direct competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, but that is associated to many sports, is the same whether the primary brand is endorsed or not.</p> <p>H4b: The intention to purchase products of a brand that is not a direct competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, but that is associated to many sports, is the same whether the primary brand is endorsed or not.</p>	<p>-Supported for Puma and Reebok</p> <p>-Supported for Puma and Reebok</p>
<p>H5a: The attitude towards a brand that is not a direct competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, and that is not associated to the same sport, is the same whether the primary brand is endorsed or not.</p> <p>H5b: The intention to purchase products of a brand that is not a direct competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, and that is not associated to the same sport, is the same whether the primary brand is endorsed or not.</p>	<p>-Supported for both Speedo and Bauer</p> <p>-Supported for Speedo -Not supported for Bauer</p>

Chapter 6. Conclusions, Theoretical & Managerial Implications & Future Research

6.1 Main conclusions of study

In this study, the main focus was in determining if brands strongly associated to one sport would be affected in a context where the athlete endorsing one of their direct competitors was involved in a scandal. The effect of a scandal involving an athlete on the participants' attitude and purchase intention towards the endorsed sport brands (Umbro/Wilson), towards their direct competitor brands (Kappa/Prince), towards brands catering to many sports (Puma/Reebok), and lastly towards brands specialized in other sports (Speedo/Bauer) was assessed.

The results show that the scandal involving the athlete had an impact on the attitude towards the directly endorsed brands (Umbro and Wilson). The results further reveal that the scandal spilled-over to the competitor brand (Prince) although no other significant impact was assessed on the other brands tested. The findings are aligned with McCracken's (1989) meaning transfer model. The negative meanings associated to the athlete were transferred to the brand he endorsed and then in turn to the consumers through the endorsement relationship (McCracken, 1989). The latter author also mentioned that meanings that can be transferred from the athlete include status, lifestyle, personality, etc. From this research, the athlete's sport or in other words their athletic specialty, can be added to this list. Furthermore, the findings are also aligned with the theory presented by Janakiraman et al. (2009) proposing that when consumers identify a certain product in their memory, this can stimulate the formation of links with other

similar products that are strongly associated to the same product category or can be classified as close competitors. Lastly, the results from this study are also consistent with the findings presented by Dahlen & Lange (2006) suggesting that when there is negative information surrounding a brand, consumers tend to evaluate similar brands negatively and dissimilar brands positively.

On a perspective of knowledge advancement, the results of this study are unique as there has not been any research yet in the area of celebrity endorsement having found a second-order scandal spillover, and this according to two different scandals. Furthermore, this study contributes in exploring which type of scandals are consumers most sensitive towards. In the context of this study, the participants displayed a less favorable attitude towards a racism scandal than towards a doping scandal.

However, from the results obtained in this research, it is not possible to conclude that purchase intentions have been affected, even in the case where scandal spillover has occurred.

6.2 Theoretical & managerial implications

A useful brand strategy for companies is to use celebrities and professional athletes as endorsers (Knittel & Stango, 2010). In this research, the focus is put on athlete endorsers although other types of brand endorsers can be used in advertisements, such as a politician, a product expert and a typical consumer (Freiden, 1984; Premeaux 2009). The key issue for a firm is to question whether using an athlete endorser will generate sufficient value while offsetting the potential risks they might engender (Knittel & Stango, 2010). This study contributes to the current academic literature by being the first to compare the effect of negative information on a brand endorsed by athletes in different sports involved in two different scandals (professional and personal).

In addition, this research brings useful knowledge, further extending the literature on celebrity endorsement, by identifying the likelihood that an endorser scandal will not only spillover onto the directly endorsed sports brand but also onto competitor sports brands within the same product category, which can be guilty by association. The results from the study hold practical managerial significance as they anticipate the conditions under which the scandal spillover is likely to occur onto the endorsed and rival brands. It appears that the type of athlete/sport has an important influence on consumer reactions once the prior is involved in some scandalous behavior.

Brand managers must therefore take this variable under consideration when planning endorsement deals with various athletes. Maybe the safest bet would be to use athletes only as endorsers for multi-sport brands such as Reebok and Puma. In this case since these brands are associated to many sports, the impact of scandal spillover might be

minimal to non-existent, as was demonstrated in this study. Moreover, the type of endorser scandals that consumers are more sensitive towards was explored enabling managers to get a sense of which scandals are likely to affect their respective sports brands.

Concerning the scandal spillover, firstly consumers must view some similarity between the perpetrator and the endorsed brand. For example in our study the tennis player was endorsing a brand highly associated with tennis equipment. Secondly, in order for the scandal to spillover to competing brands, it was demonstrated that direct brand competitors having the same sport specialty, are more likely to be affected. Like Roehm & Tybout (2006) declare, “activation of a competitor is facilitated when the other brand is strongly linked to the scandalized company, through a history of direct competition”. The results obtained in this study show from a managerial perspective that an endorser scandal can spillover to brands that are highly associated to the endorser’s sport. It was witnessed from the results that the attitude towards the directly endorsed sports brands was affected even though these brands were not responsible for the endorser’s actions. In addition, the results suggest that a negative communication can potentially be generalized to competitor brands highly associated to the endorser’s sport. Managers of brands directly endorsed by an athlete involved in a scandal must be ready to take appropriate action like for example, comment on their approval or disapproval regarding the endorser’s behavior. When faced with negative publicity, managers of competing brands should be aware that their brands might also be affected and appropriate action should be taken like, for example, emphasizing in their communications that their brand is not

endorsed by the same athlete. These recommendations are obviously speculative and therefore need to be tested empirically.

6.3 Limitations & future research

The present research has several limitations which can be regarded as opportunities for future research.

Firstly, the generalizability of the results must be examined. Only two from a long list of possible scandals were chosen for this study. Future research can replicate the framework using different types of professional and personal life scandals.

The next limit surrounds the choice of type of athlete/sport and brands. As explained in the pre-test section, the athletes and brands were chosen according to a list that was presented to 30 individuals. The association of the athletes with brands and the choice of competitor brands might not have been optimal regarding brand familiarity. This was observed in the case of the Kappa brand with 46.7% of participants not being familiar with the latter. It would have been ideal to ask a sample of individuals to enumerate a list of athletes they appreciate with the brands they thought these athletes would be good endorsers for along with rival brands. From clustering their responses, the pre-test would have been built. Future research can replicate the framework using different athletes/sports along with different competitor brands.

The study also exposed the participants to realistic scenarios but based on fictitious endorsement deals and fictitious scandals. This was done in order to ensure that

participants did not demonstrate any preconceived opinions towards known negative events. During the distribution of the final questionnaire, some participants did question the authenticity not only of the scandal but of the endorsement itself especially since the article claimed that the athlete was endorsing the brand for 8 years. Future research can review this element and potentially use real scandals or at least refer to actual endorsement deals.

Regarding the intention to purchase the brands, the results did not show any significant effect. This could be explained by the way the question was asked to measure this variable. The question asked was “if in the near future you were to purchase athletic products, what are the chances that you would buy (BRAND) products?” It is quite possible that the participants did not associate running shoes or athletic clothing as being part of this category. This would explain the results obtained. It would be pertinent for future research to be more specific in the terminology used to measure the dependent variable “purchase intention” by for example replacing “athletic products” by “running shoes”.

Furthermore, the present research projects the message via a sole black-and-white magazine article. Dahlen & Lange (2006) state that greater effects should be expected when consumers are exposed to a message through different sources such as television, gossip magazines, and social media. Future research can include a passage explaining that the scandal was presented in various sources while listing them, to further promote authenticity. Also, the familiarity or lack thereof of the magazine presenting the article might have influenced the participant’s reaction by questioning its authenticity.

In this study, the endorser's reaction to the allegations were not included. An interesting extension of this work would be to present the same type of framework and add additional information in the magazine excerpt regarding the reasons the athlete engaged in such behavior. For example "I was joking when I said I would not give an autograph" or "I took dope because I am addicted and need help", and so forth. It would be pertinent to then compare how the attitude towards the brands is comparable or divergent from the results obtained in this study.

This study focused on scandal spillover from athlete to brand followed by spillover to competitor brands. It would be firstly interesting to test whether scandal spillover would occur to another endorser of the same brand. For example, if the brand Umbro is endorsed by Cristiano Ronaldo and David Beckham, when Ronaldo is implicated in a scandal, are the attitudes towards Beckham influenced in any way? The second part would entail presenting the endorser of the competitor brand and testing the scandal spillover. For example, if the brand Kappa is endorsed by Lionel Messi would Ronaldo's scandal affect the attitude towards the prior?

It would also be of general interest to study the same type of framework but instead of having two male athletes, to introduce a female athlete. Will the scandals have the same effect on the brands endorsed or will there be some difference attributed to the gender of the athlete involved in the scandal?

In addition, in this study it was reported that both brands directly endorsed by the athletes were affected by the scandal. A future avenue of research would be to associate the

athlete with many sports brands and assess whether they will all be affected. For example, having Rafael Nadal endorse Wilson, Adidas and Nike and measure consumers' attitude towards all 3 brands once Nadal is implicated in a scandal.

Another interesting avenue for research is to demonstrate that the spillover process not only applies to negative events in which the endorsers are involved, but also to positive ones. For example, will an endorsed brand benefit from its endorser receiving an award in a competition and will this event be of any benefit to the direct competitor of the brand endorsed?

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APPENDIX A – Pre-test Questionnaire



INSTRUCTIONS INCLUDED WITH AN ANONYMOUS QUESTIONNAIRE

The following pages contain an anonymous questionnaire which you are invited to fill-in. This questionnaire was developed as part of a thesis in a master's program at HEC Montréal. The study concerns sports athletes who endorse specific brands.

Please answer the questions included in this questionnaire without hesitation because generally, your first impressions best reflect your true opinions. There is no time limit for completing the questionnaire, although we have estimated that it should take about 20 minutes. Once you have filled-in the questionnaire, we ask that you seal it in the envelope provided for this purpose hence preserving anonymity and confidentiality.

The information gathered is anonymous and shall remain strictly confidential. It will be used only for the advancement of knowledge and for the dissemination of the overall results in academic or professional forums.

You are completely free to refuse to participate in this project and you may decide to stop answering the questions at any time. Filling-in this questionnaire will be considered as your consent to participate in this research project and to allow the potential use of the data collected from this questionnaire in future research.

If you have any questions about this research, please contact the researcher, Hari Christianis at the telephone number or email address indicated below.

The research ethics committee of HEC Montréal has determined that the collection of data associated with the present study meets the ethics standards for research involving human subjects. If you have any questions related to ethics, please contact the committee secretary at 514-340-7182 or at cer@hec.ca

Thank you very much for your participation!

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Before starting, please identify the box corresponding to your situation.

- I am at least 18 years old
- I am less than 18 years old

If you have indicated that you are less than 18 years old, we kindly request that you cease answering this questionnaire immediately. Thank you.

SECTION 1

In the following pages you will have to evaluate various brands according to 4 different sports. Please proceed to the evaluation of **all the brands presented** based on your knowledge and experience. For each statement you must **circle the appropriate number** (from 1 to 4) corresponding the best to your opinion with each enumerated item.

Please rate all of the following brands according to the degree you think they are associated with **SOCCER**

	Not at all associated to this sport	Little associated to this sport, much associated to other sports	Much associated to this sport, little associated to other sports	Predominantly associated to this sport
Adidas	1	2	3	4
Asics	1	2	3	4
Bauer	1	2	3	4
CCM	1	2	3	4
Diadora	1	2	3	4
Easton	1	2	3	4
Fila	1	2	3	4
Head	1	2	3	4
Kappa	1	2	3	4
Mizuno	1	2	3	4
Nike	1	2	3	4
Prince	1	2	3	4
Puma	1	2	3	4
Reebok	1	2	3	4
Speedo	1	2	3	4
TYR	1	2	3	4
Umbro	1	2	3	4
Wilson	1	2	3	4

Please rate all of the following brands according to the degree you think they are associated with **TENNIS**

	Not at all associated to this sport	Little associated to this sport, much associated to other sports	Much associated to this sport, little associated to other sports	Predominantly associated to this sport
Adidas	1	2	3	4
Asics	1	2	3	4
Bauer	1	2	3	4
CCM	1	2	3	4
Diadora	1	2	3	4
Easton	1	2	3	4
Fila	1	2	3	4
Head	1	2	3	4
Kappa	1	2	3	4
Mizuno	1	2	3	4
Nike	1	2	3	4
Prince	1	2	3	4
Puma	1	2	3	4
Reebok	1	2	3	4
Speedo	1	2	3	4
TYR	1	2	3	4
Umbro	1	2	3	4
Wilson	1	2	3	4

Please rate all of the following brands according to the degree you think they are associated with **HOCKEY**

	Not at all associated to this sport	Little associated to this sport, much associated to other sports	Much associated to this sport, little associated to other sports	Predominantly associated to this sport
Adidas	1	2	3	4
Asics	1	2	3	4
Bauer	1	2	3	4
CCM	1	2	3	4
Diadora	1	2	3	4
Easton	1	2	3	4
Fila	1	2	3	4
Head	1	2	3	4
Kappa	1	2	3	4
Mizuno	1	2	3	4
Nike	1	2	3	4
Prince	1	2	3	4
Puma	1	2	3	4
Reebok	1	2	3	4
Speedo	1	2	3	4
TYR	1	2	3	4
Umbro	1	2	3	4
Wilson	1	2	3	4

Please rate all of the following brands according to the degree you think they are associated with **SWIMMING**

	Not at all associated to this sport	Little associated to this sport, much associated to other sports	Much associated to this sport, little associated to other sports	Predominantly associated to this sport
Adidas	1	2	3	4
Asics	1	2	3	4
Bauer	1	2	3	4
CCM	1	2	3	4
Diadora	1	2	3	4
Easton	1	2	3	4
Fila	1	2	3	4
Head	1	2	3	4
Kappa	1	2	3	4
Mizuno	1	2	3	4
Nike	1	2	3	4
Prince	1	2	3	4
Puma	1	2	3	4
Reebok	1	2	3	4
Speedo	1	2	3	4
TYR	1	2	3	4
Umbro	1	2	3	4
Wilson	1	2	3	4

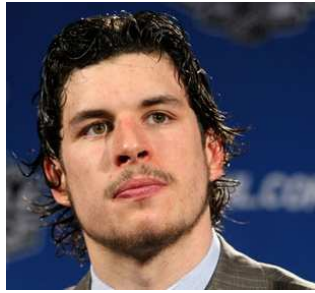
SECTION 2

In the following pages you will find brief descriptions on various athletes. Please read the statements and proceed to the evaluation of **all the athletes presented** based on your knowledge and experience. For each statement you must **circle the appropriate number** (from 1 to 7) corresponding the best to your opinion with each enumerated item: 1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= neutral, 5= somewhat agree, 6= agree, 7= strongly agree.



David Beckham is a soccer player that:

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of



Sidney Crosby is a hockey player that:

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of



Rafael Nadal is a tennis player that:
--

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of



Michael Phelps is a swimmer that:
--

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of



Cristiano Ronaldo is a soccer player that:

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of



Vincent Lecavalier is a hockey player that:

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of



Roger Federer is a tennis player that:

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of



Ian Thorpe is a swimmer that:

I am not familiar with	1	2	3	4	5	6	7	I am familiar with
I do not know well	1	2	3	4	5	6	7	I know well
Is not a good athlete	1	2	3	4	5	6	7	Is a good athlete
I am not interested in	1	2	3	4	5	6	7	I am interested in
I do not identify with	1	2	3	4	5	6	7	I identify with
I am not a fan of	1	2	3	4	5	6	7	I am a fan of

SECTION 3

In the following page we are interested in your opinions regarding various scandals involving athletes. Please read the following statements and proceed to the evaluation of **all the scandals presented** based on your beliefs. For each statement you must **circle the appropriate number** (from 1 to 7 with 4= neutral) corresponding the best to your opinion with each enumerated item.

How acceptable do these scandals seem to you?

	Completely unacceptable						Completely acceptable
An athlete is taking prohibited performance enhancement substances.	1	2	3	4	5	6	7
An athlete is accepting money to lose a match.	1	2	3	4	5	6	7
An athlete is implicated in an extra-marital affair.	1	2	3	4	5	6	7
An athlete is implicated in a same-sex affair.	1	2	3	4	5	6	7
An athlete is implicated in an affair with a minor.	1	2	3	4	5	6	7
An athlete is caught soliciting a prostitute.	1	2	3	4	5	6	7
An athlete makes racist comments in public.	1	2	3	4	5	6	7
An athlete makes sexist comments in public.	1	2	3	4	5	6	7
An athlete engages in animal cruelty.	1	2	3	4	5	6	7
An athlete is being charged with sexual assault.	1	2	3	4	5	6	7
An athlete is being charged with drinking and driving.	1	2	3	4	5	6	7
An athlete is being charged with the possession of illicit substances.	1	2	3	4	5	6	7
An athlete is being charged with murder.	1	2	3	4	5	6	7
An athlete is being charged with domestic violence against their spouse.	1	2	3	4	5	6	7
An athlete is being charged with domestic violence against their child.	1	2	3	4	5	6	7
An athlete is addicted to alcohol and/or drugs.	1	2	3	4	5	6	7
An athlete is addicted to gambling.	1	2	3	4	5	6	7

SECTION 4

On this page you will find questions which will enable us to better analyze the characteristics of the people who agreed to participate in this study. All of the information collected will remain confidential.

1. Your gender: Male
 Female

2. Your age group: 18 to 25
 26 to 35
 36 to 45
 46 to 55
 56 and over

3. What is the highest level of education you have completed?

 Primary School diploma
 High School diploma
 Cegep diploma
 Professional school diploma
 Undergraduate-level diploma
 Graduate-level diploma

4. Your occupation lies within the following field:

 Student
 Teacher
 Engineer
 Executive
 Government
 Manager
 Retired
 Salesperson
 Self-employed
 Other (please specify): _____

5. Your approximate yearly household income before taxes:

 Under 10 000\$
 10 000\$ to 19 999\$
 20 000\$ to 29 999\$
 30 000\$ to 39 999\$
 40 000\$ to 49 999\$
 50 000\$ to 59 999\$
 Over 60 000\$

Important notice regarding the questionnaire you have just completed

We thank you for your invaluable time and collaboration.

If you have any questions, you can communicate directly with the person responsible of this study, Hari Christianis via:

Email: haralambos.christianis@hec.ca

Tel: 514-962-2338

ANNEXE B – Final Questionnaire



INSTRUCTIONS INCLUDED WITH AN ANONYMOUS QUESTIONNAIRE

The following pages contain an anonymous questionnaire which you are invited to fill in. This questionnaire was developed as part of a thesis in a master's program at HEC Montréal. The study concerns sports athletes who endorse specific brands.

Please answer the questions included in this questionnaire without hesitation because in general, your first impressions best reflect your true opinions. There is no time limit for completing the questionnaire, although we have estimated that it should take about 10 minutes.

If you have accepted to complete this questionnaire, you will receive a monetary compensation of five dollars. At the very end, you will be asked to complete and sign the compensation form which **should not** be attached to the completed questionnaire returned to the researcher, hence preserving anonymity and confidentiality.

The information gathered is anonymous and shall remain strictly confidential. It will be used only for the advancement of knowledge and for the dissemination of the overall results in academic or professional forums.

You are completely free to refuse to participate in this project and you may decide to stop answering the questions at any time. Filling in this questionnaire will be considered as your consent to participate in this research project and to allow the potential use of the data collected in future research.

If you have any questions about this research, please contact the researcher, Hari Christianis at the telephone number or email address indicated below.

The research ethics committee of HEC Montréal has judged that the collection of data associated with the present study meets ethical standards for research involving human subjects. If you have any questions related to research ethics, please contact the committee secretary at 514-340-7182 or at cer@hec.ca.

Thank you very much for your participation!

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Before starting, please select the box corresponding to your situation.

- I am at least 18 years old
- I am less than 18 years old

If you have indicated that you are less than 18 years old, we kindly request that you cease answering this questionnaire immediately. Thank you.

SECTION 1

In the following page you will find an excerpt from a sports magazine involving an athlete. Read the information presented carefully and then answer the related questions. For each statement you must **circle the appropriate number** (from 1 to 7 with 4= neutral) corresponding the best to your opinion with each enumerated item.

In order to improve the quality of the study we would greatly appreciate if you could **answer all of the questions presented**. You should answer this questionnaire without hesitation as there are no good or bad answers; your first impressions best reflect your opinions.

Before starting to answer the questions, please read carefully the following definition:

An **endorsing athlete** (also called a spokesperson) receives compensation in exchange for allowing a company to associate its brand to his or her name and image. For example,

David Beckham is an endorser of *Adidas* soccer products.
Tiger Woods is an endorser of *Nike* golf products.

Umbro is a brand that:

I am not at all familiar with 1 2 3 4 5 6 7 I am very familiar with

Cristiano Ronaldo, the soccer player, is an athlete that:

I am not at all familiar with 1 2 3 4 5 6 7 I am very familiar with

I am not a fan of 1 2 3 4 5 6 7 I am a fan of

Magazine excerpt (slightly modified from the original version)

Cristiano Ronaldo gone bad?

Tuesday, August 30, 2011
(Canadian Sports Magazine)

For 8 years now, the Portuguese professional soccer player, **Cristiano Ronaldo**, has been a very important spokesperson for the **Umbro** brand. He has appeared in a range of advertising as well as communication materials for the brand around the world. On numerous occasions he has stated that he would maintain his relationship with **Umbro** for another 8 years if the opportunity arose.

Last year, to highlight his career as an endorser for **Umbro**, the brand decided to create a new ad campaign featuring all of his past ads; an example of a past advertisement is presented below:



On August 14th 2011, after the match between Real Madrid and Barcelona held in Madrid, a few players were obliged to go through various medical examinations. It was reported that **Cristiano Ronaldo** was tested positive after the anti-doping test. He was tested positive for having steroids (an anabolic substance which increases muscular mass) in his body.



Umbro has refused to comment on the recent events, they have simply stated that **Cristiano Ronaldo** is part of the **Umbro** family and that he has never given them any reason to not trust his judgment.

IMPORTANT

Please **take the time** to write down all of the thoughts (impressions, feelings, reactions, opinions) that you have concerning the magazine excerpt.

For each of the questions on this page and on the following, circle the number that best represents your opinion.

By taking into account the information described in the magazine excerpt concerning **Cristiano Ronaldo** and **Umbro**, what are your opinions regarding the brand **Umbro**?

Umbro is a brand that:

I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

By taking into consideration the information presented in the magazine excerpt involving **Cristiano Ronaldo**, if in the near future you were to purchase **athletic products**, what are the chances that you would buy **Umbro products**?

It is very unlikely that I will purchase Umbro products	1	2	3	4	5	6	7	It is very likely that I will purchase Umbro products
--	---	---	---	---	---	---	---	--

What is your opinion regarding the scandal presented in the magazine excerpt?

An athlete taking steroids is completely unacceptable	1	2	3	4	5	6	7	An athlete taking steroids is completely acceptable
An athlete taking steroids is a very severe behavior	1	2	3	4	5	6	7	An athlete taking steroids is not at all a severe behavior

In your opinion, the information presented in the magazine excerpt will have a:

Unfavorable impact on the image of Umbro	1	2	3	4	5	6	7	Favorable impact on the image of Umbro
---	---	---	---	---	---	---	---	---

Regarding **Cristiano Ronaldo** as an endorser for **Umbro**:

	Strongly disagree							Strongly agree
I find it appropriate that Cristiano Ronaldo is an endorser for Umbro.	1	2	3	4	5	6	7	
I find it effective that Cristiano Ronaldo is an endorser for Umbro.	1	2	3	4	5	6	7	
I do not have any trouble imagining Cristiano Ronaldo as an endorser for Umbro.	1	2	3	4	5	6	7	
Cristiano Ronaldo and Umbro have a similar image.	1	2	3	4	5	6	7	
The ideas I associate with Umbro are related to the ideas I associate with Cristiano Ronaldo.	1	2	3	4	5	6	7	
Cristiano Ronaldo and Umbro go very well together.	1	2	3	4	5	6	7	

SECTION 2

In this section, we ask that you evaluate several sports brands. For each statement you must **circle the appropriate number** (from 1 to 7) corresponding the best to your opinion with each enumerated item.

1) Kappa is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Kappa products**?

It is very unlikely that I will purchase Kappa products	1	2	3	4	5	6	7	It is very likely that I will purchase Kappa products
---	---	---	---	---	---	---	---	---

2) Puma is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Puma products**?

It is very unlikely that I will purchase Puma products	1	2	3	4	5	6	7	It is very likely that I will purchase Puma products
--	---	---	---	---	---	---	---	--

3) Reebok is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Reebok products**?

It is very unlikely that I will purchase Reebok products	1	2	3	4	5	6	7	It is very likely that I will purchase Reebok products
--	---	---	---	---	---	---	---	--

4) Speedo is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Speedo products**?

It is very unlikely that I will purchase Speedo products	1	2	3	4	5	6	7	It is very likely that I will purchase Speedo products
--	---	---	---	---	---	---	---	--

5) Wilson is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Wilson products**?

It is very unlikely that I will purchase Wilson products	1	2	3	4	5	6	7	It is very likely that I will purchase Wilson products
---	---	---	---	---	---	---	---	---

6) Prince is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Prince products**?

It is very unlikely that I will purchase Prince products	1	2	3	4	5	6	7	It is very likely that I will purchase Prince products
---	---	---	---	---	---	---	---	---

7) Bauer is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Bauer products**?

It is very unlikely that I will purchase Bauer products	1	2	3	4	5	6	7	It is very likely that I will purchase Bauer products
--	---	---	---	---	---	---	---	--

Please rate all of the following brands according to the degree you think they are associated with **SOCCER**

	Not at all associated to this sport	Little associated to this sport, much associated to other sports	Much associated to this sport, little associated to other sports	Predominantly associated to this sport
Bauer	1	2	3	4
Kappa	1	2	3	4
Prince	1	2	3	4
Puma	1	2	3	4
Reebok	1	2	3	4
Speedo	1	2	3	4
Umbro	1	2	3	4
Wilson	1	2	3	4

SECTION 3

On this page you will find questions which will enable us to analyze your involvement with sports. All of the information collected will remain confidential.

1) Do you practice one or more sporting activities?

No

Yes If yes, what sport(s) do you practice? _____

My level of identification with soccer:

	Strongly disagree						Strongly agree
I regularly watch soccer games.	1	2	3	4	5	6	7
I regularly check soccer scores.	1	2	3	4	5	6	7
I regularly track the statistics of soccer players.	1	2	3	4	5	6	7
I consider myself a soccer fan.	1	2	3	4	5	6	7

SECTION 4

On this page you will find questions which will enable us to better analyze the characteristics of the people who agreed to participate in this study. All of the information collected will remain confidential.

1. Your gender: Male
 Female

2. Your age : _____

3. What is the highest level of education you have completed?
 - Primary School diploma
 - High School diploma
 - Cegep diploma
 - Professional school diploma
 - Undergraduate-level diploma
 - Graduate-level diploma

4. Your occupation lies within the following field:
 - Student
 - Teacher
 - Engineer
 - Government
 - Lawyer
 - Manager
 - Retired
 - Salesperson
 - Self-employed
 - Other (please specify): _____

5. Your approximate yearly household income before taxes:
 - Under 10 000\$
 - 10 000\$ to 19 999\$
 - 20 000\$ to 29 999\$
 - 30 000\$ to 39 999\$
 - 40 000\$ to 49 999\$
 - 50 000\$ to 59 999\$
 - Over 60 000\$

Important notice regarding the questionnaire you have just completed

We hold to inform you that the questionnaire you have just completed contains associations of brands with athletes involved in scandals which are all fictitious.

All of the associations which were presented to you concerning brands and athletes are not real associations. The scandal presented in the press release involving an athlete is also fictitious. The athlete mentioned was never subject of investigation nor was ever charged for the mentioned crime.

We created these scenarios in order to simulate real situations enabling you to place yourself in a context that could have possibly occurred. This has allowed us to know your reactions to such situations if they were to occur. There is no reason for which we used these specific brands associated with these athletes rather than with others.

With this in mind, do you know which brand is actually endorsed by Cristiano Ronaldo? a) NO b) YES, he endorses:

We once again thank you for your invaluable time and collaboration. If you have any questions, you can communicate directly with the person responsible of this study, Hari Christianis via:

Email: haralambos.christianis@hec.ca

Tel: 514-962-2338

INSTRUCTIONS INCLUDED WITH AN ANONYMOUS QUESTIONNAIRE

The following pages contain an anonymous questionnaire which you are invited to fill in. This questionnaire was developed as part of a thesis in a master's program at HEC Montréal. The study concerns sports athletes who endorse specific brands.

Please answer the questions included in this questionnaire without hesitation because in general, your first impressions best reflect your true opinions. There is no time limit for completing the questionnaire, although we have estimated that it should take about 10 minutes.

If you have accepted to complete this questionnaire, you will receive a monetary compensation of five dollars. At the very end, you will be asked to complete and sign the compensation form which **should not** be attached to the completed questionnaire returned to the researcher, hence preserving anonymity and confidentiality.

The information gathered is anonymous and shall remain strictly confidential. It will be used only for the advancement of knowledge and for the dissemination of the overall results in academic or professional forums.

You are completely free to refuse to participate in this project and you may decide to stop answering the questions at any time. Filling in this questionnaire will be considered as your consent to participate in this research project and to allow the potential use of the data collected in future research.

If you have any questions about this research, please contact the researcher, Hari Christianis at the telephone number or email address indicated below.

The research ethics committee of HEC Montréal has judged that the collection of data associated with the present study meets ethical standards for research involving human subjects. If you have any questions related to research ethics, please contact the committee secretary at 514-340-7182 or at cer@hec.ca.

Thank you very much for your participation!

Hari Christianis

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Associate Professor
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Alain d'Astous
Professor
HEC Montréal
(514) 340-6416

Before starting, please select the box corresponding to your situation.

- I am at least 18 years old
- I am less than 18 years old

If you have indicated that you are less than 18 years old, we kindly request that you cease answering this questionnaire immediately. Thank you.

SECTION 1

In the following page you will find an excerpt from a sports magazine involving an athlete. Read the information presented carefully and then answer the related questions. For each statement you must **circle the appropriate number** (from 1 to 7 with 4= neutral) corresponding the best to your opinion with each enumerated item.

In order to improve the quality of the study we would greatly appreciate if you could **answer all of the questions presented**. You should answer this questionnaire without hesitation as there are no good or bad answers; your first impressions best reflect your opinions.

Before starting to answer the questions, please read carefully the following definition:

An **endorsing athlete** (also called a spokesperson) receives compensation in exchange for allowing a company to associate its brand to his or her name and image. For example,

David Beckham is an endorser of *Adidas* soccer products.
Tiger Woods is an endorser of *Nike* golf products.

Umbro is a brand that:

I am not at all familiar with 1 2 3 4 5 6 7 I am very familiar with

Cristiano Ronaldo, the soccer player, is an athlete that:

I am not at all familiar with 1 2 3 4 5 6 7 I am very familiar with

I am not a fan of 1 2 3 4 5 6 7 I am a fan of

Magazine excerpt (slightly modified from the original version)

Cristiano Ronaldo gone bad?

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(Canadian Sports Magazine)

For 8 years now, the Portuguese professional soccer player, **Cristiano Ronaldo**, has been a very important spokesperson for the **Umbro** brand. He has appeared in a range of advertising as well as communication materials for the brand around the world. On numerous occasions he has stated that he would maintain his relationship with **Umbro** for another 8 years if the opportunity arose.

Last year, to highlight his career as an endorser for **Umbro**, the brand decided to create a new ad campaign featuring all of his past ads; an example of a past advertisement is presented below:



On August 14th 2011, **Cristiano Ronaldo** was spotted entering a busy New York café where he was captured on video making various racist remarks. He deliberately refused to give an autograph to an African American fan claiming that he had already given many autographs to visible minorities and that he had time for one more, reserved for a white fan.



Umbro has refused to comment on the recent events, they have simply stated that **Cristiano Ronaldo** is part of the **Umbro** family and that he has never given them any reason to not trust his judgment.

IMPORTANT

Please **take the time** to write down all of the thoughts (impressions, feelings, reactions, opinions) that you have concerning the magazine excerpt.

For each of the questions on this page and on the following, circle the number that best represents your opinion.

By taking into account the information described in the magazine excerpt concerning **Cristiano Ronaldo** and **Umbro**, what are your opinions regarding the brand **Umbro**?

Umbro is a brand that:

I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

By taking into consideration the information presented in the magazine excerpt involving **Cristiano Ronaldo**, if in the near future you were to purchase **athletic products**, what are the chances that you would buy **Umbro products**?

It is very unlikely that I will purchase Umbro products	1	2	3	4	5	6	7	It is very likely that I will purchase Umbro products
--	---	---	---	---	---	---	---	--

What is your opinion regarding the scandal presented in the magazine excerpt?

An athlete making racist comments against visible minorities is completely unacceptable	1	2	3	4	5	6	7	An athlete making racist comments against visible minorities is completely acceptable
An athlete making racist comments against visible minorities is a very severe behavior	1	2	3	4	5	6	7	An athlete making racist comments against visible minorities is not at all a severe behavior

In your opinion, the information presented in the magazine excerpt will have a:

Unfavorable impact on the image of Umbro	1	2	3	4	5	6	7	Favorable impact on the image of Umbro
---	---	---	---	---	---	---	---	---

Regarding **Cristiano Ronaldo** as an endorser for **Umbro**:

	Strongly disagree							Strongly agree
I find it appropriate that Cristiano Ronaldo is an endorser for Umbro.	1	2	3	4	5	6	7	
I find it effective that Cristiano Ronaldo is an endorser for Umbro.	1	2	3	4	5	6	7	
I do not have any trouble imagining Cristiano Ronaldo as an endorser for Umbro.	1	2	3	4	5	6	7	
Cristiano Ronaldo and Umbro have a similar image.	1	2	3	4	5	6	7	
The ideas I associate with Umbro are related to the ideas I associate with Cristiano Ronaldo.	1	2	3	4	5	6	7	
Cristiano Ronaldo and Umbro go very well together.	1	2	3	4	5	6	7	

SECTION 2

In this section, we ask that you evaluate several sports brands. For each statement you must **circle the appropriate number** (from 1 to 7) corresponding the best to your opinion with each enumerated item.

1) Kappa is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Kappa products**?

It is very unlikely that I will purchase Kappa products	1	2	3	4	5	6	7	It is very likely that I will purchase Kappa products
--	---	---	---	---	---	---	---	--

2) Puma is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Puma products**?

It is very unlikely that I will purchase Puma products	1	2	3	4	5	6	7	It is very likely that I will purchase Puma products
---	---	---	---	---	---	---	---	---

3) Reebok is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Reebok products**?

It is very unlikely that I will purchase Reebok products	1	2	3	4	5	6	7	It is very likely that I will purchase Reebok products
--	---	---	---	---	---	---	---	--

4) Speedo is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Speedo products**?

It is very unlikely that I will purchase Speedo products	1	2	3	4	5	6	7	It is very likely that I will purchase Speedo products
--	---	---	---	---	---	---	---	--

5) Wilson is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Wilson products**?

It is very unlikely that I will purchase Wilson products	1	2	3	4	5	6	7	It is very likely that I will purchase Wilson products
---	---	---	---	---	---	---	---	---

6) Prince is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Prince products**?

It is very unlikely that I will purchase Prince products	1	2	3	4	5	6	7	It is very likely that I will purchase Prince products
---	---	---	---	---	---	---	---	---

7) Bauer is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Bauer products**?

It is very unlikely that I will purchase Bauer products	1	2	3	4	5	6	7	It is very likely that I will purchase Bauer products
--	---	---	---	---	---	---	---	--

Please rate all of the following brands according to the degree you think they are associated with **SOCCER**

	Not at all associated to this sport	Little associated to this sport, much associated to other sports	Much associated to this sport, little associated to other sports	Predominantly associated to this sport
Bauer	1	2	3	4
Kappa	1	2	3	4
Prince	1	2	3	4
Puma	1	2	3	4
Reebok	1	2	3	4
Speedo	1	2	3	4
Umbro	1	2	3	4
Wilson	1	2	3	4

SECTION 3

On this page you will find questions which will enable us to analyze your involvement with sports. All of the information collected will remain confidential.

1) Do you practice one or more sporting activities?

No

Yes If yes, what sport(s) do you practice? _____

My level of identification with soccer:

	Strongly disagree						Strongly agree
I regularly watch soccer games.	1	2	3	4	5	6	7
I regularly check soccer scores.	1	2	3	4	5	6	7
I regularly track the statistics of soccer players.	1	2	3	4	5	6	7
I consider myself a soccer fan.	1	2	3	4	5	6	7

SECTION 4

On this page you will find questions which will enable us to better analyze the characteristics of people who agreed to participate in this study. All of the information collected will remain confidential.

1. Your gender: Male
 Female

2. Your age : _____

3. What is the highest level of education you have completed?
 - Primary School diploma
 - High School diploma
 - Cegep diploma
 - Professional school diploma
 - Undergraduate-level diploma
 - Graduate-level diploma

4. Your occupation lies within the following field:
 - Student
 - Teacher
 - Engineer
 - Government
 - Lawyer
 - Manager
 - Retired
 - Salesperson
 - Self-employed
 - Other (please specify): _____

5. Your approximate yearly household income before taxes:
 - Under 10 000\$
 - 10 000\$ to 19 999\$
 - 20 000\$ to 29 999\$
 - 30 000\$ to 39 999\$
 - 40 000\$ to 49 999\$
 - 50 000\$ to 59 999\$
 - Over 60 000\$

Important notice regarding the questionnaire you have just completed

We hold to inform you that the questionnaire you have just completed contains associations of brands with athletes involved in scandals which are all fictitious.

All of the associations which were presented to you concerning brands and athletes are not real associations. The scandal presented in the press release involving an athlete is also fictitious. The athlete mentioned was never subject of investigation nor was ever charged for the mentioned crime.

We created these scenarios in order to simulate real situations enabling you to place yourself in a context that could have possibly occurred. This has allowed us to know your reactions to such situations if they were to occur. There is no reason for which we used these specific brands associated with these athletes rather than with others.

With this in mind, do you know which brand is actually endorsed by Cristiano Ronaldo? a) NO b) YES, he endorses:

We once again thank you for your invaluable time and collaboration. If you have any questions, you can communicate directly with the person responsible of this study, Hari Christianis via:

Email: haralambos.christianis@hec.ca

Tel: 514-962-2338

INSTRUCTIONS INCLUDED WITH AN ANONYMOUS QUESTIONNAIRE

The following pages contain an anonymous questionnaire which you are invited to fill in. This questionnaire was developed as part of a thesis in a master's program at HEC Montréal. The study concerns sports athletes who endorse specific brands.

Please answer the questions included in this questionnaire without hesitation because in general, your first impressions best reflect your true opinions. There is no time limit for completing the questionnaire, although we have estimated that it should take about 10 minutes.

If you have accepted to complete this questionnaire, you will receive a monetary compensation of five dollars. At the very end, you will be asked to complete and sign the compensation form which **should not** be attached to the completed questionnaire returned to the researcher, hence preserving anonymity and confidentiality.

The information gathered is anonymous and shall remain strictly confidential. It will be used only for the advancement of knowledge and for the dissemination of the overall results in academic or professional forums.

You are completely free to refuse to participate in this project and you may decide to stop answering the questions at any time. Filling in this questionnaire will be considered as your consent to participate in this research project and to allow the potential use of the data collected in future research.

If you have any questions about this research, please contact the researcher, Hari Christianis at the telephone number or email address indicated below.

The research ethics committee of HEC Montréal has judged that the collection of data associated with the present study meets ethical standards for research involving human subjects. If you have any questions related to research ethics, please contact the committee secretary at 514-340-7182 or at cer@hec.ca.

Thank you very much for your participation!

Hari Christianis

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(514) 340-6416

Before starting, please select the box corresponding to your situation.

- I am at least 18 years old
- I am less than 18 years old

If you have indicated that you are less than 18 years old, we kindly request that you cease answering this questionnaire immediately. Thank you.

SECTION 1

In the following page you will find an excerpt from a sports magazine involving an athlete. Read the information presented carefully and then answer the related questions. For each statement you must **circle the appropriate number** (from 1 to 7 with 4= neutral) corresponding the best to your opinion with each enumerated item.

In order to improve the quality of the study we would greatly appreciate if you could **answer all of the questions presented**. You should answer this questionnaire without hesitation as there are no good or bad answers; your first impressions best reflect your opinions.

Before starting to answer the questions, please read carefully the following definition:

An **endorsing athlete** (also called a spokesperson) receives compensation in exchange for allowing a company to associate its brand to his or her name and image. For example,

David Beckham is an endorser of *Adidas* soccer products.
Tiger Woods is an endorser of *Nike* golf products.

Wilson is a brand that:

I am not at all familiar with 1 2 3 4 5 6 7 I am very familiar with

Rafael Nadal, the tennis player, is an athlete that:

I am not at all familiar with 1 2 3 4 5 6 7 I am very familiar with

I am not a fan of 1 2 3 4 5 6 7 I am a fan of

Magazine excerpt (slightly modified from the original version)

Rafael Nadal gone bad?

Tuesday, August 30, 2011
(Canadian Sports Magazine)

For 8 years now, the Spanish professional tennis player, **Rafael Nadal**, has been a very important spokesperson for the **Wilson** brand. He has appeared in a range of advertising as well as communication materials for the brand around the world. On numerous occasions he has stated that he would maintain his relationship with **Wilson** for another 8 years if the opportunity arose.

Last year, to highlight his career as an endorser for **Wilson**, the brand decided to create a new ad campaign featuring all of his past ads; an example of a past advertisement is presented below:



On August 10th 2011, after the match between Nadal and Djokovic held in Montreal, a few players were obliged to go through various medical examinations. It was reported that **Rafael Nadal** was tested positive after the anti-doping test. He was tested positive for having steroids (an anabolic substance which increases muscular mass) in his body.



Wilson has refused to comment on the recent events, they have simply stated that **Rafael Nadal** is part of the **Wilson** family and that he has never given them any reason to not trust his judgment.

IMPORTANT

Please **take the time** to write down all of the thoughts (impressions, feelings, reactions, opinions) that you have concerning the magazine excerpt.

For each of the questions on this page and on the following, circle the number that best represents your opinion.

By taking into account the information described in the magazine excerpt concerning **Rafael Nadal** and **Wilson**, what are your opinions regarding the brand **Wilson**?

Wilson is a brand that:

I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

By taking into consideration the information presented in the magazine excerpt involving **Rafael Nadal**, if in the near future you were to purchase **athletic products**, what are the chances that you would buy **Wilson products**?

It is very unlikely that I will purchase Wilson products	1	2	3	4	5	6	7	It is very likely that I will purchase Wilson products
---	---	---	---	---	---	---	---	---

SECTION 2

In this section, we ask that you evaluate several sports brands. For each statement you must **circle the appropriate number** (from 1 to 7) corresponding the best to your opinion with each enumerated item.

1) Kappa is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Kappa products**?

It is very unlikely that I will purchase Kappa products	1	2	3	4	5	6	7	It is very likely that I will purchase Kappa products
--	---	---	---	---	---	---	---	--

2) Puma is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Puma products**?

It is very unlikely that I will purchase Puma products	1	2	3	4	5	6	7	It is very likely that I will purchase Puma products
---	---	---	---	---	---	---	---	---

3) Reebok is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Reebok products**?

It is very unlikely that I will purchase Reebok products	1	2	3	4	5	6	7	It is very likely that I will purchase Reebok products
--	---	---	---	---	---	---	---	--

4) Speedo is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Speedo products**?

It is very unlikely that I will purchase Speedo products	1	2	3	4	5	6	7	It is very likely that I will purchase Speedo products
--	---	---	---	---	---	---	---	--

5) Umbro is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Umbro products**?

It is very unlikely that I will purchase Umbro products	1	2	3	4	5	6	7	It is very likely that I will purchase Umbro products
--	---	---	---	---	---	---	---	--

6) Prince is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Prince products**?

It is very unlikely that I will purchase Prince products	1	2	3	4	5	6	7	It is very likely that I will purchase Prince products
---	---	---	---	---	---	---	---	---

7) Bauer is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Bauer products**?

It is very unlikely that I will purchase Bauer products	1	2	3	4	5	6	7	It is very likely that I will purchase Bauer products
--	---	---	---	---	---	---	---	--

Please rate all of the following brands according to the degree you think they are associated with **TENNIS**

	Not at all associated to this sport	Little associated to this sport, much associated to other sports	Much associated to this sport, little associated to other sports	Predominantly associated to this sport
Bauer	1	2	3	4
Kappa	1	2	3	4
Prince	1	2	3	4
Puma	1	2	3	4
Reebok	1	2	3	4
Speedo	1	2	3	4
Umbro	1	2	3	4
Wilson	1	2	3	4

SECTION 3

On this page you will find questions which will enable us to analyze your involvement with sports. All of the information collected will remain confidential.

1) Do you practice one or more sporting activities?

No

Yes If yes, what sport(s) do you practice? _____

My level of identification with tennis:

	Strongly disagree						Strongly agree
I regularly watch tennis games.	1	2	3	4	5	6	7
I regularly check tennis scores.	1	2	3	4	5	6	7
I regularly track the statistics of tennis players.	1	2	3	4	5	6	7
I consider myself a tennis fan.	1	2	3	4	5	6	7

SECTION 4

On this page you will find questions which will enable us to better analyze the characteristics of the people who agreed to participate in this study. All of the information collected will remain confidential.

1. Your gender: Male
 Female

2. Your age : _____

3. What is the highest level of education you have completed?
 - Primary School diploma
 - High School diploma
 - Cegep diploma
 - Professional school diploma
 - Undergraduate-level diploma
 - Graduate-level diploma

4. Your occupation lies within the following field:
 - Student
 - Teacher
 - Engineer
 - Government
 - Lawyer
 - Manager
 - Retired
 - Salesperson
 - Self-employed
 - Other (please specify): _____

5. Your approximate yearly household income before taxes:
 - Under 10 000\$
 - 10 000\$ to 19 999\$
 - 20 000\$ to 29 999\$
 - 30 000\$ to 39 999\$
 - 40 000\$ to 49 999\$
 - 50 000\$ to 59 999\$
 - Over 60 000\$

Important notice regarding the questionnaire you have just completed

We hold to inform you that the questionnaire you have just completed contains associations of brands with athletes involved in scandals which are all fictitious.

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We created these scenarios in order to simulate real situations enabling you to place yourself in a context that could have possibly occurred. This has allowed us to know your reactions to such situations if they were to occur. There is no reason for which we used these specific brands associated with these athletes rather than with others.

With this in mind, do you know which brand is actually endorsed by Rafael Nadal? a) NO b) YES, he endorses:

We once again thank you for your invaluable time and collaboration. If you have any questions, you can communicate directly with the person responsible of this study, Hari Christianis via:

Email: haralambos.christianis@hec.ca

Tel: 514-962-2338

INSTRUCTIONS INCLUDED WITH AN ANONYMOUS QUESTIONNAIRE

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If you have any questions about this research, please contact the researcher, Hari Christianis at the telephone number or email address indicated below.

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Thank you very much for your participation!

Hari Christianis

Student, M.Sc. in Marketing

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514-962-2338

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Supervisors :

François Carrillat

Associate Professor

HEC Montréal

(514) 340-6660

Alain d'Astous

Professor

HEC Montréal

(514) 340-6416

Before starting, please select the box corresponding to your situation.

- I am at least 18 years old
- I am less than 18 years old

If you have indicated that you are less than 18 years old, we kindly request that you cease answering this questionnaire immediately. Thank you.

SECTION 1

In the following page you will find an excerpt from a sports magazine involving an athlete. Read the information presented carefully and then answer the related questions. For each statement you must **circle the appropriate number** (from 1 to 7 with 4= neutral) corresponding the best to your opinion with each enumerated item.

In order to improve the quality of the study we would greatly appreciate if you could **answer all of the questions presented**. You should answer this questionnaire without hesitation as there are no good or bad answers; your first impressions best reflect your opinions.

Before starting to answer the questions, please read carefully the following definition:

An **endorsing athlete** (also called a spokesperson) receives compensation in exchange for allowing a company to associate its brand to his or her name and image. For example,

David Beckham is an endorser of *Adidas* soccer products.
Tiger Woods is an endorser of *Nike* golf products.

Wilson is a brand that:

I am not at all familiar with 1 2 3 4 5 6 7 I am very familiar with

Rafael Nadal, the tennis player, is an athlete that:

I am not at all familiar with 1 2 3 4 5 6 7 I am very familiar with

I am not a fan of 1 2 3 4 5 6 7 I am a fan of

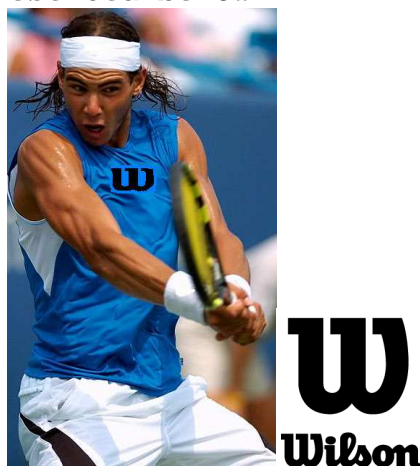
Magazine excerpt (slightly modified from the original version)

Rafael Nadal gone bad?

Tuesday, August 30, 2011
(Canadian Sports Magazine)

For 8 years now, the Spanish professional tennis player, **Rafael Nadal**, has been a very important spokesperson for the **Wilson** brand. He has appeared in a range of advertising as well as communication materials for the brand around the world. On numerous occasions he has stated that he would maintain his relationship with **Wilson** for another 8 years if the opportunity arose.

Last year, to highlight his career as an endorser for **Wilson**, the brand decided to create a new ad campaign featuring all of his past ads; an example of a past advertisement is presented below:



On August 10th 2011, **Rafael Nadal** was spotted entering a busy New York café where he was captured on video making various racist remarks. He deliberately refused to give an autograph to an African American fan claiming that he had already given many autographs to visible minorities and that he had time for one more, reserved for a white fan.



Wilson has refused to comment on the recent events, they have simply stated that **Rafael Nadal** is part of the **Wilson** family and that he has never given them any reason to not trust his judgment.

IMPORTANT

Please **take the time** to write down all of the thoughts (impressions, feelings, reactions, opinions) that you have concerning the magazine excerpt.

For each of the questions on this page and on the following, circle the number that best represents your opinion.

By taking into account the information described in the magazine excerpt concerning **Rafael Nadal** and **Wilson**, what are your opinions regarding the brand **Wilson**?

Wilson is a brand that:

I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

By taking into consideration the information presented in the magazine excerpt involving **Rafael Nadal**, if in the near future you were to purchase **athletic products**, what are the chances that you would buy **Wilson products**?

It is very unlikely that I will purchase Wilson products	1	2	3	4	5	6	7	It is very likely that I will purchase Wilson products
---	---	---	---	---	---	---	---	---

What is your opinion regarding the scandal presented in the magazine excerpt?

An athlete making racist comments against visible minorities is completely unacceptable	1	2	3	4	5	6	7	An athlete making racist comments against visible minorities is completely acceptable
An athlete making racist comments against visible minorities is a very severe behavior	1	2	3	4	5	6	7	An athlete making racist comments against visible minorities is not at all a severe behavior

In your opinion, the information presented in the magazine excerpt will have a:

Unfavorable impact on the image of Wilson	1	2	3	4	5	6	7	Favorable impact on the image of Wilson
--	---	---	---	---	---	---	---	--

Regarding **Rafael Nadal** as an endorser for **Wilson**:

	Strongly disagree							Strongly agree
I find it appropriate that Rafael Nadal is an endorser for Wilson.	1	2	3	4	5	6	7	
I find it effective that Rafael Nadal is an endorser for Wilson.	1	2	3	4	5	6	7	
I do not have any trouble imagining Rafael Nadal as an endorser for Wilson.	1	2	3	4	5	6	7	
Rafael Nadal and Wilson have a similar image.	1	2	3	4	5	6	7	
The ideas I associate with Wilson are related to the ideas I associate with Rafael Nadal.	1	2	3	4	5	6	7	
Rafael Nadal and Wilson go very well together.	1	2	3	4	5	6	7	

SECTION 2

In this section, we ask that you evaluate several sports brands. For each statement you must **circle the appropriate number** (from 1 to 7) corresponding the best to your opinion with each enumerated item.

1) Kappa is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Kappa products**?

It is very unlikely that I will purchase Kappa products	1	2	3	4	5	6	7	It is very likely that I will purchase Kappa products
--	---	---	---	---	---	---	---	--

2) Puma is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Puma products**?

It is very unlikely that I will purchase Puma products	1	2	3	4	5	6	7	It is very likely that I will purchase Puma products
---	---	---	---	---	---	---	---	---

3) Reebok is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Reebok products**?

It is very unlikely that I will purchase Reebok products	1	2	3	4	5	6	7	It is very likely that I will purchase Reebok products
--	---	---	---	---	---	---	---	--

4) Speedo is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Speedo products**?

It is very unlikely that I will purchase Speedo products	1	2	3	4	5	6	7	It is very likely that I will purchase Speedo products
--	---	---	---	---	---	---	---	--

5) Umbro is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Umbro products**?

It is very unlikely that I will purchase Umbro products	1	2	3	4	5	6	7	It is very likely that I will purchase Umbro products
--	---	---	---	---	---	---	---	--

6) Prince is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Prince products**?

It is very unlikely that I will purchase Prince products	1	2	3	4	5	6	7	It is very likely that I will purchase Prince products
---	---	---	---	---	---	---	---	---

7) Bauer is a brand that:

I am not at all familiar with	1	2	3	4	5	6	7	I am very familiar with
I have a negative opinion about	1	2	3	4	5	6	7	I have a positive opinion about
I do not like	1	2	3	4	5	6	7	I like
Is untrustworthy	1	2	3	4	5	6	7	Is trustworthy
Is inferior to other brands	1	2	3	4	5	6	7	Is superior to other brands

If in the near future you were to purchase **athletic products**, what are the chances that you would buy **Bauer products**?

It is very unlikely that I will purchase Bauer products	1	2	3	4	5	6	7	It is very likely that I will purchase Bauer products
--	---	---	---	---	---	---	---	--

Please rate all of the following brands according to the degree you think they are associated with **TENNIS**

	Not at all associated to this sport	Little associated to this sport, much associated to other sports	Much associated to this sport, little associated to other sports	Predominantly associated to this sport
Bauer	1	2	3	4
Kappa	1	2	3	4
Prince	1	2	3	4
Puma	1	2	3	4
Reebok	1	2	3	4
Speedo	1	2	3	4
Umbro	1	2	3	4
Wilson	1	2	3	4

SECTION 3

On this page you will find questions which will enable us to analyze your involvement with sports. All of the information collected will remain confidential.

1) Do you practice one or more sporting activities?

No

Yes If yes, what sport(s) do you practice? _____

My level of identification with tennis:

	Strongly disagree						Strongly agree
I regularly watch tennis games.	1	2	3	4	5	6	7
I regularly check tennis scores.	1	2	3	4	5	6	7
I regularly track the statistics of tennis players.	1	2	3	4	5	6	7
I consider myself a tennis fan.	1	2	3	4	5	6	7

SECTION 4

On this page you will find questions which will enable us to better analyze the characteristics of the people who agreed to participate in this study. All of the information collected will remain confidential.

1. Your gender: Male
 Female

2. Your age : _____

3. What is the highest level of education you have completed?
 - Primary School diploma
 - High School diploma
 - Cegep diploma
 - Professional school diploma
 - Undergraduate-level diploma
 - Graduate-level diploma

4. Your occupation lies within the following field:
 - Student
 - Teacher
 - Engineer
 - Government
 - Lawyer
 - Manager
 - Retired
 - Salesperson
 - Self-employed
 - Other (please specify): _____

5. Your approximate yearly household income before taxes:
 - Under 10 000\$
 - 10 000\$ to 19 999\$
 - 20 000\$ to 29 999\$
 - 30 000\$ to 39 999\$
 - 40 000\$ to 49 999\$
 - 50 000\$ to 59 999\$
 - Over 60 000\$

Important notice regarding the questionnaire you have just completed

We hold to inform you that the questionnaire you have just completed contains associations of brands with athletes involved in scandals which are all fictitious.

All of the associations which were presented to you concerning brands and athletes are not real associations. The scandal presented in the press release involving an athlete is also fictitious. The athlete mentioned was never subject of investigation nor was ever charged for the mentioned crime.

We created these scenarios in order to simulate real situations enabling you to place yourself in a context that could have possibly occurred. This has allowed us to know your reactions to such situations if they were to occur. There is no reason for which we used these specific brands associated with these athletes rather than with others.

With this in mind, do you know which brand is actually endorsed by Rafael Nadal? a) NO b) YES, he endorses:

We once again thank you for your invaluable time and collaboration. If you have any questions, you can communicate directly with the person responsible of this study, Hari Christianis via:

Email: haralambos.christianis@hec.ca

Tel: 514-962-2338

APPENDIX C – Intention to Purchase

A.1 Impact of the independent variables on the primary brands

This section aims to test H2b which predicts that the intention to purchase products of a brand is lower when it is directly endorsed by a product-relevant athlete implicated in a scandal than when the brand is not endorsed. This hypothesis is tested in the context of a soccer brand (Umbro/Cristiano Ronaldo) and a tennis brand (Wilson/Rafael Nadal). The hypothesis is first tested with the Umbro brand endorsed by Cristiano Ronaldo. If the implication of **Cristiano Ronaldo** in a scandal has an impact on the intention to purchase **Umbro** products, this means that the scandal spilled-over from the perpetrator being the athlete, to the brand he endorses.

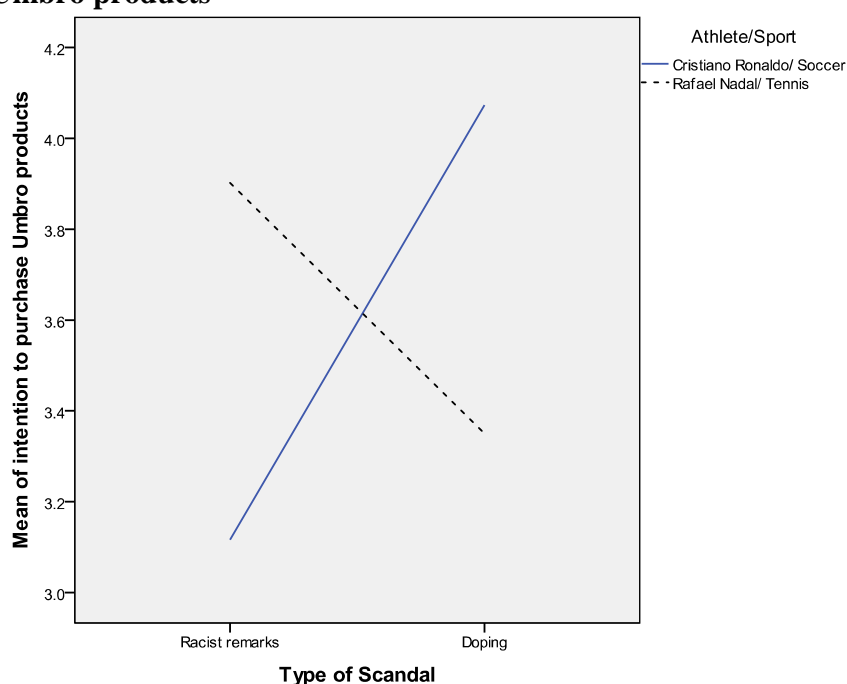
An analysis of variance was conducted using the purchase intention of Umbro products as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 22. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should be obtained (lower intention to purchase in the soccer condition than in the tennis condition).

Table 22: ANOVA results - Dependent variable: Umbro purchase intention

Source of variation	Umbro-Intention	
	<i>F</i>	p value
Type of scandal (A)	0.731	0.394
Type of athlete/sport (B)	0.010	0.922
Brand familiarity	12.376	0.001
A x B	9.052	0.003

The results show that there is a statistically significant interaction effect involving the two factors ($p < 0.01$). In addition, the only other statistically significant effect is that of the covariate. Since the interaction is significant, it is necessary to qualify the effect of each factor. Figure 6 displays a plot of the mean attitude in each experimental condition.

Figure 6: Interaction “type of scandal x type of athlete/sport” on intention to purchase Umbro products



It appears that the involvement of Cristiano Ronaldo in a doping or racism scandal had no impact on the intention to purchase Umbro products.

The hypothesis is then tested with the Wilson brand endorsed by Rafael Nadal. If the implication of **Rafael Nadal** in a scandal has an impact on the intention to purchase **Wilson** products, this means that the scandal spilled-over from the athlete endorser, to the brand he endorses.

An analysis of variance was conducted using the intention to purchase Wilson products as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 23. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should be obtained (lower intention to purchase in the tennis condition than in the soccer condition).

Table 23: ANOVA results - Dependent variable: Wilson purchase intention

Source of variation	Wilson-Intention	
	<i>F</i>	p value
Type of scandal (A)	0.661	0.417
Type of athlete/sport (B)	2.461	0.119
Brand familiarity	21.969	0.000
A x B	1.915	0.168

The only statistically significant effect is that of the covariate. The results show that the involvement of Rafael Nadal in a doping or racism scandal had no impact on the intention to purchase Wilson products.

A.2 Impact of the independent variables on the direct competitor brands

This section aims to test H3b which predicts that the intention to purchase products of a brand that is a direct competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, is lower compared to when the primary brand is not endorsed.

This hypothesis is tested in the context of a soccer brand (Kappa/Cristiano Ronaldo) and a tennis brand (Prince/Rafael Nadal). The hypothesis is first tested with the Kappa brand.

If the implication of **Cristiano Ronaldo** in a scandal has an impact on the intention to purchase products from the brand **Kappa**, this means that the scandal spilled-over from

the perpetrator being the athlete, to the direct competitor of Umbro, being the brand endorsed by the athlete.

An analysis of variance was conducted using the intention to purchase Kappa products as the dependent variable and the two experimental factors as independent variables.

Moreover, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 24. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should be obtained (lower intention to purchase in the soccer condition than in the tennis condition).

Table 24: ANOVA results - Dependent variable: Kappa purchase intention

Source of variation	Kappa-Intention	
	<i>F</i>	p value
Type of scandal (A)	0.939	0.334
Type of athlete/sport (B)	2.304	0.131
Brand familiarity	3.680	0.057
A x B	1.211	0.273

The results show no statistically significant main effect of the factors tested. The involvement of Cristiano Ronaldo in a doping and racism scandal had no impact on the purchase intention of Kappa products.

The hypothesis is then tested with the Prince brand endorsed by Rafael Nadal. If the implication of **Rafael Nadal** in a scandal has an impact on the intention to purchase **Prince** products, this means that the scandal spilled-over from the athlete endorser, to the direct competitor of Wilson, being the brand endorsed by the athlete.

An analysis of variance was conducted using the intention to purchase Prince products as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 25. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should be obtained (lower intention to purchase in the tennis condition than in the soccer condition).

Table 25: ANOVA results - Dependent variable: Prince purchase intention

Source of variation	Prince-Intention	
	<i>F</i>	p value
Type of scandal (A)	0.931	0.336
Type of athlete/sport (B)	0.508	0.477
Brand familiarity	70.139	0.000
A x B	0.055	0.815

The results show that the only statistically significant effect involves the covariate. The involvement of Rafael Nadal in a doping and racism scandal had no impact on the purchase intention of Prince products.

A.3 Impact of the independent variables on the indirect competitor brands

This section aims to test H4b which predicts that the intention to purchase products of a brand that is not a direct competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, but that is associated to many sports, is the same whether the primary brand is endorsed or not. This hypothesis is tested in the context of the brand Puma and Reebok, both catering to soccer as well as tennis. The hypothesis is first tested with the Puma brand. The implication of either **Cristiano Ronaldo** or **Rafael Nadal** in a scandal is expected to have no impact on the intention to purchase **Puma** products.

Therefore, the scandal should not spillover from the endorser athlete, to the indirect competitor brand, Puma.

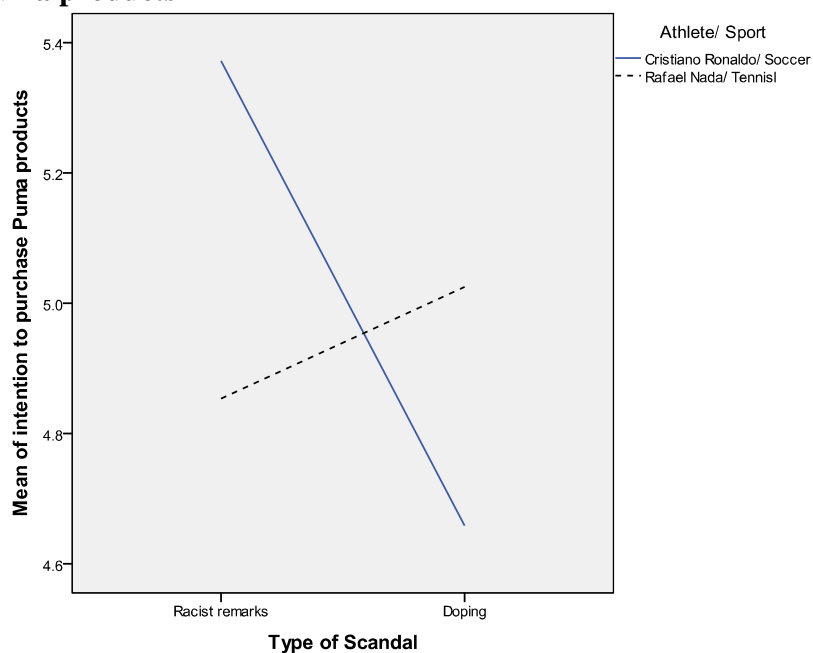
An analysis of variance was conducted using the intention to purchase Puma products as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 26. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should not be obtained (similar intention to purchase in the soccer as well as in the tennis condition).

Table 26: ANOVA results – Dependent variable: Puma purchase intention

Source of variation	Puma-Intention	
	<i>F</i>	p value
Type of scandal (A)	1.125	0.290
Type of athlete/sport (B)	0.047	0.828
Brand familiarity	11.921	0.001
A x B	4.131	0.044

The results show that there is a statistically significant interaction effect involving the two factors ($p < 0.05$). In addition, the only other statistically significant effect is that of the covariate. Since the interaction is significant, it is necessary to qualify the effect of each factor. Figure 7 displays a plot of the mean intention to purchase in each experimental condition.

Figure 7: Interaction “type of scandal x type of athlete/sport” on intention to purchase Puma products



It can be concluded that the scandal did not spillover to the indirect competitor brand, Puma.

The same hypothesis is then tested with the Reebok brand. The implication of either **Cristiano Ronaldo** or **Rafael Nadal** in a scandal is expected to have no impact on the intention to purchase **Reebok** products. Therefore, the scandal should not spillover from the endorser athlete, to the indirect competitor brand, Reebok.

An analysis of variance was conducted using the intention to purchase Reebok products as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 27. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should not be obtained (similar intention to purchase in the soccer and in the tennis condition).

Table 27: ANOVA results – Dependant variable: Reebok purchase intention

Source of variation	Reebok-Intention	
	<i>F</i>	p value
Type of scandal (A)	0.348	0.556
Type of athlete/sport (B)	0.576	0.449
Brand familiarity	23.836	0.000
A x B	0.321	0.572

The results show no statistically significant effect involving any of the factors except for the covariate. Therefore, it can be concluded that the scandal did not spillover to the indirect competitor brand, Reebok.

A.4 Impact of the independent variables on the non-competitor brands

This section aims to test H5b which predicts that the intention to purchase products of a brand that is not a competitor of a brand directly endorsed by a product-relevant athlete implicated in a scandal, and that is not associated to the same sport, is the same whether the primary brand is endorsed or not. This hypothesis is tested in the context of the brand Speedo and Bauer, specializing in swimming and hockey equipment respectively. The hypothesis is first tested with the Speedo brand. The implication of either **Cristiano Ronaldo** or **Rafael Nadal** in a scandal is expected to have no impact on the intention to purchase **Speedo** products. Therefore, the scandal should not spillover from the endorser athlete, to the non-competitor brand, Speedo.

An analysis of variance was conducted using the intention to purchase Speedo products as the dependent variable and the two experimental factors as independent variables.

Moreover, this model included brand familiarity as a covariate. The ANOVA results are

displayed in Table 28. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should not be obtained (similar intention to purchase in the soccer and in the tennis condition).

Table 28: ANOVA results – Dependent variable: Speedo purchase intention

Source of variation	Speedo-Intention	
	<i>F</i>	p value
Type of scandal (A)	1.096	0.297
Type of athlete/sport (B)	0.267	0.606
Brand familiarity	36.525	0.000
A x B	2.801	0.096

The results show no statistically significant effect involving any of the factors except for the covariate. Therefore, it can be concluded that the scandal did not spillover to the non-competitor brand, Speedo.

The same hypothesis is then tested with the Bauer brand. The implication of either **Cristiano Ronaldo** or **Rafael Nadal** in a scandal is expected to have no impact on the intention to purchase **Bauer** products. Therefore, the scandal should not spillover from the endorser athlete, to the non-competitor brand, Bauer.

An analysis of variance was conducted using the intention to purchase Bauer products as the dependent variable and the two experimental factors as independent variables. In addition, this model included brand familiarity as a covariate. The ANOVA results are displayed in Table 29. The verification of the research hypothesis implies that a main effect of the type of athlete/sport should not be obtained (similar intention to purchase in the soccer as well as in the tennis condition).

Table 29: ANOVA results – Dependent variable: Bauer purchase intention

Source of variation	Bauer-Intention	
	<i>F</i>	p value
Type of scandal (A)	2.200	0.140
Type of athlete/sport (B)	5.016	0.026
Brand familiarity	103.821	0.000
A x B	0.050	0.824

The results show a statistically significant effect involving the type of athlete/sport as well as the covariate. The results are contrary to the initial hypothesis as it appears that the endorser scandal did in fact have an impact on the intention to purchase Bauer products. This may be explained by the randomization process that did not work.