

**ERASMUS UNIVERSITY ROTTERDAM**

**Erasmus School of Economics**

Bachelor Thesis Marketing BA1910

# The Relationship between Consumer's Self-Image and the Jerseys They Wear

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Date final version: September 26, 2022

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## Executive Summary

This paper studies the topic “Are university students less likely to purchase sports jerseys if the sponsor conflicts with their self-image?” Marketing in sports can be done through many channels, one of which is jersey sponsorship. In order to fully understand all aspects of jersey sponsorship, it is important to start with a broader view of sponsorship. Sports sponsorship consists of three components: the sponsor company, the team, and the fans. The sponsor company and the team work together to come to an agreement for the sponsorship, but it is the fans who are the consumer of the product, meaning that they ultimately drive the success of the sponsorship. For the sponsor company, it is important to take consistent care of the sponsorship relationship and monitor its success, while for teams it is important to find a sponsor company that maximizes profits without alienating fans. The fans' view of a jersey sponsorship will be affected by their connection with the team, their age, the appearance of the sponsorship logo, and the sponsorship's fit with their self-image. Studies on jersey sponsorships specifically are limited. However, studies have shown that there is a significant effect of jersey sponsorships on the fans' view of both the team and the sponsor company. The color congruency of the sponsorship logo on the jersey also had an effect on the consumers' willingness to pay. However, there have not yet been studies on the relationship between the type of sponsor company and the consumer's view and willingness to pay for the jersey.

This study looks at sponsor type and its relation to university students' self-image. A survey was completed by 129 university students between the ages of 18 and 26. It is hypothesized that students would be less likely to wear and be willing to pay less for a jersey if the sponsorship went against their self-image when compared to a jersey with a sponsorship that was congruent with their self-image. No significant effect is found in relation to self-image, however, there is a significant difference in willingness to pay and likelihood to wear for different types of sponsorship companies. It is also hypothesized that university students would prefer less prominent sponsor logos on their jerseys. This effect is found to be significant. These results could be built upon in future papers that go more in-depth in the self-image aspects of the study as well as by looking at different age groups.

## Introduction

Professional sports are packed with advertisements. Whether it is commercial breaks during games, on-field banners, or team sponsorships, it is almost impossible to watch a professional sports game without being exposed to advertising of some kind. While teams and sponsor companies work together to create a sponsorship, the fans also have some control over which companies advertise during games by voting with their wallets. If the fans choose to stop supporting the team due to its sponsorship choices, teams could decide to move on from the sponsorship. In a similar sense, if the sponsor company realized the sponsorship was not profitable or did not achieve their marketing goals, they could choose to discontinue it. However, it is very difficult to determine the causality of marketing efforts, as the counterfactual—where the sponsorship was not used—does not exist. After all, sponsorships are only beneficial to the sponsor company if there is an audience. However, it is not always easy for fans to cut off all ties with a team and remove themselves completely from the audience. Samra and Wos (2014) state that devoted fans stick with their team through good and bad, and do not stop supporting even when the team has failures. While losing games and choosing an undesirable sponsor is not a one-to-one comparison, they are both events that cause negative feelings for fans (Kerr et al., 2005). Supporting a team becomes part of a fan's identity.

While some fans may find it emotionally difficult to completely stop supporting a team due to its sponsor, there are less-extreme choices they can make. For example, one option is to no longer purchase team jerseys. Looking at the consumer conceptual model, internal influences, such as personality, and external influences, such as culture, shape one's self-image, which then influences their decision-making process to purchase an item, such as a jersey (Saunders et al., 2022). In this setting, self-image refers to what a person thinks of themselves and how they want others to think of them. One of the reasons fans wear team jerseys is to express their identification with their favorite team (Derbaix and Decrop, 2011). However, when wearing their jersey, they also indirectly represent all the team sponsors on the jersey. Would fans want to wear a jersey with a sponsor they disagree with simply to represent their fandom? Since it is possible to support and follow a team without owning the jerseys, a lesser step that fans can take to protest a sponsor is to stop buying and wearing the team's jerseys. This paper examines the following research question: *Are university students less likely to purchase sports jerseys if the sponsor conflicts with their self-image?*

Jersey sponsors are becoming much more popular recently in major American sports and there have been some controversies surrounding gambling sponsorships (Hunter, 2022). Fans' decisions to purchase jerseys can affect both team and sponsor revenues. The top soccer teams in the world sell millions of jerseys a year, and even though they typically only keep 7.5 to 15 percent of revenue from jersey sales, at €90 a jersey they still receive millions in revenue (Kelly, 2020). Teams are also trying to

increase fan engagement since increased fan engagement leads to higher profits (Kooiman, 2022). Rui Biscaia, a lecturer in sports management at the University of Bath said that the more time a fan spends at their club, the more likely they are to spend money on it (Kooiman, 2022). One form of fan engagement is purchasing merchandise, such as jerseys (Biscaia, 2021). By making jerseys more attractive to the fans, they can increase fan engagement which in turn will increase their profits. Meanwhile, on the sponsor side, every person wearing their logo is advertising for the company. Companies looking to maximize their return on investment should take the number of people wearing the jerseys into account as a benefit of the sponsorship. Having a sponsorship that fans are proud to represent on their clothing could benefit all parties involved.

**Figure 1**

*Conceptual Model of Jersey Sponsorship*

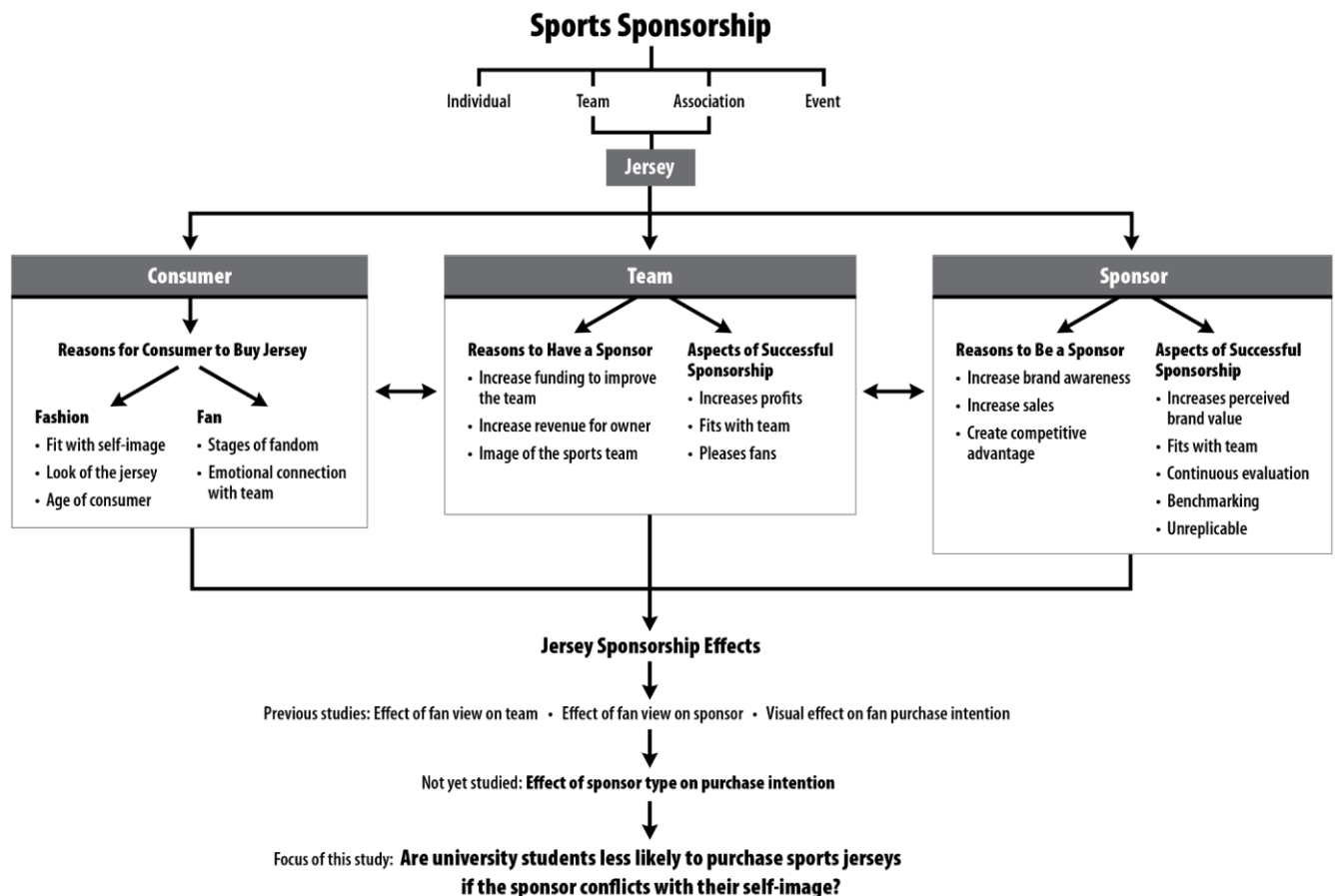


Figure 1 shows the different factors that relate to jersey sponsorship. This conceptual model shows how the topic studied in this paper was decided upon. There are four types of sports sponsorships, with jerseys being just one segment that was focused on (Bello, 2016). Within jersey sponsorship, the

consumer, team, and sponsor company all have an influence on the outcomes, which will be discussed in greater detail later in this paper. Multiple effects of jersey sponsorship have been studied previously. However, there have not yet been studies on how different types of sponsor companies, such as gambling companies or environmentally friendly companies, affect the fans' purchase intentions and views of the jersey itself.

The thesis will be structured in the following way. First, the theoretical background of the problem will be discussed. This includes the relevance of the problem, consumer behavior, and some previous studies on the topic. Next will be the methodology of the survey set-up. Afterward, the results and a discussion of the findings, limitations of the study, and possible extensions for the future will follow. Finally, there will be a conclusion that summarizes the paper.

## **Definitions**

Before continuing with the remainder of this paper, some key terms will be defined. To avoid confusion between sports, the term football will not be used on its own. Instead, “association football” or “soccer” will be used in regard to the sport known commonly as football around the world, and “American football” or “gridiron football” will be used when referencing the sport known as football in the United States.

The population that this study will examine is university students. Only students who have studied in a bachelor's or master's program in the previous school year will be eligible to respond to the survey. These students will also have to be between the ages of 18 and 26. These numbers are based on the average ages of university students in the Netherlands. The majority of bachelor's students at Dutch universities are between the ages of 18 and 23, and the majority of master's students in the Netherlands are between the ages of 22 and 26. While the location of the respondent's university is not collected in the data, it is likely that a large portion of respondents will be from around the world since no restriction is placed on nationality, and the survey is distributed in international programs.

For the remainder of the survey “jersey” and “kit” will be used interchangeably. Both terms will refer specifically to commercially available replicas of the shirts worn by professional association football players during their games. Clothing with team branding that is not an exact replica of the shirts worn in-game will not be considered jerseys in this study. The breakdown of team merchandise sales by type of apparel is unknown. This paper will focus on soccer jerseys because they have the longest history of sponsorship. (Rowe and Zemanek, 2017).

The sponsor of the team's jersey is a company – often unrelated to the team they sponsor – that pays a yearly fee to have their logo displayed on the team's official jersey. Jerseys will also typically include the logo of the jersey manufacturer, such as Nike or Adidas. This paper will not consider the

manufacturers as sponsors of the jersey. To avoid bias, these sponsors will not be included at all when presenting the created jerseys.

The respondent's views on the jersey will be measured based on a combination of two factors: how likely they are to purchase the jersey and how likely they are to wear the jersey. These are the two factors that benefit both the sponsors and the teams. The teams gain revenues when fans purchase the jersey, and the sponsor company expands its advertising when fans wear the jersey in public.

The final term to be defined is "self-image". There are four parts to a person's self-image (Szmigin and Piacentini, 2018). These aspects of self-image are the person you believe you are (actual self), the person you would like to be (ideal self), the person you believe others see you as (social self), and the person you want others to see you as (ideal social self). If a person wanted to appear as if they were concerned about climate change but really did not care about it, then climate change would conflict with their "ideal social self", but not with their "actual self". In this study, conflicting with one's self-image refers to going against either the "actual self" or the "ideal social self".

## **Theoretical Background**

### **Relevance for Sponsors**

Companies typically strive to get their products and services to be memorable to the consumer. Brand awareness is a part of the consumer decision journey since consumers must be aware of a brand before considering it as one they wish to purchase (Court et al., 2009). Thus, growing brand awareness will also increase the number of possible customers. However, obtaining this brand awareness can be difficult. Increasing the frequency in which the consumer sees your company's logo could lead to them remembering it later on as was found by Cannon and Riordan (1994). They examined the concept of effective frequency, or the number of times a consumer must see a product to purchase it. They found that maximum frequency often follows a convex shape, meaning that the number of times a consumer sees the product will increase their likelihood to purchase it, without diminishing returns. Research from Janiszewski et al. (2003) also looks at optimal strategies of advertisement repetition to be memorable. Their study found that the repetition should be spaced out and should include a less involved source of media such as product placement or a billboard. One way to go about this is through a sponsorship in sports. Putting your logo in a place where thousands of fans can see it is a great way to gain recognition without them actively focusing on it. Even if the fans are not intentionally focusing on the sponsorship, just seeing it can increase subconscious recognition (Heath, 2012). Heath (2012) finds that subconsciously seeing an advertisement can increase the effect on the consumers' emotions which drive the decision-making process.

It is important to acknowledge that sports sponsorship can have multiple goals. While some sponsorships will be implemented in order to increase sales, sponsorships can also help change the consumers' view of the company identity or improve employee morale (Farrelly & Greyser, 2007). Sponsorships with different goals will also have different measures of success and different levels of investment, meaning they cannot all be evaluated on the same criteria and set up with the same expectations. Nielsen Sports found that companies spend over \$35 billion on sponsorship in Europe alone, and that sponsorship spend makes up 15% of the marketing budget on average (*Return on Sponsorship Investment*, 2020). In the Premier League, jersey sponsorships averaged £20.5 million ("Premier League 2021/22 Commercial Guide," 2021). This paper will focus on large-scale sponsorships that take up a large portion of the marketing budget, thus it is assumed that having a successful sponsorship is a major part of the company's marketing objectives.

Many factors can affect how well a sports sponsorship does, and especially when there are large sums of money at stake, it is important to get these right. Even if the sponsorship does not necessarily lose money, being able to maximize their investment is still beneficial for the company. The first step in sponsorship is choosing a company with the "right fit." The "right fit" can mean that the sponsorship seems sincere to the consumer and related to the company, there is a regional connection, or that fans see the sponsor as beneficial for the team (Woisetschläger et al., 2010). Sponsorships with a proper fit lead to a significant increase in brand attractiveness and word-of-mouth advertising among fans (Woisetschläger et al., 2010). Sponsorships can also turn into competitive advantages for your company (Amis et al., 1999). However, just having a sponsorship does not immediately create a competitive advantage. Amis et al. (1999) believe the three aspects of a successful sponsorship are perceived customer value, extendibility, and competitor differentiation, meaning sponsorships should make the product seem more valuable to the consumer, extend across multiple platforms, and be unreplicable by another company. Some ways to achieve these aspects would be to sponsor a successful sports team; sponsor both a team's jerseys and their stadium; and make your sponsorship exclusive. In order for the company to keep this advantage, it must first identify the value of its sponsorship, and also constantly evolve the partnership (Amis et al., 1999). By following these steps, companies can ensure success with their sponsorships.

Another method of creating a lucrative sponsorship is to continuously track its results (Miles, 2000). The first step in this process is to benchmark or evaluate the sponsorship. Ideally, this will be set before the sponsorship commences and can be used to track sales, image, or awareness (Miles, 2000). Benchmarking is when a company uses previous sponsorships from other companies as a target for different aspects of their own sponsorship. Miles (2000) also emphasizes the need to do field research to track if the sponsorship is getting the intended results. Using data to keep track of a sponsorship can help companies make optimal decisions and, if needed, cut ties early on.



Many companies still fail to maximize the benefits of their sponsorships. Between one-third and half of the companies in the United States with a sports sponsorship do not have a system in place to measure the return on investment of their sponsorship comprehensively (Jacobs et al., 2014). One reason for this is due to the difficulty companies can have in determining the impact of a sponsorship. Marketing attribution, which is when companies attribute sales and other marketing goals to certain marketing efforts, can be difficult to pinpoint since many outside factors can have an effect on sales. If companies understand the returns of their investments, then they can spend their money more effectively. Even if a sports sponsorship has led to profits for a company, there still could be better options out there.

A critical step in evaluating a sponsorship is deciding if they are the best fit for the company. Companies could be creating financial risks by failing to properly research whether a jersey sponsorship will actually benefit them. Amis et al. (1999) pose multiple reasons that sponsorships can fail. One of these reasons is when a company invests in a sponsorship just because someone in a leadership position wants to sponsor something. An example of this happened with a bank in Canada, whose chairman wanted to sponsor a Canadian multi-sport organization but made no further effort to connect the sponsorship with the company (Amis et al., 1999). Had the company done more research, the sponsorship may have been successful, but it ended up costing \$250,000 while the company failed to link the sponsorship with the bank's products and failed to promote culture by including employees which were successful strategies for similar companies, thus they got "nothing for it" (Amis et al., 1999). Another example of a failed sponsorship occurred "because [they] had the dollars to do it" (Amis et al., 1999). The consumer products company paid for a sponsorship but failed to put together a coherent plan to connect the sponsorship with the company. Athletes were hired by the company to launch a product, but since there was no underlying theme connecting the athletes with the product, the company failed to increase product sales. This lack of strategy led to a loss of money for the company. The examples of failing to research and plan sponsorships demonstrate that starting a sponsorship without a proper justification leads to failure. However, sponsorships with plans beforehand fail as well. When companies do not make an effort to maintain the sponsorship health and benefits after signing the deal, seemingly profitable sponsorships can also break down (Amis et al., 1999). As mentioned previously, sponsorships are not a one-time investment, they require focus and care throughout their tenure in order to maintain their success.

### **Relevance in Sports Leagues**

Soccer jersey sponsorships are prevalent all over the world. The top soccer leagues in almost 80 countries have sponsors on their jerseys (Unlucan, 2015). Meanwhile, the big four sports in the United States are all starting to venture into sponsored uniforms. The National Basketball Association (NBA)

started allowing teams to come to deals with jersey sponsorships in the 2017 season (Garcia, 2016). The National Hockey League (NHL), and Major League Baseball (MLB) have both confirmed deals to allow jersey sponsorships to start in the 2022 (Washington Capitals, 2021) and 2023 (Brown, 2022) seasons respectively. In the NFL, having advertisements on jerseys “feels inevitable” according to Kendall Baker (2019). The increased popularity of jersey sponsorships in leagues leads to an opportunity for companies since they can benefit from these sponsorships, as was mentioned previously.

The addition of sponsors on jerseys brings in a large source of potential revenue for most American sports leagues. Looking at the sponsor revenues from various association football leagues across Europe gives a look into what the future may hold for jersey sponsorship in American leagues. Manchester United signed a five-year deal with TeamViewer, a software firm based in Germany, in 2021 for £235 million, which equates to £47 million per year (*Manchester United Agree*, 2021). This amount of money allows teams to invest in higher-quality players. These players can help the team win more, which opens up the opportunity for even larger sponsorship deals, which is good for the teams since they make more money. The two main goals of team owners are to make profits and/or to win games (Babiak & Yang, 2022), both of which can be achieved through sponsorship profits. Everton, a club in the same league as Manchester United, signed a sponsorship deal with a sports betting company in 2022 (Hunter, 2022). This decision came only 2 years after they canceled a jersey sponsorship with a separate sports betting company due to fan criticism. The team claimed that the deal was needed to stay competitive.

Some leagues, such as the MLB and NBA, are cautious when deciding which sponsors are allowed. In the MLB, teams will not be allowed to have alcohol, betting, or media sponsors on their jerseys (Brown 2022). There are multiple reasons for these sectors to be banned from sponsoring jerseys. One possibility is to prevent sponsor conflicts, which is when two sponsors from the same industry have sponsorships. This may be the reason media sponsors are banned. While this could also be the case for alcohol and betting companies, another reason they may be prohibited is for the MLB to maintain a view of morality. Fans, including children, will wear these jerseys. If the MLB does not want to appear to be marketing unethical acts such as drinking and gambling to children, then banning these sponsors would make sense. Studies, such as the ones done by Crompton (1993) and Djohari et al., (2019), discuss how gambling and alcohol sponsors normalize and encourage gambling and drinking to children. Keeping the integrity of the jerseys intact may also play a role. Many MLB teams have existed for decades, and their jerseys have a lot of history that fans champion. Even just the act of adding sponsors has upset some fans, with one survey finding that over half of MLB fans considered jersey sponsorships to be tacky (Laningham, 2022). The MLB may be trying to avoid any more controversy by allowing sponsors that fans disagree with morally. The NBA is in a similar situation as the MLB, with no teams having gambling or alcohol sponsors on their jerseys. There are other types of sponsorships that could be thought of as

problematic, such as tobacco companies, but alcohol and gambling were the two specifically banned by the leagues (Brown 2022).

Limiting which sponsors are allowed is not solely done in American leagues. In 2019, betting sponsorships were banned across all sports in Italy (Martin, 2021). The top 2 Spanish soccer leagues were also banned from using betting sponsorships in 2020. However, these bans have come from the government, rather than the leagues themselves. The president of La Liga (the top Spanish soccer league) spoke out against the ban, saying it will hurt league revenues, especially for the smaller clubs. In the U.K., a similar deal is being considered, although no official ban has been implemented yet (Magowan, 2022). The main difference between sponsorship bans in the United States and in Europe is that the bans come from a league level in America, while they come from a governmental level in Europe.

This stance against certain types of sponsors is not universally held in sports leagues. In the NHL, there is no restriction against betting company jersey sponsors. In fact, the very first jersey sponsor announced was Caesars Sportsbook, an online sports betting platform (Capitals, 2021). The NHL may be taking a different stance than the MLB for multiple reasons. Perhaps they view the product as less family-friendly already due to the violent nature of the sport, thus having a sponsor advocating for gambling is more acceptable. However, the most likely reason is a purely monetary one. Gambling websites have a lot of money to spend, and the NHL wants to maximize its profits as any business would. The decision depends on whether or not the benefits of gambling sponsorships outweigh the possible negative outcomes from fan outrage.

Meanwhile, in association football leagues in Europe, sponsorships on jerseys have been established for a much longer time and are more familiar to the fans. Jersey sponsor industries span from airlines to banks. As previously mentioned, British club Everton signed a sponsorship deal in 2022 with online betting company Stake.com through 2025 for over 10 million pounds a year (Hunter, 2022). However, just because these sponsorships are being signed, does not mean there is no backlash from fans. The very same club, Everton, had to cancel its sponsorship with betting company SportPesa in 2020 due to fans worried about the increasing “gamblification” of association football (Conn, 2020). There is an apparent discrepancy in clubs between pleasing fans and choosing a sponsor who pays them the most money. The increase in revenue from sponsorships needs to offset any loss in revenue from fans who stop supporting the team in order for a sponsorship to be beneficial.

## **Consumer Behavior**

A jersey sponsorship cannot be successful without the consumer. People wear the jerseys of their teams to represent their fandom in public. The fans have a sense of pride for their team, and wearing a jersey allows them to show off the level of their fandom, as well as allows them to connect and bond with

other fans (Derbaix and Decrop, 2011). However, jerseys are just one aspect of fashion used as a form of self-expression. A person's appearance represents their values, beliefs, or social stature (Venkatasamy, 2015). La Ferla (2018) goes as far as to say that people wear designer brands such as Gucci not only as a way to represent their status, but also to show social responsibility. She claims that since the company has championed ethical causes in the past, clothes with Gucci branding show that the wearer also cares about these causes. Younger people are especially more likely to use clothing as a form of self-expression than their counterparts in older generations (Evans, 1989).

Wearing a jersey shows that a person is a fan of a certain team. However, by wearing the jersey they are also representing the sponsor it contains. Over 3 million people bought Real Madrid jerseys in 2021, which have Emirates airline displayed on the chest (Desk, 2022). Popular jersey sponsors in Association football span across dozens of industries. One study found that there were jersey sponsorships in 11 different industries and 20 different subsectors in all major association football leagues (Unlucan, 2015). Many of these industries – such as automobiles, airlines, and banks – are not typically represented in the fashion industry. While some people may not care about the sponsor, others may think twice about who they are representing. For instance, supporting an oil company or airline may be a bad choice for someone who considers themselves to be environmentally conscious. People might decide that advertising for an objectionable cause makes the jersey unwearable, specifically, in younger generations who want to express themselves through their clothing. Younger people have been found to be more involved in fashion (O'Cass and Julian, 2001). In this study, involvement was defined as “the extent to which the consumer views the focal activity as a central part of their life, a meaningful and engaging activity in their life and important to them” (O'Cass and Julian, 2001). A negative correlation was found between age and involvement in fashion, meaning that younger people believe that fashion is a more central part of their life.

Self-image also plays a role in fashion choices for the consumer. One study examined the relationship between a variety of factors and an individual's involvement in fashion (O'Cass and Julian, 2001). They found that both ideal- and social-self congruency had significant positive correlations with involvement in fashion. Self-image congruency was defined as “cognitive matching between a product and a consumer's self-concept” (O'Cass and Julian, 2001). These results mean that individuals who valued congruency between fashion brands and their self-image also viewed fashion as more important to their life. Another study examined how self-image congruency affects consumer preference and satisfaction with the brand (Jamal and Goode, 2001). They found that congruence with self-image was a strong predictor of both brand preferences and consumer satisfaction with the product. Consumers who felt brands corresponded with their self-image had a higher preference for these brands and were more

satisfied with these brands. These results indicate that self-image does play a role in a consumer's decision to purchase a shirt, such as a jersey.

There are a variety of factors that affect fans' decisions as well. Sports fandom is not simply a hobby that can be stopped easily at any time without personal consequences. A study by Wann et al. (2011) found that sports fandom can bring a person self-esteem, a sense of belonging, and positive well-being, as well as having a positive relationship with their social-psychological health. Stopping the support of a team could remove these factors, negatively affecting the individual. Another study mentions how sports fandom leads to more connections in the community (Phua, 2012), which can lead to a better standing emotionally (Nicholson & Hoyer, 2014). Being a sports fan can bring many benefits, which makes it difficult to stop one's fanship. Due to this, if a fan disagrees with a team's decision, they may look for less severe ways to show their disapproval instead of cutting off all ties. Fans do not immediately reach the stage where they psychologically benefit from supporting their team. Funk & James (2001) propose that there are 4 stages to fandom. The first stage is awareness, where a person is aware of the team but has no emotional connection. The second stage is attraction, meaning the person is fond of a certain team but does not have a strong connection. Thus, they may be quick to switch favorite teams if the connection with their current team breaks. The third stage, attachment, requires a "stable psychological connection" and it occurs when the team becomes important to the fan. The final stage is allegiance, where a person's fandom affects their cognition. These fans would be more likely to dismiss negative information about their team (Funk & James, 2001). A person's level of fanship will affect how they react to negative actions from their team.

Sponsorships in sports have many separate aspects that need to come together for success. There are three parts to every sponsorship. First, there is the sponsor company, which needs to both choose a sponsorship that fits their goals and track the sponsorship's success. The second aspect is the team, who needs to choose a sponsor that maximizes profit without sacrificing its image. Finally, there are the consumers who are the target audience of the sponsorships. Consumers' level of fanship and their attitude towards fashion both affect their opinions of a sponsorship. All of these factors come together in jersey sponsorship, on which some early research has already been done.

### **Previous Literature on Jersey Sponsorship**

It may appear as if fans of a team want to buy the jersey to represent them no matter what, but there is a precedent of jersey sponsors having an effect on the consumers' view and willingness to buy (Son, 2021). Factors of a jersey, such as how it looks, can affect how likely a fan is to purchase it. Son (2021) examined how the visual congruity of a jersey sponsor affected fan attitudes towards the jersey and their purchase intentions. In this setting, visual congruity refers to when the sponsorship colors and

the team colors match. He found that sponsor color congruity with the team increases fan attitudes and support towards the jersey sponsor. This study also found that sponsor color congruity increases the likelihood of fans purchasing the jersey, for both hardcore and casual fans. These results show that fans—at least partially—base their decision to purchase/wear a jersey on how it looks, rather than simply because they are a fan of the team. It is also clear that sponsor companies benefit from congruous partnerships, as it increases both the fan's view of the sponsor and the reach since more fans wear the jerseys. Not only do fans have a better impression of the jersey sponsor, but they are also more likely to purchase from this sponsor (Graeber, 2020). One study found that a fan's attitude towards the team is significantly and positively correlated with sponsor patronage. (Graeber, 2020). This means that if a fan has a better attitude towards the team they root for, they will be more likely to purchase from the team's jersey sponsor. This effect happens for sponsorships that fit the team superficially, such as through similar colors or locations, and for sponsorships that fit the team's function, such as relating to the same sport. However, the effect is stronger for the latter. Jersey sponsor congruence can affect the fans' views towards the jersey, their views towards the sponsor, and the success of the sponsorship.

Jersey sponsorship has also been shown to affect fans' views of teams. Teams who use nonprofit sponsorships are viewed more favorably by their fans from a corporate social responsibility standpoint (Graeber, 2020). By choosing the right sponsor, teams can benefit, since fans will view them in a more favorable light. The fans, the teams, and the sponsors are all affected by the jersey sponsor partnerships, which is why it is important to fully understand the aspects that influence it.

## Hypotheses

Previous literature and theory go into great detail on many aspects of sponsorships. Researchers discuss what makes sponsorships successful for companies, why they are beneficial for both teams and companies, and the relevance of sponsorships today. There are also many studies on consumer behavior, its relationship to clothing, and how individuals connect with sports teams. The studies on jersey sponsorships are less common and have typically focused on how they affect the sponsor or the team, and not on the consumer. Other studies have focused on the look of the sponsor logo on the jersey. However, one aspect that has not yet been covered in academic research is how the type of company that sponsors a jersey affects the fans' view and likelihood to purchase a jersey. This study aims to address if a fan's views and self-image affect how they view sponsorships.

The research question “Are university students less likely to purchase sports jerseys if the sponsor conflicts with their self-image?” will be examined through three hypotheses. A survey was sent out to gain the data for the results, which will be discussed in further detail in the methodology section. The three hypotheses are as follows:

*Hypothesis 1: University students will be more willing to purchase and wear a soccer jersey if the sponsor corresponds with their self-image compared to a jersey where the sponsor does not correspond with their self-image.*

*Hypothesis 2: University students will be willing to pay more for a soccer jersey if the sponsor corresponds with their self-image compared to a jersey where the sponsor does not correspond with their self-image.*

*Hypothesis 3: University students will be more willing to purchase and wear a soccer jersey if the sponsor logo is smaller and in a less prominent position*

## **Methodology**

### **Exploratory Research**

This paper uses a survey to gather data. The first step was collecting exploratory data. This was used to generate accurate and answerable questions to ask in the survey, in order to ensure the data was accurate and valid. The first aspect that needed to be established was that the target demographic of the survey, university students, are willing to wear branded clothes. University students were chosen as a way of narrowing down the population without sacrificing the sample size. Due to the methods used to distribute the survey, university-aged respondents were believed to be the most likely age group to respond in a timely manner. This was researched in two ways. The first of which was through short interviews with a handful of university students. They were asked whether or not they own clothing with visible logos, if they knew what the logo represented, and if they considered the logo when buying the shirt. The second method of determining whether students wear branded clothes was through observation, which was done by going to the campus of Erasmus University during school hours and observing whether or not students were wearing clothes with logos. Through both methods, it was clear that a majority of university students own and wear at least some branded clothes.

The next stage of exploratory research was done to determine the scale of the factors included in the survey. The survey uses sponsor type, sponsor logo placement, and price. The sponsor type category consisted of four options. The first option was to have no sponsor. Although this is not very common, it does occur. Unlucan (2015) found that around 12% of teams across all major soccer leagues did not have a sponsor for their jersey. More recently this occurred when the Spanish government banned betting sponsors, leaving a handful of teams sponsorless in the 2021 season (Martin, 2021). This is also typical on national team jerseys. Having an option for no sponsor allows the data to show how much the respondent is willing to pay to have a sponsorless jersey versus how much they are willing to pay to have

a sponsorship on their jersey. The second choice for a sponsor was a sports betting company, which was intended to represent a morally questionable choice. As mentioned previously, many leagues are reconsidering whether or not to ban sports betting sponsors in leagues due to gambling addictions. A general soccer company was chosen to represent the morally “neutral” company. It is nearly impossible to have a company that is truly morally neutral since a company's actions often have external effects. However, it was assumed that a fan who would be alright with representing a soccer team on their jersey would also be alright with representing a soccer ball manufacturer sponsorship. The final category chosen was an environmentally friendly sponsor. Since climate change is an extremely prominent issue currently, it was assumed that almost all of the respondents would agree that stopping climate change is a good thing. To confirm that the assumptions about climate change and gambling were correct, checks were placed into the survey to find out the respondents' feelings towards the subjects. Pictures of the logos used can be seen in Figure 2. All of the logos used were made up for fake companies using stock images obtained for a small fee. This was done to eliminate any previous biases respondents may have had towards the sponsor companies. These four possibilities were used in the survey to represent a range of sponsors that could either fit or go against a respondent's self-image.

**Figure 2**

*Created Sponsor Logos*



*Note. From left to right the logos represent the sports betting company, the soccer ball manufacturer, and the environmentally friendly sponsor*

The sponsor logo placement was decided based on past jersey sponsors. Most soccer jerseys have the sponsorship displayed prominently across the chest. The sponsor is typically the largest logo on the jersey and the first thing a person would see when looking at it. On these jerseys, the team logo is typically in the top right corner. This was the first design used in the survey. The other design used in the survey swapped the placements of the sponsor logo and the team logo. Thus, the team's logo was on the chest and much larger than the sponsor logo which was in the top left corner on the front of the shirt. This design makes the team logo much clearer to the viewer, while the sponsor logo becomes less visible. This design is common in NBA jerseys, where teams will have their logo or a separate design/word



representing the team on the chest, with the sponsor in the top left corner. These designs were included to see if the prominence of a sponsor affects how likely a person is to purchase or wear it. For instance, it is possible that someone would wear a shirt with a sponsor that they do not approve of if they believed it was not noticeable. On the other side of the spectrum, a person who wishes to signal virtue would not want to wear a shirt if the message they want to show off is not visible to others.

Finally, the price was determined through a mix of exploratory interviews and previous research. As of the time of this research, the average full-price team kit costs \$89.99 or €89.99 depending on which country it is purchased from (*World Soccer Shop*, 2022). These kits typically go on sale down to \$59.99 or €59.99 when they are from past seasons. Due to this, €90 was used as a baseline. To determine the minimum price a handful of interviews were conducted. A mix of sports fans and non-sports fans were asked if they would be willing to pay €90 for a soccer jersey of their favorite team. If they answered no to this question, they would then be asked how much they think they would be willing to pay for this jersey. The majority of sports fans answered a number around the €50 mark, while the non-sports fans responded around the €30 mark more frequently. €30 was chosen as the minimum price used in the survey to be more inclusive towards fair-weather fans. The max price was set at €110 since during interviews it seemed unlikely that fans would be willing to spend much more than €90 for a jersey. In the end, a range from €30 to €110 was used, with €20 intervals. Using €20 intervals allowed for a compromise between including too many prices leading to an increased number of questions and having close enough intervals to create an accurate scale.

### **Survey Structure**

The survey was split up into 3 sections. The first section was demographics. The respondents were asked about their age, gender, nationality, and whether or not they studied in a bachelor's or master's program in the 2021/2022 school year. If respondents answered no to the question about studying, their response was not included, as this survey is only meant to use students. Income was not included in this survey, since the respondents were purely students, and previous research showed that students have a low income (Statista Research Department, 2017). Other demographics were not considered to be related to the response variable of purchase intentions. The demographics section is important for gathering control variables, as well as segmenting the respondents after the fact.

The second section of the survey determined different psychographics and other characteristics of the respondents. Participants were asked whether or not they agreed with the statements: "I consider myself a sports fan" and "I consider myself a football (soccer) fan". They rated these statements on a seven-point Likert scale, ranging from "strongly disagree" to "strongly agree". Seven points were used to get a detailed enough scale, without overwhelming the respondent with too many options. The purpose of

these questions was to determine what level the respondent considered themselves a sports fan. It is very important to control for this data within the confines of this report. Sports fans are presumably much more interested in purchasing sports jerseys, so they could give higher ratings. This could skew ratings if not controlled for. The respondents' sports fandom was split into general sports fandom and soccer fandom. Soccer fans are not necessarily the only people purchasing soccer jerseys. General sports fans could wish to purchase a soccer jersey just to represent their interest in sports, or they could be able to more accurately put themselves in the shoes of a soccer fan when considering price points and designs.

The next set of questions is related to previous jersey purchases. The two questions asked were: "Have you worn a sports jersey/kit of a professional team in the past?" and "If you have worn a sports jersey/kit of a professional sports team in the past, how did you acquire that jersey?". Similar to the question about fandom, these questions were included to add the possibility of a control variable for previous jersey wearers. It is likely that participants who have worn a jersey in the past are more likely to wear a jersey in the future. The question about how they received the jersey gives a view into how likely they are to purchase a jersey, assuming people who have purchased jerseys in the past have more financial flexibility and desire to purchase a full-price jersey.

The final questions of the psychographic section address the respondents' views on both gambling and climate change. The set of questions on gambling consisted of 6 topics which respondents were asked to rate on a seven-point Likert scale from strongly disagree to strongly agree. These questions referred to the respondents' opinions on various scenarios involving gambling, such as views on the legalization of gambling, views on actually gambling themselves, and views on gambling sponsorships. There were 4 questions about climate change, also graded on the same seven-point Likert scale. The questions asked about the respondents' views on preventing climate change, spending their own resources on preventing climate change, and using sponsorships to promote environmental causes. The questions can be found in Appendix A, along with all other questions asked in the survey. These questions are important to determine the respondents' self-image and to properly determine whether or not there is an effect of self-image on jersey sponsor preference.

The third and final section of the survey consisted of the questions used to find out the respondents' views on different combinations of price, sponsor type, and sponsor placement. First, the participants were asked to imagine they were a fan of the soccer team Kings FC. They were told that they would be presented with a series of jerseys—and the possible factors these jerseys would consist of—which they would have to rate out of 10. The possible combinations of factors included price, sponsor type, and sponsor prominence. The respondents were required to state that they understood this in order to continue the survey. Similar to the sponsor companies, the team Kings FC was created for this survey and the logo used was created from stock imagery. This prevents any previous bias a person may have about a

team from interfering with their decision-making process. This section of the survey used a conjoint analysis structure. An orthogonal design was used when determining which factors would be chosen for each question. Orthogonal designs pair certain attributes to make sure that the effects of any attribute can be singled out, which allows for a minimal number of questions to be asked. In total, 10 questions were asked. Pictures of the jerseys that respondents were asked about were included as a visual aid. These pictures can be found in Figure 3.

**Figure 3**

*Created Jerseys with Different Sponsor Companies and Sponsor Prominence*



### Survey Distribution

The survey was distributed mainly through convenience sampling. A link to the survey was sent to school classmates through WhatsApp group chats, Instagram stories, and texts. These responses snowballed, as some participants chose to share the survey amongst friends and family through the same methods. A \$50 Amazon gift card was used as an incentive to gain responses. Respondents were given the option to leave their email to be entered in a raffle for a \$50 Amazon gift card at the end of the response collection. This was purely paid for through personal funding, with no outside source supplying funds. The survey was also distributed on the websites Surveyswap.io and Surveycircle.com. These websites offer a service where individuals can fill out surveys in order to gain responses for their own

surveys. While the methods of sampling are not ideal for gaining a completely random sample, they were considered the best possibilities given the time and monetary constraints.

## Results

The descriptive statistics of the relevant data points from the survey can be seen in Table 1. In total, there were 129 valid observations from university students between the ages of 18 and 26. The minimum sample size needed was 97. This was found using a margin of error of 10%, a confidence level of 95%, and a population size of 220 million university students worldwide (World Bank, 2021). 52% of the respondents were male and the other 48% were female. 70% of the respondents had worn a sports jersey in the past.

**Table 1**

*Descriptive Statistics of the Sample Used in the Study*

	Mean	Standard Deviation	Median	Min	Max
Age	21.82	1.86	22	18	26
Gender	0.52	0.50	1	0	1
I consider myself a sports fan	4.94	1.87	5	1	7
I consider myself a football (soccer) fan	4.26	1.97	5	1	7
Have you worn a sports jersey/kit of a professional team in the past?	0.70	0.46	1	0	1
Opinion on Legalization of Sports Betting	4.41	1.59	5	1	7
Opinion on Betting on Sports Yourself	3.59	1.81	4	1	7
Opinion on Sports Betting Sponsorships in Sports Leagues	3.60	1.60	4	1	7
Opinion on Legalization of Casino Gambling	4.22	1.67	4	1	7
Opinion on Gambling at Casinos Yourself	3.54	1.82	4	1	7
Opinion on Casino Sponsorships in Sports Leagues	3.53	1.56	4	1	7
Opinion on Protecting the Planet from Climate Change	6.50	0.85	7	3	7
Opinion on Using Sports Sponsorships to Promote Environmental Causes	6.18	1.02	6	1	7
Opinion on Spending your money to Lessen Climate Change	5.81	1.20	6	1	7
Opinion on Changing your Lifestyle to Lessen Climate Change	5.73	1.16	6	1	7
Observations	129	129	129	129	129

For the questions about sports fandom, a value of 1 was assigned to the response “Strongly Disagree” and a value of 7 was assigned to the response “Strongly Agree”. A similar system was used for the opinion questions, with 1 representing “Strongly Against” and 7 representing “Strongly For.” Both the fandom and opinion questions were ordinal data rather than interval data. This means that the distance between the responses, such as the difference between “Agree” and “Strongly Agree”, cannot be determined. Because of this, these questions will be evaluated on their medians rather than their means. The distributions of these responses can be seen in Figure 4. The majority of survey respondents considered themselves to be sports fans to some degree. A smaller percentage of respondents considered themselves to be soccer fans, although it was still a majority. The opinion questions can be broken down into questions on gambling and questions on the environment. The median answer for all gambling questions, with the exception of the legalization of sports betting, was “Neither Disagree nor Agree”. The median answer for the legalization of sports betting was “Slightly Agree”. The responses to these questions were rather evenly distributed as well. Due to these responses, a generalization of the respondents’ opinions toward gambling cannot be made. There is not a clear enough stance against gambling to claim that it would go against the respondents’ self-image.

**Figure 4**

*Distribution of Respondents' Opinions on Gambling and the Environment*

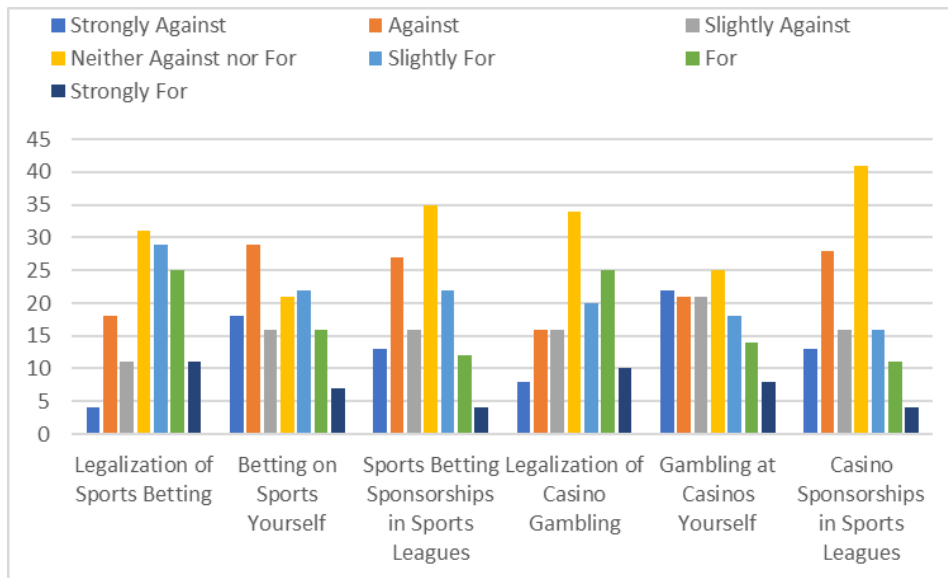
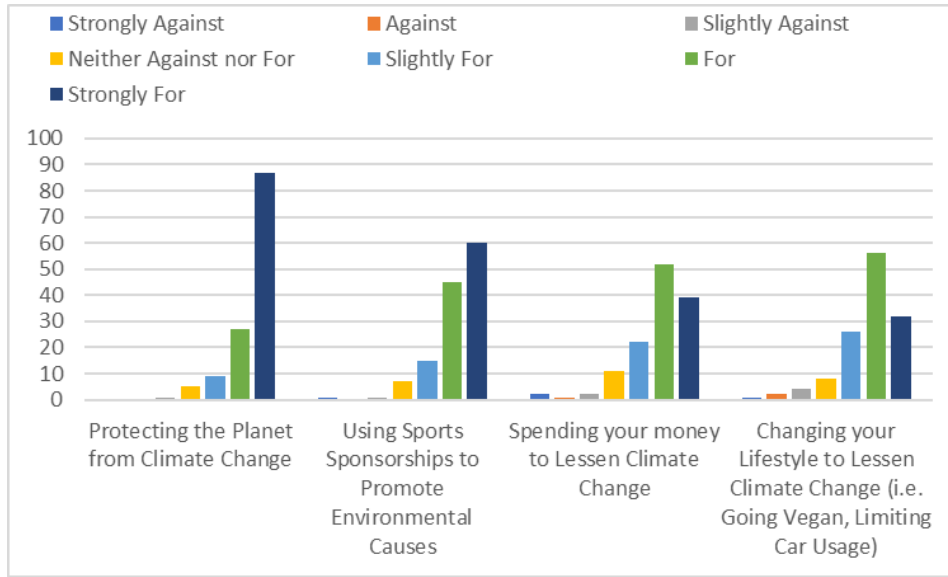


Figure 4 continued



The respondents' opinions towards the environment were much more unified. Every question on the environment had a median answer of “Agree”, with the exception of the general question about protecting the environment from climate change which had a median answer of “Strongly Agree”. Very few respondents disagreed with any of the questions regarding climate change. Using these results, it is assumed that saving the environment from climate change coincides with the respondents’ self-image.

To evaluate the hypotheses, the following ordinary least squares regression models are used:

$$Rating = \alpha + \beta_1 Betting + \beta_2 Environment + \beta_3 Soccer + \varepsilon \quad (1)$$

$$Rating = \alpha + \beta_1 Betting + \beta_2 Environment + \beta_3 Soccer + \beta_4 Fifty + \beta_5 Seventy + \beta_6 Ninety + \beta_7 OneHundredTen + \varepsilon \quad (2)$$

$$Rating = \alpha + \beta_1 Betting + \beta_2 Environment + \beta_3 Soccer + \beta_4 Fifty + \beta_5 Seventy + \beta_6 Ninety + \beta_7 OneHundredTen + \beta_8 TopRight + \varepsilon \quad (3)$$

$$Rating = \alpha + \beta_1 Betting + \beta_2 Environment + \beta_3 Soccer + \beta_4 Fifty + \beta_5 Seventy + \beta_6 Ninety + \beta_7 OneHundredTen + \beta_8 TopRight + \beta_9 Age + \beta_{10} Gender + \beta_{11} JW + \varepsilon \quad (4)$$

In these regression equations, *Rating* represents the predicted rating based on the given variables.  $\alpha$  represents the constant term. The variables *Betting*, *Environment*, and *Soccer* are dummy variables which take the value 1 when the jersey sponsor is from a sports betting company, an environmentally friendly company, and a soccer ball manufacturing company respectively. A jersey without a sponsor is represented when all of these dummy variables take the value 0. *Fifty*, *Seventy*, *Ninety*, and *OneHundredTen* are dummy variables representing the prices of the jersey. These variables take a value of 1 when the price is €50, €70, €90, and €110 respectively and a value of 0 when the price is €30. The

variable *TopRight* is a dummy variable depicting the prominence of the jersey sponsor, taking a value of 1 when the sponsor logo is in the top right, and a value of 0 when it is on the chest. The final three variables, *Age*, *Gender*, and *JW* are control variables. *Age* represents the respondents' age. *Gender* is a dummy variable depicting the respondents' gender, with a value of 1 for male and 0 for female. Finally, *JW* is a dummy variable that takes a value of 1 if the respondent had worn a jersey in the past. The  $\varepsilon$  represents the random error.

The data was regressed using the statistical analysis program *STATA*. Robust regression techniques are used to ensure there is no heteroskedasticity in the error term.

**Table 2**

*Results of Regressions on Jersey Ratings*

	(1)	(2)	(3)	(4)
Sponsor: Sports Betting Company	-0.769*** (0.257)	-1.558*** (0.282)	-1.283*** (0.325)	-1.283*** (0.319)
Sponsor: Environmentally Friendly Company	1.835*** (0.270)	0.953*** (0.295)	1.146*** (0.315)	1.146*** (0.310)
Sponsor: Soccer Ball Manufacturer	0.633** (0.269)	-0.256 (0.295)	-0.118 (0.306)	-0.118 (0.300)
Price: €50	-	-0.744** (0.365)	-0.607 (0.373)	-0.607* (0.367)
Price: €70	-	-0.899** (0.361)	-0.762** (0.369)	-0.762** (0.363)
Price: €90	-	-1.667*** (0.312)	-1.557*** (0.320)	-1.557*** (0.315)
Price: €110	-	-2.156*** (0.305)	-1.962*** (0.326)	-1.962*** (0.322)
Sponsor Location: Top Right	-	-	0.303* (0.172)	0.303* (0.170)
Age	-	-	-	0.058 (0.039)
Gender	-	-	-	0.246 (0.151)
Worn a Jersey Previously	-	-	-	0.908*** (0.165)
Intercept	3.969*** (0.229)	6.124*** (0.383)	5.629*** (0.477)	3.593*** (0.968)
R-Squared	0.129	0.184	0.186	0.214
Observations	1419	1419	1419	1419

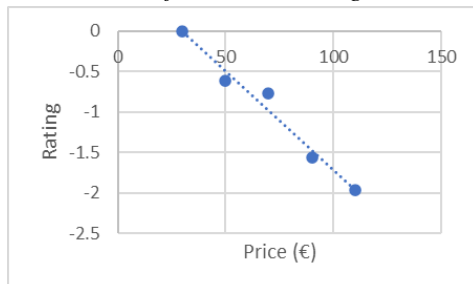
*Note.* The table above presents regressions from equations 1-4. Standard Errors are shown in parentheses. The data was rounded to three decimal places. In order to properly regress the data, each of the 11 questions on jersey ratings was counted as separate data points for each respondent. Thus, there are 11x129=1419 total observations. \* 10%, \*\* 5%, \*\*\* 1% significance.

The regression results can be seen in Table 2. This table shows the results of equations 1 through 4. Equation 1 was the simplest equation, just showing the effects of jersey sponsor on rating. Equation 2 adds in the effect of jersey prices. Equation 3 adds the prominence of the sponsor to the jersey to the regression. Finally, equation 4 was the most complex, also including the respondents' age, gender, and whether or not they had worn a jersey in the past. As was expected, the r-squared values increased as more variables were added in, ranging from 0.129 in the simplest equation to 0.214 in the most complex equation.

Since equation 4 was the most complex and had the highest r-squared value, it will be the regression used to obtain the results of the study. University students rated a jersey with a gambling sponsor 1.283 points out of 10 lower than a comparable jersey with no sponsor on it. This effect was significant at the 99% level. University students also rated jerseys with an environmentally friendly sponsor 1.146 points out of 10 higher than a sponsorless jersey, all else equal. This result was also significant at the 99% level. There was no significant difference found between the rating of a jersey with a soccer ball manufacturing sponsor and a jersey with no sponsor.

All dummy variables for the price of a jersey were significant at varying levels. The €50 dummy was significant at the 90% level, the €70 dummy was significant at the 95% level, and the €90 and €110 dummies were significant at the 99% level. A jersey that cost €50 was rated 0.607 points lower out of 10 compared to a comparable jersey that cost €30, and a jersey that cost €110 was rated 1.962 points out of 10 lower than a comparable jersey that cost €30. These variables were all negative, following a linear pattern. A scatter plot showing the linearity of these variables can be seen in Figure 5. The line of best fit for this scatter plot has an equation of  $(-0.024x + .727)$  and an r-squared of 0.972. The prominence of the logo also had an effect on the rating. A jersey with the sponsor logo in the top right corner was rated 0.303 points higher than a jersey with the sponsor logo on the chest, all else equal. This effect was significant at the 90% level.

**Figure 5**  
*Scatter Plot of Price vs Rating*





The variables for age and gender were not significant, meaning there was not a significant difference between jersey ratings based on respondents' age or gender. There was a significant effect for respondents who wore a jersey before; respondents who had worn a jersey in the past rated jerseys 0.908 points higher than those who had not worn a jersey before, all else equal. This effect was significant at the 99% level. None of these control variables affected the coefficients of the variables of interest (variables of interest being the factors of the jersey). The constant in equation 4 cannot be interpreted, as that implies a respondent with an age of 0, which did not occur in the data. Thus, interpreting this constant would be extrapolation. However, the constant in equation 3 can be interpreted. A jersey without a sponsor, priced at €30, and the sponsor location on the chest would have a predicted rating of 5.629 points out of 10.

## Discussion

Using the data collected on the respondents' opinions on gambling and the environment allows one to peek into their self-image. Respondents were overwhelmingly in favor of preventing climate change and helping the environment. Thus, it is concluded that a pro-environment cause would fit in with their self-image. This follows the expectation predicted earlier in the study. However, the lack of a consensus on opinions on gambling prevents a conclusion from being made. It is not clear whether or not gambling goes against self-image as predicted, since opinions ranged from strongly against to strongly for, with the plurality of respondents simply not having an opinion. Respondents reacted most positively to questions about the legalization of gambling but were more negative when it came to gambling themselves.

While the self-image questions had mixed outcomes, the regressions showed more conclusive results. The respondents were against wearing a jersey with a gambling sponsor when compared to a jersey without any sponsors, as can be seen by the significantly lower rating. Respondents also preferred jerseys with environmental sponsors compared to the sponsorless jerseys, also to a significant degree. These results both conformed with the predicted results that university students would prefer to wear a jersey with an environmentally friendly sponsor and they would be more opposed to wearing a gambling-sponsored jersey. No conclusion can be made on university students' feelings towards the neutral soccer ball manufacturer sponsorship; however, this was not an intended focus of the study. The first hypothesis, "University students will be more willing to purchase and wear a soccer jersey if the sponsor corresponds with their self-image compared to a jersey where the sponsor does not correspond with their self-image", cannot be fully accepted. Since gambling was not determined to be for or against the students' self-image, it cannot be determined whether or not university students are less likely to purchase jerseys that go against their self-image. One conclusion that could be drawn from these results is that students are more

likely to purchase and wear a jersey with a sponsor that corresponds with their self-image compared to a sponsorless jersey.

Jersey price also showed a significant relation to jersey rating. Higher jersey prices led to lower ratings. This was expected. The decreases in ratings from higher prices can be used to determine the respondents' willingness to pay for the features studied. This can be found by creating a ratio between the range of prices and the range of ratings related to these prices. Since the price data was determined to be linear, the maximum and minimum prices can be used. In this case, the respondents' willingness to pay per additional rating point was  $(€110 - €30)/(0+1.962) = €40.77$ . This number can be interpreted as respondents' being willing to pay €40.77 more for every additional rating point. Thus, respondents are predicted to be willing to pay €52.31  $(-1.283 * €40.77)$  less for a jersey with a sports-betting sponsor compared to a jersey without a sponsor. University students are also predicted to pay €44.72 more for a jersey with an environmentally friendly sponsor compared to a sponsorless counterpart. Thinking logically, these numbers seem to be high, so more research may be needed to confirm them. The second hypothesis "University students will be willing to pay more for a soccer jersey if the sponsor corresponds with their self-image compared to a jersey where the sponsor does not correspond with their self-image" can also not be fully accepted. Similar to the first hypothesis, no conclusion can be drawn that a sponsor's correspondence with a person's self-image has an effect on their willingness to pay for a jersey since a link between respondents' self-image and gambling was not found. An alternate conclusion is that university students are willing to pay more for jerseys if the jersey sponsor corresponds with their self-image, compared to a jersey without a sponsor.

While no conclusion can be drawn on the respondents' self-image in relation to their views on gambling, an interesting observation can be made. Respondents did not have a clear stance toward gambling, with the majority having either neutral or positive opinions on the questions asked. However, the respondents were still against wearing jerseys with gambling sponsors, as can be seen by the significant decrease in rating. This indicates that respondents may have a discrepancy between their actual self and their ideal social self. It is possible that the respondents don't have a strong enough opinion to be against gambling, but they do not want to appear as someone who supports it due to other people's opinions, thus they do not want to wear shirts with gambling sponsors. These disparities could be an interesting focus for future research.

The final aspect of this study was examining the effect of the sponsor's logo prominence. The results found a positive and significant effect, meaning that respondents preferred smaller sponsor logos in the top right of the jersey compared to larger logos on the chest. This result coincides with the prediction that students would prefer less prominent sponsor logos. The third hypothesis "University students will be more willing to purchase and wear a soccer jersey if the sponsor logo is smaller and in a

less prominent position” is accepted. These results contradict the current trend of soccer jersey advertising, as most jerseys have the sponsorship on the chest and the team logo in the upper right corner. This could be due to a push from the sponsors to make their logo more visible to the fans.

### **Limitations and Extensions**

There were a few limitations that may have prevented this study from reaching its full potential. The largest limitation was the inability to get a truly random sample of the population. Due to the large population (university students), it is very difficult to acquire a random sample through traditional methods such as simple random samples. One possible method to sample the population would be to use cluster sampling, however, this was not possible given the resources of the study. Another limitation was the time constraint. Certain aspects, such as the sample size, had to be restricted due to the time constraints of this study and could be improved upon in further research.

Further studies can be taken in many directions. One possibility for an extension would be a more detailed examination of the respondents’ self-image. This study looked at self-image in a broader sense, meaning few conclusions could be drawn. A study that limited the sample size to individuals who fit the self-image expectations could obtain more robust conclusions on the specific effects of self-image on jersey sponsorship preferences. Another extension could examine if the effects of a jersey sponsor change from sport to sport. Since this report solely looked at soccer jerseys, the results cannot necessarily be extrapolated to a sport such as American football. A third extension could look at how the intentions of the purchaser affect their view of the sponsorships. For instance, a fan who only wears the jersey at matches may care less about the sponsorship message compared to a fan who wants to purchase the jersey for their child to wear.

### **Conclusion**

The goal of this study was to determine if university students were less likely to purchase a sports jersey if the jersey sponsor conflicted with their self-image. This study considered university students to be anyone who was studying for their bachelor's or master's degree, and self-image was defined as how you see yourself and how you wish others would see you. This question is currently relevant since many American sports leagues have recently allowed jersey sponsorships and some sports leagues have started to ban sponsorships from sports betting and gambling companies. Past papers discussed that in order to have a successful sponsorship, companies must consistently care for them and plan ahead. This paper used previous literature on consumer behavior in a fashion and sports setting, and papers on jersey sponsorship as a basis. These papers supported the concept that fashion choices are used to represent an

individual's self-image and that jersey sponsorships could affect a person's view towards purchasing and wearing the jersey.

Data for this study was collected through a survey. This survey was sent out to university students of various nationalities. In total, 129 responses were collected for the study. The survey consisted of 3 sections, a demographics section, a psychographics section, and a conjoint analysis section that presented a selection of 11 jerseys with varying characteristics that the respondents had to rate. This survey aimed to determine the respondents' views on gambling, the environment, and which characteristics of a jersey would affect the respondents' rating. The jersey characteristics looked at in the survey were the sponsor (sports betting, environmentally friendly, soccer ball manufacturer, and no sponsor), the price (€30, €50, €70, €90, and €110), and the logo prominence (on the chest or in the top right corner). The ages of respondents were limited to a range of 18–26.

The data used had an even split of men and women. The majority of respondents considered themselves to be sports fans and had worn a sports jersey in the past. Data on the respondents' opinions towards the environment overwhelmingly supported the idea that they were for stopping climate change. Almost all respondents answered either “for” or “strongly for” when asked questions about how they felt about helping the environment. Due to these responses, pro-environmental causes were considered to be in accordance with the respondents' self-image. The questions on gambling had much more varied responses. There was not a clearly agreed upon opinion on gambling and sports betting, with almost all questions having a median answer of “neither disagree nor agree”. The variance in responses meant that no conclusion could be drawn on how gambling corresponds with the respondents' self-image. These results can be seen in Table 1 and Figure 4.

The regression results on the jersey factor effect on ratings can be seen in Table 2. In the most robust regression, significant effects were found for both the environmental sponsor and the sports-betting sponsor. Respondents' rated jerseys with environmental sponsors 1.146 points higher out of 10, and jerseys with sports-betting sponsors 1.283 points lower out of 10 when compared to a similar jersey with no sponsor. As expected, an increase in price led to a decrease in rating by approximately 0.024 points out of 10 for every increase in 1 euro. There was also a significant effect of the logo prominence, with respondents rating jerseys with smaller logos in the top right 0.303 points higher out of 10 compared to jerseys with larger logos on the chest, all else equal.

The research question was tested through the following hypotheses:

*Hypothesis 1: University students will be more willing to purchase and wear a soccer jersey if the sponsor corresponds with their self-image compared to a jersey where the sponsor does not correspond with their self-image.*

*Hypothesis 2: University students will be willing to pay more for a soccer jersey if the sponsor corresponds with their self-image compared to a jersey where the sponsor does not correspond with their self-image.*

*Hypothesis 3: University students will be more willing to purchase and wear a soccer jersey if the sponsor logo is smaller and in a less prominent position*

Hypotheses 1 and 2 could not be accepted. Since respondents' opinions on gambling did not indicate that it conflicts with their self-image, the full hypotheses cannot be evaluated. However, some alternate conclusions can be made. University students are more willing to purchase and wear a soccer jersey if the sponsor corresponds with their self-image compared to a jersey without a sponsor. Similarly, students are willing to pay more for a soccer jersey that has a sponsor that corresponds with their self-image compared to a jersey without any sponsors. It was also found that university students were more willing to purchase and pay more for jerseys sponsored by environmentally friendly companies compared to jerseys sponsored by sports-betting companies. The third hypothesis was accepted. University students were more willing to purchase and wear soccer jerseys where the sponsor was less prominent compared to one with a more prominent sponsor. The main limitations of the study were the non-random sampling and the limited time frame. Future studies could examine how these effects change between sports and go into more detail on respondents' self-image beliefs.

Overall, the results showed that university students preferred jerseys with environmental sponsors compared to jerseys with sports-betting sponsors, and they preferred smaller, less prominent sponsor logos in the top right of the jersey compared to larger ones on the chest. They also preferred less expensive jerseys. These results fit the expectations set before the study. The results indicate that there could be a relationship between university students' self-image and their opinion on the sponsors they wear on their clothes, which could be a topic of future study.

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## Appendix A

### Survey Questions

#### Introduction:

Q1

The purpose of this survey is to determine the effect of a sports jersey sponsorship on the jersey's price. Your participation in this survey is voluntary and you may choose to opt out at any time.

The procedure involves filling out an online survey that takes approximately 5 minutes. The responses will be kept confidential and personal info such as name and email address will not be collected. These results will only be shared with the course professor.

If you have any questions about the research, please contact 526306jg@eur.nl

By selecting agree button below, you confirm that you have read the above information and you wish to participate.

- Agree

#### Demographics

Q2 How old are you? (Please enter a numerical value)

- \_\_\_\_\_

Q3 What is your Gender?

- Male
- Female
- Non-binary/ Third Gender
- Other \_\_\_\_\_

Q4 What is your Nationality?

- \_\_\_\_\_

Q5 Did you study in a Bachelor's or Master's program in the 2021/2022 school year?

- Yes
- No

#### Psychographics/Self-Image

Q6 I consider myself a sports fan

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree

Q7 I consider myself a football (soccer) fan

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree

Q8 Have you worn a sports jersey/kit of a professional team in the past?

- Yes
- No

Q9 If you have worn a sports jersey/kit of a professional sports team in the past, how did you acquire that jersey? (Select all that apply)

- I bought it myself at full price
- I bought it at a discount
- Someone else bought it for me
- I received it as a gift
- I won it in a raffle/sweepstakes
- I have not worn a sports jersey/kit before
- Other \_\_\_\_\_

Q10 For the following questions about gambling please state how you feel on a scale of Strongly Against to Strongly For.

- Legalization of Sports Betting
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against

- Somewhat For
  - For
  - Strongly For
- Betting on Sports Yourself
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For
  - Strongly For
- Sports Betting Sponsorships in Sports Leagues
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For
  - Strongly For
- Legalization of Casino Gambling
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For
  - Strongly For
- Gambling at Casinos Yourself
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For

- Strongly For
- Casino Sponsorships in Sports Leagues
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For
  - Strongly For

Q11 For the following questions about the Environment please state how you feel on a scale of Strongly Against to Strongly For.

- Protecting the Planet from Climate Change
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For
  - Strongly For
- Using Sports Sponsorships to Promote Environmental Causes
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For
  - Strongly For
- Spending your money to Lessen Climate Change
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For

- Strongly For
- Changing your Lifestyle to Lessen Climate Change (i.e. Going Vegan, Limiting Car Usage)
  - Strongly Against
  - Against
  - Somewhat Against
  - Neither For nor Against
  - Somewhat For
  - For
  - Strongly For

### **Jersey Selection**

Q12 Imagine you are a fan of the football team Kings FC. Next you will be asked to rank a series of jerseys/kits with different prices (€30, €50, €70, €90, €110), different sponsors (No Sponsor, Environmentally Friendly, Football Company, Sports Betting), and different sponsor logo placements (Chest, Top Corner). Rank these jerseys/kits out of 100 based on how likely you are to purchase and wear it.

Q13 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €110

Sponsor: Environmentally Friendly

Sponsor Logo Placement: Chest

- 0—1—2—3—4—5—6—7—8—9—10

Q14 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €70

Sponsor: Football Company

Sponsor Logo Placement: Chest

- 0—1—2—3—4—5—6—7—8—9—10

Q15 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €50

Sponsor: Sports Betting

Sponsor Logo Placement: Chest

- 0—1—2—3—4—5—6—7—8—9—10

Q16 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €70

Sponsor: Sports Betting

Sponsor Logo Placement: Top Corner

- 0—1—2—3—4—5—6—7—8—9—10

Q17 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €110

Sponsor: Football Company

Sponsor Logo Placement: Top Corner

- 0—1—2—3—4—5—6—7—8—9—10

Q18 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €90

Sponsor: Sports Betting

Sponsor Logo Placement: Chest

- 0—1—2—3—4—5—6—7—8—9—10

Q19 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €50

Sponsor: Football Company

Sponsor Logo Placement: Top Corner

- 0—1—2—3—4—5—6—7—8—9—10

Q20 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €90

Sponsor: Environmentally Friendly

Sponsor Logo Placement: Top Corner

- 0—1—2—3—4—5—6—7—8—9—10

Q21 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €110

Sponsor: Sports Betting

Sponsor Logo Placement: Chest

- 0—1—2—3—4—5—6—7—8—9—10

Q22 Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €30

Sponsor: Environmentally Friendly

Sponsor Logo Placement: Top Corner

- 0—1—2—3—4—5—6—7—8—9—10

Q23

Please rate a fictitious jersey/kit with these characteristics based on how likely you are to purchase and wear it:

Price: €110

Sponsor: None

Sponsor Logo Placement: Top Corner

- 0—1—2—3—4—5—6—7—8—9—10



## Appendix B

## Raw Data

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q9 (Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23
Agree	23	Female	British	Yes	Agree	Somewhat agree	Yes	Someone else bought it for me		For	For	Somewhat For	Neither For nor Against	Neither For nor Against	Neither For nor Against	Strongly For	For	For	Strongly For	Understood	8	9	6	7	6	5	9	8	4	10	6
Agree	20	Male	Dutch	Yes	Somewhat agree	Neither agree nor disagree	Yes	Someone else bought it for me		Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Somewhat For	Strongly Against	Against	Somewhat For	Understood	0	1	2	3	2	5	2	2	4	4	
Agree	23	Male	Dutch	Yes	Strongly disagree	Strongly disagree	No	I have not worn a sports jersey/kit before		Against	Against	Against	Somewhat Against	Somewhat Against	Against	Strongly For	Somewhat For	For	For	Understood	5	4	3	3	1	1	2	5	1	5	1
Agree	20	Female	American	Yes	Somewhat agree	Somewhat agree	Yes	Someone else bought it for me / received it as a gift		Somewhat Against	Somewhat Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Strongly For	For	For	For	Understood	7	8	2	8	6	3	8	9	1	10	9
Agree	23	Male	American	Yes	Agree	Somewhat disagree	Yes	I bought it myself / received it as a gift		Against	Against	Strongly Against	Neither For nor Against	Against	Against	For	For	For	For	Understood	5	5	3	5	6	3	8	6	1	9	8
Agree	24	Male	Spanish	Yes	Disagree	Neither agree nor disagree	Yes	I received it as a gift		Neither For nor Against	Somewhat Against	Somewhat Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Somewhat Against	Somewhat Against	Understood	5	5	8	4	6	5	6	7	4	5	5
Agree	24	Female	US	Yes	Agree	Agree	Yes	I received it as a gift		For	For	For	Against	Strongly Against	Against	For	For	For	For	Understood	8	9	10	9	10	9	10	10	9	10	10
Agree	22	Female	Korea	Yes	Agree	Agree	No	I have not worn a sports jersey/kit before		Somewhat For	For	For	For	Somewhat For	For	For	Somewhat For	Somewhat For	Somewhat For	Understood	3	8	2	9	7	2	9	7	2	8	7
Agree	21	Female	American	Yes	Disagree	Disagree	No	I have not worn a sports jersey/kit before		Against	Against	Against	Against	Against	Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	5	9	2	1	5	1	8	10	1	10	6
Agree	23	Female	Dutch	Yes	Agree	Agree	Yes	I received it as a gift		Against	Against	Strongly Against	Neither For nor Against	For	Strongly Against	Strongly For	For	For	For	Understood	4	4	0	0	2	1	2	8	2	10	2
Agree	23	Non-binary / third gender	American	Yes	Neither agree nor disagree	Somewhat agree	Yes	Someone else bought it for me / received it as a gift		Neither For nor Against	Against	Neither For nor Against	Neither For nor Against	Against	Against	Strongly For	Strongly For	Strongly For	For	Understood	4	4	4	5	4	3	7	6	1	10	5
Agree	23	Male	American	Yes	Neither agree nor disagree	Somewhat disagree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Neither For nor Against	Neither For nor Against	For	For	For	Strongly For	Somewhat For	Somewhat For	For	Understood	4	0	1	1	1	2	2	2	1	0	2
Agree	19	Female	Brazilian	Yes	Strongly agree	Agree	Yes	Someone else bought it for me		Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	4	5	1	1	1	1	1	7	1	10	1
Agree	20	Male	Dutch	Yes	Agree	Agree	Yes	I received it as a gift		Neither For nor Against	Somewhat Against	Against	Neither For nor Against	Somewhat Against	Somewhat Against	Strongly For	For	For	For	Understood	6	6	1	1	5	1	6	7	1	9	7
Agree	24	Male	American	Yes	Somewhat disagree	Disagree	No	I have not worn a sports jersey/kit before		For	Somewhat Against	Neither For nor Against	For	Somewhat Against	Neither For nor Against	Strongly For	Somewhat For	Somewhat For	For	Understood	6	3	2	2	2	3	4	5	2	4	3
Agree	21	Female	American	Yes	Disagree	Disagree	Yes	Someone else bought it for me		Somewhat For	Against	Somewhat Against	Neither For nor Against	Against	Strongly Against	Strongly For	Strongly For	For	For	Understood	4	2	0	5	1	0	5	5	0	5	5
Agree	23	Female	Dutch	Yes	Strongly disagree	Disagree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Somewhat Against	Against	Somewhat Against	Neither For nor Against	Neither For nor Against	Strongly For	For	For	For	Understood	0	0	0	0	0	0	0	0	0	3	0
Agree	26	Female	american	Yes	Disagree	Disagree	Yes	Someone else bought it for me / Other:		Somewhat For	Against	Neither For nor Against	Somewhat For	Against	Against	Strongly For	For	For	For	Understood	1	1	1	1	1	1	1	2	1	6	1

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q9 (Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23
Agree	23	Male	British	Yes	Somewhat agree	Somewhat agree	Yes	I bought it at a discount.I received it as a gift	Somewhat For	Somewhat For	Somewhat For	Somewhat For	For	For	Somewhat Against	Strongly For	Strongly For	Somewhat For	Strongly For	Understood	7	4	6	3	5	3	6	6	3	7	1
Agree	23	Male	British	Yes	Somewhat agree	Somewhat disagree	Yes	Someone else bought it for me.I received it as a gift	Against	Somewhat Against	Strongly Against	Strongly Against	Strongly Against	Against	Against	Strongly For	Strongly For	Somewhat For	Somewhat For	Understood	6	4	0	1	3	0	6	8	0	10	4
Agree	22	Female	British	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price.Somone else bought it for me.I received it as a gift	For	For	For	For	For	For	For	Strongly For	Strongly For	Strongly For	Strongly For	Understood	6	8	8	6	3	5	8	5	2	9	3
Agree	21	Female	American	Yes	Disagree	Neither agree nor disagree	Yes	I received it as a gift	Against	Against	Against	Strongly Against	Strongly Against	Against	Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	4	1	1	1	1	1	1	1	1	3	1
Agree	19	Female	Dutch	Yes	Strongly agree	Somewhat disagree	No	I have not worn a sports jersey/kit before	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	8	7	4	5	1	2	8	8	1	10	4
Agree	24	Female	US	Yes	Agree	Agree	Yes	I bought it at a discount	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Against	Against	Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	9	10	10	10	10	10	10	10	10	10	10
Agree	22	Male	English	Yes	Strongly agree	Strongly agree	Yes	Someone else bought it for me.I received it as a gift	Strongly For	For	For	Strongly For	Strongly For	Strongly For	Neither For nor Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	8	8	5	4	5	3	4	3	0	6	5
Agree	20	Male	United States	Yes	Somewhat agree	Somewhat agree	Yes	I bought it myself at full price.I bought it at a discount.I received it as a gift	For	Neither For nor Against	Somewhat Against	Somewhat Against	For	Neither For nor Against	Neither For nor Against	Somewhat For	Strongly For	Strongly For	Strongly For	Understood	8	5	4	4	5	6	4	6	4	5	5
Agree	21	Male	Dutch	Yes	Disagree	Somewhat disagree	Yes	I received it as a gift	Somewhat For	Strongly Against	Neither For nor Against	For	For	For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Understood	7	6	5	5	4	5	5	5	5	6	6
Agree	22	Female	British	Yes	Somewhat agree	Somewhat disagree	Yes	I received it as a gift	Somewhat For	Somewhat Against	Somewhat Against	Somewhat Against	Somewhat Against	Somewhat Against	Against	Somewhat For	Somewhat For	Somewhat For	For	Understood	6	5	3	4	5	4	5	7	3	7	6
Agree	21	Male	Italian	Yes	Agree	Strongly agree	Yes	I bought it at a discount.Somone else bought it for me	For	For	For	For	For	Neither For nor Against	Somewhat For	Strongly For	Strongly For	For	For	Understood	4	4	3	5	2	3	2	5	2	8	2
Agree	21	Male	American	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price.I bought it at a discount.Somone else bought it for me.I received it as a gift	For	Strongly For	Somewhat For	Somewhat For	For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	For	For	Understood	7	9	10	6	5	5	9	6	3	10	5
Agree	20	Male	American	Yes	Agree	Somewhat agree	Yes	I received it as a gift	Neither For nor Against	Against	Neither For nor Against	Neither For nor Against	Against	Against	Neither For nor Against	Strongly For	Strongly For	Somewhat For	For	Understood	1	1	0	1	1	0	1	1	1	2	1

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q9 (Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23
Agree	20	Male	Austria	Yes	Strongly agree	Somewhat disagree	Yes	I bought it myself at full price.I bought it at a discount.I received it as a gift		Strongly For	Strongly For	Somewhat For	Neither For nor Against	Against	Neither For nor Against	For	Strongly For	Somewhat Against	Against	Understood	5	6	7	3	2	4	5	1	3	6	7
Agree	20	Male	Dutch	Yes	Strongly agree	Strongly agree	Yes	I bought it at a discount.I received it as a gift		For	For	Against	For	For	Against	Strongly For	Strongly For	For	Somewhat For	Understood	5	7	4	2	1	1	3	3	0	4	2
Agree	22	Male	Dutch	Yes	Strongly agree	Strongly agree	Yes	I received it as a gift		Strongly For	Somewhat For	Neither For nor Against	Strongly For	Neither For nor Against	Neither For nor Against	For	For	Somewhat For	Somewhat For	Understood	7	7	6	7	6	6	8	9	5	10	7
Agree	23	Female	Swiss	Yes	Somewhat disagree	Somewhat agree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Against	Neither For nor Against	Neither For nor Against	Against	Against	Somewhat For	Somewhat For	Somewhat For	For	Understood	3	3	1	6	6	1	8	8	0	9	7
Agree	22	Male	Indian	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price.Somone else bought it for me.I received it as a gift		Strongly For	Strongly For	Somewhat Against	Strongly For	Strongly For	Against	Strongly For	Strongly For	Strongly For	For	Understood	0	2	2	1	0	3	4	3	0	6	1
Agree	21	Female	Romanian	Yes	Somewhat agree	Somewhat agree	Yes	Someone else bought it for me		Neither For nor Against	Against	Neither For nor Against	Against	Against	Against	Somewhat For	Somewhat For	For	Somewhat For	Understood	5	7	9	7	3	6	8	4	1	10	2
Agree	22	Female	Kazakhstan	Yes	Disagree	Disagree	No	I have not worn a sports jersey/kit before		Somewhat For	Somewhat Against	Neither For nor Against	Somewhat For	Against	Somewhat For	Somewhat For	Somewhat For	For	For	Understood	7	3	3	7	4	4	5	6	3	10	4
Agree	21	Female	Australian	Yes	Agree	Strongly disagree	Yes	I bought it myself at full price		Strongly Against	Strongly Against	Strongly Against	Strongly Against	Against	Strongly Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	9	0	0	0	8	0	8	10	0	10	4
Agree	26	Male	USA	Yes	Agree	Agree	Yes	I won it in a raffle/sweepstakes		Neither For nor Against	For	For	Neither For nor Against	Somewhat Against	Somewhat Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	8	8	8	8	10	7	10	9	7	10	8
Agree	20	Male	Egyptian	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price.I bought it at a discount.I received it as a gift		Somewhat Against	Strongly Against	Against	Neither For nor Against	Strongly Against	Against	For	For	Somewhat For	Somewhat For	Understood	2	3	2	1	1	2	2	3	1	6	1
Agree	25	Male	Moldovan	Yes	Somewhat agree	Somewhat agree	Yes	I received it as a gift		Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	For	Strongly For	For	For	Understood	6	7	5	1	2	1	5	7	0	7	8
Agree	18	Female	American	Yes	Strongly agree	Strongly agree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Against	Somewhat Against	Against	Strongly Against	Against	Strongly For	Strongly For	Strongly For	For	Understood	9	8	3	4	3	1	2	5	0	8	8
Agree	20	Female	Turkish	Yes	Somewhat agree	Somewhat agree	No	I have not worn a sports jersey/kit before		Somewhat For	Against	Somewhat For	Somewhat Against	Strongly Against	Somewhat Against	For	For	Strongly For	For	Understood	6	7	5	3	6	3	8	9	3	9	6
Agree	23	Female	British	Yes	Somewhat agree	Somewhat agree	Yes	Someone else bought it for me		Neither For nor Against	Neither For nor Against	Neither For nor Against	Somewhat Against	Somewhat Against	Somewhat Against	Somewhat For	Strongly For	Strongly For	Strongly For	Understood	2	3	1	1	1	1	2	1	0	5	1
Agree	18	Female	Canadian	Yes	Neither agree nor disagree	Disagree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Strongly Against	Against	Against	Against	Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	2	3	1	1	4	0	5	6	0	9	4

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	(Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	
Agree	23	Male	Italian	Yes	Agree	Agree	Yes	I bought it myself at full price. Someone else bought it for me. I received it as a gift		Somewhat Against	Against	Somewhat Against	Somewhat Against	Against	Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	6	1	1	0	0	0	2	7	0	9	4	
Agree	24	Male	Italian	Yes	Disagree	Somewhat disagree	Yes	I bought it myself at full price		For	Neither For nor Against	Somewhat For	Somewhat For	Strongly For	For	Strongly For	Strongly For	Strongly For	For	Understood	3	5	3	5	4	3	7	4	5	7	5	
Agree	22	Male	Mixed	Yes	Strongly agree	Somewhat agree	Yes	I bought it at a discount		For	Against	For	For	Somewhat Against	For	Strongly For	Strongly For	Strongly For	Somewhat For	Understood	7	2	3	4	4	2	4	6	2	3	2	
Agree	24	Female	German	Yes	Somewhat agree	Somewhat agree	Yes	I received it as a gift		Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly For	Strongly For	Somewhat For	For	Understood	4	1	0	0	0	1	1	2	0	1	1	
Agree	23	Female	Italian	Yes	Somewhat agree	Somewhat disagree	No	I have not worn a sports jersey/kit before		Somewhat For	Against	Somewhat Against	Somewhat For	Against	Against	Strongly For	Strongly For	Strongly For	For	Understood	3	2	2	2	3	0	3	5	0	8	3	
Agree	21	Female	Brazilian	Yes	Disagree	Strongly disagree	No	I have not worn a sports jersey/kit before		Against	Against	Against	Somewhat Against	Against	Against	Strongly For	Strongly For	For	Strongly For	Understood	1	0	0	0	0	0	0	0	0	0	0	
Agree	20	Female	Indian	Yes	Somewhat disagree	Disagree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Strongly For	For	For	For	Understood	6	7	6	7	7	5	8	8	4	10	4	
Agree	21	Female	Brazilian	Yes	Agree	Somewhat agree	Yes	I bought it myself at full price		Neither For nor Against	Neither For nor Against	Against	Somewhat Against	Somewhat Against	Strongly Against	Strongly For	Strongly For	For	For	Understood	5	3	1	6	4	1	3	7	1	8	4	
Agree	20	Male	American	Yes	Agree	Somewhat agree	Yes	I bought it myself at full price. I bought it at a discount		Somewhat For	Somewhat For	Neither For nor Against	Somewhat For	Somewhat For	Somewhat For	Strongly For	For	For	For	Understood	8	6	6	8	7	5	6	7	6	10	5	
Agree	21	Male	American	Yes	Strongly agree	Somewhat agree	Yes	I bought it at a discount. I received it as a gift		For	For	Against	Strongly For	Strongly For	For	Somewhat Against	Strongly For	Strongly For	Somewhat For	Understood	6	8	6	7	5	5	9	8	5	10	6	
Agree	21	Male	Dutch	Yes	Strongly agree	Somewhat agree	Yes	I bought it myself at full price. Someone else bought it for me		Neither For nor Against	Somewhat For	Somewhat For	Strongly Against	Strongly Against	Strongly Against	Strongly For	Strongly For	Strongly For	For	Understood	7	9	1	1	1	1	1	9	8	2	9	4
Agree	20	Male	Vietnamese	Yes	Somewhat disagree	Disagree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Somewhat For	Neither For nor Against	Against	Somewhat Against	Neither For nor Against	Strongly For	For	Strongly For	For	Understood	3	3	2	1	0	0	1	2	0	6	2	
Agree	22	Male	UK	Yes	Somewhat disagree	Somewhat disagree	Yes	Someone else bought it for me. I received it as a gift		Somewhat Against	Against	Against	Somewhat For	Somewhat For	Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	4	2	1	6	5	1	1	7	2	6	7	
Agree	18	Female	Indian	Yes	Disagree	Somewhat agree	No	I have not worn a sports jersey/kit before		Against	Against	Strongly Against	Against	Strongly Against	Strongly Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	7	3	0	0	0	0	4	9	0	8	1	
Agree	21	Female	American	Yes	Somewhat agree	Disagree	Yes	I won it in a raffle/sweepstakes		Neither For nor Against	Against	Strongly Against	Neither For nor Against	Somewhat Against	Against	Strongly For	For	For	For	Understood	3	3	0	2	0	0	5	1	0	6	2	
Agree	21	Male	Irish American	Yes	Strongly agree	Somewhat agree	Yes	I bought it myself at full price		Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	For	Understood	6	7	7	9	7	8	10	10	9	9	10	

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9 (Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23
Agree	25	Male	British	Yes	Strongly agree	Strongly agree	Yes	I bought it at a discount, I received it as a gift	For	Neither For nor Against	Neither For nor Against	For	Somewhat For	Neither For nor Against	For	For	For	For	Understood	2	2	2	2	2	2	2	2	2	5	2
Agree	20	Male	British	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price	Neither For nor Against	Strongly Against	Neither For nor Against	Neither For nor Against	Strongly Against	Strongly Against	For	For	Neither For nor Against	Neither For nor Against	Understood	3	4	6	7	5	4	9	4	1	7	6
Agree	21	Male	Belgian	Yes	Strongly disagree	Disagree	No	I have not worn a sports jersey/kit before	Against	Against	Against	Against	Strongly Against	Strongly Against	For	Somewhat For	Somewhat For	For	Understood	1	0	0	0	0	0	0	0	0	0	0
Agree	18	Male	United states	Yes	Strongly agree	Strongly agree	Yes	I bought it at a discount	For	Against	Against	Somewhat For	Somewhat Against	Somewhat Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	8	7	4	7	5	4	9	6	1	10	7
Agree	19	Female	Indone- sian	Yes	Strongly disagree	Strongly disagree	No	I have not worn a sports jersey/kit before	Somewhat Against	Neither For nor Against	Neither For nor Against	Somewhat Against	Neither For nor Against	Neither For nor Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	7	4	5	2	2	2	2	2	4	4	1
Agree	21	Male	American	Yes	Strongly agree	Strongly agree	Yes	Other: Bought a replica jersey for cheaper	Somewhat For	Somewhat For	Against	For	For	For	Strongly For	For	For	Strongly For	Understood	5	7	6	4	3	2	8	6	3	8	5
Agree	21	Male	White	Yes	Agree	Somewhat agree	Yes	I bought it at a discount	Strongly For	Neither For nor Against	Neither For nor Against	For	Neither For nor Against	Neither For nor Against	Strongly For	Strongly For	For	For	Understood	7	5	4	8	8	6	8	8	4	8	8
Agree	23	Male	American	Yes	Somewhat agree	Agree	Yes	Someone else bought it for me	For	Neither For nor Against	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Strongly For	Strongly For	Strongly For	For	Understood	7	5	3	6	6	3	5	7	1	9	5
Agree	21	Female	American	Yes	Somewhat agree	Disagree	Yes	I received it as a gift	Somewhat For	Somewhat For	Neither For nor Against	Somewhat For	Somewhat For	Somewhat Against	Somewhat For	Somewhat For	Somewhat Against	Strongly Against	Understood	1	3	1	2	1	1	4	1	0	5	3
Agree	21	Female	Dutch	Yes	Disagree	Strongly disagree	No	I have not worn a sports jersey/kit before	Somewhat Against	Somewhat For	Strongly Against	Neither For nor Against	Against	Against	For	For	Neither For nor Against	Strongly For	Understood	1	0	1	1	0	0	2	0	0	4	0
Agree	22	Female	swiss	Yes	Neither agree nor disagree	Disagree	Yes	Someone else bought it for me	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	For	For	For	For	Understood	6	5	4	6	4	4	6	6	3	7	5
Agree	21	Male	American	Yes	Agree	Agree	Yes	I bought it at a discount. Some- one else bought it for me, I received it as a gift	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat Against	Strongly For	Strongly For	Strongly For	For	Understood	7	6	1	4	5	2	5	7	1	8	3
Agree	21	Male	Dutch	Yes	Agree	Agree	Yes	I bought it at a discount. Some- one else bought it for me, I received it as a gift	Somewhat For	Against	Against	Somewhat For	Somewhat Against	Against	Strongly For	For	For	Somewhat For	Understood	7	8	7	7	8	5	6	6	4	6	6
Agree	21	Female	Uzbek	Yes	Strongly disagree	Strongly disagree	Yes	I received it as a gift	Neither For nor Against	Somewhat For	Somewhat For	Somewhat For	For	For	For	For	For	For	Understood	1	1	2	2	0	0	3	3	0	2	4
Agree	25	Female	French	Yes	Somewhat agree	Strongly disagree	Yes	Someone else bought it for me	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Strongly For	Strongly For	Strongly For	For	Understood	8	8	7	8	7	6	7	9	5	10	5
Agree	24	Male	Swiss	Yes	Strongly agree	Agree	Yes	I received it as a gift	Against	Strongly Against	Against	Somewhat Against	Somewhat Against	Strongly Against	Strongly For	Strongly For	For	Strongly For	Understood	4	6	3	2	2	1	6	5	1	8	4

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q9 (Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23
Agree	24	Female	Brazilian	Yes	Neither agree nor disagree	Neither agree nor disagree	Yes	Someone else bought it for me		Neither For nor Against	Against	Neither For nor Against	Neither For nor Against	Somewhat For	Neither For nor Against	Strongly For	Strongly For	For	Somewhat For	Understood	0	0	0	0	0	0	3	2	0	8	0
Agree	20	Female	Brazilian	Yes	Disagree	Disagree	Yes	I bought it myself at full price		Somewhat Against	Strongly Against	Neither For nor Against	Against	Strongly Against	Neither For nor Against	Strongly For	Somewhat For	For	Somewhat For	Understood	5	3	3	4	4	4	6	8	3	9	5
Agree	25	Female	Czech	Yes	Disagree	Strongly disagree	No	I have not worn a sports jersey/ kit before		Somewhat For	Somewhat For	Somewhat For	Neither For nor Against	Somewhat For	Somewhat For	Strongly For	For	Strongly For	For	Understood	6	6	7	5	2	4	6	3	1	8	2
Agree	25	Female	Turkish	Yes	Somewhat disagree	Strongly disagree	Yes	I bought it at a discount,I received it as a gift		Somewhat For	Somewhat For	Somewhat For	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Somewhat For	Somewhat For	Understood	3	7	10	6	2	2	5	5	5	9	3
Agree	23	Female	American	Yes	Somewhat disagree	Agree	Yes	I received it as a gift		Neither For nor Against	Against	Somewhat Against	Neither For nor Against	Somewhat Against	Neither For nor Against	Strongly For	Strongly For	Strongly For	For	Understood	3	4	1	5	6	2	8	9	3	10	4
Agree	22	Male	Moroccan	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price		Somewhat For	Somewhat For	Neither For nor Against	Strongly For	Somewhat For	Somewhat For	Strongly For	Strongly For	Strongly For	Against	Understood	6	7	2	2	1	1	3	8	1	10	1
Agree	21	Male	USA	Yes	Agree	Somewhat agree	Yes	I bought it myself at full price		For	For	Against	For	For	Somewhat For	Strongly For	For	Neither For nor Against	Neither For nor Against	Understood	4	7	7	8	8	5	8	7	4	10	7
Agree	22	Male	China	Yes	Somewhat agree	Somewhat agree	No	I have not worn a sports jersey/ kit before		Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Understood	6	6	6	4	5	5	6	5	6	5	4
Agree	21	Male	White	Yes	Agree	Disagree	No	I received it as a gift		Somewhat For	Neither For nor Against	Against	Somewhat For	Neither For nor Against	Against	For	For	For	For	Understood	7	8	5	6	9	5	8	8	4	7	7
Agree	19	Female	Brazilian	Yes	Strongly agree	Somewhat agree	Yes	Someone else bought it for me		Neither For nor Against	Somewhat For	Neither For nor Against	Somewhat Against	Neither For nor Against	Neither For nor Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	6	4	6	3	7	5	6	6	8	5	2
Agree	18	Female	Bangla- deshi	Yes	Agree	Strongly agree	Yes	I bought it myself at full price		Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	Strongly For	For	For	Understood	0	1	3	1	0	0	5	1	0	9	0
Agree	23	Male	usa	Yes	Agree	Somewhat agree	Yes	I bought it at a discount		For	Somewhat For	Somewhat For	Somewhat For	For	For	Strongly For	Strongly For	For	Somewhat For	Understood	7	6	8	8	6	6	8	7	6	10	8
Agree	21	Male	Italian	Yes	Somewhat agree	Neither agree nor disagree	No	I have not worn a sports jersey/ kit before		Somewhat For	Neither For nor Against	Neither For nor Against	Somewhat Against	Somewhat Against	Neither For nor Against	Strongly For	Strongly For	Neither For nor Against	Somewhat For	Understood	3	3	1	2	5	2	7	6	1	10	2
Agree	21	Male	American	Yes	Strongly agree	Agree	Yes	Someone else bought it for me		For	For	For	For	For	For	Strongly For	Strongly For	Strongly For	Strongly For	Understood	8	7	7	8	8	7	8	9	7	7	6
Agree	22	Female	Indone- sian	Yes	Disagree	Somewhat disagree	Yes	I bought it myself at full price		Against	Somewhat Against	Against	Against	Strongly Against	Against	For	Neither For nor Against	Somewhat For	Somewhat Against	Understood	3	3	1	1	2	1	5	5	1	6	1
Agree	22	Male	British	Yes	Somewhat agree	Somewhat agree	Yes	I bought it at a discount.Some- one else bought it for me,I received it as a gift		Somewhat For	Somewhat Against	Somewhat Against	Neither For nor Against	Strongly Against	Against	For	For	For	Strongly For	Understood	7	7	3	4	2	3	2	4	2	5	1
Agree	22	Female	australia	Yes	Neither agree nor disagree	Somewhat agree	No	I have not worn a sports jersey/ kit before		Somewhat Against	Somewhat Against	Somewhat Against	Somewhat Against	Somewhat Against	Somewhat Against	Somewhat Against	Somewhat Against	Neither For nor Against	Neither For nor Against	Understood	6	7	6	6	6	5	7	6	8	4	7
Agree	23	Female	Albanian	Yes	Somewhat disagree	Disagree	No	I have not worn a sports jersey/ kit before		Neither For nor Against	Against	Somewhat Against	Somewhat For	Neither For nor Against	Neither For nor Against	Strongly For	Strongly For	Somewhat For	Somewhat For	Understood	6	4	2	4	3	2	6	7	1	6	4

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q9 (Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23
Agree	21	Male	Indian	Yes	Agree	Agree	Yes	Someone else bought it for me		Neither For nor Against	Strongly Against	Neither For nor Against	Neither For nor Against	Strongly Against	Neither For nor Against	Strongly For	Strongly For	Neither For nor Against	Strongly For	Understood	4	2	0	1	4	0	6	7	0	10	2
Agree	23	Male	Nether-lands	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price.I bought it at a discount.Someone else bought it for me.I received it as a gift		Strongly For	Strongly Against	For	For	Strongly For	Strongly For	For	Strongly For	Strongly For	For	Understood	4	5	6	5	3	4	6	4	3	8	3
Agree	24	Female	british	Yes	Disagree	Strongly disagree	Yes	I received it as a gift		Neither For nor Against	Neither For nor Against	Somewhat Against	Somewhat Against	Strongly Against	Somewhat Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	8	0	0	1	1	1	1	5	1	0	2
Agree	24	Male	American	Yes	Somewhat agree	Agree	Yes	I received it as a gift		Somewhat For	Neither For nor Against	Neither For nor Against	For	Somewhat For	Neither For nor Against	Strongly For	Strongly For	For	Somewhat For	Understood	7	7	3	4	4	2	8	9	0	10	7
Agree	26	Female	USA	Yes	Agree	Agree	Yes	Someone else bought it for me		Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Somewhat For	Understood	8	8	8	8	8	8	8	8	8	8	8
Agree	21	Male	American	Yes	Strongly agree	Neither agree nor disagree	Yes	Someone else bought it for me.I received it as a gift		For	Somewhat Against	Against	For	Somewhat Against	Neither For nor Against	Strongly For	Strongly For	Strongly For	Somewhat For	Understood	3	7	6	5	3	3	8	6	1	10	4
Agree	21	Female	Macedo-nian	Yes	Strongly disagree	Strongly disagree	No	Other:		Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	Strongly Against	For	Neither For nor Against	For	Somewhat For	Understood	2	2	1	1	3	1	1	1	1	1	2
Agree	24	Female	Armenian	Yes	Somewhat agree	Somewhat agree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Somewhat For	Somewhat For	Against	Strongly Against	Strongly Against	For	For	For	Somewhat For	Understood	5	6	7	5	3	5	6	7	6	8	4
Agree	19	Male	Azerbai-jani	Yes	Neither agree nor disagree	Somewhat agree	Yes	I received it as a gift		Against	Against	Against	Against	Against	Against	Against	For	For	For	Understood	8	7	3	3	7	3	7	7	2	8	6
Agree	22	Male	British	Yes	Agree	Agree	Yes	Someone else bought it for me		Somewhat For	Neither For nor Against	For	Neither For nor Against	Neither For nor Against	Somewhat For	Somewhat For	Neither For nor Against	For	Somewhat Against	Understood	1	2	3	2	1	1	2	1	1	7	1
Agree	22	Female	South Korea	Yes	Somewhat agree	Somewhat disagree	Yes	I bought it myself at full price.Somone else bought it for me		Against	Against	Somewhat Against	Against	Strongly Against	Against	Against	For	Strongly For	For	Understood	9	8	6	6	9	5	10	10	4	10	5
Agree	25	Male	eg	Yes	Neither agree nor disagree	Neither agree nor disagree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Understood	0	0	0	0	0	0	0	1	0	0	0
Agree	21	Male	American	Yes	Agree	Disagree	Yes	I bought it at a discount.I received it as a gift		For	Neither For nor Against	Neither For nor Against	For	Neither For nor Against	Neither For nor Against	Strongly For	Strongly For	Strongly For	For	Understood	1	2	3	3	1	2	4	4	4	6	1
Agree	21	Female	Dutch	Yes	Somewhat agree	Somewhat agree	No	I have not worn a sports jersey/kit before		Against	Strongly Against	Against	Against	Somewhat Against	Against	Against	For	For	Somewhat For	Understood	4	5	6	3	6	3	7	6	3	8	5
Agree	21	Male	Dutch	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price.I bought it at a discount.I received it as a gift		For	For	Somewhat For	Somewhat For	Strongly For	Strongly For	Neither For nor Against	Strongly For	Somewhat For	Neither For nor Against	Understood	1	7	6	4	6	6	8	7	3	6	6

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q9 (Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23
Agree	23	Male	Hong Kong	Yes	Neither agree nor disagree	Disagree	No	I have not worn a sports jersey/kit before		For	Somewhat Against	Somewhat For	For	Against	Somewhat For	Somewhat For	Strongly For	Somewhat For	Somewhat For	Understood	4	7	8	8	4	5	9	6	3	9	5
Agree	22	Male	China	Yes	Strongly agree	Strongly agree	Yes	I bought it myself at full price. I bought it at a discount. Someone else bought it for me. I received it as a gift		Neither For nor Against	Neither For nor Against	Somewhat For	Neither For nor Against	Neither For nor Against	Somewhat For	Somewhat For	Somewhat For	Neither For nor Against	Neither For nor Against	Understood	5	6	7	5	6	6	7	4	5	6	6
Agree	25	Female	french	Yes	Strongly agree	Agree	No	I have not worn a sports jersey/kit before		For	For	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Strongly For	For	Neither For nor Against	Strongly For	Understood	5	6	6	6	4	4	7	8	3	9	1
Agree	20	Female	Brazilian	Yes	Somewhat agree	Strongly disagree	Yes	Someone else bought it for me. I received it as a gift		Somewhat For	Somewhat Strongly Against	Against	For	For	For	Strongly For	Strongly For	Strongly For	Strongly For	Understood	2	7	1	5	8	0	9	4	1	9	2
Agree	23	Female	Turkish	Yes	Somewhat disagree	Strongly disagree	No	I have not worn a sports jersey/kit before		Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Somewhat For	Neither For nor Against	Neither For nor Against	Strongly For	For	Somewhat For	Understood	7	5	3	3	2	2	1	4	2	6	1
Agree	20	Female	Romanian	Yes	Disagree	Strongly disagree	No	Other:		Against	Strongly Against	Against	Neither For nor Against	Neither For nor Against	For	Strongly For	Strongly For	For	Strongly For	Understood	1	0	0	0	1	1	0	2	0	2	0
Agree	22	Male	American	Yes	Agree	Neither agree nor disagree	Yes	I bought it at a discount		For	For	For	For	For	For	Strongly For	Strongly For	Somewhat For	Neither For nor Against	Understood	8	5	8	8	7	7	8	8	6	10	8
Agree	20	Male	USA	Yes	Strongly agree	Agree	Yes	I received it as a gift		Somewhat For	Somewhat Against	Neither For nor Against	Somewhat For	Somewhat Against	Against	Strongly For	Strongly For	Strongly For	For	Understood	1	2	1	1	2	1	6	4	0	8	1
Agree	22	Female	British	Yes	Somewhat agree	Disagree	No	I have not worn a sports jersey/kit before		Against	Against	Against	Neither For nor Against	Against	Somewhat Against	Somewhat Against	For	Strongly For	Strongly For	Understood	5	6	5	3	3	8	5	4	9	6	6
Agree	25	Male	British	Yes	Strongly agree	Strongly agree	Yes	I bought it at a discount		Somewhat Against	Somewhat Against	Somewhat Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	Understood	6	8	8	7	6	6	7	7	6	5	6
Agree	22	Female	South African	Yes	Agree	Somewhat agree	Yes	I bought it at a discount		Strongly For	For	Somewhat For	Strongly For	Somewhat For	For	Strongly For	Strongly For	Strongly For	Somewhat Against	Understood	5	7	9	8	3	4	9	7	1	10	0
Agree	20	Male	White	Yes	Strongly agree	Somewhat disagree	No	I have not worn a sports jersey/kit before		Somewhat Against	Somewhat Against	Against	For	Neither For nor Against	Somewhat Against	For	Strongly For	Strongly For	Somewhat For	Understood	5	5	3	6	7	3	6	5	3	10	8
Agree	21	Female	dutch	Yes	Somewhat disagree	Disagree	No	I have not worn a sports jersey/kit before		For	Somewhat For	For	Strongly For	Somewhat For	For	Strongly For	Strongly For	Strongly For	Strongly For	Understood	5	2	3	3	5	4	3	6	4	7	3
Agree	19	Male	Burmese	Yes	Agree	Somewhat agree	Yes	I bought it at a discount		Somewhat For	Somewhat For	Somewhat Against	Neither For nor Against	Neither For nor Against	Neither For nor Against	For	For	For	Somewhat For	Understood	7	7	6	7	6	4	5	5	5	5	6
Agree	24	Male	United States of America	Yes	Agree	Neither agree nor disagree	Yes	I bought it myself at full price. Someone else bought it for me. I received it as a gift		For	For	Neither For nor Against	Somewhat For	Somewhat Against	Neither For nor Against	Strongly For	Strongly For	For	For	Understood	7	2	3	5	5	3	3	6	3	5	5



Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q9 (Other)	Q10A	Q10B	Q10C	Q10D	Q10E	Q10F	Q11A	Q11B	Q11C	Q11D	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23
Agree	21	Male	Dutch	Yes	Strongly agree	Somewhat agree	Yes	I bought it at a discount. Some- one else bought it for me. I received it as a gift		Somewhat Against	Strongly Against	Against	Somewhat Against	Strongly Against	Somewhat Against	Strongly For	Strongly For	Somewhat For	Somewhat For	Understood	7	8	2	2	3	1	7	7	0	10	4
Agree	26	Female	russian	Yes	Somewhat agree	Disagree	No	I won it in a raffle/sweep- stakes		Strongly For	Strongly For	Strongly For	Against	Against	Against	Strongly For	Strongly For	Strongly For	Strongly For	Understood	2	0	1	1	1	1	1	1	1	1	1
Agree	23	Female	british	Yes	Somewhat agree	Somewhat agree	No	I have not worn a sports jersey/ kit before		Against	Strongly Against	Against	Against	Strongly Against	Strongly Against	Strongly Against	Strongly For	Strongly For	For	Understood	5	6	2	1	2	0	1	4	0	6	0