U.PORTO

FEP FACULDADE DE ECONOMIA UNIVERSIDADE DO PORTO

IMPACT OF ENDEMISM/NON-ENDEMISM AND ALTRUISM/EGOISM ON ESPORTS SPONSORSHIPS

Ana Francisca Lima Gonçalves

Dissertation

Master in Management

Supervised by

Pedro Quelhas Brito

Mafalda Roxo

2020/2021

Abstract

Studies about the esports market have recently been emerging as brands start to invest in the industry through sponsorship. Non-endemic brands are increasingly wanting to be part of this industry, but there are still reservations on what the best way of connecting with this audience is.

Recent esports studies suggest that the concept of authenticity should be applied to the way a brand communicates in this ecosystem. Seeing that sponsorships are becoming more and more the select method of brand communication in esports, this study serves to help fill that literature gap.

The purpose of this study is to compare the impact of endemism and non-endemism, as well as altruist and egoist esports sponsorships on sponsorship motive, sponsorship fit, sponsorship authenticity, attitude toward the sponsor, sponsor awareness and purchase intention.

Resumo

Estudos sobre o mercado dos esports têm surgido recentemente à medida que as marcas passam a investir no setor por meio de patrocínios. Marcas não endémicas querem cada vez mais fazer parte desta indústria, mas ainda existem ressalvas sobre qual a melhor forma de criar uma ligação com esta audiencia.

Estudos recentes de esports sugerem que o conceito de autenticidade deve ser aplicado à forma como uma marca se comunica neste ecossistema. Visto que os patrocínios estão a tornar-se cada vez mais o método escolhido de comunicação de marca nos esports, este estudo serve para preencher essa lacuna na literatura.

O objetivo deste estudo é comparar o impacto dos patrocínios endémicos e não endémicos, bem como dos patrocínios altruístas e egoístas, no "sponsorship motive", "sponsorship fit", "sponsorship authenticity", "attitude toward the sponsor", "sponsor awareness" e "purchase intention".

Contents

Abstract ii

1. Introduction 1

2. Literature review 3

Relevant definitions (for the theme) according to literature 3

2.1.1.1. Comparison of esports to traditional sports 4

2.2. Sponsorship 4

2.3. Authenticity 10

3. Methodology 12

3.1. Type of Research 12

3.2. Scenarios 13

3.3. Questionnaire 19

3.4. Data Analysis Techniques 21

3.5. Research Question and Hypotheses 22

3.6. Sample Characterization 23

4. Data Analysis 29

4.1. Manipulation Checks 29

4.2. Endemic and Non-Endemic Group Result Analysis 31

4.3. Analysis of Results – H1 33

4.4. Altruist and Egoist Group Result Analysis 35

4.4.1. Analysis of Results – H2 36

4.5. Research Question Result Analysis 37

5. Conclusions, Limitations and Future Research 39

Figure Contents

Figure 1 – Scenario Layout 13
Figure 2 - Non-Endemic Fictitious Brands 14
Figure 3 - Endemic Fictitious Brands 15
Figure 4 - Esports Teams 15
Figure 5 - Progress and 100T Sponsorship Case 17
Figure 6 - Fusion and Cloud9 Sponsorship Case 17
Figure 7 - Empire and TSM/OpTic Sponsorship Case 18
Figure 8 - Stasis and TL Sponsorship Case 19
Figure 9 - Independent Variables 19
Figure 10 - Gender Distribution 23
Figure 11 - Age Distribution 24
Figure 12 - Educational Background 24
Figure 13 - Occupational Status 25
Figure 14 - Hours Played (Work/School Week) 25
Figure 15 - Hours Played (Holidays) 26
Figure 16 - Sources of Esports Contents 27
Figure 17 - Realistic Classification "Very Realistic"/"Very Unrealistic" 27
Figure 18 – Endemic and Non-Endemic Manipulations 29
Figure 19 - Altruist and Egoist Sponsorships 30

Table Contents

Table 1 – Test of Homogeneity of Variances – Endemic/Non-Endemic Manipulation Check 29
Table 2 – Robust test of Equality of Means – Endemic/Non-Endemic Manipulation Check 30
Table 3 - Test of Homogeneity of Variances – Altruist/Egoist Manipulation Check 31
Table 4 – ANOVA test – Altruist/Egoist Manipulation Check 31
Table 5 - Test of Homogeneity of Variances of the Endemic/Non-Endemic group 31
Table 6 – ANOVA test – Age 32
Table 7 - Pearson's Chi Square Test - Gender 32
Table 8 - Pearson's Chi Square Test - Educational Background 32
Table 9 - Pearson's Chi Square Test - Occupational Status 33
Table 10 - Tests of Homogeneity of Variances - Dependent Variables 33
Table 11 - ANOVA test - Sponsorship Fit 34
Table 12 - ANOVA test - Attitude toward Sponsor, Sponsor Awareness, Purchase Intention 34
Table 13 - Test of Homogeneity of Variances - Age 35
Table 14 - ANOVA test - Age 35
Table 15 - Pearson's Chi Square Test - Gender 35
Table 16 - Pearson's Chi Square test - Educational Background 36
Table 17 - Pearson's Chi Square Test - Occupational Status 36
Table 18 - Tests of Homogeneity of Variances - Sponsorship Motive, Attitude toward sponsor, Sponsor Awareness, Purchase Intention 36
Table 19 - ANOVA test - Sponsorship Motive, Attitude toward sponsor, Sponsor Awareness, Purchase Intention 37
Table 20 - ANCOVA test - Attitude toward sponsor 37
Table 21 - ANCOVA test - Sponsor Awareness 38
Table 22 - ANCOVA test - Purchase Intention 38
Table 23 - Results Summary 39

1. Introduction

The world of esports is rapidly growing and the industry is already larger than most people realize. Some brands have already started investing significantly in esports marketing efforts, most opting for a marketing communication tool known as sponsorship (Huettermann et al., 2020). However, esports fans are skeptical of advertising in general and are not easily satisfied, so these brands need to approach them in a genuine way (Deloitte, 2018).

Recent studies suggest that the concept of authenticity should be applied to the way a brand communicates and presents products or services related to esports, and that sponsorship opportunities in esports should be explored further (Hallmann & Giel, 2018). Several new brands begin sponsoring in the esports industry every year and non-endemic brands (brands whose products and services are not directly connected with esports) are also increasingly investing in the esports industry through sponsorship.

Every brand communicates differently, and different levels of endemism, altruism and authenticity are perceived by the audience with every new sponsor that arises and with each approach taken.

Therefore, this study aims to understand how the esports audience perceives endemic, non-endemic, altruist, and egoist sponsorships and how it impacts authenticity, sponsorship motive and sponsorship fit, as well their perceptions of the sponsoring brand, including outcomes such as sponsor awareness, attitude toward the sponsor and purchase intention.

Dissertation Structure

This research will be structured as follows. The next section will introduce the literature review, which starts by defining esports (2.1), followed by a comparison between esports and traditional sports (2.1.1.). Subsequently, the concept of sponsorship is defined (2.2.) succeeded by the contextualization of sponsorships in esports (2.2.1.) and descriptions of sponsorship fit (2.2.2.), motive (2.2.3.), activation (2.2.4.) and outcomes (2.2.5.). Then, authenticity as a concept will be outlined (2.3.), as well as an explanation why authenticity in esports sponsorships might be important (2.3.1.). The following chapter focuses on the methodology used (3.), that includes a description of the type of research chosen (3.1.) an explanation of each sponsorship case scenario (3.2. and 3.2.1.), a description of the

questionnaire used to collect data (3.3.), data analysis techniques (3.4.) the research questions and hypotheses formulated (3.5.), and finally the sample characterization (3.6.). The data analysis chapter (4.) includes the analysis of manipulation checks (4.1.), the endemic and non-endemic group result analysis (4.2.) and analysis of results H1 (4.2.1.), the altruist and egoist group result analysis (4.3.) followed by analysis of results H2 (4.3.1.). The final analysis topic tackles the research question analysis (4.4.). Finally, the last chapter is conclusions, limitations and future research (5.).

2. Literature review

Relevant definitions (for the theme) according to literature

2.1. Esports

Electronic sports, also known as "esports", already exist as a concept since the late nineties, and were first compared to sports in 1999 in an attempt to acknowledge competitive gaming as an official sport (Wagner, 2006). While there are still disagreements over its definition and if it can actually be considered a sport, esports refer to competitive video gaming and are defined, by Hamari & Sjöblom, as "a form of sports where the primary aspects of the sport are facilitated by electronic systems; the input of players and teams as well as the output of the esports system are mediated by human-computer interfaces" (Hamari & Sjöblom, 2017, p. 1).

Esports first started very small after the release of the first-person shooting game "Doom" in 1993, with groups of players participating in online tournaments. Four years later in 1997, competitive gaming communities had already been established, including professional and amateur online gaming leagues (Wagner, 2006). Over time, esports became more organized as these communities increased in size, and as businesses started seeing the opportunity to advertise in competitive gaming events through sponsorships, equipment, and prize pool funds.

Nowadays, the concept has grown immensely and esports salaries and audience are close to the figures of traditional professional sports (Steinkuehler, 2020), making this untapped marketing potential look very promising (Seo, 2013). Additionally, esports is not just competitive video gaming, but also a new entertainment form. In 2020, the global audience of esports is expected to hit 495 million (Statista, 2020a), and revenue is expected to reach US$950 million globally (Statista, 2020b).

The esports industry has several players, such as the game developers, the organizations that create tournaments and leagues, the professional teams and their contracted players, the sponsors and more often than not a content distributor that broadcasts games like streaming sites (Bayliss, 2016; Chao, 2017).

2.1.1.1. Comparison of esports to traditional sports

Even though esports is a new phenomenon, it has proven it can go up against traditional sports when it comes to economic factors, including tournament prize pools, audience numbers and monetization (Allenstein et al., 2020).

The esports ecosystem is increasingly more professionalized as time goes on and shares similarities with the ecosystem of traditional sports. There are several videogame leagues and tournaments that foster competition among the best players, while also matching or surpassing traditional sports' prize pools. One example of this being Dota 2's championship, "The International", that granted over USD 34 million to the winner in 2019 (Statista, 2021). Athletes of both ecosystems may be accompanied by trained professionals like coaches, physiotherapists, psychologists and more. For viewers, there also exist several media options to keep up with the competition, like online streaming websites such as YouTube and Twitch. It is worthy to mention that in countries such as South Korea, these popular media options also include cable TV, as the esports culture of the country is much more advanced and gaming is generally more accepted and praised.

One significant difference is that these streaming websites not only enable fans to keep up with tournaments and leagues, but also with gaming influencers and personalities who take a more entertainment-related route, akin to TV celebrities (Allenstein et al., 2020).

2.2. Sponsorship

Sponsorship has been defined as "an investment, in cash or in-kind, in an activity, in return for access to the exploitable commercial potential associated with that activity" (Meenaghan, 1991).

This marketing communications tool is popular among sports, causes and arts (Cornwell et al., 2005) and research is abundant, however, sponsorship in es- ports is not a very explored topic yet.

Sponsorship differs from other advertising methods as it engages an audience that has emotional connections tied to the activity that is being sponsored (Meenaghan, 2001).

When the audience believes that the activity that they are emotionally attached to is benefiting from the sponsor's investment, goodwill is generated leading to an improved behavior and attitude regarding the brand on the audience's minds (Meenaghan, 2001).
From the perspective of the consumers, the sponsoring brand is committing to a cause that is dear to their heart and are effectively taking a risk. This leads to feelings of approval toward the sponsorship. In the audience's mind, these feelings co-exist with the knowledge that the sponsor has to get something in re- turn. Consumers appreciate the fact that the promotion of the sponsor benefits the activity (McDonald, 1991).

2.2.1. Sponsorship in Esports

Esports is very lucrative since its fanbase is large, young, and passionate. However, it can be tough to reach this audience as this demographic increasingly distances itself from traditional communication methods, like cable TV, and starts adopting more online media platforms (Huettermann et al., 2020).
Moreover, in the esports industry, sponsorships are the main source of revenue, representing 38 per cent of total esports revenues. Comparing this number to traditional sports' 10 per cent total revenue being sponsorship revenue, it points to the importance of sponsorship in the esports industry (Finch et al., 2020).
Recently, many companies have set in motion sponsorships around esports, as they start to realize the potential of connecting with this audience. These sponsorships originate both from endemic as well as non-endemic brands. When a brand's products or services are directly linked with esports, they are considered endemic brands, opposed to non-endemic brands, whose services and products do not have a direct association with that market (Huettermann et al., 2020).

In the early stages of the industry, only endemic brands took advantage of these sponsorships and invested in esports. In this market, endemic brands are usually electronics and other tech-related companies such as Asus, Acer, Dell, Microsoft, and Samsung. However, more and more major non-endemic brands like Red Bull, Coca-Cola, Mercedes-Benz, Audi, Mastercard, and even Louis Vuitton have recently entered the esports arena, and the list keeps growing (Finch et al., 2020).

Investors now know that the gaming industry is on par with Hollywood, its audience shows interest toward captivating and interactive storytelling experiences and are more prone to respond to perceived authenticity (Deloitte, 2018).

Sponsoring an esports activity without having a connection to it can be inefficient, since the audience's response to the sponsorship activation is swayed by the perceived synergy between the sponsored activity and the sponsor. In sum, there is a need for the brand to fit in with the sponsored activity (McDonald, 1991).

2.2.2. Sponsorship Fit (or Congruence/Congruity)

Fit between sponsoring and sponsored entities is one of the most investigated concepts when it comes to sponsorship stimuli (Cornwell et al., 2005). Congruence effects in sponsorships have also been explained by way of schema congruity theory (Cornwell & Maignan, 1998).

Congruity theory is well known in social psychology and used to explain attitude formation. This theory suggests that people appreciate harmony when it comes to their thoughts, feelings, and behaviors. When a message is congruent with these previous elements, it is more likely to be perceived as favorable, because people like consistency and predictability (Cornwell et al., 2005). It was also proposed that some incongruency can be considered interesting and can lead to higher brand recognition and recall, as the thought process to assimilate such a relationship will be more elaborate. However, it should not be too inconsistent, as it can lead to excess elaboration that can lead to unfavorable thoughts and frustration (Cornwell et al., 2005).

In past research, Cornwell (1995) defined two fundamental associations in regard to sponsors: self-evident links, that generally already have an association to product, or in this case, to the sponsored entity; and strategic links, that more often than not have to create a link with the sponsorship audience. In esports, self-evident links are mostly seen in endemic sponsorships, such as a brand that sells gaming peripherals sponsoring a gaming tournament where participants use their products.

Strategic links are often seen in non-endemic sponsorships, when a brand that has little relation to the gaming world has to build a relationship with the audience it is trying to connect with.

In the process of building a sponsor relationship, research shows that fit leads to more positive attitudes toward the sponsor and to purchasing intention (Alexandris et al., 2012; Biscaia et al., 2013). In esports, inconsistency or lack of fit of non-endemic sponsors could

influence the audience's perceptions in a way that is seen as calculative Huettermann et al. (2020). However, in sports sponsorships, some authors also argue that a certain extent of incongruence can signal some degree of altruistic intentions (Speed & Thompson, 2000).

2.2.3. Sponsorship Motive

In order to understand sponsorship effectiveness, Kim et al. (2015) conducted an audience response to sponsorship review that highlighted, amongst other results, how important inferred motives are to sponsorship outcomes. In this study, inferred motives are motive attributions that individuals in the audience make when it comes to thinking about why the sponsor brand has undertaken a sponsorship with the sponsored brand (Dean, 2002), and these have a significant impact on the audience's developing attitudes toward the sponsoring and sponsored brand. Additionally, motive attributions are notably important when confronted with rising perceptions of commercialization (Woisetschläger et al., 2017).

The multiple inference model (MIM) of attribution (Reeder et al., 2004) considers three conditions that determine attribution outcomes: free choice, no choice, and ulterior motives. This model suggests that these conditions are explained by a motive each: the free choice condition is coupled with unselfishness, the no choice condition with obedience, and ulterior motives are associated with selfishness (Reeder et al., 2004). When people believe a sponsorship has formed from "free choice", the condition that is connected to unselfishness, they infer that the sponsor has good intentions toward the sponsored entity (Woisetschläger et al., 2017). For example, when a known multinational company unrelated to gaming sponsors an esports tournament league that is still in development, the audience might believe the sponsor is expressing passion for the industry, thus conveying affective motives.

The second condition called "no choice" is better explained as "limited choice". This happens when an obvious sponsorship takes place, or when a sponsor is perceived as just doing their duty in supporting related entities. For example, when a brand that makes gaming peripherals sponsors a gaming tournament. In this case, the sponsorship is perceived as a normative act, with possible motivations like shareholder expectations or pressure to carry out a sponsorship (Woisetschläger et al., 2017).

The third condition is the "ulterior motive", which can be represented by a non-endemic brand partnering up with an esports brand with the objective to just reach another market so that they can sell their services or products. This sponsorship relationship can be seen as

calculative, egoistic and commercial, and more related to normal advertising (Woisetschläger et al., 2017).

In sum, an audience can infer various motives from sponsorships, and three types of motive attributions (affective, normative, and calculative) portray well the current attribution theory discussions (Woisetschläger et al., 2017).

While a normative motive is possibly a common sponsorship motive in esports (mostly endemic brands sponsoring esports), there is little evidence pertaining to its' impact in consumers when they make inferences (Woisetschläger et al., 2017).

Therefore, this study will focus on altruistic motives ("free choice") versus egoistic motives ("ulterior motives").

2.2.4. Sponsorship Leverage, Activation and Fan Benefits

An antecedent that was lacking in the previously mentioned research conducted by Woisetschläger et al. (2017) was sponsorship leverage and activation, which was recommended to be explored further in the same article.

Sponsorship is becoming more and more cluttered, and the usual sponsor brand logo on the screen during a live tournament or on merchandise is not enough to guarantee success. Sponsorship leveraging is known as the additional money the brand spends beyond the sponsorship deal, in order to engage the audience with the brand itself and the relationship with the sponsored entity. This means that leveraging has become indispensable in reaching planned communication objectives (Cornwell et al., 2005).

While leveraging includes all marketing communications investments beyond the deal, sponsorship activation goes further and encourages customer interaction with the sponsor and two-way communication (Weeks et al., 2008).

Sponsorship audiences are becoming more sensitive to sponsor's calculative motives (Meenaghan, 2001; Woisetschläger et al., 2017), and this is clearly observed in the esports audience too. Activation campaigns need to be planned and applied carefully so as not to negatively impact the goodwill that sponsorship usually brings to the sponsoring brand (Meenaghan, 2001). Because of the audience's sensitivity to egoistic sponsorships, sponsors are now including benefits to sponsorships that the audience can enjoy, which can be financial, symbolic or social (Dreisbach et al., 2021).

Still according to Dreisbach et al's work, fan-benefits can make a sponsorship more successful, and the empirical work denotes positive effects on sponsor outcomes such as

attitude toward the sponsor and in purchasing intentions. It highlights the mediating effect of infered altruistic motives on attitudinal and behavioral intentions toward the sponsor, and also how symbolic and social benefits show slightly superior effects compared to financial benefits in lowering inference of egoistic motives and improving loyalty toward the sponsor, since social and symbolic benefits communicate less calculative motives than financial benefits (Dreisbach et al., 2021). Because of these findings, this study will incorporate sponsorships with benefits and sponsorships that lack benefits, in order to have more altruistic and more egoistic represented sponsorships.

2.2.5. Sponsorship Outcomes

Consumer-focused sponsorship outcomes can be organized into cognitive, affective, and behavioral classifications. Typically, measurement of cognitive outcomes is focused on awareness, recall and recognition. Measurement of affective outcomes often focus attitudes, favorable thoughts, liking and preference. Behavioral outcomes usually focus on purchasing intent (Cornwell et al., 2005).

The awareness of a sponsor is widely recognized as a good indicator of sponsorship effectiveness. It is considered the first step of sponsorship outcomes, since customers need to be aware a sponsor exists to be effective (Crompton, 2004). Other studies also found that sponsor awareness plays an important part when it comes to consumers' attitudes toward the sponsor and purchase intentions (Ko et al., 2008).

A positive attitude toward the sponsor has also been studied to be very important indicator of sponsorship effectiveness in survey-based, experimental sponsorship research (Biscaia et al., 2013; Speed & Thompson, 2000). The idea that attitude toward the sponsor is a representation of the overall appraisal of a brand is supported by Keller (2003), and Meenaghan (2001) saw this construct as a beneficial arrangement toward the sponsor. It is even speculated that companies that engage in sponsorships with teams expect to see the audience's positive attitude toward the team transfer to the sponsoring brand, and if a sponsor seems important to the team, sports fans are thought to have a more positive attitude toward the sponsor (Cornwell et al., 2006).

There is a series of steps that fans go through in response to a sponsor, starting from being aware of the sponsor, to finally having purchase intentions and behaviors toward the sponsor's products or services (Meenaghan, 2001). It is also thought that when a sponsor

supports a fan's team, purchase intention can become more positive thanks to goodwill and wanting to pay back the support (Parker & Fink, 2010). Because of this, purchase intention has also been used as a very important indicator to evaluate sponsorship effectiveness.

2.3. Authenticity

The concept of authenticity carries a lot of similar meanings: the quality of being legitimate, real, genuine, and true. Authenticity can also be defined as a "sincere story that involves the avowal of commitments to traditions, passion for craft and production excellence, and the public disavowal of the role of modern industrial attributes and commercial motivation" (Beverland, 2005, p. 1025). Brands that are seen as authentic "are thought to be driven by integrity, commitment to quality, a sense of moral virtue, and an intrinsic love of the product rather than an economic agenda" (Napoli et al., 2014, p. 1091).

Esports sponsorships are relevant for brands who are looking to target a young adult, predominantly male, highly educated and tech-savvy demographic, but showing authenticity is key to capture this very demanding target audience (Allenstein et al., 2020).

The length to which consumers perceive inter-brand relationships as real and genuine is referred to as horizontal marketing partnership authenticity, and in sponsorship, a type of horizontal partnership, authenticity is crucial (Charlton & Cornwell, 2019).

Although authenticity has been recognized as important in research related to these partnerships, it is generally restricted to authenticity evaluations of single objects like brands, and not of relationships.

This new authenticity scale proposed by Charlton & Cornwell (2019) adapted the consumer-perceived brand authenticity scale created by Morhart et al. (2013), in order to measure the perceived authenticity of partnerships between brands.

The consumer-perceived brand authenticity is composed by four brand authenticity dimensions and is defined as "the extent to which consumers perceive a brand to be faithful toward itself (continuity), true to its consumers (credibility), motivated by caring and responsibility (integrity), and able to support consumers in being true to themselves (symbolism)" (Morhart et al., 2013, p. 203). The same dimensions are also used by Charlton & Cornwell (2019).

Continuity is a "brand's timelessness, historicity, and its ability to transcend trends"

(Morhart et al., 2013, p. 202) and it is relevant to brand partnerships because relationships that last in the long-term are more prone to relationship and branding recall (Charlton & Cornwell, 2019).

Credibility is described as "the brand's transparency and honesty toward the consumer, as well as its willingness and ability to fulfill its claims" (Morhart et al., 2013, p. 202), or in other words, how well it delivers what it promises. While the term credibility is not commonly used in sponsoring, it is widely accepted that transparency and honesty are fundamental for the success of horizontal marketing sponsorships (Charlton & Cornwell, 2019).

The integrity dimension denotes the responsibility and moral purity of the brand and its compliance to good values and caring for the customer. That is to say that a brand, or in this case, a relationship between brands should not have, in the eyes of the consumer, an economic agenda behind it, and should be pro- moted by people who are motivated at their core and deeply believe the values involved (Morhart et al., 2013).

Finally, the symbolism dimension is conceptualized as the potential of the brand to help consumers create their identity and determine who they are through the representation of relationships, roles, and values (Morhart et al., 2013). In horizontal marketing partnerships, the brands can borrow and create symbolism using this relationship.

2.3.1. Authenticity in esports sponsorships

Nowadays, non-endemic brands account for 60 per cent of esports partnerships (Allenstein et al., 2020). As more non-endemic brands enter the esports industry through sponsorships, the audience becomes more skeptical of these sponsors. These consumers are very sensitive to exploitation and have become somewhat critical to the intention that a non-endemic brand has when it tries to capitalize on this fanbase (Deloitte, 2018).

However, even though this audience may be distrustful of advertising, some forms of it are very desired by this demographic, and this includes content and merchandise. To approach this skeptical community, the sponsors need to try to understand the culture and the audience surrounding esports, as well as display genuine interest in it, and know what the viewer base is drawn to.

A key lesson that sponsors should take in consideration in this industry is that they need to create a connection with fans in a way that feels authentic (Allenstein et al., 2020) .

3. Methodology

This chapter focuses on the methodology used in this study.

This study will examine how the esports audience discerns endemic and non-endemic esports sponsorships with perceived altruist and egoist traits, and how these dimensions influence the perceived sponsorship fit, sponsorship motive and sponsorship authenticity as well as attitude toward the sponsor (affective), purchasing intention (behavioral) and brand awareness (cognitive).

The effects of sponsorship endemism/non-endemism, as well as perceived altruism or egoism on sponsorship outcomes are already being studied in other fields. This study intends to apply these concepts to the esports industry to understand how these variables can affect the esports audience.

In order to obtain this data, the methodology used for this study was quantitative. An online survey was conducted over a period of 1 week from August 21st to August 28th on Lime Survey and shared on gaming forums.

3.1. Type of Research

Four different scenarios, as seen in figure 1, were designed to test the proposed hypotheses using the experimental between subjects factorial design, as experimentation is frequently used to infer causal relationships (Malhotra et al., 2017). Using this approach, we are making sure that each respondent sees only one scenario, which permits comparing effects in dependent variables between two or more groups without any crossover effects (Malhotra et al., 2017).

3.2. Scenarios

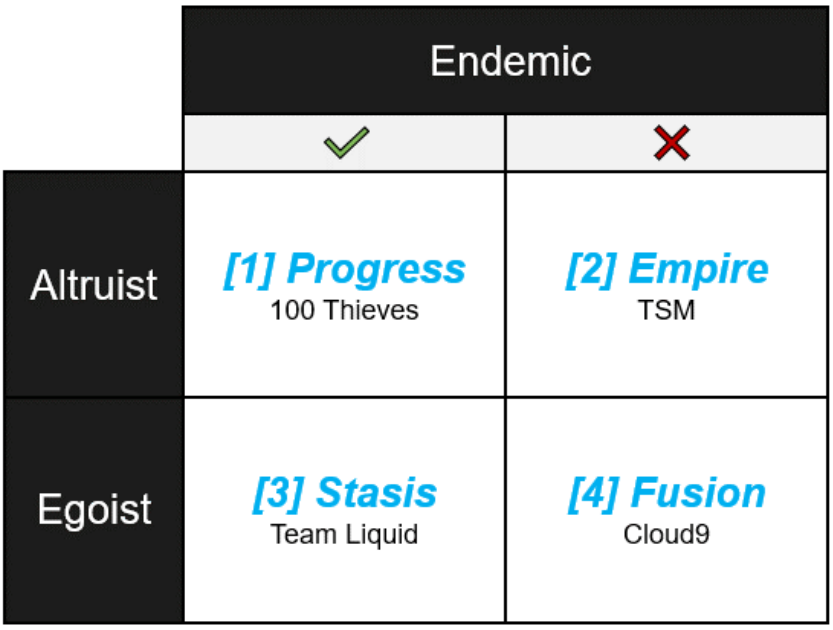


Figure 1 – Scenario Layout

Each of the scenarios seen in Figure 1 were composed of a picture depicting the partnership of the sponsor and the sponsored teams, as well as a description regarding the beginning of a new sponsorship between the two (can be seen in appendix 7-10). This description included information previously studied in other papers, such as deal characteristics like contract length, sponsorship fees, sponsorship type and the existence or non-existence of a sponsorship activation (Dreisbach et al., 2021; Woisetschläger et al., 2017), in order to manipulate the perception of the participants.

The **first scenario** depicts an endemic fictitious brand (**Progress**, a gaming router manufacturer) with altruistic deal characteristics, such as a long contract length, an average sponsorship fee, a jersey-type sponsorship, and the existence of an activation from the sponsor's part. The **second scenario** shows a non-endemic fictitious brand (**Empire**, a payments service company) with altruistic deal characteristics, also with the same traits as the first altruistic scenario.

The **third scenario** portrays an endemic fictitious brand (**Stasis**, a gaming monitor manufacturer) with egoistic deal characteristics, such as a short contract length, a relatively high sponsorship fee, a naming rights-type sponsorship and the lack of sponsorship activation. The **fourth scenario** represents a non-endemic fictitious brand (**Fusion**, an

energy drink brand) with egoistic deal characteristics, with the same egoistic traits mentioned in the third scenario.

The choice of using fictitious brands was due to the need to eliminate possible existing bias of brand awareness, attitude toward the sponsor and/or purchase intention of real brands. The creation of these fictitious brands was influenced by real brands that currently sponsor in the esports industry though, and names like Fusion, Progress, Stasis, and Empire were chosen due to being generic non-specific words. The fictitious brands and brand names were chosen based on the opinions of 12 esports fans through an online voice conversation, after being given a list of generic words, as well as a short list of popular real sponsor brands' products and services. From these lists, the esports fans chose which brand's products or services would fit the endemic, non-endemic, altruist, and egoist definitions. The chosen brand's products and services include an energy drink, a gaming monitor, a gaming router, and a payments service.

In the end, most agreed that Empire would be a good name for a payment's service company, Fusion would be appropriate for an energy drink brand, Progress would be an interesting choice for a gaming router manufacturer, and Stasis an adequate name for a gaming monitor brand.



Figure 2 - Non-Endemic Fictitious Brands



Figure 3 - Endemic Fictitious Brands

Each of these scenarios showed an esports team that was involved in the partnership as the sponsored brand.

These teams (figure 4) were chosen based on the Forbes' list of the top esports teams in 2021 article (Forbes, 2021), which values the team's equity and net debt during the past 6 months, as well as the top 20 highest overall team earnings in the world (Esportsearnings, 2021). From this cluster of teams, the opinions of the same 12 esports fans in a casual online conversation were essential to choose the four most appropriate teams to use in the study. The chosen teams were Team Liquid, Cloud9, 100 Thieves and TSM, mostly due to popularity worldwide and vast variety of games each of these teams are present in the esports world.



Figure 4 - Esports Teams

An esports team was then randomly paired with each of the created images of the fictitious brands. From the four fictitious brand images created, outside opinion agreed that all but the energy drink was adequate. The energy drink image, however, could be somewhat ambiguous, so some pre-tests were done to test both the package image and the name of the

brand.

To test the package, the picture of the product was shown online to 10 people individually, either on Discord or Facebook Messenger, along with the question "What kind of product do you think is inside this container?". Nine out of the ten people guessed something closely related to an energy drink (futuristic drink, soda, soft drink, energy drink). Another six people were asked the same question, this time in person after being shown the picture on the phone, and five out of six people guessed along the lines of energy drink.

After testing the package, another question was then asked inside the video game *World of Warcraft* "There's a new brand on the market called Fusion. What product do you imagine Fusion to sell based on its name?". Eight out of sixteen people responded along the lines of beverage, soda, energy product and energy drink. The other eight gave answers like sports products, hygiene products, and even that the name would be irrelevant to the product or service, as it is a buzzword or generic name.

3.2.1. Scenario Versions

A sample of more than 250 gamers responded to the online survey. The survey included a conditional question in the first page that would assign one single sponsorship case to the participant depending on the answer given. These conditional question groups were used in order to restrict the participants so that each person could only see the sponsorship case of the team they were more familiar with. In the end, approximately 80 responses were collected for the Progress sponsorship case, 60 responses for the Fusion sponsorship case, 60 responses for the Stasis sponsorship case, and 50 for the Empire sponsorship case.

Each sponsorship case included either an endemic (Progress or Stasis) or non-endemic (Fusion or Empire) sponsor brand, as well as either altruistic or egoistic sponsorship traits in the description mentioned in the studies by Woisetschläger et al. (2017) and J. Dreisbach et al. (2021).

The Progress sponsorship case (figure 5), which introduces a partnership between a gaming router manufacturer and the team 100 Thieves, features a contract length of 3 years, a jersey sponsorship that includes the Progress logo on the players' shirts, a mention of relatively average sponsorship fees, as well as an activation campaign that rewards fans who adhere to Progress' products with access to fan-photo-shootings and a meeting with their favorite players, as well as social media exposure.



Figure 5 - Progress and 100T Sponsorship Case

The Fusion sponsorship case (figure 6), which introduces a partnership between an energy drink brand and the teams Cloud9 and Faze Clan, features a contract length of 1 year, a naming rights sponsorship that replaces the teams' training centers' names with the Fusion name, a mention of relatively high sponsorship fees, and the lack of an activation campaign.



Figure 6 - Fusion and Cloud9 Sponsorship Case

The Empire sponsorship case (figure 7), which introduces a partnership between a payments service company and the teams Cloud9 and Faze Clan, features a contract length of 3 years, a jersey sponsorship that includes the Empire logo on the players' shirts, a mention of relatively average sponsorship fees, as well as an activation campaign that rewards fans who adhere to Empire's services with access to fan-photo-shootings and a

meeting with their favorite players, as well as social media exposure.



Figure 7 - Empire and TSM/OpTic Sponsorship Case

Finally, the Stasis sponsorship case (figure 8), which introduces a partnership between a gaming monitor manufacturer brand and the esports team Team Liquid, features a contract length of 1 year, a naming rights sponsorship that replaces the teams' training centers' names with the Stasis name, a mention of relatively high sponsorship fees, as well as the lack of an activation campaign.



Figure 8 - Stasis and TL Sponsorship Case

The independent variables (figure 9) in these scenarios are the endemic (En) vs non-endemic (NEn) variable, decided by the type of product chosen for each sponsorship case, and the altruist (Al) vs egoist (Eg) variable, decided by the contract length, manipulated between 1 and 3 years to be perceived as more egoistic or more altruistic, the sponsorship type, where the jersey one symbolizes a more altruistic sponsorship reason and the naming rights type that is more associated with egoistic reasons the sponsorship fee ranging from average (more associated with altruistic reasons) to high (egoistic reasons), and finally the existence or lack of a campaign with fan benefits, which is also associated with altruistic motive.

	Contract Length	Sponsorship Type	Sponsorship Cost	Campaign
1. Progress (En + Al)	3 Years	Jersey	Average	Yes
2. Empire (NEn + Al)	3 Years	Jersey	Average	Yes
3. Stasis (En + Eg)	1 Year	Naming Rights	High	No
4. Fusion (NEn + Eg)	1 Year	Naming Rights	High	No

Figure 9 - Independent Variables

3.3. Questionnaire

Depending on the data a study needs to gather, the procedure to collect it may vary. This

study used the quantitative method of questionnaires and surveys, more precisely, an online survey. This method was also chosen because previous studies have resorted to the same procedure, such as the studies of Woisetschläger et al. (2017), and J. Dreisbach et al. (2021).
The survey was posted on Reddit, which is a collection of forums where people can aggregate news, share content such as links, text posts and videos, and have discussions that can be upvoted or downvoted if other users are interested in seeing it. Each subforum has its own set of rules, so sharing a survey on gaming subreddits proved to be hard at first, as many had hard rules against any form of data collection. The survey was first posted on the Sample Size subreddit, a popular subforum for surveys and polls. Afterwards, the survey was posted on each of the four teams' subreddits (Cloud9, TeamSolomid, 100thieves, TeamLiquid subreddits). However, some of these forums have more strict moderators and rules, which lead to it being deleted in a short period of time. Only the Fnatic and 100 Thieves subreddits allowed the survey to stay on the front page for more than a day. Next, after the survey was posted on the teams' subreddits, more general gaming subreddits were used, such as the League of Legends, VALORANT, CS: GO, Call of Duty, Rocket League and Fortnite subreddits, among others. From all the attempts made, the most successful post was on the VALORANT subreddit, which was upvoted more than 200 people (similar to likes) and gathered around 30 comments, including feedback, concerns or doubts while filling the survey.
The first page of the questionnaire included short and long free text questions, list questions, ranking questions, as well as array questions with 7-point Likert scales. These questions were mostly about the participant's most frequently played games, gaming expertise, weekly gaming hours during work weeks or holidays, weekly hours spent watching gaming or esports content, esports information sources, among others.
Following this, the participants were asked, on a second page, which team they were more familiar with from a list of four total teams, which restricted the sponsorship case shown on the following page.
On the third page and depending on the answer given on the previous question regarding team familiarity, one of eight sponsorship cases with an image and a description would then appear.
A series of closed questions and 7-point Likert scales would follow, regarding sponsorship fit, sponsorship motive, attitude toward the sponsor, sponsor awareness, sponsorship authenticity and purchase intention.

Then on the fourth page, three crucial manipulation checks to the experimental design were presented, in order to gauge whether the participants perceived the manipulations adequately. These included a question regarding the perceived altruism or egoism levels of the specific sponsorship case to be, the perceived endemism or non-endemism of the same sponsorship, and how realistic the participants found the sponsorship case to be.

Finally, on the fifth page, sociodemographic data such as age, gender, educational background, occupational status, and country of residence were collected.

3.4. Data Analysis Techniques

For this study, all the data analysis were performed using the IBM SPSS Statistics 24 software. The adopted level of significance was 5%, which means that whenever p-value = <0,05, the differences observed would be considered statistically significant, while if p-value = >0,05, the value would not be considered statistically significant.

Throughout this study, multiple statistical tests were used depending on the situation at hand. Several one-way *ANOVA* tests were performed, which is a test that allows us to find out if experiment results between two groups were or not significant (Field, 2018).

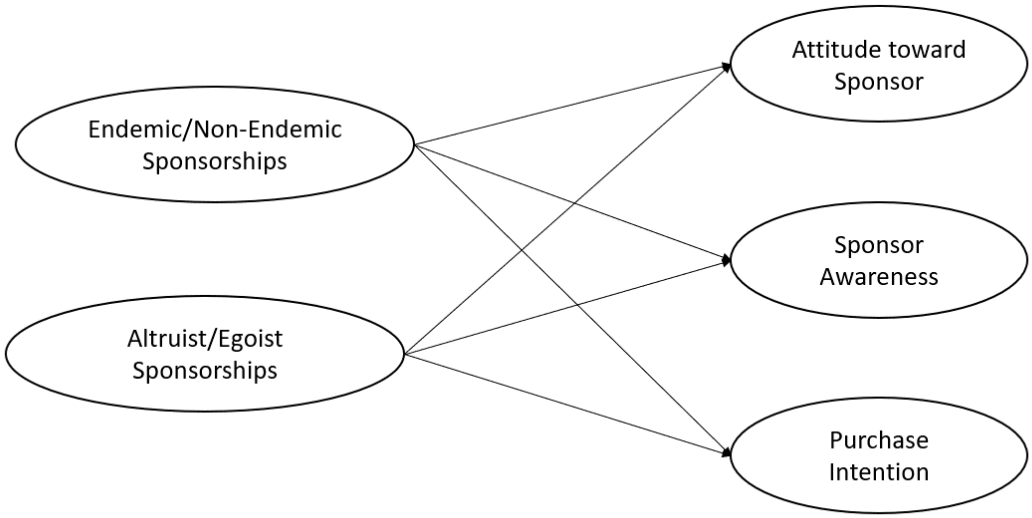
Levene's test was the test used to check for homogeneity of variances in order to know which test we could proceed with, seeing as some tests assume equal population variances (Field, 2018).

When *ANOVA* could not be used because of violated assumptions, we resorted to the robust tests of equality of means of *Welch* and *Brown-Forsythe*, which also finds the significant difference of more than two samples' means (Field, 2018).

Pearson's chi-squared test was also used to test statistically significant differences between expected and observed frequencies (Field, 2018).

Analysis of covariance (ANCOVA) is similar to a normal ANOVA, however, it also introduces a covariate that needs to be controlled for, since it can influence the dependent variables (Field, 2018).

3.5. Research Question and Hypotheses



Research Questions:

- How does sponsorship endemism and altruism/egoism influence attitude toward the sponsor, sponsor awareness and purchase intention?

- What is the moderating effect of authenticity on attitude toward the sponsor, sponsor awareness and purchase intention of the different scenarios concerning altruist and egoist sponsorships?

Hypotheses:

- **H1.1:** Endemic/Non-Endemic esports sponsorships yield an effect on Sponsorship Fit.
- **H1.2:** Endemic/Non-Endemic esports sponsorships yield an effect on Attitude toward the Sponsor.
- **H1.3:** Endemic/Non-Endemic esports sponsorships yield an effect on Sponsor Awareness.
- **H1.4:** Endemic/Non-Endemic esports sponsorships yield an effect on Purchase Intention.
- **H2.1:** Altruist/Egoist esports sponsorships yield an effect on Sponsorship Motive.
- **H2.2:** Altruist/Egoist esports sponsorships yield an effect on Attitude toward the

Sponsor

- **H2.3:** Altruist/Egoist esports sponsorships yield an effect on Sponsor Awareness.
- **H2.4:** Altruist/Egoist esports sponsorships yield an effect on Purchase Intention.

3.6. Sample Characterization

Data was collected using Lime Survey, an online statistical survey tool, and a total of 261 valid responses were considered and analyzed.

Regarding demographics, gender is the first variable to be analyzed. The respondents of the questionnaire consist of 213 males and 48 females, which correspond to a percentage of 81,6% males and 18,4% females, represented in Figure 9.

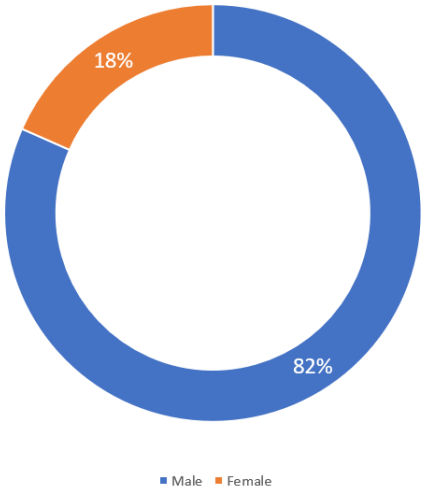


Figure 10 - Gender Distribution

Following gender, age is the second variable to be analyzed. This study sample comprises a range of 33 between the highest and lowest age, with the mode and mean age being 21.
The most present age brackets are 21, with 26 respondents, the 18-year-old bracket with 25 respondents and the 16-year-old bracket with 24 respondents, as can be seen in figure 10.

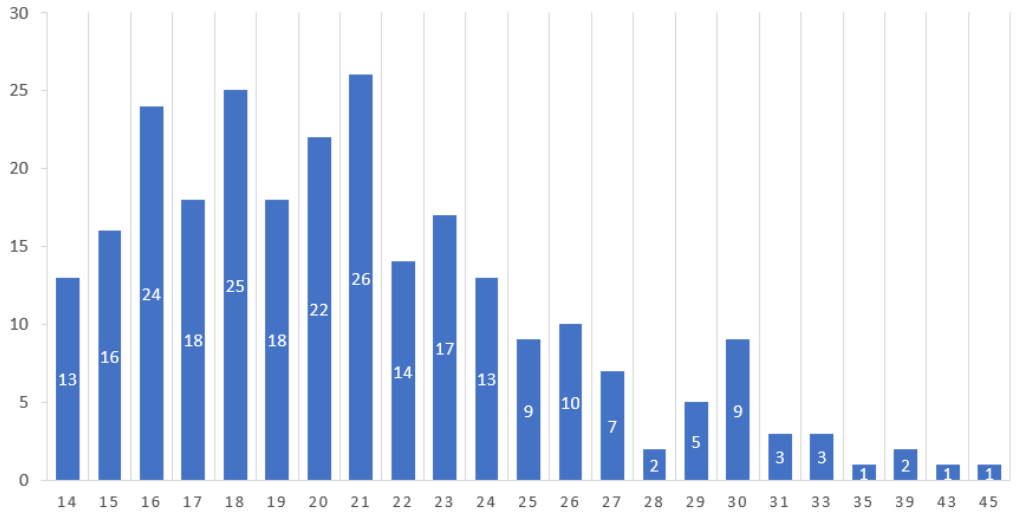


Figure 11 - Age Distribution

Subsequently, educational background is another variable considered in this analysis. The most common background is High School (10-13 years of education), with 126 respondents belonging to this category, followed by Bachelor's Degree or equivalent (14-17 years of education), with 103 respondents in this category. Additionally, 22 respondents have a Master's Degree or equivalent (18-19 years of education) and only 10 respondents have basic education (1-9 years of education), as seen in Figure 11.

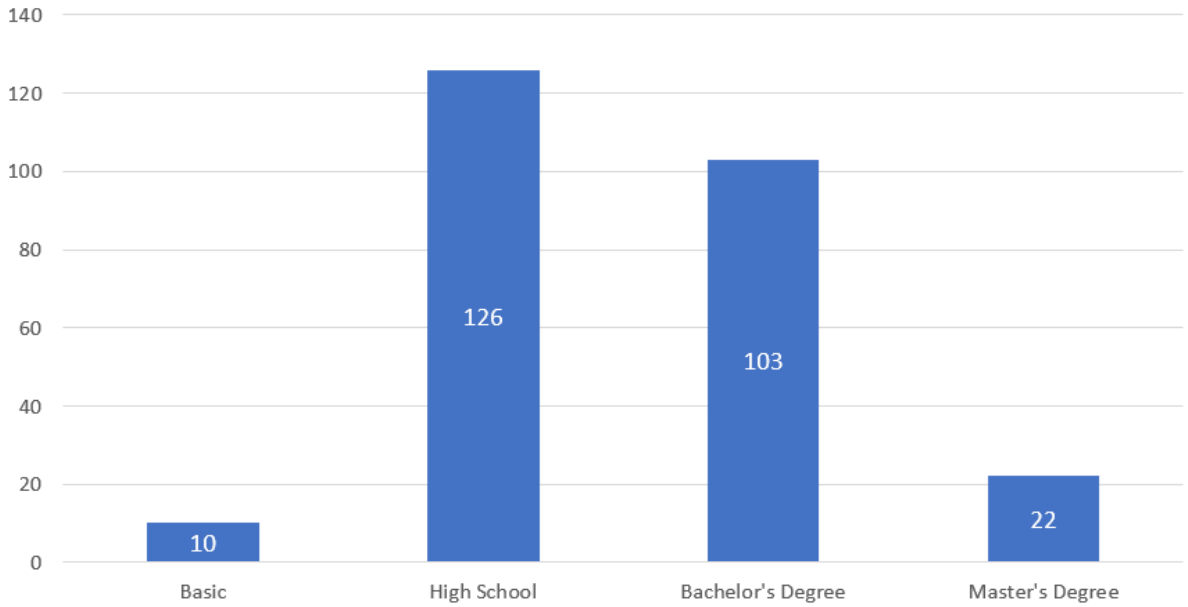


Figure 12 - Educational Background

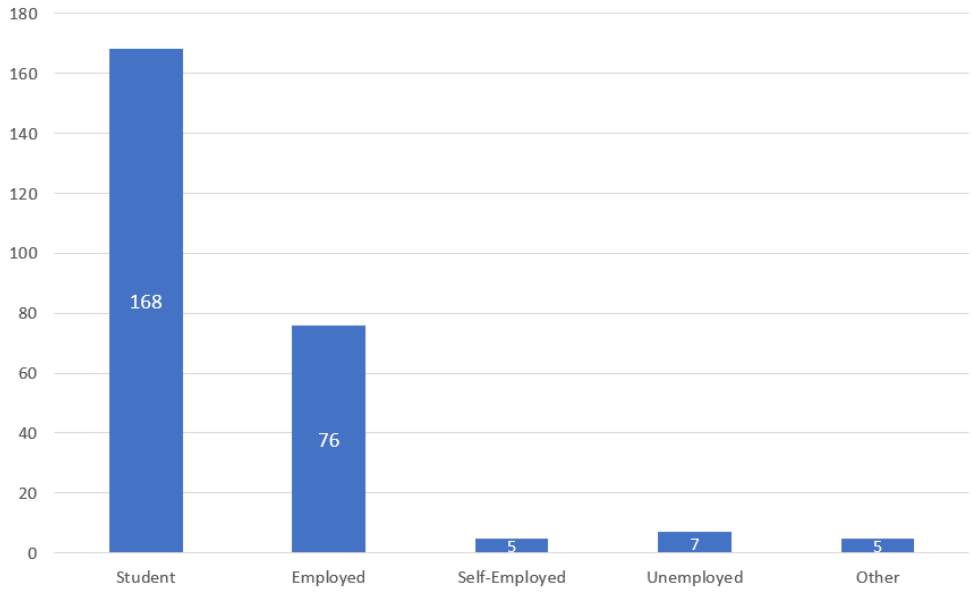


Figure 13 - Occupational Status

Additionally, we collected data regarding occupational status through question 20. The figure 13 above indicates that 168 respondents are students, 76 are employed, 7 are unemployed, 5 are self-employed and 5 others being mostly part-time working students.

Another variable we considered for sample characterization was how many hours the participants played on average per week during a normal week of work/school and during a week of holidays. This data was collected through questions 3 and 4.

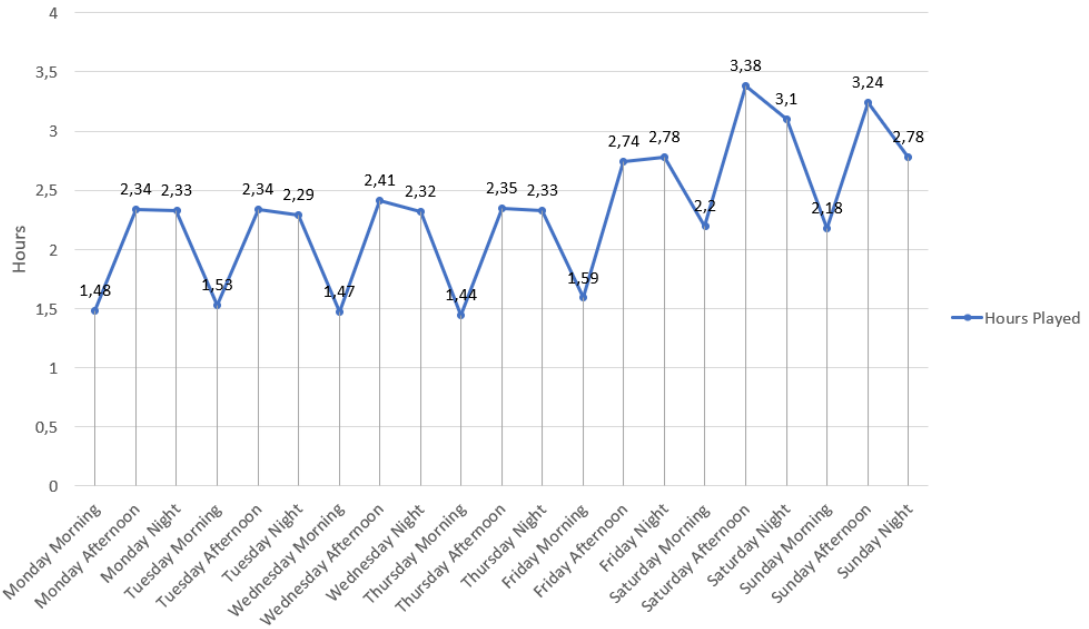


Figure 14 - Hours Played (Work/School Week)

Regarding the average number of hours played per day during a normal work or school week, it's possible to see in figure 13 that Saturday is the peak with an average of 3,38 hours played during the afternoon. We can also observe that respondents' least favorite time of day to play is during the mornings, displaying the lowest averages each day. This can be explained by the fact that the majority of respondents are young students.

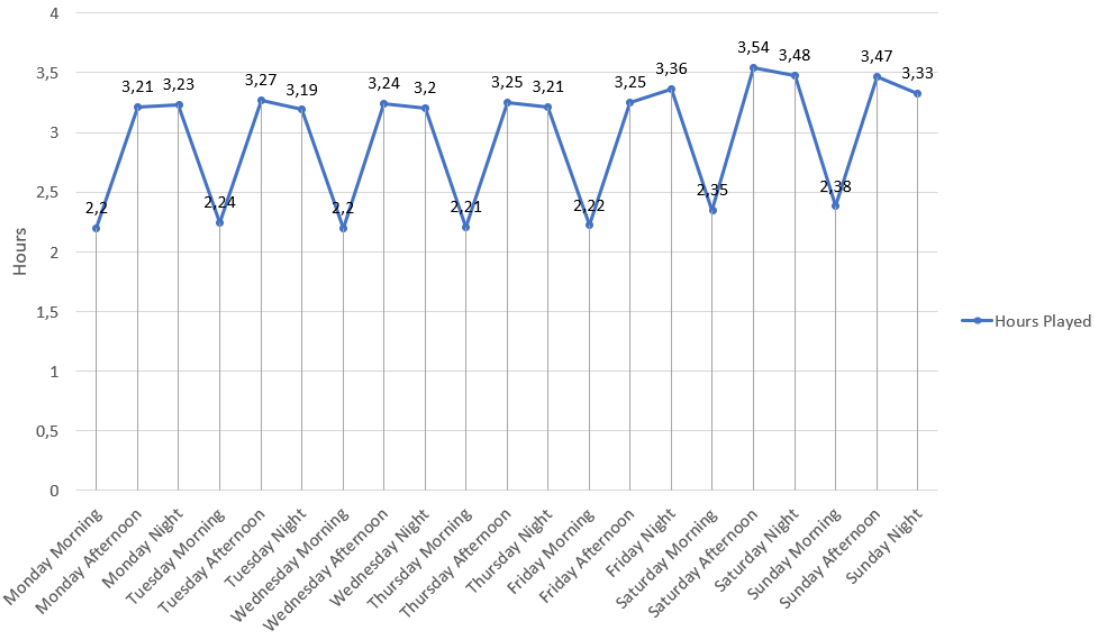


Figure 15 - Hours Played (Holidays)

Regarding the average number of hours played per day during holidays (figure 15), the average number of hours grows significantly on week days, but the Saturday peak hour is almost the same at a 3,54 hour average, which means that respondents will simply play more every day and prefer to play an average of 3 to 4 hours a day during the holidays.

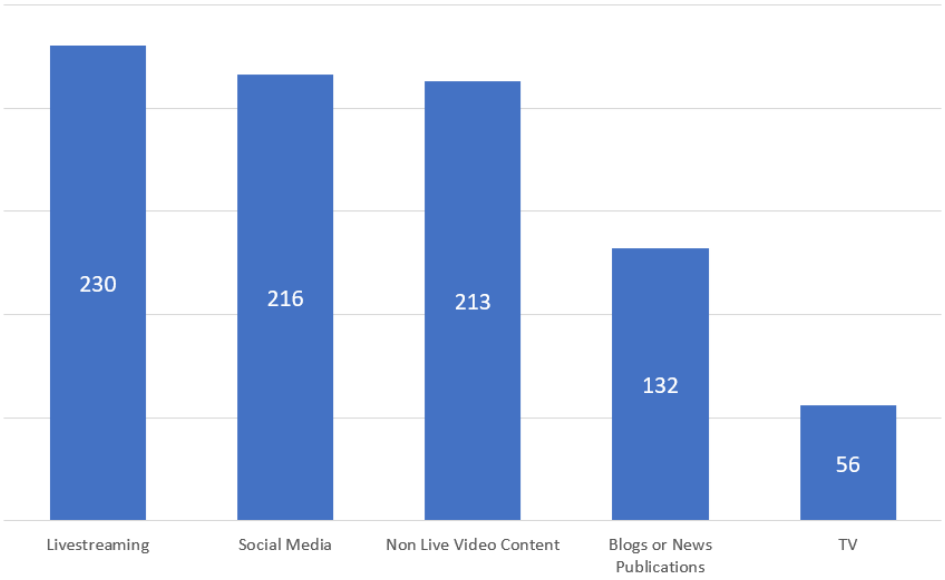


Figure 16 - Sources of Esports Contents

One more variable we found interesting to collect data of was what sources are the participants getting their esports and information from. Through question 6, respondents could rank their sources according to consumption levels. As seen on figure 16, the most popular source of esports content and information is through livestreaming (live video content websites such as Twitch), with 230 entries, followed by social media and non-live video content (websites such as YouTube) with 216 and 213 entries respectively, while the two least used sources are blogs or news publications and TV.

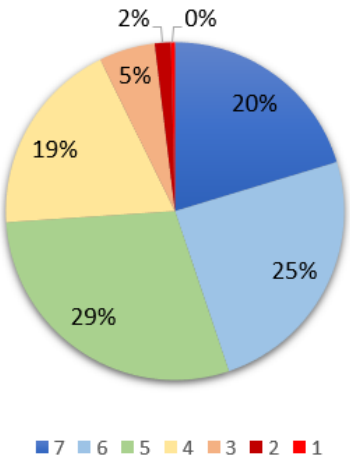


Figure 17 - Realistic Classification "Very Realistic"/"Very Unrealistic"

Finally, we also thought it was important to gather data on how realistic the manipulated sponsorship scenarios were, seeing as both the sponsorships as well as the sponsor brands

were fabricated. Through question 16, respondents were asked how realistic they found their sponsorship scenario to be, and results shown on figure 17 showcase that 20% of respondents thought the sponsorship scenario they saw was "very realistic" (7), 25% found the scenarios "realistic" (6), 29% classified them as slightly realistic (5), 19% thought they were "neutral" (4), 5% thought these scenarios were "slightly unrealistic" (3). The remaining 2% classified the scenario they saw as "unrealistic" (2). The majority of respondents found the manipulated sponsorship scenarios realistic, which points to a good creation of scenarios.

4. Data Analysis

4.1. Manipulation Checks

To be able to continue with this study, it's necessary to check if respondents were cognizant of the scenario's manipulations they were exposed to. In all four scenarios, there were two aspects of manipulation – how endemic or non-endemic a sponsorship was, and how altruist or egoist a sponsorship was.

Regarding the endemic and non-endemic manipulation, question 15 on the questionnaire that followed the sponsorship scenario allowed for the collection of data on how endemic or non-endemic each respondent found the sponsorship scenario they were presented with to be.

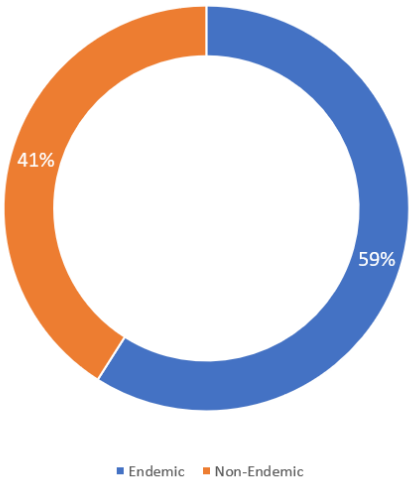


Figure 18 – Endemic and Non-Endemic Manipulations

By analysing figure 18, we can identify that 41% of the participants found their sponsorship scenario to be non-endemic, while 59% found it to be endemic. This can be explained by the difference in amount of responses each scenario combination got. The Progress and Stasis scenario (both endemic) got around 140 responses, while the Fusion and Empire scenario (both non-endemic) got around 110 responses.

Tests of Homogeneity of Variances	p-value
Levene	<.001

Table 1 – Test of Homogeneity of Variances – Endemic/Non-Endemic Manipulation Check

First, by looking at table 1 at the tests of homogeneity of variances result with a *p-value*

=<.001, a *p-value* of <0.05 leads us to having to perform a robust test of equality of means, in order to check whether there are statistically significant differences regarding this manipulation check.

Robust Tests of Equality of Means	p-value
Welch	<.001
Brown-Forscythe	<.001

Table 2 – Robust test of Equality of Means – Endemic/Non-Endemic Manipulation Check

The results above on table 2 point to a *p-value* =<.001, which means that there are statistically significant differences regarding endemic and non-endemic groups, which means this manipulation was successful.

The other aspect that was manipulated was how altruistic or egoistic a sponsorship was perceived to be. As such, question 14 on the questionnaire allowed us to assess how respondents perceived the sponsorship scenario they were assigned with in terms of being altruistic or egoistic.

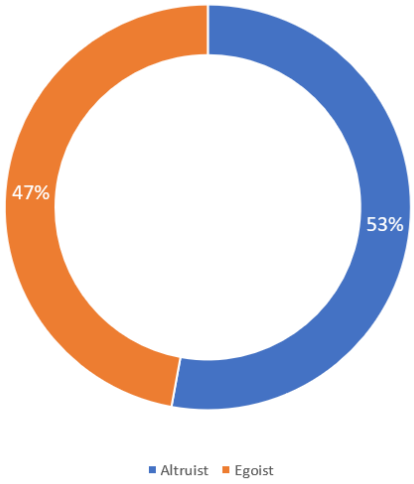


Figure 19 - Altruist and Egoist Sponsorships

By analyzing figure 19, we can infer that 53% of respondents found their sponsorship scenario to show altruist traits, while 47% thought their sponsorship scenario displayed egoistic traits. This more well rounded distribution can be explained by the fact that the combination of altruist groups, Progress and Empire, got around 130 responses, while the egoist groups, Fusion and Stasis, had around 120 responses.

Tests of Homogeneity of Variances	*p-value*
Levene	0,282

Table 3 - Test of Homogeneity of Variances – Altruist/Egoist Manipulation Check

The test of homogeneity of variances presented in the table 3 above points to a *p-value* = 0,282. Seeing that this number is is higher than *p-value* = 0,05, we can resort to the ANOVA test to see if there are any statistically significant differences between these two groups.

ANOVA Test	*p-value*
Altruist * Egoist	0,017

Table 4 – ANOVA test – Altruist/Egoist Manipulation Check

The result presented in table 4 above of *p-value* = 0,017 confirms that there is significance between the altruist and egoist groups, which means the manipulation was successful as the differences were recognized.

4.2. Endemic and Non-Endemic Group Result Analysis

In order to ensure the statistical significance of the endemic and non-endemic group, we have to prove the homogeneity of the experimental group when it comes to age, gender, educational background and occupational status, through the collected data, to guarantee these variables don't have a significant impact on results.

Tests of Homogeneity of Variances	*p-value*
Levene	0,696

Table 5 - Test of Homogeneity of Variances of the Endemic/Non-Endemic group

Starting with age, and from the data collected through question 17, it was possible to use ANOVA to verify this significance, after making sure the tests of homogeneity of variances result was *p-value* = >.05. In this case, *Levene's test* in table 5 points to a p-value = 0,696, which allows us to use ANOVA.

ANOVA Test	*p-value*
Age * Endemic/Non-Endemic Group	0,412

Table 6 – ANOVA test – Age

We can see in table above a *p-value* = 0,412 which is higher than the significance level of 0,05 adopted, meaning that age is considered as not being statistically significant in this experimental group.

Regarding gender, data collected through question 18 allows us to analyze if gender has any significant impact on results when it comes to the endemic and non-endemic group.

	Value	*p-value*
Pearson's Chi Square Test	0,569	0,451

Table 7 - Pearson's Chi Square Test - Gender

Through crosstabulation, *Pearson's chi-squared test* allows us to verify a *p-value* = 0,451, again higher than the level of significance adopted, *p-value* = 0,05, which means gender is not considered to be statistically significant and proves the homogeneity of the experimental group.

Still using crosstabulation and *Pearson's chi-squared test*, we can again check for the homogeneity of the group regarding educational background.

	Value	*p-value*
Pearson's Chi Square Test	3,740	0,291

Table 8 - Pearson's Chi Square Test - Educational Background

A *p-value* = 0,291 indicates, again, that homogeneity of the experimental group is confirmed when it comes to educational background, seeing it is not statistically significant what type of educational background a person has.

	Value	*p-value*
Pearson's Chi Square Test	3,155	0,532

Table 9 - Pearson's Chi Square Test - Occupational Status

Finally, when it comes to occupational status and still using the same method, looking at table 9 we can see that this variable is also not statistically significant (χ^2 = 3,155; *p-value* = 0,532).

Given the similarities between endemic and non-endemic groups, we can expect that the variables analyzed above will not influence the results more on one group than in the other.

4.3. Analysis of Results – H1

To answer all hypotheses related to endemic and non-endemic sponsorship scenarios, data was collected through several questions presented after the manipulated scenario was shown, that can be consulted on ANEXO. After data collection, the first test to be conducted is the test of homogeneity of variances to see if ANOVA can be used to analyse these results.

Tests of Homogeneity of Variances - Levene	p-value
Sponsorship Fit	0,265
Attitude toward sponsor	0,815
Sponsor Awareness	0,879
Purchase Intention	0,567

Table 10 - Tests of Homogeneity of Variances - Dependent Variables

Looking at the table 10 above, we can confirm that the ANOVA test can be used since we have assessed there is equality of variances through *Levene's test*.

To answer **H1.1** "An endemic/non-endemic sponsorship yields a positive/negative effect on Sponsorship Fit", data was collected through the first question after the scenario manipulation. Respondents could answer on a Likert-scale from 1 (Strongly Disagree) to 7 (Strongly Agree) regarding six statements on sponsorship fit depending on their sponsorship scenario.

ANOVA Test	*p-value*
Sponsorship Fit * Endemic/Non-Endemic	<,001

Table 11 - ANOVA test - Sponsorship Fit

Through this ANOVA test, we can affirm that there is significant statistical differences of sponsorship fit between endemic and non-endemic group seen in table 11. thus confirming **H1.1** that the endemic/non-endemic factor positively/negatively impacts perceptions of sponsorship fit.

To answer the other hypotheses and through the same methods, questions 3, 4 and 6 post-sponsorship scenario collected data related to atittude toward the sponsor, sponsor awareness and purchase intention respectively. Respondents could answer on Likert-scales from 1 (Strongly Disagree) to 7 (Strongly Agree) regarding these variables and depending on their sponsorship scenario.

ANOVA Test	p-value
Attitude toward sponsor * Endemic/Non-Endemic	0,281
Sponsor Awareness * Endemic/Non-Endemic	0,987
Purchase Intention * Endemic/Non-Endemic	0,109

Table 12 - ANOVA test - Attitude toward Sponsor, Sponsor Awareness, Purchase Intention

Looking at the table 12 above, we can answer all of the remaining hypotheses: **H1.2** "Endemic/non-endemic sponsorships yield a positive/negative effect on attitude toward the sponsor", **H1.3** "Endemic/non-endemic sponsorships yield a positive/negative effect on sponsor awareness" and **H1.4** "Endemic/non-endemic sponsorships yield a positive/negative effect on purchase intention". All three *p-values* above are significantly higher than the adopted significance level of 0,05, meaning that the endemic/non-endemic factor did not yield any impact on either attitude toward sponsor, sponsor awareness, nor purchase intention.

4.4. Altruist and Egoist Group Result Analysis

Concerning the altruist and egoist experimental group, it is needed to perform the same homogeneity tests regarding age, gender, educational background and occupational status.

Tests of Homogeneity of Variances - Levene	***p-value***
Age * Altruist/Egoist	0,609

Table 13 - Test of Homogeneity of Variances - Age

Starting with age in table 13, Levene's test points to a p-value = 0,609, consequently allowing us to use ANOVA to test for statistical significance.

ANOVA Test	***p-value***
Age * Altruist/Egoist Group	0,701

Table 14 - ANOVA test - Age

Through the oneway ANOVA test between age and this experimental group, we find a p-value = 0,701. Since this number is not lower than 0,05, it means age is not statistically significant and does not impact results differently in each group.

Continuing with crosstabulations, we now have to verify statistical significance when it comes to gender, educational background and occupational status.

	Value	***p-value***
Pearson's Chi Square Test	0,580	0,446

Table 15 - Pearson's Chi Square Test - Gender

Regarding gender, *Pearson's Chi-Square test* can confirm the sample homogeneity as it indicates a p-value = 0,446, meaning it is not statistically significative.

	Value	***p-value***
Pearson's Chi Square Test	4,606	0,203

Table 16 - Pearson's Chi Square test - Educational Background

Still using the same test, we can also attest to homogeneity of the sample concerning educational background, seeing as the p-value = 0,203 on the table above, and also that there is no statistical significance when it comes to occupational status, with a p-value = 0,165, as seen on the table below.

	Value	***p-value***
Pearson's Chi Square Test	6,500	0,165

Table 17 - Pearson's Chi Square Test - Occupational Status

4.4.1. Analysis of Results – H2

In order to confirm or reject the formulated hypotheses related to the altruism and egoism scenarios, statistical tests concerning the homogeneity of variances of this group have to be performed through a oneway ANOVA between the experimental group and the relevant variables.

Tests of Homogeneity of Variances - Levene	**p-value**
Sponsorship Motive	0,335
Attitude toward sponsor	0,341
Sponsor Awareness	0,595
Purchase Intention	0,634

Table 18 - Tests of Homogeneity of Variances - Sponsorship Motive, Attitude toward sponsor, Sponsor Awareness, Purchase Intention

As seen above, we can verify the assumption that variances are equal as all p-values are above 0,05. We can now proceed with the oneway ANOVA test to check if altruist or egoist sponsorships have any positive or negative impact on perceived sponsorship motive, attitude toward sponsor, sponsor awareness and purchase intention.

ANOVA Test	p-value
Sponsorship Motive * Altruism/Egoism	0,295
Attitude toward sponsor * Altruism/Egoism	0,906
Sponsor Awareness * Altruism/Egoism	0,397
Purchase Intention * Altruism/Egoism	0,095

Table 19 - ANOVA test - Sponsorship Motive, Attitude toward sponsor, Sponsor Awareness, Purchase Intention

The p-values presented in the table above are all higher than a p-value = 0,05. Therefore, it appears that there are no statistically significant differences and that **H2.1**, **H2.2**, **H2.3** and **H2.4** should all be rejected, as altruist/egoist sponsorships do not yield positive/negative impact on sponsorship motive, attitude toward sponsor, sponsor awareness, and purchase intention. However, if we had adopted a slightly higher significance level, such as 0,10, we could have considered p-value = 0,095 as a statistically significant value regarding the impact of altruism or egoism on purchase intention.

4.5. Research Question Result Analysis

To test one of our research questions "What is the moderating effect of authenticity on attitude toward the sponsor, sponsor awareness and purchase intention of the scenarios concerning altruist and egoist sponsorships?", we had to resort to three analysis of covariance (ANCOVA).

The first ANCOVA performed included the dependent variable "attitude toward sponsor", the altruist/egoist group as a fixed factor, and authenticity as covariate.

ANCOVA – Attitude toward Sponsor	*p-value*
Altruist/Egoist Group	0,087
Authenticity	<,001
Altruist/Egoist * Authenticity	0,131

Table 20 - ANCOVA test - Attitude toward sponsor

The results on table 20 show that, although authenticity has a statistically significant impact on attitude toward sponsor (p-value =<,001), it does not have any moderating effect on this experimental group, seeing that the altruist/egoist group went from having a p-value = 0,087 to

a p-value = 0,131 when intercepted with authenticity.

If the p-value actually ended up changing from the original value to a p-value =<0,05, we would be able to affirm that authenticity had a moderating effect on attitude toward the sponsor.

The second ANCOVA included the dependent variable "sponsor awareness", the altruist/egoist group as a fixed factor, and again, authenticity as covariate.

ANCOVA – Sponsor Awareness	***p-value***
Altruist/Egoist Group	0,236
Authenticity	<,001
Altruist/Egoist * Authenticity	0,470

Table 21 - ANCOVA test - Sponsor Awareness

The results shown on table 21 show that the significance went from p-value = 0,236 to p-value = 0,470 when intercepted by authenticity, which also points to no statistical significance when it comes to authenticity as a moderating variable on sponsor awareness in perceived altruist/egoist sponsorships.

Finally, the third ANCOVA relates the dependent variable "purchase intention", the same altruist/egoist scenario group as a fixed factor, and authenticity as covariate.

ANCOVA – Purchase Intention	***p-value***
Altruist/Egoist Group	0,093
Authenticity	<,001
Altruist/Egoist * Authenticity	0,341

Table 22 - ANCOVA test - Purchase Intention

As can be seen on table 22, authenticity does not seem to have a moderating effect on purchase intention, since the significance of the altruist/egoist group went from a p-value = 0,093 to a p-value = 0,341 when intercepted by authenticity.

Given these results, we can say that seemingly there is no moderating effect of authenticity on any of these outcomes when it comes to perceived altruist or egoist sponsorships.

5. Conclusions, Limitations and Future Research

The focal point of this study is to learn about the impact of endemic and non-endemic and perceived altruism or egoism in sponsorships on the esports audience's attitude toward the sponsor, sponsor awareness and purchase intention, as well as the impact on perceived sponsorship fit and sponsorship motive. Additionally, this study also tries to test if the concept of authenticity influences this perception in any way.

In the first chapter of this study, we address some studies that discuss how several factors influence this study's variables, however, this topic is not as studied as it could be in the esports industry. Moreover, this study tries to find a gap in the literature when it comes to relating the concept of authenticity to altruist or egoist sponsorships and how it can influence sponsorship outcomes such as attitude, awareness, and purchase intention.

The research hypotheses were formulated according to the objectives of the research, and sponsorships that represented these scenarios were created, in order to assess whether these variables were influenced by the manipulation of endemism/non-endemism and altruism/egoism.

Hypotheses	**Variables**	**Results**
H1 - "Endemic or Non-Endemic esports sponsorships yield an effect on…"	H1.1 Sponsorship Fit	Validated
	H1.2 Attitude toward Sponsor	Rejected
	H1.3 Sponsor Awareness	Rejected
	H1.4 Purchase Intention	Rejected
H2 - "Altruist/Egoist esports sponsorships yield an effect on…"	H2.1 Sponsorship Motive	Rejected
	H2.2 Attitude toward Sponsor	Rejected
	H2.3 Sponsor Awareness	Rejected
	H2.4 Purchase Intention	Rejected

Table 23 - Results Summary

When it comes to **H1** "Endemic or non-endemic esports sponsorships yield an effect on sponsorship fit, attitude toward sponsor, sponsor awareness, and purchase intention",

studies (Alexandris et al., 2012; Biscaia et al., 2013; Huettermann et al., 2020; Speed & Thompson, 2000) assess that the congruency between the sponsor and the sponsored brand leads to a higher impact on these variables. Testing **H1.1** served to test if the endemic and non-endemic concept was indeed interconnected with sponsorship fit, which turned out to be validated. However, this influence was not present concerning the variables in **H1.2**, **H1.3**, and **H1.4** in this experimental group, contrary to what was expected.

Regarding **H2** "Altruist/Egoist esports sponsorships yield an effect on sponsorship motive, attitude toward sponsor, sponsor awareness, and purchase intention", there have been studies that propose that this inferred altruism or egoism does have an impact on sponsorship outcomes (Kim et al., 2015).

By analyzing results, and also against what this study speculated, we can substantiate that the concept of altruism or egoism did not have an influence on either sponsorship motive (**H2.1**), attitude toward sponsor (**H2.2**), sponsor awareness (**H2.3**), or purchase intention (**H2.4**) in this experimental group.

Concerning the research question "What is the moderating effect of authenticity on attitude toward the sponsor, sponsor awareness and purchase intention of the different scenarios concerning altruist and egoist esports sponsorships?", this study tries to support the claim that sponsors need to create an authentic connection with fans (Allenstein et al., 2020), by testing if authenticity has a moderating effect on sponsorship outcomes like attitude toward sponsor, sponsor awareness and purchase intention in an altruist compared to an egoist scenario. However, through analysis of covariates, we did not find such effect on the experimental group tested on either of the three variables.

These results can be explained due to some limitations or drawbacks that can be recognized in hindsight. Due to using fictitious brands, some of the scale elements used, may not have been the most appropriate. Both the sponsorship motive and authenticity scales are more fit for real life examples with past history and background since they require respondents to judge these brands on past behavior or background. The manipulated scenarios could also aim to include more information on the partnership of the brands.

For future research, it is suggested that a broader sample is used, to include gamers and non-gamers alike. In order to have more reliable results, it is also recommended to build more complex sponsorship case scenarios, so respondents don't feel like they lack information about the company and the sponsorship.

References

Alexandris, K., Tsiotsou, R. H., & James, J. D. (2012). Testing a hierarchy of effects model of sponsorship effectiveness. *Journal of Sport Management*, *26*(5), 363–378. https://doi.org/10.1123/jsm.26.5.363

Allenstein, U., Gediehn, O., Lehmann, S., & Singer, D. (2020). Esports as a Sponsorship Asset? *McKinsey Marketing & Sales Practice*.

Bayliss, H. A. (2016). Not Just a Game: The Employment Status and Collective Bargaining Rights of Professional ESports Players. *Washington and Lee Journal of Civil Rights and Social Justice*, *22*(2), 359–410. https://heinonline.org/HOL/Page?handle=hein.journals/walee22&collection=journals&id=379&startid=&endid=430

Beverland, M. B. (2005). Grafting brand authenticity: The case of luxury wines. *Journal of Management Studies*, *42*(5), 1003–1029. https://doi.org/10.1111/j.1467-6486.2005.00530.x

Biscaia, R., Correia, A., Rosado, A. F., Ross, S. D., & Maroco, J. (2013). Sport sponsorship: The relationship between team loyalty, sponsorship awareness, attitude toward the sponsor, and purchase intentions. *Journal of Sport Management*, *27*(4), 288–302. https://doi.org/10.1123/jsm.27.4.288

Chao, L. L. (2017). You must construct additional pylons": Building a better framework for esports governance. *Fordham Law Review*, *86*(2), 737–765.

Charlton, A. B., & Cornwell, T. B. (2019). Authenticity in horizontal marketing partnerships: A better measure of brand compatibility. *Journal of Business Research*, *100*(April), 279–298. https://doi.org/10.1016/j.jbusres.2019.03.054

Cornwell, T. B. (1995). Sponsorship Linked Marketing Development. *Sport Marketing Quarterly*, *IV*(4), 13–24.

Cornwell, T. B., Humphreys, M. S., Maguire, A. M., Weeks, C. S., & Tellegen, C. L. (2006). Sponsorship-linked marketing: The role of articulation in memory. *Journal of Consumer Research*, *33*(3), 312–321. https://doi.org/10.1086/508436

Cornwell, T. B., & Maignan, I. (1998). An international review of sponsorship research. *Journal of Advertising*, *27*(1), 1–21. https://doi.org/10.1080/00913367.1998.10673539

Cornwell, T. B., Weeks, C. S., & Roy, D. P. (2005). Sponsorship-linked marketing: Opening

the black box. *Journal of Advertising*, *34*(2), 21–42. https://doi.org/10.1080/00913367.2005.10639194

Crompton, J. L. (2004). Conceptualization and alternate operationalizations of the measurement of sponsorship effectiveness in sport. *Leisure Studies*, *23*(3), 267–281. https://doi.org/10.1080/0261436042000183695

Dean, D. H. (2002). Associating the corporation with a charitable event through sponsorship: Measuring the effects on corporate community relations. *Journal of Advertising*, *31*(4), 77–87. https://doi.org/10.1080/00913367.2002.10673687

Deloitte. (2018). *ESports graduates to the big leagues Can eSports help media and entertainment companies*.

Dreisbach, J., Woisetschläger, D. M., Backhaus, C., & Cornwell, T. B. (2021). The role of fan benefits in shaping responses to sponsorship activation. *Journal of Business Research*, *124*(November 2018), 780–789. https://doi.org/10.1016/j.jbusres.2018.11.041

Esportsearnings. (2021). *Highest Overall Team Earnings*. https://www.esportsearnings.com/teams

Field, A. P. (2018). Discovering statistics using IBM SPSS statistics: 5th edition. In *ProtoView* (Vol. 148). http://library1.nida.ac.th/termpaper6/sd/2554/19755.pdf

Finch, D. J., Abeza, G., O'reilly, N., & Mikkelson, A. (2020). Esport sponsorship: Practitioners' perspectives on emerging trends. *Journal of Brand Strategy*, *9*(1), 59–74.

Forbes. (2021). *Forbes List of the Top Business Thinkers*. Forbes. http://www.forbes.com/2009/10/13/influential-business-thinkers-leadership-thought-leaders-chart.html

Hallmann, K., & Giel, T. (2018). eSports – Competitive sports or recreational activity? *Sport Management Review*, *21*(1), 14–20. https://doi.org/10.1016/j.smr.2017.07.011

Hamari, J., & Sjöblom, M. (2017). What is eSports and why do people watch it? *Internet Research*, *27*(2), 211–232. https://doi.org/10.1108/IntR-04-2016-0085

Huettermann, M., Trail, G. T., Pizzo, A. D., & Stallone, V. (2020). Esports Sponsorship: An Empirical Examination of Esports Consumers' Perceptions of Non-Endemic Sponsors. *Journal of Global Sport Management*, *0*(0), 1–26. https://doi.org/10.1080/24704067.2020.1846906

Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research*, *29*(4), 595–600. https://doi.org/10.1086/346254

Kim, Y., Lee, H. W., Magnusen, M. J., & Kim, M. (2015). Factors influencing sponsorship effectiveness: A meta-analytic review and research synthesis. *Journal of Sport Management*, *29*(4), 408–425. https://doi.org/10.1123/JSM.2014-0056

Ko, Y. J., Kim, K., Claussen, C. L., & Kim, T. H. (2008). The effects of sport involvement, sponsor awareness and corporate image on intention to purchase sponsors' products. *International Journal of Sports Marketing and Sponsorship*, *9*(2), 79–94. https://doi.org/10.1108/ijsms-09-02-2008-b004

Malhotra, N., Nunan, D., & Birks, D. (2017). Marketing research. In *The Marketing Book: Seventh Edition*. https://doi.org/10.4324/9781315890005

McDonald, C. (1991). *Image of the Sponsor*.

Meenaghan, T. (1991). The role of sponsorship in the marketing mix. *International Journal of Advertising*, *10*(1), 35–47.

Meenaghan, T. (2001). Understanding sponsorship effects. *Psychology and Marketing*, *18*(2), 95–122. https://doi.org/10.1002/1520-6793(200102)18:2<95::AID-MAR1001>3.0.CO;2-H

Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2013). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, *25*(2), 200–218. https://doi.org/10.1016/j.jcps.2014.11.006

Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, *67*(6), 1090–1098. https://doi.org/10.1016/j.jbusres.2013.06.001

Parker, H. M., & Fink, J. S. (2010). Negative sponsor behaviour, team response and how this impacts fan attitudes. *International Journal of Sports Marketing and Sponsorship*, *11*(3), 200–211. https://doi.org/10.1108/ijsms-11-03-2010-b003

Reeder, G. D., Vonk, R., Ronk, M. J., Ham, J., & Lawrence, M. (2004). Dispositional Attribution: Multiple Inferences About Motive-Related Traits. *Journal of Personality and Social Psychology*, *86*(4), 530–544. https://doi.org/10.1037/0022-3514.86.4.530

Seo, Y. (2013). Electronic sports: A new marketing landscape of the experience economy.

Journal of Marketing Management, *29*(13–14), 1542–1560. https://doi.org/10.1080/0267257X.2013.822906

Speed, R., & Thompson, P. (2000). Determinants of sports sponsorship response. *Journal of the Academy of Marketing Science*, *28*(2), 226–238. https://doi.org/10.1177/0092070300282004

Statista. (2020a). *eSports audience size worldwide from 2018 to 2023*. Newzoo. https://www.statista.com/statistics/1109956/global-esports-audience/

Statista. (2020b). *eSports market revenue worldwide from 2018 to 2023*. Newzoo. https://www.statista.com/statistics/490522/global-esports-market-revenue/

Statista. (2021). Top eSports tournaments by prize pool 2021. In *Statista*. https://www.statista.com/statistics/517940/leading-esports-tournamets-worldwide-by-prize-pool/

Steinkuehler, C. (2020). Esports Research: Critical, Empirical, and Historical Studies of Competitive Videogame Play. *Games and Culture*, *15*(1), 3–8. https://doi.org/10.1177/1555412019836855

Wagner, M. G. (2006). On the Scientific Relevance of eSports. *Proceedings of the 2006 International Conference on Internet Computing and Conference on Computer Game Development*, 4.

Weeks, C. S., Cornwell, T. B., & Drennan, J. C. (2008). Leveraging sponsorships on the internet: Activation, congruence, and articulation. *Psychology and Marketing*, *25*(7), 637–654. https://doi.org/10.1002/mar.20229

Woisetschläger, D. M., Backhaus, C., & Cornwell, T. B. (2017). Inferring corporate motives: How deal characteristics shape sponsorship perceptions. *Journal of Marketing*, *81*(5), 121–141. https://doi.org/10.1509/jm.16.0082

Appendix



Esports Sponsorship Survey

This survey is being conducted by a MIM (Master in Management) student at the Faculty of Economics of the University of Porto.

My name is Ana Gonçalves and I am currently conducting research on endemic and non-endemic esports sponsorships for my thesis project.

All data will be collected and held anonymously, which means there will be no identifying values that can link the information to the participant.

Completing this survey will take approximately 8-9 minutes. Thank you in advance for your participation.

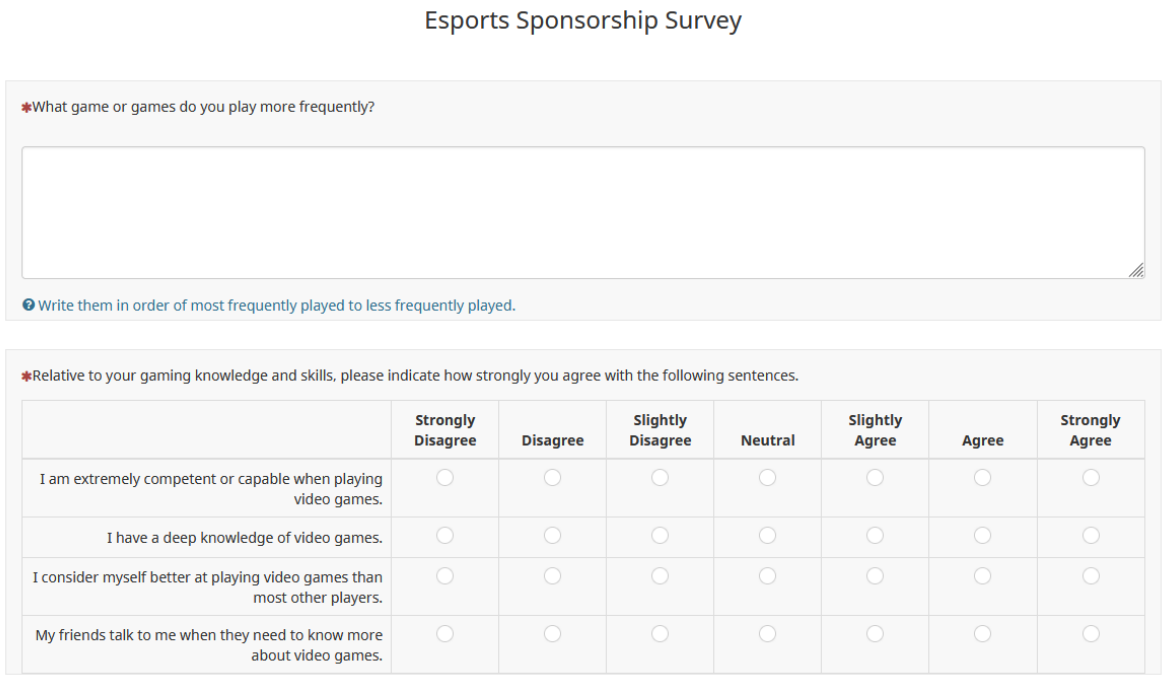
This survey is anonymous.

The record of your survey responses does not contain any identifying information about you, unless a specific survey question explicitly asked for it.

If you used an identifying token to access this survey, please rest assured that this token will not be stored together with your responses. It is managed in a separate database and will only be updated to indicate whether you did (or did not) complete this survey. There is no way of matching identification tokens with survey responses.

Next

Appendix 1 - Welcome Page



Esports Sponsorship Survey

*What game or games do you play more frequently?

Write them in order of most frequently played to less frequently played.

*Relative to your gaming knowledge and skills, please indicate how strongly you agree with the following sentences.

	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
I am extremely competent or capable when playing video games.							
I have a deep knowledge of video games.							
I consider myself better at playing video games than most other players.							
My friends talk to me when they need to know more about video games.							

Appendix 2 – Question 1 and 2

How many **hours** do you play on average **per week** during your **work or school period**?

Only numbers may be entered in these fields.
Each answer must be between 1 and 8

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning							
Afternoon/Evening							
Night							

Please only fill in the blank periods when you do play.

How many **hours** do you play on average **per week** during your **holidays**?

Only numbers may be entered in these fields.
Each answer must be between 1 and 8

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning							
Afternoon/Evening							
Night							

Please only fill in the blank periods when you do play.

Appendix 3 – Question 3 and 4

*How many hours on average do you spend watching esports or gaming content per week?

- 1 to 3 hours a week
- 4 to 8 hours a week
- 9 to 13 hours a week
- 14+ hours a week
- I don't watch any esports or gaming content

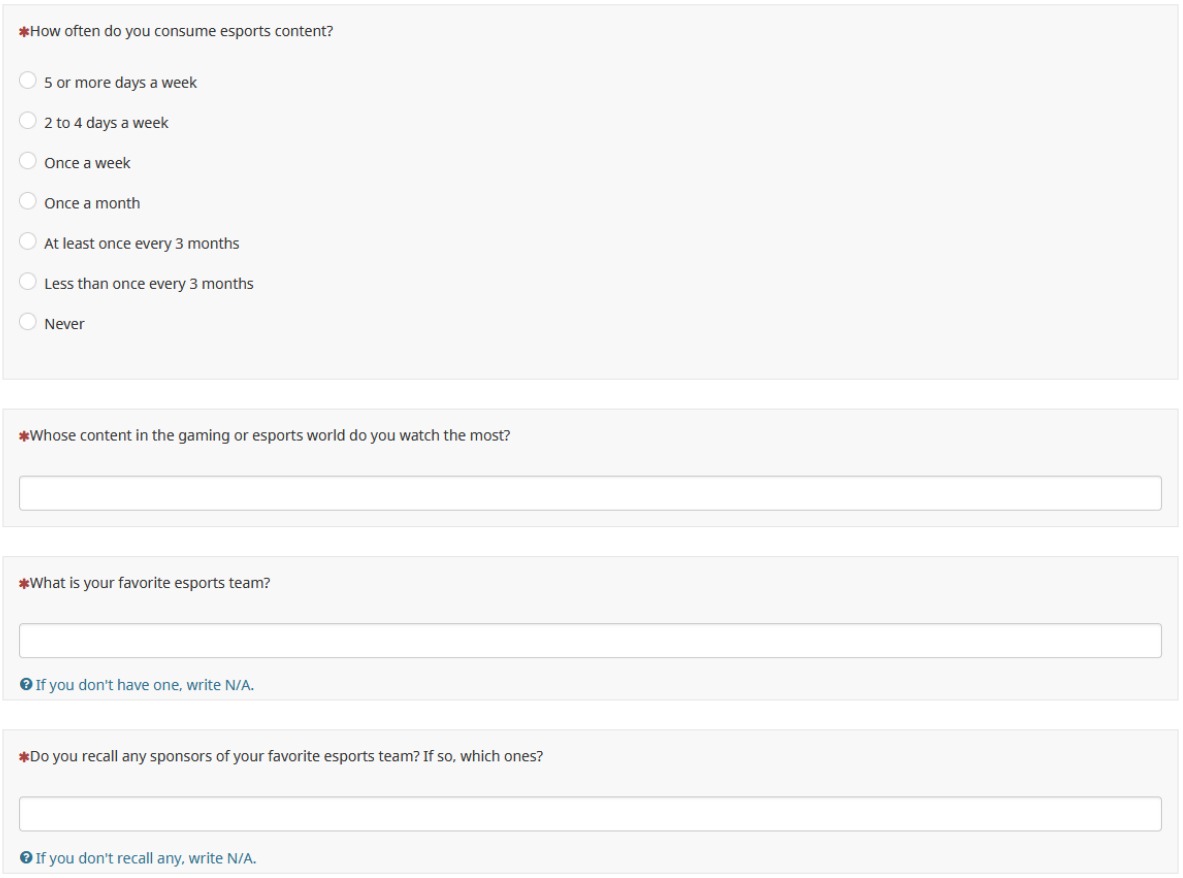
*Where do you get most of your esports content and information from? Drag your choices to the right and order them based on your consumption level.

Please select from 1 to 6 answers.

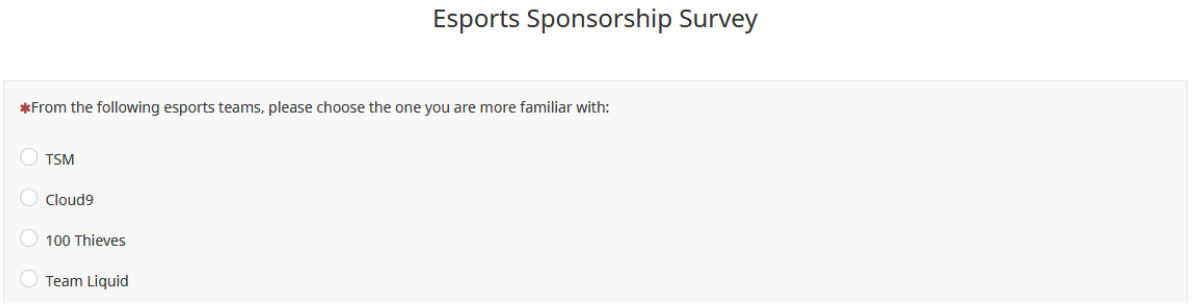
Your choices	Your ranking
Social Media	
TV	
Livestreaming	
Non-live video content	
Blogs or news publications	
I do not consume esports content	

If you choose more than one, please rank the choices from highest to lowest based on consumption levels.

Appendix 4 – Question 5 and 6



Appendix 5 – Questions 7, 8, 9 and 10



Appendix 6 – Question 11

Sponsorship Case A



Cloud9 has announced a 1-year partnership with Fusion, an energy drink brand who is now one of the official sponsors of Cloud9.

This is the first ever esports sponsorship that the energy drink brand engages in. This partnership gives Fusion the naming rights to Cloud9's training facility, which will now be called Fusion Center, previously known as Cloud9 Center.

It is speculated that this deal had relatively high sponsorship fees compared to the average industry deal.

Talks of activating this sponsorship have been had by management but, so far, no campaign has been launched.

Appendix 7 – Fusion and Cloud9 Sponsorship Case Scenario

Sponsorship Case B



100 Thieves has announced a 3-year partnership with Progress, a gaming router manufacturer who is now one of the official sponsors of 100 Thieves.

This is the first ever esports sponsorship that the gaming router manufacturer engages in. This partnership includes a jersey sponsorship, leading to the addition of the Progress logo to the players shirts.

It is speculated that this deal had relatively average sponsorship fees compared to the average industry deal.

Furthermore, Progress will launch a campaign for its customers that makes it even more rewarding to use the brand's products. Until December 31th, customers will receive a loyalty point for every 5€ they spend in Progress products. For 50 loyalty points, customers can be a part of a fan-photo-shooting on one of the three dates to show their commitment to 100 Thieves and even meet their favorite players. A mosaic with the photos of participating fans will be created and installed in the 100 Thieves training facility, as well as posted on social media.

Appendix 8 – Progress and 100 Thieves Sponsorship Case Scenario

Sponsorship Case C



TSM has announced a 3-year partnership with Empire, a global payments service who is now one of the official sponsors of TSM.

This is the first ever esports sponsorship that the global payments service engages in. This partnership includes a jersey sponsorship, leading to the addition of the Empire logo to the players shirts.

It is speculated that this deal had relatively average sponsorship fees compared to the average industry deal.

Furthermore, Empire will launch a campaign for its customers that makes it even more rewarding to use the brand's products. Until December 31th, customers will receive a loyalty point for every 5€ they spend in Empire products. For 50 loyalty points, customers can be a part of a fan-photo-shooting on one of the three dates to show their commitment to TSM and even meet their favorite players. A mosaic with the photos of participating fans will be created and installed in the TSM training facility, as well as posted on social media.

Appendix 9 – Empire and TSM Sponsorship Case Scenario

Sponsorship Case D



Team Liquid has announced a 1-year partnership with Stasis, a gaming monitor manufacturer who is now one of the official sponsors of Team Liquid.

This is the first ever esports sponsorship that the gaming monitor brand engages in. This partnership gives Stasis the naming rights to Team Liquid's training facility, which will now be called Stasis Center, previously known as Team Liquid Center.

It is speculated that this deal had relatively high sponsorship fees compared to the average industry deal.

Talks of activating this sponsorship have been had by management but, so far, no campaign has been launched.

Appendix 10 – Stasis and Team Liquid Sponsorship Case Scenario

*Please indicate to which extent you agree or disagree with the following statements regarding the sponsorship:

	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
There is a logical connection between the team and the sponsor.	○	○	○	○	○	○	○
The image of the team and the image of the sponsor are similar.	○	○	○	○	○	○	○
The sponsor and the team fit together well.	○	○	○	○	○	○	○
The company and the team stand for similar things.	○	○	○	○	○	○	○
It makes sense to me that this company sponsors this team.	○	○	○	○	○	○	○

Appendix 11 – Sponsorship Fit Question

*Please indicate to which extent you agree or disagree with the following statements regarding the sponsor:

	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
Empire sponsors TSM because it feels committed to its customers and esports fans.	○	○	○	○	○	○	○
Empire sponsors TSM because it wants to give something back to its customers and esports fans.	○	○	○	○	○	○	○
Empire sponsors TSM because it wants to support its customers and the esports fans.	○	○	○	○	○	○	○
Empire feels emotionally attached to TSM.	○	○	○	○	○	○	○
TSM has a great deal of meaning for Empire.	○	○	○	○	○	○	○
Empire feels a strong sense of belonging to TSM.	○	○	○	○	○	○	○
Empire sponsored TSM to act in its own self-interest.	○	○	○	○	○	○	○
Empire sponsored TSM for selfish reasons.	○	○	○	○	○	○	○

Appendix 12 – Sponsorship Motive Question

*Please indicate to which extent you agree or disagree with the following statements regarding the sponsorship:

	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
This sponsorship makes me feel more favorable toward the sponsor.	○	○	○	○	○	○	○
This sponsorship would make me like the sponsor more.	○	○	○	○	○	○	○
This sponsorship would improve my perception of the sponsor's image.	○	○	○	○	○	○	○

Appendix 13 – Attitude toward the sponsor question

*Please indicate to which extent you agree or disagree with the following statements regarding the brand:

	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
This sponsorship would make me more likely to notice the sponsor's name on other occasions.	○	○	○	○	○	○	○
This sponsorship would make me more likely to pay attention to the sponsor's advertising.	○	○	○	○	○	○	○
This sponsorship would make me more likely to remember the sponsor's promotion.	○	○	○	○	○	○	○

Appendix 14 – Sponsorship Awareness question

*Please indicate to which extent you agree or disagree with the following statements regarding the sponsorship characteristics:

	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
The relationship between Fusion and Cloud9 survives trends.	○	○	○	○	○	○	○
The relationship between Fusion and Cloud9 is an honest combination.	○	○	○	○	○	○	○
The relationship between Fusion and Cloud9 gives back to its community.	○	○	○	○	○	○	○
The relationship between Fusion and Cloud9 connects people with what is really important.	○	○	○	○	○	○	○

Appendix 15 – Authenticity question

*Please indicate to which extent you agree or disagree with the following statements regarding the sponsor's products:

	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
This sponsorship would make me more likely to use the sponsor's product.	○	○	○	○	○	○	○
This sponsorship would make me more likely to consider this company's products the next time I buy.	○	○	○	○	○	○	○
I would be more likely to buy from the sponsor as a result of this sponsorship.	○	○	○	○	○	○	○

Appendix 16 – Purchase Intention question

Esports Sponsorship Survey

Altruistic Sponsor vs Egoistic Sponsor

A sponsor is **altruistic** when it seems to support, believe, or benefit the sponsored team, which consequently helps grow the esports industry.

A sponsor is **egoistic** when it does not seem to support, believe, or benefit the sponsored team.

Endemic Sponsor vs Non-Endemic Sponsor

A sponsor is **endemic** when the sponsor's product type is associated with esports due to the use of, or integration of their products into esports activities.

A sponsor is **non-endemic** when the sponsor's product type is not associated with esports due to the lack of use, or lack of integration of their products into esports activities.

Appendix 17 - Manipulation Check Descriptions

*Please rate how altruistic or egoistic you found this sponsorship to be.

	1 - Very Egoistic	2	3	4 - Neutral	5	6	7 - Very Altruistic
	○	○	○	○	○	○	○

These terms are explained in the text above.

*Please rate how endemic or non-endemic you found this sponsorship to be.

	1 - Very Non-Endemic	2	3	4 - Neutral	5	6	7 - Very Endemic
	○	○	○	○	○	○	○

These terms are explained in the text above.

*Please rate how realistic you found this sponsorship situation to be.

	1 - Very Unrealistic	2	3	4 - Neutral	5	6	7 - Very Realistic
	○	○	○	○	○	○	○

Appendix 18 – Manipulation Check Questions

Esports Sponsorship Survey

*How old are you?

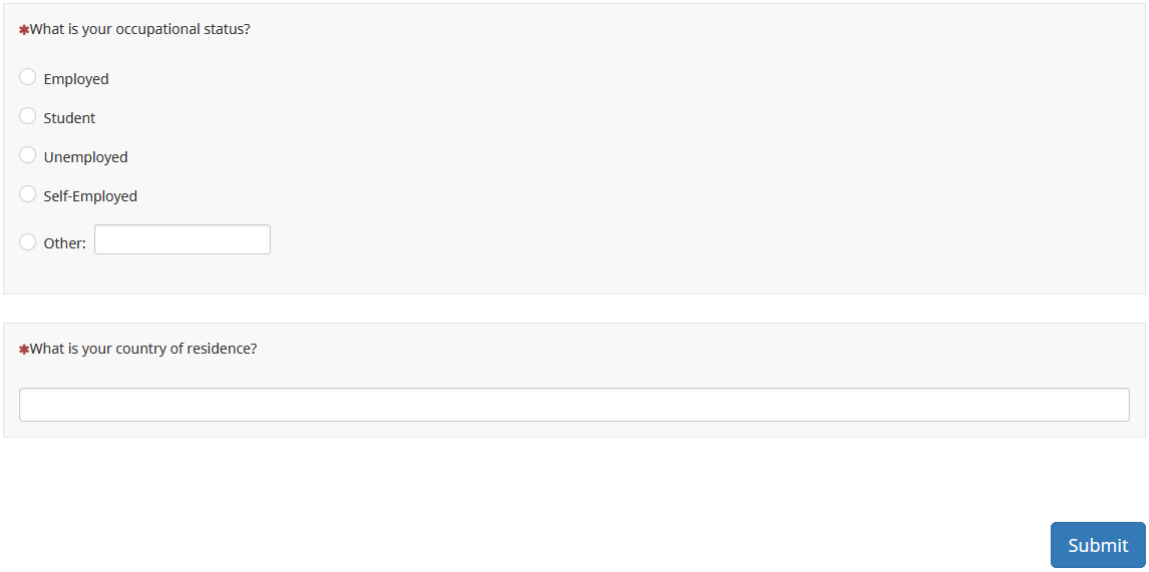
*What is your gender?

- ○ Male
- ○ Female
- ○ Other

*What is your educational background?

- ○ Basic Education (1-9 years of education)
- ○ High School (10-13 years of education)
- ○ Bachelor's Degree or equivalent (14-17 years of education)
- ○ Master's Degree or equivalent (18-19 years of education)
- ○ PhD or equivalent (20 or more years of education)

Appendix 19 – Questions 17, 18 and 19



Appendix 20 – Questions 20 and 21