

Corruption's Impact On Sport Sponsorship

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Aim of the research project

The aim of this study is to examine the potential impact of a sport corruption on sponsorship. Specifically, the authors study how the corruption allegations surrounding FIFA influences consumer perceptions and future purchase intentions of a Finnish football club's sponsors.

Theoretical background/literature review

In 2005, Maennig began the investigation into sport corruption. He proposed two types of sport corruption: competition and management. Now, there are many academic researchers seeking to explain the corruptive influences within sport. However, Chadwick (2014) observed a lack of published studies in the field of sport corruption, especially from a business and management perspective. This study attempts to help fill this gap in the literature.

Throughout the past decade, FIFA has faced many corruption scandals, including the 2015 bribery scandal, improprieties surrounding the Qatar and Russia World Cup bids, and non-transparent elections. These scandals have tarnished FIFA's brand image. This tarnishment may also affect football sponsors, even perhaps at the local club level.

The relationship between sponsorship and purchase intentions is confirmed. A positive attitude towards a sponsor shows a significant positive effect on future purchase intentions (Biscara, Correia, Rosado, Ross & Maroco, 2013). However, it is important to research what a sponsor can do when faced with a potential negative influence. Connor and Mazanov (2010) discuss how sponsors can mitigate and react to scandals. Prendergast, Paliwal and Mazodier (2016) apply reverse image transfer and conclude that events should terminate relationships with sponsors that behave badly. This study investigates how the FIFA scandals potentially impact a local football clubs sponsor's image and its marketing objectives.

Methodology, research design, and data analysis

This study utilizes a Finnish football club's owned communications platforms to deliver a survey for potential respondents. The benefits of this approach including reaching more potential respondents, getting a better response rate, higher quality responses, as well as manage the data collection process more efficiently than face-to-face interviews.

The questionnaire explores general attitudes about the sport corruption surrounding FIFA, its influence on fan avidity, and its impact on the local club's sponsors and the club itself.

Results, discussion, and implications/conclusions

This paper discusses the impact of FIFA sport corruption on a local football club and its sponsors. Sport business intelligence applies customer-oriented business to sport and supports informed decisions. This investigation provides vital sponsorship insights to potential local football sponsors looking to manage potential a negative brand association with FIFA.

References

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