

## Relationship between Sponsorship Awareness and Team Achievement

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### Abstract

The study investigated the relationship between sponsorship awareness and achievement of youth football team. Quantitative analysis was used based on questionnaires conducted with youth that involved in football team (N=96) for this study. The result show that there is significant relationship between sponsorship awareness ( $p < 0.05$ ) and team achievement. This research found that has a positive relationship between sponsorship awareness and team achievement. This study can avail everyone in the effort to amend the quality of football and indirectly can magnetize outside sponsors to become sponsors of football teams. Future studies should be done on a broader scale with athletes from sundry levels of participation, such as national, college, and district levels. It's additionally advisable to engender a few more hypotheses. For example, the correlation tests toward every sponsorship category toward achievement. From that researcher can border the research objective.

**Keywords:** Sponsorship, Relationship, Youth Team

### Introduction

Sponsorship is financial support for a sporting event (event, organization, or athlete) provided by an external organization (individual or organization) for the mutual benefit of both parties. Sponsorship can be financial or homogeneous. Sponsorship designates that the contract is benign to both parties. Sponsorships are provided at all levels of sports. As for institution team, they can receive sponsor in term of monetary and equipment, but an elite athletes can earn a plethora of money by wearing sportswear or certain branded equipment. According to Chen and Zhang (2011); Yang et al (2008), sport entity earns monetary support or any kind of resources to improve team quality and in return sponsors obtain tangible and intangible benefit. Sponsorship is the investment by a company of money or in-kind to build a business to business (B2B) relationship with a sports team to gain prominence and apperception in a concrete target group by fortifying activities that are not directly cognate to business (Biscaia et al., 2013). States have developed an incipient designate of building soft power by

sponsoring all soccer clubs (Krzyzaniak, 2018). Sport is a laid-back area of sponsorship, as sponsors are more liable to invest in sports sodalities and clubs that have a vigorous connection with the mainstream, as fans' favors for their favorite clubs are more liable to be passed on to society on behalf of compony brand or products (Madrigal, 2001). A series of research has examined the impact of sports team performance and its level of achievement on supporters' degree of identification with the team and by extension on their postures and deportments toward the sponsors (Koronios et al., 2015). Sponsorship is not a contemporary phenomenon, but it is a development worth noting that was first used in 590 BC when the athletes emanated from the Olympic Games from the country of Greece (Smith, 2004).

Sponsorship is one of the marketing tools to relay a message about the brand, product, or services to potential customer. With this kind of method, it would help an organization to achieve their strategic goals. Houghton et al. (2014), stated that sport sponsorship plays an important role to promote and become source of finance in various game.

Football is one of the sports that received a lot of sponsorship. This is ascertained when Chadwick and Thwaites (2004) said that 7 out of 10 largest companies in Britain were football sponsorship. Football sponsorship is a consequential marketing strategy utilized by companies to communicate with the masses and to gain a competitive advantage (Chadwick and Thwaites, 2004). Following, European football teams represent consequential sponsorship conveyances for firms wishing to communicate with mass audiences (Bühler et al. 2007; Henseler et al. 2011), and distinguish themselves from competitor brands, to obtain a competitive advantage in the Rialto (Amis et al., 1999; Barros et al., 2007; Cornwell et al., 2003).

This study is to identify the sponsorship vigilance among football team participation and investigate the relationship between sponsorship vigilance and achievement of the football team. This study was conducted among youth who are involved with football teams and withal have their own sponsors to perpetuate their performance in all matches besides being able to avail their finances in managing their football team. This designation is intended to optically discern the relationship between sponsorship cognizance and achievement. When having sponsorship funding sanctions athletes and teams to focus more on the training and engendered of their sports. It withal can abbreviate stress when it comes to finding money to train and put on sports events.

### **Literature Review**

Sponsorship it's a form of promotion, with no media or ingenious information anywhere operated by tyros. Customarily, sponsorship cannot be processed with traditional media (Gardner and Schumann, 1987). Instead, it contains a phased event that may or not apply to advertising not applicable. Supported by (Wohlfeil and Whelan 2006), said that the growth of sponsorship might decreasing the effectiveness of traditional media. The cognizance of a sponsor is a widely accepted mechanism utilized for accessing the efficacy of a sponsorship program (Miloch and Lambrecht, 2006; Walsh et al., 2008).

### **Sport Sponsorship Awareness**

Past sponsored research has magnetized a plethora of attention to the efficacy of sports sponsorship use such as sponsor's endorsement, intent purchase from sponsors of sporting

events, and perceived sponsorship benefits (Bennett, 2006; Bennett et al., 2002). Maxwell and Lough, 2009; Nicholls et al., 1999; Pete and Slattery, 2004). Sponsorship is the underwriting of special events. The aim for sponsorship is to amend corporate image, incrementing brand vigilance, or directly stimulating the sale of products and accommodations. Sponsorship can be individual sponsorship or co- sponsorship. The event can be a one-time transaction or a series of perpetual activities. Sponsorship is different from sponsorship. Customary customer's benevolent activity predicated on charity customers have high prospects for certain benefits (Gross ET AL., 1987).

A solid vigilance of a sponsor is crucial to increment brand equity (Lane, 1991) and to evade the ambush marketing tactics of competitors (O'Reilly et al., 2007). The concept of brand cognizance refers to a consumer's competency to identify the brand under different conditions and consists of brand recall and brand apperception performance (Keller, 1993). According to Aaker (1996), brand recall is cognate to the consumer's faculty to retrieve from recollection the brand name without any mention of the product category or other brands, while brand apperception (withal termed as 'aided recall') relates to the consumer's competency to recollect past exposure to a brand when provided brand cues.

Sports sponsorship has become distinctive approach companies use to reach consumers that can benefit from targeting this exclusive market (Meir et al., 1997). Nufer and Bühler (2010), mentions that sponsorship can take sundry forms which include cultural, edification, convivial, environmental, sporting organization sponsorship, or individual sponsorship deals. Sponsorship is not exclusive to the sports industry; however, sponsors heavily invest money in sporting events because the events are perceived as having good public acceptance, a vigorous fan following and a newsworthy event for all forms of media coverage (Mullin et al., 2014).

### **Team Achievement**

Team achievement is defined as the prosperity of the team relative to other primary competitors in objective terms (Wakefield and Bennett, 2010). Achievement can be pull off through various factors includes physical condition, technique, tactic, mentality, coach, facility, and infrastructure. Not only that, but a series of research has also examined the impact of sports team performance and its level of achievement on supporter's degree of identification with the team and by extension on their postures and comportments toward the sponsors (Koronios et al., 2015). Reinforced to this, football has become an important part of the global economies (Klobučník et al., 2019). According to (Vedel et al., 2020), youth achievement refers to the degree to which a youth has achieved short-term or long- term educational goals. Individual differences in academic performance are closely related to differences in personality and intellect.

STAD (Students Team Achievement Division) according to Rai (2007), is one of the many strategies in cooperative learning, which avails promote collaboration and self- regulating learning skills. Determinately, it enables the students according to the requisites of the modern society by edifying them to work with their colleagues competently and prosperously as explicated by (Balfakih, 2003). The findings of Balfakih (2003) have betokened that in edifying 10th-grade chemistry, student's team achievements division (STAD) is a more efficacious edifying method than the traditional-edifying method.

### Methods

This study employed quantitative research to engender numerical data that transformed into statistical analysis. The quantitative method used was a questionnaire that was distributed through a google form. Descriptive statistics were opted to identify sponsorship cognizance among youth football team. Pearson's correlation was habituated to investigate the relationship between sponsorship cognizance and achievement of youth football team. The total sample will be taken is 96 by purposive sampling. The questionnaire was adapted from Brandt-Hansen and Ottesen (2019) using 5-point Likert scale and Cronbach alpha value was 0.90.

### Finding

A total of 96 respondents (N = 96) involved in this research are youth that active in football team. There were 81 males and 15 females involved in the study.

Table 1

*Result of Descriptive Analysis for Sponsorship awareness among youth football team*

	Mean	SD
Sponsorship Awareness	4.14	.63

The result shows the sponsorship awareness among youth football team sub-domain of sponsorship which is 4.14 (SD=.63).

Table 2

*Result of Correlation Analysis for Relationship between sponsorship awareness and achievement of youth football team*

		Team Achievement
Sponsorship Awareness	Pearson Correlation	.525**
	Sig. (2-tailed)	.000
	N	96

The result indicated that sponsorship awareness was related to team achievement which showing that is significant and has a relationship. As the p value reported was significant ( $p < 0.05$ ), it can conclude that there is a relationship between sponsorship awareness and team achievement. The correlation coefficient interpretation was .525. it shows that there was a moderate positive relationship. It indicated a moderate relationship between sponsorship awareness and team achievement.

### Discussion

Based on the sponsorship awareness, the result showed the highest means score. This is in line with (Schlesinger and Güngerich, 2011), sponsorship awareness is an important component in consumers' attitudes toward the sponsors and purchase intentions. The result is consistent with the previous study from Crompton (2004), sponsorship awareness as being the first stage in the sequence of sponsorship benefits, because to be effective with target audiences, sponsorship must first be known to exist. The research revealed that sports brands lift the spirits of underage players, and the provision of training equipment can affect the performance of players.

No matter whether we are professional or tyro athletes, we still need a vigorous brand to avail increase the number of adherents and fans. Through the brand, we will be more facilely recognizable. An immensely colossal number of adherents will withal affect our earnestness in training or authentic events. They withal have a vigorous reason to perpetuate to fortify us because of the brand we wear and are more recognizable than other athletes predicated on the brand. Through the brand, we will additionally look more professional even when competing at the tyro level. Aplomb will increment if utilizing a brand, especially a well-kenned brand in turn engenders good results in competition. The technologies engendered by the brand additionally influence the vigor and give the athlete an edge to increment the facility to the maximum level. Those are the reason why sponsorship awareness among the football team is high. The result showed that it is paramount between sponsorship and the achievement of the football team. This is in line with a precedent study from Madrigal (2001); Shaw and Mc Donald (2006), suggests that sponsors want to optically canvass sports fans having the same positive reactions regarding the sponsorship brands as they have toward their team. Furthermore, this fortified by (Farrelly et al., 2005; Henseler et al., 2011). Researchers commonly accept that sponsorship can be viewed as a business-to-business relationship between a sponsor and a sports entity for mutual benefits

Predicated on this study, the researcher can conclude that sponsorship cognizance and achievement have a relationship. This is because football team under Grassroots projects involves a long -term process afore players move into the professional era. For athletes or sportsmen at the grassroots level, the utilization of a brand from the commencement will avail to gain sponsorship attention. These grassroots athletes need to be trained with confidence to ascertain they can distribute consistent performance throughout training or competition.

In integration, certain brand CSR projects will withal train athletes to compose leadership from scratch. Through branding, sponsorship will additionally enable a vicissitude in the atmosphere of the organized grassroots competition. For example, if antecedently there was no brand sponsorship in the grassroots competition, would it be of community concern? Compare if the sizably voluminous brands sponsor them? Not only will the participation of athlete's increase, but it will also spark the attention of the community and equipollent withal contribute to the development of athletes. So, a relationship does subsist between sponsorship vigilance and achievement among these football teams.

### **Conclusion**

In today's modern football, sponsorship is something that cannot be dissevered from the football industry itself. This ineluctably makes a club must work strenuously to find sponsors to maintain the existence of the club itself. When financial quandaries are not an impediment, then indirectly, the psychology of the players will not be perturbed. This is because players can fixate on giving the best for the team, without cogitating whether their salaries will be paid on time or not. When the company is inclined to become a sponsor to avail the club in terms of finance, of course, the company wants a positive impact from the club in question. That's what the football team in Malaysia is currently experiencing. The most consequential thing, of course, is the installation of the logo of the company on the jerseys utilized by the players, both during practice and during matches. In integration, the company's logo is

additionally installed on the sponsor's board during the match, and it is sanctioned to take off boots around the stadium.

The great interest of the public to visually examine football matches is expected to avail companies to promote & sell their products., researchers need to distribute questionnaires online to evade meeting with the public to follow the Standards Operation Procedure (SOP). Consequently, future studies need to ascertain that the questionnaire is distributed online and facilely access the questionnaire. The researcher is only testing the correlation with the one independent and one dependent variable. There are many subscales under each variable.

This study is different from other studies because the researcher is more fixated on puerile high school students who are still adolescents in the sport of football. As the verbalization goes, "Let the bamboo bend from the shoot." This study can help everyone in the effort to improve the quality of football and, indirectly, can attract outside sponsors to become sponsors of football teams. Athletes and players can also use this research to improve their existing skills and solve their problems. For example, when the athlete is sponsored or wants to be sponsored by a company, the athlete must show a good performance to get the benefits of the sponsorship. In addition, athletes can control and solve quandaries or challenges that they will face in the future.

Future studies should be done on a broader scale with athletes from sundry levels of participation, such as national, college, and district levels. It's additionally advisable to engender a few more hypotheses. For example, the correlation tests toward every sponsorship category toward achievement. From that researcher can border the research objective.

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