

---

# Doping Affairs Among Professional Athletes: Do Doping Scandals Impact Consumers' Purchase Intentions of the Endorsing Brands?

---



Stéphanie Jansen  
ES4N-4  
12105317  
09-01-2017  
Supervisor: J. de Koning  
The Hague University of Applied Sciences  
Faculty of Management & Organization  
European Studies

## Executive summary

This study is meant to elucidate the extent to which doping affairs among professional athletes' impact consumers' purchase intentions. The following research question has been formulated: *"How do doping affairs within professional sports impact consumers' purchase intentions of the sponsoring brands?"* The central research question was constructed because many companies sponsor professional athletes. Existing literature has revealed that doping among professional athletes can reflect negatively on sponsoring brands. Based on existing literature, the following hypotheses have been constructed: Doping scandals have a negative effect on consumers' purchase intentions; the effect of doping scandals on consumers' purchase intentions differs per product category; and the negative impact on consumers' purchase intentions is lower when a brand terminates sponsorship agreements after a doping scandal.

The chosen approach for this research was a quantitative research method combined with literature research. The primary data was collected by means of four different online surveys. These surveys contained two experiment groups and two control groups in order to discover the possible correlation between these variables.

The outcomes of this study revealed that doping scandals can have an impact on consumers' purchase intentions concerning the endorsing brands. However, the results seem the opposite of what was expected. In this specific case, consumers were positively affected by doping scandals in terms of purchase intentions. People who were not confronted with the doping scandal (control groups) had lower purchase intentions for the Campina and Nike brands in comparison to the respondents who participated in the experiment groups and thus had read the doping articles.

Consumers were also affected when brands terminated the sponsorship agreements with athletes involved in a doping scandal. The purchase intentions for both Campina and Nike products were significantly higher after respondents read the article about terminating sponsorship agreements with the athletes involved in a doping scandal.

Consequently, it is recommended to companies that are involved or want to become involved in sponsoring professional athletes to consider their entry and possible exit strategies carefully. Consideration of the entry and exit strategies is necessary in order to minimize consequences and maximize profitable results. This study enhances the knowledge of the effect of doping scandals on purchase intentions and provides a foundation for future research about doping scandals. Future research within this field could further advance this understanding by focusing on more extensive measurements and a larger sample size.

**Keywords:** *Doping scandals, consumers' purchase intentions, endorsing brands, sports marketing, sponsorship agreements*

## Table of Contents

<b>Preface</b> .....	<b>- 4 -</b>
<b>Introduction</b> .....	<b>- 5 -</b>
<b>Theoretical framework</b> .....	<b>- 7 -</b>
Theoretical framework H1 .....	- 8 -
Theoretical framework H2 .....	- 9 -
Theoretical framework H3 .....	- 11 -
Conceptual model .....	- 13 -
<b>Methodology</b> .....	<b>- 14 -</b>
Research design and data collection .....	- 14 -
Research sample .....	- 16 -
Operationalization key concepts .....	- 16 -
Validity .....	- 18 -
Keyword definitions .....	- 18 -
<b>Sub-questions</b> .....	<b>- 19 -</b>
Sub-question 1: What are consumers' purchase intentions? .....	- 20 -
Sub-question 2: What is considered to be a doping affair within this research? .....	- 21 -
Sub question 3: What are the motives for brands to endorse athletes? .....	- 22 -
<b>Results</b> .....	<b>- 22 -</b>
Descriptive statistics .....	- 23 -
Hypotheses testing .....	- 24 -
<b>Analysis</b> .....	<b>- 28 -</b>
<b>Conclusions</b> .....	<b>- 33 -</b>
Limitations .....	- 34 -
Practical implications .....	- 34 -
Recommendations .....	- 35 -
<b>List of References</b> .....	<b>- 35 -</b>
<b>Appendix</b> .....	<b>- 41 -</b>

## **Preface**

You are about to read the thesis: Doping affairs among professional athletes: Do doping scandals impact consumers purchase intentions of the endorsing brands? This thesis has been written in the period September 2016 – December 2016 as a graduation requirement for the European Studies bachelor degree at The Hague University of Applied Sciences (THUAS).

I, Stephanie Jansen, would like to thank my supervisor Jonneke de Koning for her guidance, flexibility and weekly meetings throughout the process. Especially the weekly meetings and feedback made it possible for me to stay up to speed and write this thesis within the set timeframe.

The idea for writing this study was deeply rooted. My heart belongs to the world of sport and from my point of view, doping is damaging it all. In addition, I have a special interest in the field of sports marketing which was fuelled during my semester abroad in Norway.

## Introduction

Last year, one of the most explosive doping scandals in sporting history was revealed. Eight Russian athletes from London's 2012 Olympics tested positive for doping, and consequently 14 athletes from Beijing 2008 (BBC Sport Olympics, 2016). The subject of doping arose on a daily basis last year. For example, the Russian Maria Sharapova was suspended from Roland Garros, Wimbledon and the US Open.

Besides the fact that doping affairs have consequences for the athletes, there are also possible consequences for other stakeholders. For instance, the companies that are endorsing the athletes, since the actions of the athletes could reflect on the endorsing companies (Butt, et al., 2016). In terms of sport sponsorships, companies are looking for athletes to endorse in order to create more brand awareness and positive brand association and identification (Dimant & Deutscher, 2015). These agreements are usually contracts for several years and are established because they are beneficial for both companies, as well as athletes.

However, it might occur that an athlete becomes involved in a doping scandal. Recently, more and more doping scandals have been revealed. Social media, the World Anti-Doping Agency (WADA), the press, international politics and the public opinion are currently very focussed on doping use. This has become a real problem for endorsing companies, since they might encounter the negative consequences of doping use (Kumar, 2016). For example, doping use among professional athletes could reflect negatively on sponsoring brands. Therefore, companies that are interested in sports marketing should take the possibility of a doping affair into consideration (Rohof, 2015).

This study is meant to provide an insight into what extent doping affairs among professional athletes' impact consumers' purchase intentions. This resulted in the following research question: *"How do doping affairs within professional sports impact consumers' purchase intentions of the sponsoring brands?"*

In addition to the main research question, an analysis was carried out on the effect of doping scandals on consumers' purchase intentions per product category and whether the intentions are lower when a brand terminates sponsorship agreements after a doping scandal. This is interesting because it relates to real life. Many endorsing brands terminate their sponsor activities after an athlete has been caught using doping or was involved in another scandal. Furthermore, because endorsing companies exist in various forms and sports marketing has been increasing, it is not only sports brands that are endorsing athletes; many kinds of

different brands are currently involved in sports marketing. Therefore, it is interesting to investigate whether there is a difference in consumers' purchase intentions for different product categories. This goal resulted in the following sub-questions:

1. What are consumers' purchase intentions?
2. What is considered to be a doping affair within this research?
3. What are the motives for brands to endorse athletes?
4. How do doping affairs within professional sports impact consumers' purchase intentions of the sponsoring brands? (H1)
5. Do doping scandals have more impact on consumers' purchase intentions if health brands are endorsing professional athletes? (H2)
6. To what extent is the impact on consumers' purchase intentions lower when a brand terminates the sponsorship agreements after a doping scandal? (H3)

The findings of this research could help brands that are currently involved in sports marketing or intend to be in the future. They could also help companies decide to enter, continue or terminate sponsorships. Moreover, companies will gain more insight into customer behaviour: Do customers actually change their purchase behaviour when the brand is linked to a doping scandal? Apart from the practical relevance, there is a theoretical relevance to conducting more research in this area, since there is limited research available regarding the effects of doping on brands and consumers' purchase intentions. While much research has been done on consumers' purchase intentions, the link between doping among professional athletes and its effect on consumers' purchase intentions is not a frequent topic. Therefore, this research explores a new direction.

This research project begins with a critical literature review, covering theories about doping scandals, purchase behaviour, and their hypothesised relationships. This theoretical framework is followed by a section on methodology. Subsequently, the results and the analysis of the results are discussed. Finally, the conclusions, limitations and recommendations are presented.

## **Theoretical framework**

This section aims to provide an overview of the existing literature, theories, models and concepts on which this research is based.

### **Problem statement**

The aim of this research is to discover if doping affairs among professional athletes impact consumers' purchase intentions of the sponsoring brands. Besides having consequences for the athletes, doping affairs can also affect other stakeholders, such as companies that endorse athletes, since the actions of the athletes could reflect on the endorsing companies (Butt, et al., 2016). This knowledge has led to the following problem statement: "Doping use among professional athletes reflects negatively on sponsoring brands".

### **Objective**

The aim of this study is to understand to what extent doping affairs among professional athletes impact consumers' purchase intentions of the endorsing brands. Moreover, it analyses if a higher impact on purchase intentions is measured when endorsing companies terminate the sponsorship agreements or if doping affairs have higher impact on certain product categories.

### **Central research question**

How do doping affairs within professional sports impact consumers' purchase intentions of the sponsoring brands?

### **Sub-questions**

1. What are consumers' purchase intentions?
2. What is considered to be a doping affair within this research?
3. What are the motives for brands to endorse athletes?
4. How do doping affairs within professional sports impact consumers' purchase intentions of the sponsoring brands? (H1)
5. Do doping scandals have more impact on consumers' purchase intentions if health brands are endorsing professional athletes? (H2)
6. Is the impact on consumers' purchase intentions lower when a brand terminates the sponsorship agreements after a doping scandal? (H3)

**Hypotheses**

H1 » Doping scandals have a negative effect on consumers' purchase intentions.

H2 » The effect of doping scandals on consumers' purchase intentions differs per product category

H3 » The negative impact on consumers' purchase intentions is lower when a brand terminates sponsorship agreements after a doping scandal.

**Theoretical framework H1**

Recently, more and more doping scandals have occurred. This does not necessarily mean that there are more athletes doping nowadays but that the anti-doping methods are improving and able to bring more doping scandals to light. The year 2016 registered many doping cases, for instance, the ban of more than 100 Russian athletes from the Rio Olympics (BBC, 2016). Currently, 8140 cases of doping use are registered in the WADA doping database (anti-doping database, 2016). These cases are drawn from the 660 sports organizations that accepted the World Anti-Doping Code.

According to an article by Dimant and Deutscher from the Center for Ethics at Harvard University, doping has consequences on several levels. There are individual consequences, such as health risks for the athletes, but there is also a chance of reputation damage due to the creation of unfair competition. Athletes are often used and portrayed as role models for society and therefore bear a certain responsibility. However, there are also monetary stakeholders involved, for instance, subsidised funds from sport organisations or corporate companies that are endorsing a sport or a particular athlete (Dimant & Deutscher, 2015).

It has been proven that the use of doping comes with negative consequences. With regard to consumers' purchase intentions, the consequences for private companies that endorse professional athletes involved in doping is a field with relatively thin coverage. The main correlation this research investigates is the effect a doping scandal has on consumers' purchase intentions, since such a model has not been invented yet. Therefore, several theories are used and explained. To begin with, Icek Ajzen's theory of planned behaviour outlines that intentions predict behaviour. This model and its relevance are explained in sub-question 1.

According to Whitla and Zhou (2013), "a negative act or negative publicity from the endorsed celebrity has an influence on consumers' attitude and purchase intentions towards the endorsing brand or product". In fact, the negative publicity also impacts the consumers' attitude towards the athlete and the products or brands they endorse. For instance, it has been



estimated that the Tiger Woods scandal has cost shareholders \$5–12 billion in losses. Therefore, the negative publicity of Tiger Woods has had a negative effect on consumers' purchase intentions (Whitla & Zhou, 2013).

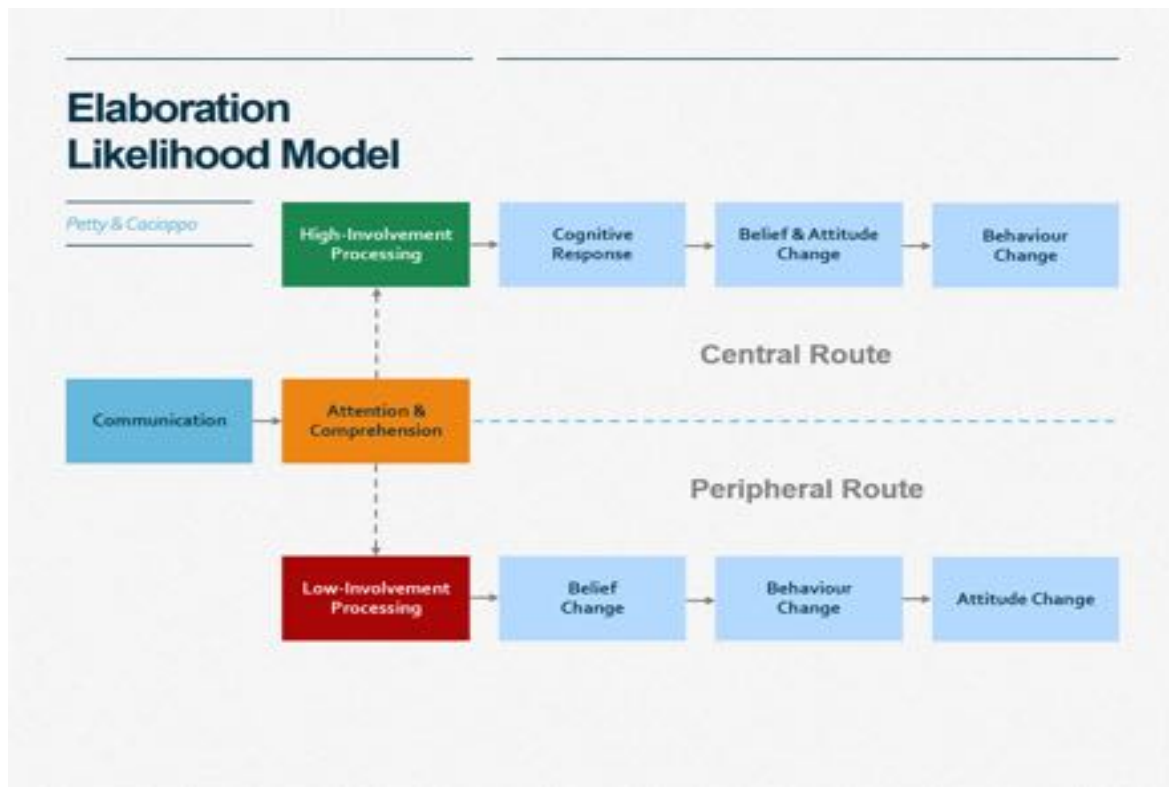
Even though the Ajzen model is not directly connected to doping and consumers' purchase intentions, it is applicable because consumers' purchase intentions are based and decided on three factors (Ajzen, 1991). These factors are, the attitude towards the behaviour, the perceived social norms and the perceived behavioural control. For instance, an athlete has been caught using doping, and his or her main endorser is water supplier Evian. This particular athlete is negatively portrayed in the media, so the brand name Evian is also negatively mentioned in the media. Consumers might develop a different attitude towards the athlete because their social norms are anti-doping. The Evian brand has been endorsing this athlete but is now associated with a doping scandal. The individual consumer might change his or her attitude and beliefs concerning the quality and integrity of the Evian brand.

The perception of the consumer is in this case more important than the actual action and situation. Therefore, the belief of the consumer is more important than Evian's actual situation (Shepherd, Sparks & Guthrie, 1995). The theory of planned behaviour is therefore applicable to the hypothesis of the current study. The model contributes to this hypothesis because it describes that beliefs and attitudes weigh heavily with respect to a consumers' intentions and, eventually, behaviour. Consequently, the following hypothesis was developed: Doping scandals have a negative effect on consumers' purchase intentions.

### **Theoretical framework H2**

Another model that is applicable to this research is the elaboration likelihood model (ELM). This model describes how attitudes change and are being formed, in this case the attitude of a consumer. In the context of this research, the ELM is concerned with establishing consumers' purchase intentions towards products of brands that have been endorsing athletes found to be doping. The consumers can reach a decision regarding their intentions via the central route or the peripheral route of the ELM (Liang & Yang, 2009). The central route is frequently followed with high involvement processing, when the consumers are critically comparing products. The central route is usually applicable when a more expensive product purchase has to be made. These product categories are considered high involvement because of the price or the impact of the product on daily life. The peripheral route is mainly followed with low involvement processing and less expensive purchases, and the consumer is likely to blindly follow what has

been presented in the media or, for instance, by an expert (Petty, Cacioppo & Schumann, 1983). The ELM is displayed below.



**Figure 2** ELM-model

In this research and for this hypothesis specifically, a distinction has been made. The central route is used for the more expensive products of Nike, and the peripheral route is used for the yoghurt product of Campina.

### Peripheral route

Brand involvement might directly affect the relation between the evaluation of negative information, such as a doping scandal, and the attitude and purchase intention towards a brand. When receiving negative information, low involved customers are probably less disappointed in comparison to high involved customers, since they are less identified with the product purchase and brand (Liang & Yang, 2009). Hence, in the case of a scandal, the peripheral route might have an estimated lower impact on consumers' purchase intentions due to the low-involvement (lifestyle) purchases. In this study, the Campina yoghurt is considered a low-involvement purchase.

**Central route**

When an athlete and the endorsing brand have been negatively portrayed in the media due to a doping scandal, consumers might tend to more critically research their purchases, especially more expensive products or those of more value to the consumer, such as expensive sport products (Liang, & Yang, 2009). Involved customers identify themselves more with the brand. In addition, they experience negative information more intensely (Muntinga & Moorman, 2009). Consequently, it seems that purchase involvement affects the evaluation of negative information. In this study, the Nike product is considered a high-involved purchase. The impact on consumers' purchase intentions is estimated to be higher.

Besides the aforementioned model, there is an example that reflects the differences in terms of product categories. For instance, the Tiger Woods example illustrates that some companies or brands (in this case Nike) encounter a higher impact from a doping scandal than others (Consultancy firm Accenture). According to a UC Davis press release, *"Investors in the three sports-related companies (Tiger Woods PGA Tour Golf, Gatorade, and Nike) fared the worst, the study found. They experienced a 4.3-percent scandal-generated drop in stock value, equivalent to about \$6 billion. On the other hand, Accenture, a global management consulting firm, experienced no ill effects following the accident."* (Stango, 2009). Hence, the consequences of the Tiger Woods scandal correspond with the interpretation of the previously discussed ELM. The Tiger Woods scandal proved that certain product categories, in this case Nike, compared to the service company Accenture, encountered worse negative consequences.

This research will elaborate more on this subject. Hypothesis 2 suggests that the effect on purchase intentions vary depending on the product category of the endorsing brand. In addition, research emphasised the importance of the fit and relatedness between the endorser and the brand in sponsoring activities (Bednall & Collings, 2010). As a consequence, it is likely that doping scandals are also more related to sport products, and this could negatively affect the purchase intentions of these brands. The theories in existing literature resulted in the following hypothesis: The effect of doping scandals on consumers' purchase intentions differ per product category (e.g., lifestyle brands vs. health brands).

**Theoretical framework H3**

Hypothesis 3 proposes that the negative impact on consumers' purchase intention is lower when a brand terminates the sponsorship agreements after a doping scandal has been revealed.

According to research conducted by Heide Parker at Ohio State University, there is a correlation between bad sponsor behaviour and team response: "Fans, and therefore consumers, reported that they developed a more positive attitude towards a badly behaving sponsor when the team continued the relationship with the sponsor compared to when the team terminated the relationship with the sponsor" (Parker, 2007).

The current research investigates this theory the other way around, that is, the correlation between badly behaving athletes and the consumers' (fans') purchase intentions for the sponsoring brands when a brand either continues or terminates the sponsorship deal with the athlete. Based on Parker's results, it is feasible that this theory also complies when the variables are opposed.

According to a theory from Votola and Unnava, consumers tend to develop a more negative attitude towards companies (in this case, endorsing companies) that are aware of a negative situation (in this case doping among athletes) but still continue the partnership (Votola & Unnava, 2006).

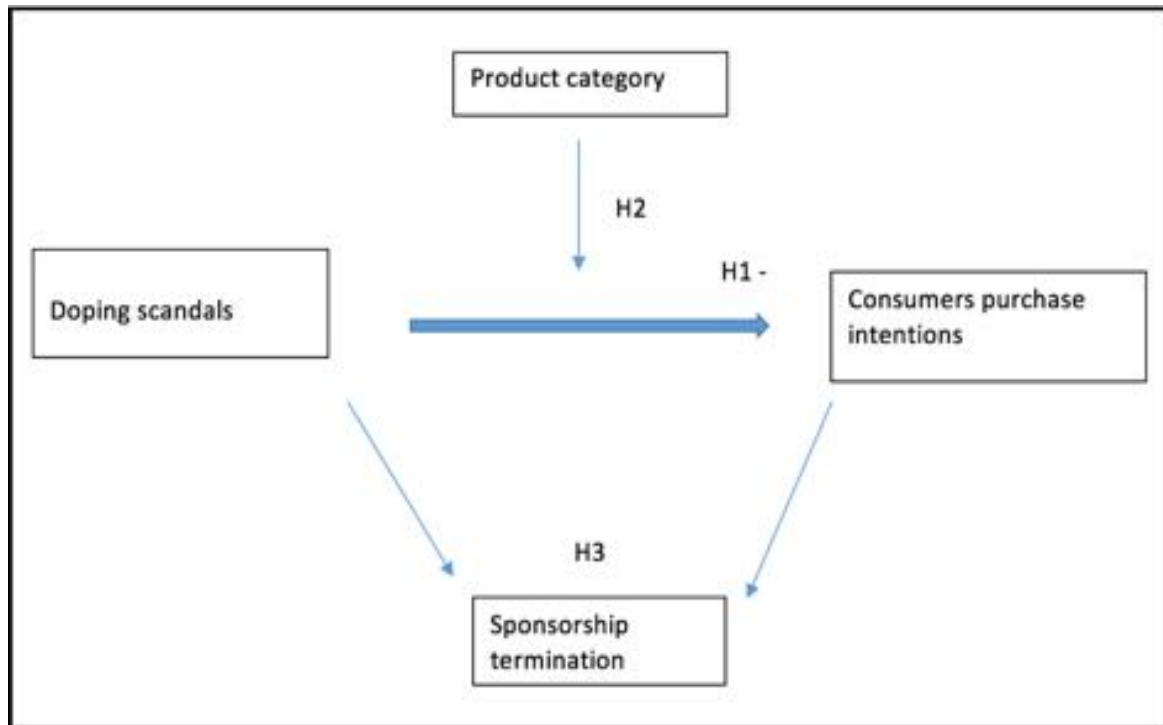
Recent press releases support this hypothesis. For example, at the beginning of 2016, it has been revealed that the independent athletics committee IAAF was enabling and covering up doping in athletics. Nestlé was an important IAAF sponsor. After the doping discovery, Nestlé immediately terminated their collaboration. According to the press release: *"Nestlé have decided that allegations of doping and corruption are not something they want associated with their brand, consumers are more demanding of the brands than ever before. So there is immense pressure to ensure all sponsorships create a positive image in their minds"* (Long, 2016).

The standards that brands are pursuing are important to their customers. The statement above emphasises that brands believe that consumers' purchase intentions will decline if the endorsing brands continue their sponsorship contracts with the sport organisation, specifically an athlete or a team (Parker, 2007).

This hypothesis proposes the following variables: continuing or terminating the sponsorship agreements with a doping athlete. Based on this information, the third hypothesis is proposed: The negative impact on consumers' purchase intentions is lower when a brand terminates sponsorship agreements after a doping scandal.

### Conceptual model

The conceptual model below gives an overview of the variables and relations that have been studied in this thesis.



**Figure 3** Conceptual model

## **Methodology**

This section contains an overview of how the research has been conducted. It describes the research design, the research sample, the data collection process, the operationalization of the variables, the validity of the research and the definition of keywords.

### **Research design and data collection**

The chosen approach for this research is quantitative research combined with literature research (Todd, n.d.). The primary data is collected through four online surveys. Literature research is mainly used to answer the three sub questions and to complement the data drawn from the survey.

- What are consumers' purchase intentions?
- What is considered to be a doping affair within this research?
- What are the motives for brands to endorse athletes?

Within these four surveys, three hypotheses are tested. These surveys contain two experiment groups and two control groups in order to discover the possible correlation between the dependent variable (consumers' purchase intentions) and the independent variable (doping among professional athletes). The different experiment groups and control groups were designed to test the second hypothesis; therefore, one control and experiment group contain an endorsing health brand (Campina), and the other control and experiment group contain an endorsing lifestyle brand (Nike). Measuring consumers' purchase intentions is the key to this research (Spears & Singh, 2004). The surveys have been created to test the three hypotheses.

1. How do doping affairs within professional sports impact consumers' purchase intentions of the sponsoring brands? (H1)
2. Do doping scandals have more impact on consumers' purchase intentions if health brands are endorsing professional athletes? (H2)
3. To what extent is the impact on consumers' purchase intentions lower when a brand terminates the sponsorship agreements after a doping scandal? (H3)

The respondents were separated into four groups: two experiment groups and two control groups. All four surveys contained fictional articles. The respondents of the two experiment groups received surveys with three articles. One experiment group read about Dafne Schippers and Nike, and the other experiment group read about Ranomi Kromowidjojo and Campina. At first, they were presented with a positive article concerning the athlete and the endorsing brand; after reading the article the respondents were asked about their purchase intentions of the endorsing brand.

Presenting the respondents in the experiment groups with a positive article at first was done to simulate a real-life situation in which readers had usually read positive articles about the athlete before a doping scandal occurred.

Next, the respondents read an article about the athlete and endorsing brand involved in a doping scandal, again followed by questions about their purchase intentions of the endorsing brand. Lastly, the respondents were presented an article in which the endorsing brand terminated the endorsement activities with the athlete because of the use of performance-enhancing substances. After reading this article, the respondents were asked once again about their purchase intentions. The design of both experiment articles was exactly the same.

The two control groups were presented with a much shorter survey: one about Dafne Schippers and Nike and one about Ranomi Kromowidjojo and Campina. The positive article from the experiment surveys was used to measure consumers' purchase intentions within the two control groups.

The online survey tool SurveyMonkey was used to create the surveys and collect the data. Respondents were approached via social media such as Facebook and LinkedIn, through the author's personal social media profiles and through Facebook and LinkedIn groups. The surveys were also distributed in several business offices throughout the Netherlands. All respondents were asked to distribute the survey. However, convenience collection and snowball collection were used to approach and reach as many respondents as possible in a small timeframe.

The author of this thesis aimed for 200 respondents, 50 respondents for each survey. Per survey, 30 respondents was considered enough. There were several requirements: Respondents had to be 18 years or older, consider themselves consumers, and be able to formulate an opinion after reading the articles in the survey.

### Research sample

The final sample size consisted of 137 respondents. Of these, 64 participated in the control groups and 73 in the experimental groups. With respect to gender, 74.4% were female and 25.6% were male ( $M = .74$ ,  $SD = .44$ ). In addition, 75.9% of the respondents were between 20 and 29 years old, 8.8% were under 20, 4.4% were between 30 and 39 years old, 4.4% between 40 and 49, 4.4% between 50 and 59, and 2.2% were 60 or older ( $M = 1.26$ ,  $SD = .99$ ). The respondents were mostly between the age of 20 and 29. This overrepresentation might be ascribed to the use of convenience and snowball sampling. The 137 responses were collected within a period of two weeks; in order to reach these respondents, it was necessary to use convenience and snowball sampling procedures. To distribute the surveys, several media channels were used. The online media channels were at least in some way linked to the author of this thesis, which is a possible explanation for the overrepresentation in the age category 20–29.

**Table 1** Sample demographics

Item		N	Percentage
Gender	Male	( $N = 35$ )	25.5%
	Female	( $N = 102$ )	74.5%
Age	Under 20	( $N = 12$ )	8.8%
	20–29	( $N = 104$ )	75.9%
	30–39	( $N = 6$ )	4.4%
	40–49	( $N = 6$ )	4.4%
	50–59	( $N = 6$ )	4.4%
	60+	( $N = 3$ )	2.2%

### Operationalization key concepts

Several abstract concepts have been used repetitively throughout the online surveys: brand attitude, purchase intentions, impact of doping, continuing or terminating sponsorship agreements, and demographics.

### Brand attitude

In all surveys, the overall brand attitude was measured first. Brand attitude was measured after reading the positive article concerning the athlete. The respondents were required to rate their preferences on a 7-point Likert scale; five items were provided to be rated, such as unfavourable to favourable and unlikable to likable. The manner in which these questions were provided to the respondents was retrieved from a previously developed scale. This scale



was created and validated in a brand attitude and purchase intention by Spears and Singh in 2004 (Spears & Singh, 2004).

### **Purchase intentions**

Purchase intentions were also measured in all surveys. The purchase intention questions were taken from a study in consumers' purchase intentions towards a specific brand. This study was done by Xia and Bechwati in 2008 (Xia & Bechwati, 2008). The three topic scale by Xia and Bechwati was implemented in this thesis on a 7-point Likert scale.

The used scale topics were the following:

1. It is very likely that I will buy the Nike/Campina product
2. If I have to decide now, I probably will buy the Nike/Campina product.
3. The likelihood that I will buy the Nike/Campina product is high.

### **Impact of doping**

The impact of doping was solely measured in the experiment groups; only these groups were presented an article that included the athlete, the brand and a doping scandal. After the respondents read the article that broke the doping news, they were asked to give their opinion on the endorsing brand and its values. The statements were taken from Fong and Wyer (Fong & Wyer, 2012). This section was implemented in order to measure the impact of the doping scandal on consumer purchase intentions from an endorsing health and lifestyle brand (H2). The section was followed by the previously discussed purchase intention questioning.

1. I think this scandal has a negative impact on Nike/Campina
2. I think Nike/Campina stands for performance
3. I think Nike/Campina stands for honesty in the game
4. I think Nike/Campina stands for being inspirational
5. This scandal has impacted my view on Nike/Campina
6. It was a bad decision of Nike/Campina to sponsor Dafne Schippers/Ranomi Kromowidjojo

### **Continue or terminate contracts**

The last section of the experiment group surveys aimed to test the hypothesis that consumers' purchase intentions are higher when the endorsing brand terminates the endorsement contracts after a doping scandal. The most common decisions for an endorsing brand after a doping scandal are to continue or terminate the sponsorship agreement. This

section was implemented in the surveys to test the hypothesis if the brand encounters a situation that is against their core values. The items were taken from Louie and Obermiller (2002).

1. Nike/Campina made the right decision
2. Nike/Campina decision has impacted my view on them
3. I would have done the same in Nike/Campina's situation
4. I think Nike/Campina is responsible for Dafne Schippers/Ranomi Kromowidjojo's behaviour
5. Nike/Campina made an effective decision

### **Demographics**

The last few questions include gender and age. These questions are needed to draw conclusions from the results of the questionnaire.

### **Validity**

To conclude the methodology section, the validity of this research has to be taken into account. An extensive description of the limitations is reviewed in the conclusions chapter. The hypotheses in this research are mainly based on existing academic theories and concepts, which are reviewed in the theoretical framework section. Due to the academic basis of this research, the outcomes of the survey are well founded. Because many other factors than doping scandals influence consumers' purchase intentions, correlations are investigated instead of causal relations.

The targeted participants of the survey do not need specific demographics, and thus the group of participants have various demographics. This corresponds with a randomly selected group of people from society, hence the selected group is a valid representation of society. The outcomes of this survey will be generalised.

### **Keyword definitions**

#### **Consumers**

The word consumer is often used within this research. The specific definition in this thesis is "everyone who is 18+ years old and buys goods that are meant for personal use" (InvestorWords, n.d).

**Purchase intentions**

Purchase intentions are a consumer's plans to buy a certain product. Purchase intentions are different from consumer behaviour, because purchase intentions only concern the plan to buy something (mbaskool, n.d.).

**Endorsing brands**

Endorsing brands in this study are brands that endorse celebrities in the athletic world. Endorsing or sponsoring brands are brands that publically support a professional athlete. The endorsing brands want their brand to identify with the achievements of the athlete. Therefore, the endorsing brand is displayed by the athlete (The Economic Times, n.d.).

**Doping affair**

The illegal practice of doping by a professional athlete, is considered a doping affair. Doping among athletes has been in the media, and there have been consequences for the athletes and other stakeholders. According to Hughes and Shank (2005), a scandal can be defined as "doing something illegal or immoral that has a profound impact on the sport or contest" (p.214) (Hughes & Shank, 2005).

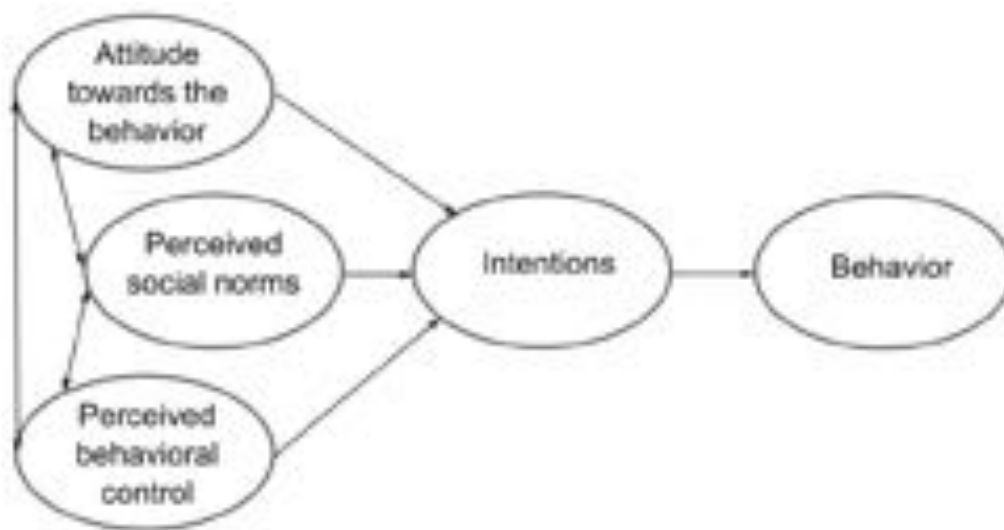
**Sports marketing**

Sports marketing is making marketing efforts in sports that help sell the products and services that are engaged in sports marketing. In this research, sports marketing is the overall term into which athlete endorsements fit (Marketing-Schools.org, n.d.).

## Sub-questions

### Sub-question 1: What are consumers' purchase intentions?

Because consumers' purchase intentions are one of the main themes within this research, this sub-question aims to provide a clear answer to what consumers' purchase intentions entail as a basis for the rest of this thesis. Firstly, consumers' purchase intentions should not be confused with consumer behaviour (Creyer, 1997). These are two separate concepts. Consumers' purchase intentions predict or plan behaviour. The model illustrated below displays the theory of planned behaviour from Ajzen and Fishbein. The main message of this model is that intentions predict or plan behaviour.



**Figure 1** Ajzen model

According to Ajzen and Fishbein, “a person has an intention to behave a certain way” (Ajzen, 1991). Within the current research, the model can explain why consumers respond negatively to doping scandals and are consequently less likely to buy from the athlete's endorsing brand. The model is based on three human actions, which are a requirement for the specific intention.

1. Behavioural beliefs are concerned with the attitude a person has towards certain behaviour (Ajzen, 1991).
2. Normative beliefs mean that humans tend to adjust their own opinions and beliefs on the basis of other people's opinions and beliefs. Belonging to a group plays an important role (Ajzen, 1991).
3. Control beliefs are concerned with the extent to which a person believes he or she is able to execute certain behaviour (Ajzen, 1991).

Consumers' purchase intentions can be influenced by many factors (McCormick, 2013.) The main influencing factor is advertisement, in this case, advertisement through athlete celebrity endorsements. If the celebrity athlete endorsement strategy is successful, it contributes to, for instance, a (more) positive attitude towards the endorsing brand and its products and towards consumers' purchase intentions. Another requirement for a successful endorsement strategy is the perceived fit between the endorsers' brand or product and the athlete (McCormick, 2013).

According to the Ajzen model, intentions predict behaviour. Thus, it is important for brands to positively influence consumers' purchase intentions in order to generate more buying behaviour and higher sales.

**Sub-question 2: What is considered to be a doping affair within this research?**

A doping affair is defined as the illegal practice of doping by a professional athlete. The practice of doping by the athlete needs to have been in the media, with consequences for the athletes. According to Hughes and Shank (2005), a scandal can be defined as "doing something illegal or immoral that has a profound impact on the sport or contest" (p.214).

The year 2016 has passed, and along with many athletic activities, the world of sports looks back on a year full of doping. So far, 2016 has been the year in which most doping affairs came to light. This does not necessarily mean that more athletes are using performance enhancing substances (WADA, 2016); at the very least, it means that the WADA and affiliated organisations have made much progress. Doping affairs are as old as the sport itself—some even say they date back to ancient Greek tournaments. However, the rules and regulations concerning doping in professional (and amateur) sports keep evolving and developing (BBC, 2015). The first anti-doping regulations were established in the twenties of the last era. The first major doping scandal occurred during the Tour de France in 1998; it is also called the Festina affair, named after the cycling team. The staff of the team was caught with large amounts of illegal, performance-enhancing substances (BBC, 2015). This doping affair led to the establishment of the WADA (WADA, 2016).

Within this research, a doping scandal refers to a professional athlete, active at a professional level, who is caught using prohibited substances. If a professional athlete misses or fails a check once, there are already consequences, and an investigation will be started (WADA, 2016). During the investigation or afterwards when misconduct is proven, the athlete is likely to be banned from the sport. From that moment on, the event is considered to be a doping scandal

within this thesis.

The substances must be found on the prohibited list of the WADA. Because professional competing athletes are subject to the rules and regulations of the WADA, they must communicate their whereabouts and are regularly tested. Every athlete has a biological passport, introduced by the WADA in 2009, which is maintained throughout the athlete's career (BBC Sport, 2015). According to the BBC, "it is used to discover the effects of doping instead of detecting a prohibited substance itself" (BBC Sport, 2015).

**Sub-question 3: What are the motives for brands to endorse athletes?**

According to research from Atkin and Block, "celebrity endorsements, such as athlete endorsements, contribute to advertising because professional athletes are considered to be high profile. Consequently, athletes are a constant channel of advertisements" (Atkin & Block, 1983).

Many brands seek athletes (or other celebrities) to endorse. The main motive is the fact that athletes are appealing to many people. Through them, a large group of potential customers is reached. Usually an endorsement strategy is used to create exposure for the brand and is, when successful, followed by association, favourability, purchase intentions and finally actual sales (Erdogan, 2005).

## Results

In this section of the study, the results are presented. The results were collected through the survey tool SurveyMonkey. Subsequently, the results were analysed through the use of SPSS statistical software. In this chapter, various tables show the found results. Firstly, the descriptive statistics are presented. Next, the section proceeds with the main part of this thesis: the outcomes of the tested hypotheses through various statistical techniques.

**Table 2** Descriptive statistics

Variables	N	M	SD
1. Gender	137	.74	.44
2. Age	137	1.26	.99
3. Brand attitude	137	4.72	1.34
Nike	73	5.00	1.35
Campina	64	4.40	1.27
4. Purchase intention	137	3.82	1.65
Nike	73	4.24	1.62
Campina	64	3.35	1.58
5. Opinion about sponsoring			
Nike experiment	40	3.10	1.57
Campina experiment	33	2.85	1.50
6. Opinion about terminating contract			
Nike experiment	40	5.58	1.00
Campina experiment	33	5.42	1.11

The items are all sufficient to act as constructs, since the Cronbach's alpha of the scales are high enough (Pallant, 2010). Before the results are discussed, a table with the alpha coefficients is presented (*Table 3*).

**Table 3** Reliability analysis

Variable	Number of items	Cronbach's	Alpha
Brand attitude	5	$\alpha$	= 0.96
Nike	5	$\alpha$	= 0.96
Campina	5	$\alpha$	= 0.94
Purchase intention	3	$\alpha$	= 0.94
Nike	3	$\alpha$	= 0.93
Campina	3	$\alpha$	= 0.94
Doping impact	2	$\alpha$	= 0.73
Nike experiment	2	$\alpha$	= 0.80
Campina experiment	2	$\alpha$	= 0.71
Terminating contract	3	$\alpha$	= 0.85
Nike experiment	3	$\alpha$	= 0.85
Campina experiments	3	$\alpha$	= 0.86

### Hypotheses testing

#### H1 » Doping scandals have a negative effect on consumers' purchase intentions

In order to determine whether doping scandals affect consumers' purchase intentions, respondents answered three questions on a 7-point Likert scale with regard to purchase intentions. The variable purchase intention had a one-dimensional scale that explained 88.9% of the variance in the items. Hence, all items measured the same latent variable: purchase intention. After these actions were performed, the variable was created. As mentioned earlier, Cronbach's alpha showed high internal consistency (*Table 3*). The average score of respondents on the variable "Purchase intention" was 5.16 ( $SD = .96$ ). Since the scale ranged from 1 (totally disagree) to 7 (totally agree), it can be concluded that the average respondent somewhat agrees in terms of their intention to purchase a particular good. An independent *T*-test (*Table 4*) between people who received the article that included the doping scandal and people who received the article that did not include the doping scandal revealed that people who were not confronted with the doping scandal had a lower purchase intention ( $M = 3.53$ ,  $SD = 1.79$ ) than people who were confronted with it ( $M = 4.08$ ,  $SD = 1.49$ ). This result is significant  $t(135) = 7.14$ ,  $p = .01$ , 95% CI [-1.10, .008].



**Table 4** T-test purchase intention between the experiment- and control group

Levene's Test for equality of variances		T-test for equality of means					95% CI of the difference			
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig.</i> (2-tailed)	<i>Mean</i> <i>Difference</i>	<i>Std. Error</i>		
								<i>Low</i>	<i>Up</i>	
Purchase intention	Equal variance assumed	7.136	.008	-1.948	135	.053	-.546	.280	-1.10	.008
	Equal variance not assumed			-1.925	122	.057	-.546	.284	-1.11	.016

This result does not correspond with the constructed hypothesis, which expected that people who were subjected to the doping scandal would show lower purchase intentions. However, the respondents in the experiment groups showed higher purchase intentions, compared to the control groups, before they were subjected to the doping scandal ( $M= 4.28$ .  $SD= 1.64$ ). Hence, the experiment groups showed higher purchase intentions compared to the control groups, but their purchase intentions lowered after reading the doping scandal.

In addition to the results presented above, the Nike experiment group scored 4.92 ( $SD=1.44$ ) on purchase intentions before they knew about the use of doping by Dafne Schippers. After the respondents read the doping scandal article, they scored 4.63 ( $SD=1.48$ ) on a scale of 1 (strongly disagree) to 7 (strongly agree). The average in both situations shows that the respondents were more likely to buy the Nike products. Thus, the average decreased somewhat after the respondents read the doping scandal article.

The Campina experiment group scored 3.52 ( $SD=1.54$ ) on purchase intentions before they knew of Ranomi Kromowidjojo's doping. After reading the doping scandal article, the respondents scored 3.36 ( $SD=1.42$ ) on a scale from 1 (strongly disagree) to 7 (strongly agree). In correspondence with the previous experiment group, the purchase intentions of the Campina experiment group also decreased somewhat after reading the doping scandal article.

In conclusion, for both experiment groups, the purchase intentions decreased after reading the doping scandal articles. The control groups were created to prevent bias concerning the respondents. Within the control groups, the purchase intentions were measured without confronting the respondents with doping scandals. Drawn from these results, it was found that the purchase intentions in the control groups were already lower at the baseline measurement compared to the experiment groups during the baseline measurement. In the future, it is advised to conduct a larger sample to avoid occasional outcomes and to draw generalisable conclusions.

## **H2 » The effect of doping scandals on consumers' purchase intentions differ per product category**

In this hypothesis, it has been analysed whether the relationship between doping scandals and purchase intention is influenced by different types of products. In order to test hypothesis two, a regression analysis has been conducted. This analysis measures if the differences in purchase intention before and after the disclosure of the doping scandal vary per product category. First, the means and standard deviations of the purchase intention, before and after the doping disclosure, are shown (*Table 5*).

**Table 5** T-test variable purchase intention between the experiment and control group

Levels of purchase intention	N	M	SD
Nike – before the doping scandal	40	4.92	1.44
Nike – after the doping scandal	40	4.67	1.28
Campina – before the doping scandal	33	3.52	1.54
Campina – after the doping scandal	33	3.36	1.42

The regression analysis controlled by product categories did not result in a significant model,  $F(2,71) = .222$ ,  $p = 0.639$ . Consequently, the relationship between doping scandals and purchase intention is not significantly influenced by different types of products. Though, doping scandals appear to impact Campina more negatively. Which is to be reviewed in table 5.

**Table 6** Regression analysis

	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
(Constant)	-.200	.112	-1.778	.080	
Product category	.079	.167	.056	.471	.639

**H3 » The negative impact on consumers' purchase intentions is lower when a brand terminates sponsorship agreements after a doping scandal**

A paired sample *T*-test has been conducted in order to test whether sponsorship termination influences consumers' purchase intentions (*Table 7*). The comparison, between the purchase intentions before and after sponsorship termination, revealed that the purchase intentions after reading the article about the sponsorship termination are higher ( $M = 4.34$ ,  $SD = 1.56$ ) than the purchase intentions before reading the sponsorship termination ( $M = 4.08$ ,  $SD = 1.49$ ). This difference in terms of purchase intention is significant  $t(72) = -3.37$ ,  $p = 0.001$ , 95% CI [- .414, -.106]. Therefore, a possible conclusion is that consumers' purchase intentions are higher when a brand terminates sponsorship agreements after a doping scandal.

**Table 7** Paired Samples Test purchase intention before and after termination sponsorship

	Mean	Std.	Paired	95%CI		<i>t</i>	<i>df</i>	<i>Sig.</i>
		Deviation	Differences	Low	Up			
Purchase before termination								
Purchase after termination	-.260	.660	.077	-.414	-.106	-3.37	72	.001

## **Analysis**

The analysis section of this dissertation aims at further analysing and understanding the results presented above. This section is divided into the three different hypotheses that have been tested and researched throughout this thesis.

### **H1 » Doping scandals have a negative effect on consumers' purchase intentions**

The first hypothesis was drafted on the basis of existing literature. As discussed in the theoretical framework of this thesis, the consequences of doping use are mainly negative. Private companies or organisations that are endorsing athletes have vested interests in the athlete and the sport, and many endorsed athletes have proven that they can be of great value to their endorsing brands in terms of purchase intentions, actual sales, revenue, brand awareness and marketing advantages (Erdogan, 2005). However, the negative effects of doping on the purchase intentions of the endorsing brands have not often been studied. Those studies that have been conducted point in the same direction, that is to say that existing literature states that doping scandals have a negative effect on consumers' purchase intentions. On the other hand, the outcomes of the current research do not correspond with the existing literature. In fact, the outcome of this research question contradicts the hypothesis. This hypothesis was tested with an independent *T*-test among the respondents of the experiment and control groups. The *T*-test revealed a significant result, that in fact people who were not confronted with the doping scandal (control groups) had lower purchase intentions for the Campina and Nike brands compared to the respondents that participated in the experiment groups and thus had read the doping articles. Therefore, this hypothesis is rejected within this research.

This hypothesis was, among other propositions, drafted upon the literature of Ajzen and of Whitla and Zhou, for example, the theory of planned behaviour by Ajzen. This theory states that intentions predict behaviour. These intentions are formed by three factors that are able to influence the intentions and ultimately the actual behaviour. A simplified version of this theory is that if a brand-endorsed athlete is represented positively in the news, this also positively influences intentions. Conversely, if the brand-endorsed athlete is negatively portrayed in the media, this also negatively influences a consumer's purchase intention.

Another theory that does not correspond with the outcomes of this research is that of Park, Phua, and Suh (2016). According to their example of the Tiger Woods scandal, negative acts and negative publicity concerning the brand-endorsed athlete results in negative influence on consumers' purchase intentions and attitude towards the endorsing brand or product. In this

particular example, the Tiger Woods scandal led to actual sales losses and therefore not only decreasing purchase intentions.

McCormick (2013) states that consumers' purchase intentions can be influenced by many factors, although the main influence is advertisement. Within this theory, it also applies that if the publicity concerning the athlete is positive, this also results in more positive purchase intentions and brand attitude.

While this theory does not comply with the results of the current research, it does provide insight into factors that are also necessary for a successful endorsement strategy. This theory states that positive publicity is not the only factor that influences purchase intentions and brand attitude.

A study that corresponds with the outcome of this hypothesis (H1) is research about defining scandals in sports with media and corporate sponsors. According to a study by Hughes and Shank, negative publicity is also publicity, and it might even be profitable if endorsed athletes are entangled in doping scandals. A precondition for this theory is that consumers do not link the athletes to the endorsing brand (Hughes & Shank, 2005). Consequently, the theory is applicable when the endorsing brand is often in the media due to the doping scandal. Another precondition is that the consumer develops a decreased opinion about the athlete and not the endorsing brand or company.

The perceived fit between the endorsing brand or product and the athlete is also important. Surveys in both experiment and control groups asked questions regarding brand attitude. These questions also polled the perceived fit between the endorsing brand and the athletes (Nike and Dafne Schippers, Campina and Ranomi Kromowidjojo).

As shown in the results section, the respondents in the control groups had a less positive brand attitude overall compared to those in the experiment groups. The brand attitude was measured in all surveys before any doping scandal articles were displayed. The theory of McCormick states, as said before, that there are more factors applicable towards a successful endorsement strategy. Other factors are brand attitude and the perceived fit between the endorser and the athlete. Thus, the initial opinion of the respondents towards the brand influenced their purchase intentions. This applies at least to the respondents within this thesis. If different people with the same demographics had participated in the surveys, another outcome could have been possible.

To conclude, initial brand attitude is a very important factor in a successful endorsement strategy. Taking the survey results into account, the positive portrayal of the endorsed athlete is not the only factor that influences consumers' purchase intentions (Graham, 2012). Lastly, according to the level-of-processing theory, not all consumers are influenced or negatively influenced by doping news. To conclude, many consumers are influenced by doping scandals; however, doping scandals seem to have less impact on companies than previously assumed (Lohneiss & Hill, 2013).

## **H2 » The effect of doping scandals on consumers' purchase intentions differs per product category**

This hypothesis was constructed to measure if there is a correlation between the impact of doping scandals and different product categories. The included product categories for this research were lifestyle products and health products. For the lifestyle product category, the Nike brand was chosen, and for the health product category the Dutch dairy brand, Campina. This hypothesis was drafted because existing literature suggested that doping scandals would have a larger impact on health brands or products.

However, the results of the regression analysis, controlled by product categories, that tested this hypothesis did not reveal a significant model. Therefore, within the current research, this hypothesis is not accepted, and the relationship between doping scandals and purchase intentions was not significantly influenced by the lifestyle and health product categories. The results do show that the doping scandal article was more negative for Campina. The purchase intentions for Campina lowered the most. This hypothesis was not accepted, but further research should focus on different product categories. The missing correlation between doping scandals and the lifestyle and health product categories does not mean that there is no correlation at all between doping scandals and certain products.

According to the ELM, there are two routes that can be followed to belief and attitude change and eventually to behavioural change, namely the peripheral route and the central route. For the purposes of the current research and of the hypothesis especially, two product categories were chosen. The lifestyle product category was considered a high-involvement purchase, and the health product category a low-involvement purchase. Low-involvement purchases are made uncritically, and high-involvement purchases are approached critically. Thus, the peripheral route is used for health products, and the central route is used for lifestyle products. In the case of a scandal, the peripheral route might have an estimated lower impact on consumers' purchase intentions due to the low-involvement (lifestyle) purchases. In this

study, the Campina yoghurt is considered a low-involvement purchase. Consequently, it seems that purchase involvement affects the evaluation of negative information. In this study, the Nike product was considered as a high-involved purchase. The impact on consumers' purchase intentions was estimated to be higher. Although this theory and this approach towards the ELM did not result in the acceptance of the hypothesis, the approach might still be applicable towards other high- and low-involvement purchases.

The outcome of the main hypothesis (H1) was different than expected. However, the outcome of this hypothesis is less surprising. If the first hypothesis had been accepted, it would have been more surprising that H2 was not accepted. Also, the outcome of this hypothesis is possibly not only relatable to the product category it belongs to. More importantly, it is likely that overall attitudes towards the brands caused the respondents to decide whether the doping scandal influenced their opinion; the respondents did not necessarily link the brands to a lifestyle or health product category. For both brands, the initial opinion towards the brand was not very high. The initial brand attitude for Nike was measured at 5.00 and for Campina at 4.40 on a 7.00 scale; these averages reveal that the respondents' brand attitude towards these well-known brands was not very high. These numbers are likely to have more impact on the purchase intentions compared to the actual product categories.

### **H3 » The negative impact on consumers' purchase intentions is lower when a brand terminates sponsorship agreements after a doping scandal**

Based on the results of the survey experiment, this hypothesis has been accepted. The purchase intentions for both brands were higher after the respondents read the article that broke the news about terminating sponsorship agreements with the athletes involved in a doping scandal. The purchase intentions were significantly higher, which means a possible correlation. Moreover, a possible explanation is that purchase intentions are higher when a brand terminates sponsorship agreements after a doping scandal. Since the other hypotheses have been rejected, it is interesting that this hypothesis has been accepted, even though the brand attitude towards both brands was not extremely high.

Many brands terminate sponsorship agreements after a doping scandal. However, it is not the standard. For example, Nike stood by Maria Sharapova after she was caught using the banned substance meldonium. Terminating sponsorship agreements is often seen as a remedy to prevent reputation damage and all its consequences (Justice, 2015). The outcomes of this research show that the consumer does not discredit the brand for the doping use; purchase

intentions do not stabilize or decrease, but instead the purchase intentions are considered higher. Thus, it appears that consumers do not blame the brands but solely the athlete.

Another interpretation is that endorsing companies or brands profit from the doping scandal created by the athlete. This is an unconventional approach towards doping scandals. However, it is often assumed that doping scandals are always harmful for the endorsing companies. Therefore, this hypothesis reveals that it is possible to turn a negative event into something positive for companies. According to this thesis, a precondition for achieving the revealed result from this hypothesis is for the brand or company to publicly disclose that it terminates all sponsorship agreements with the doping athlete and communicating that these actions do not correspond with the company's values.



## **Conclusions**

This study has been executed in order to find out if and how doping affairs within professional sports impact consumers' purchase intentions of the sponsoring brands. This section of the study is dedicated to the conclusions that are drawn from the results. Three hypotheses have been tested to provide an answer to the central question. Thereafter, the limitations, practical implications and recommendations have been discussed.

H1 » Doping scandals have a negative effect on consumers' purchase intentions.

H2 » The effect of doping scandals on consumers' purchase intentions differ per product category

H3 » The negative impact on consumers' purchase intentions is lower when a brand terminates sponsorship agreements after a doping scandal.

The results of the survey experiment are very clear. (H1) Doping scandals do not have a negative effect on consumers' purchase intentions. In fact, the control group respondents within this study indicated that they had even lower purchase intentions compared to the experiment group respondents, which means that the respondents who did not read articles that included doping had lower purchase intentions. The first hypothesis is therefore significantly rejected.

The second hypothesis is also rejected; a significant impact difference between the involved product categories (lifestyle versus health brands) was not found. This outcome does not resemble possible impact differences in other product categories. The third hypothesis is the only hypothesis that has been accepted. The respondents indicated that their purchase intentions increased when a brand terminated sponsor agreements with an athlete caught doping. In other words, the negative impact on consumers' purchase intentions is lower when a brand terminates sponsorship agreements after a doping scandal.

In short, within this study, doping scandals can have an impact on consumers' purchase intentions concerning the endorsing brands. The results seem to be the opposite of what was expected. In this specific case, the sample revealed that consumers were positively impacted by doping scandals; the survey results displayed higher purchase intentions for the participants that had read the doping articles. Another way that consumers are affected is when brands terminate sponsorship agreements with athletes involved in a doping scandal. In these cases, the consumers' purchase intentions increased. Thus, within this thesis, doping

scandals do not have a negative impact on consumers' purchase intentions for endorsing brands.

**Limitations**

In this section, the limitations of this study are acknowledged. Limitations occur throughout the process of creating research, such as interpreting the research findings and the initial design of the research and its methods.

The first limitation is the generalisation of the results. A total of 137 respondents participated in the 4 survey experiments, and in each survey at least 30 respondents participated. As many respondents as possible should contribute to the validity of a research study in order to mirror the actual population. However, time was limited for this dissertation assignment; hence, the number of participants for this study was satisfactory, although some might perceive 137 respondents as a somewhat small sample. In addition, the selection process of respondents could be seen as a limitation. A large part of the respondents was familiar with the author or was approached via back-channels. This may have resulted in a group of respondents who are quite similar.

The second main limitation was the lack of pre-existing data. While there was existing data within this field of research, specific coverage was relatively small, especially existing literature that supported the outcomes of this dissertation. A relatively small amount of contradictory literature was available.

Lastly, throughout this study, a similarity or a correspondence was assumed in the perceived fit between Nike and Dafne Schippers and between Campina and Ranomi Kromowidjojo. Both brands are well-known in the Netherlands, as are the two athletes. They were chosen due to their similar popularity in the Netherlands. However, there are no statistics available on the perceived fit between these athletes and their endorsing brands. Athletics and swimming, the sports the athletes are competing in, were chosen due to recent scandals in both sports. The perceived fit was easy to assume, but there was a lack of supporting data; therefore, an initial brand attitude question was asked for comparison at the beginning of each survey.

**Practical implications**

This study mainly contains implications for companies that are currently endorsing athletes or for companies or brands that would like to endorse athletes in the future or engage in sports marketing at all. It was expected that the implications for brands would be tremendous. Concluding from this study, however, the consequences are not severe, but impact was

measured, positively or negatively. Therefore, all companies or brands that are involved or want to become involved in sports marketing should consider their entry and possible exit strategy carefully, both for minimizing consequences and generating maximum results.

**Recommendations**

In this section, several recommendations are made for future researchers and companies involved in sports marketing. The connection between doping scandals and private companies has been researched in various forms, including the field of doping scandals and consumers' purchase intentions. Most research studies point in one direction, namely, that doping scandals have a negative influence on consumers' purchase intentions, and that brands that endorse athletes involved in doping will experience severe consequences. The outcomes of this research demonstrate otherwise.

For this reason, the current research makes an interesting contribution to the existing literature within this field. The current research has been constructed on the basis of the existing literature. However, it is recommended that future researchers within this field build their research on this study. As a result, more contributions might correspond with the outcomes of this research. Future researchers might also allocate and invest in a larger timeframe in order to conduct surveys from a larger sample that mirrors the population.

The main recommendation to companies is an important outcome of this study, which has shown that consumers' purchase intentions increase when the company terminates sponsorship agreements after a doping scandal. Consequently, it is recommended to all companies involved in sports marketing that find themselves enmeshed in a doping scandal to immediately release a press statement that the company has terminated all sponsorship activities with the athlete due to insurmountable differences and that the company and the athlete no longer share the same norms and values. When companies release such statements, it is likely that the purchase intentions of the endorsing brand increase significantly.

## List of References

- Ajzen, I. (1991). *The theory of planned behavior. Organizational behavior and human decision processes*, 50(2), 179-211. Retrieved October 15<sup>th</sup>, 2016.
- Anti-doping-database. (2016). *FIS Doping Panel Decision on appeals of the provisionally suspended Russian Cross Country athletes*. Retrieved October 14<sup>th</sup>, 2016.  
<http://www.dopinglist.com>
- Atkin, C., & Block, M. (1983). Effectiveness of celebrity endorsers. *Journal of advertising research*. Retrieved October 17<sup>th</sup>, 2016.
- BBC Sport Olympics. (2016). *Rio Olympics 2016: Which Russian Athletes Have Been Cleared to Compete?* October 17<sup>th</sup>, 2016.  
<http://www.bbc.com/sport/olympics/36881326>
- BBC Sport. (2015). *Doping in sport: What is it and how is it being tackled?* Retrieved November 19<sup>th</sup>, 2016.  
<http://www.bbc.com/sport/athletics/33997246>
- Bednall, D. H., & Collings, A. (2000). Effect of public disgrace on celebrity endorser value. *Australasian Marketing Journal (AMJ)*, 8(2), 47-57. Retrieved November 2<sup>nd</sup>, 2016 from the Science direct database.  
<http://www.sciencedirect.com/science/article/pii/S144135820070190X>
- Butt, Z. I., Akhtar, T., Adnan, M. A. J., Munir, I., Mughal, A. W., Saeed, N., et al. (2016). *Effect of doping belief on purchase intention of sports consumers (sc) in presence of athletes' brand image*. Retrieved October 8<sup>th</sup>, 2016 from the Science International website  
[http://www.sci-int.com/pdf/10385286861%20a%201%203735-3541%20Zafar%20Iqbal%20Butt--JABRAN--PHY\\_EDU-Zoo-20-8-16.pdf](http://www.sci-int.com/pdf/10385286861%20a%201%203735-3541%20Zafar%20Iqbal%20Butt--JABRAN--PHY_EDU-Zoo-20-8-16.pdf)
- Creyer, E. H. (1997). The influence of firm behavior on purchase intention: do consumers really care about business ethics? *Journal of consumer Marketing*, 14(6), 421-432. Retrieved November 20<sup>th</sup>, 2016 from the Emerald Insight database.  
<http://www.emeraldinsight.com/doi/abs/10.1108/07363769710185999>

- Dimant, E. & Deutscher, C. (2015). *The Economics of Corruption in Sports: The Special Case of Doping*. Retrieved October 8<sup>th</sup>, 2016 from the Harvard Center for Ethics.  
<http://ethics.harvard.edu/blog/economics-corruption-sports-special-case-doping>
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), 291-314. Retrieved November 25<sup>th</sup>, 2016 from the Taylor & Francis Online database.  
<http://www.tandfonline.com/doi/abs/10.1362/026725799784870379>
- Fong, C. P., & Wyer, R. S. (2012). Consumers' reactions to a celebrity endorser scandal. *Psychology & Marketing*, 29(11), 885-896. Retrieved October 28<sup>th</sup>, 2016.
- Graham, M. A. (2012). The effect of personal scandal on celebrity athletes and shopper's purchase intentions and attitude favorability. Retrieved December 2<sup>nd</sup>, 2016 from the University of Kentucky database.  
[http://uknowledge.uky.edu/cgi/viewcontent.cgi?article=1001&context=mat\\_etds](http://uknowledge.uky.edu/cgi/viewcontent.cgi?article=1001&context=mat_etds)
- Hughes, S., & Shank, M. (2005). Defining scandal in sports: Media and corporate sponsor perspectives. *Sport Marketing Quarterly*, 14(4), 207. Retrieved December 2<sup>nd</sup>, 2016 from the CiteSeer database.  
<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.392.191&rep=rep1&type=pdf>
- InvestorWords. (n.d.). *Consumer*. Retrieved October 4<sup>th</sup>, 2016 from the InvestorWords website:  
<http://www.investorwords.com/1055/consumer.html>
- Justice, A. (2015). *Athletics Doping Scandal Could Scare off Sponsors*. Retrieved December 3<sup>th</sup>, 2016 from the International Business Times website:  
<http://www.ibtimes.co.uk/athletics-doping-scandal-could-scare-off-sponsors-1528242>
- Kumar, N. (2016). *Sport sponsorship – protecting your brand when your endorser goes rogue*. Retrieved September 20<sup>th</sup>, 2016 from the Lexology website:  
<http://www.lexology.com/library/detail.aspx?g=dc73b38a-494d-48b5-803c-68e8efac47e7>

- Liang, H. L., & Yang, D. J. (2009). A Theoretical Model of Endorser Credibility and Purchase Intention: The Rumors as a Moderator. In *14th Asia pacific management conference, Surabaya*. Retrieved December 20<sup>th</sup>, 2016 from Google Scholar  
<http://www.isu.edu.tw/upload/28/3/29520/paper/9804/梁懷良.pdf>
- Long, M. (2016). *First Adidas, now Nestlé: are sponsors doing a 'run' on athletics?* Retrieved October 16<sup>th</sup>, from the SportsPro website:  
[http://www.sportspromedia.com/opinion/first\\_adidas\\_now\\_nestle\\_are\\_sponsors\\_doing\\_a\\_run\\_on\\_athletics](http://www.sportspromedia.com/opinion/first_adidas_now_nestle_are_sponsors_doing_a_run_on_athletics)
- Louie, T. and Obermiller, C. (2002). Consumer Response to a Firm's Endorser (Dis)Association Decisions. *Journal of Advertising*, 31 (4): 41-52. Retrieved November 7<sup>th</sup>, 2016.
- Lohneiss, A., & Hill, B. (2014). The Impact of Processing Athlete Transgressions on Brand Image and Purchase Intent. *European Sport Management Quarterly*, 14(2), 171-193. Retrieved December 6<sup>th</sup>, 2016 from the Taylor & Francis Online database.  
<http://www.tandfonline.com/doi/abs/10.1080/16184742.2013.838282>
- Marketingportaal. (n.d.) *Theory of Planned Behaviour*. Retrieved October 4<sup>th</sup>, 2016 from the MarketingPortaal website:  
<https://www.marketingportaal.nl/modellen-strategieen/theory-of-planned-behaviour>
- Marketing-schools. (n.d.) *Sports Marketing*. Retrieved October 4<sup>th</sup>, 2016 from the Marketing-schools website:  
<http://www.marketing-schools.org/types-of-marketing/sports-marketing.html>
- MBAskool. (n.d.) *Purchase intention*. Retrieved October 4<sup>th</sup>, 2016 from the MBAskool website:  
<http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10976-purchase-intention.html>
- McCormick, K. (2013) *Athletic Endorsements and their effect on Consumers Attitudes and Consumption*. National Sporting Goods Association Conference. Retrieved October 6<sup>th</sup>, 2016 from the Florida State University database.  
<https://www.nsga.org/globalassets/management-conference-archives/2013/karla-mccormick.pdf>

- Muntinga, D., & Moorman, M. (2009). Undesired consequences of sports sponsorships: how negative incidents in sports affect their sponsors' image. Retrieved December 20<sup>th</sup>, 2016 from the UvA database.  
<http://dare.uva.nl/search?arno.record.id=422150>
- Pallant, J. (2010). *SPSS-survival manual: A step by step guide to data analysis using SPSS*. (4th edition). Open University Press. Retrieved December, 2016.
- Park, J., Phua, J., & Suh, Y. I. (2016). When good athletes go bad: the impact of the Tiger Woods scandal on consumers' perceptions of his brand endorsements. *Global Sport Business Journal 2016 Volume 4 Issue 2*. Retrieved December 9<sup>th</sup>, 2016 from the Academia database.  
[http://www.academia.edu/28049239/Park\\_J.H.\\_Phua\\_J.J.\\_Suh\\_Y.I.\\_and\\_Martin\\_T.G.\\_2016\\_When\\_Good\\_Athletes\\_Go\\_Bad\\_The\\_Impact\\_of\\_the\\_Tiger\\_Woods\\_Scandal\\_on\\_Consumers\\_Perceptions\\_of\\_his\\_Brand\\_Endorsements\\_Global\\_Sport\\_Business\\_Journal\\_4\\_2\\_41-54](http://www.academia.edu/28049239/Park_J.H._Phua_J.J._Suh_Y.I._and_Martin_T.G._2016_When_Good_Athletes_Go_Bad_The_Impact_of_the_Tiger_Woods_Scandal_on_Consumers_Perceptions_of_his_Brand_Endorsements_Global_Sport_Business_Journal_4_2_41-54)
- Parker, H. M. (2007). *The effect of negative sponsor information and team response on identification levels and consumer attitudes*. Doctoral dissertation, The Ohio State University. Retrieved October 20<sup>th</sup>, 2016 from the Ohio link database.  
[https://etd.ohiolink.edu/!etd.send\\_file?accession=osu1180025349&disposition=inline](https://etd.ohiolink.edu/!etd.send_file?accession=osu1180025349&disposition=inline)
- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of consumer research*, 10(2), 135-146.
- Rohof, S. (2015). HOW DOES A SCANDAL DAMAGE THE SPONSOR? Retrieved September 6<sup>th</sup>, 2016 from the UvA database.  
<http://dare.uva.nl/cgi/arno/show.cgi?fid=606022>
- Shepherd, R., Sparks, P., & Guthrie, C. A. (1995). The application of the theory of planned behaviour to consumer food choice. *E-European Advances in Consumer Research Volume 2*. Retrieved October 20<sup>th</sup>, 2016 from the Association for Consumer Research website:  
<http://acrwebsite.org/volumes/11624/volumes/e02/E-02>

- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53-66. Retrieved October 1<sup>st</sup>, 2016 from the ResearchGate database.  
[https://www.researchgate.net/publication/233147146\\_Measuring\\_Attitude\\_Toward\\_the\\_Brand\\_and\\_Purchase\\_Intentions](https://www.researchgate.net/publication/233147146_Measuring_Attitude_Toward_the_Brand_and_Purchase_Intentions)
- Stango, V. (2009). *Tiger Woods Scandal Cost Shareholders up to 12 Billion Dollar*. Retrieved October 18<sup>th</sup>, 2016 from the UC Davis Graduate School of Management.  
<http://gsm.ucdavis.edu/news-release/tiger-woods-scandal-cost-shareholders-12-billion>
- The Economic Times. (n.d.). *Definition of 'Endorsements'*. Retrieved October 4<sup>th</sup>, 2016 from the Economic Times website:  
<http://economictimes.indiatimes.com/definition/endorsements>
- Todd, M.J. (n.d). *Guide to Undergraduate dissertation in the social sciences*. Retrieved September 6<sup>th</sup>, 2016 from the website:  
<http://www.socscidiss.bham.ac.uk/methodologies.html#collecting>
- Votola, N. L., & Unnava, H. R. (2006). Spillover of negative information on brand alliances. *Journal of Consumer Psychology*, 16(2), 196-202. Retrieved October 22<sup>nd</sup>, 2016.
- WADA. (2016). *The Code*. Retrieved November 17<sup>th</sup>, 2016 from the WADA website:  
<https://www.wada-ama.org/en/what-we-do/the-code>
- Xia, L., & Bechwati, N. N. (2008). Word of mouse: the role of cognitive personalization in online consumer reviews. *Journal of interactive Advertising*, 9(1), 3-13. Retrieved November 6<sup>th</sup>, 2016.
- Zhou, L., & Whitla, P. (2013). How negative celebrity publicity influences consumer attitudes: The mediating role of moral reputation. *Journal of Business Research*, 66(8), 1013-1020. Retrieved October 19<sup>th</sup>, 2016 from the ScienceDirect database.  
<http://www.sciencedirect.com/science/article/pii/S0148296311004322>



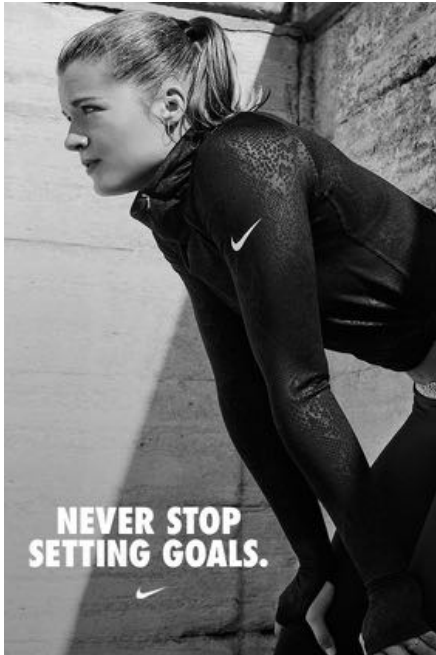
## Appendix 1 – Questionnaire experiment group Dafne Schippers

Please read the following article.

### The New Role Model in Athletics: Nike's Dafne Schippers

NOS Sport

October 28th, 2016. 14:14h.



The sport of athletics has been under attack lately. Therefore, it is time to look into the role models the sport of athletics has been providing us with.

Of course there is the king of athletics Usain Bolt, but who is the queen of the sport? That must be the ruling World Champion at the 200m track Dafne Schippers. Despite her somewhat disappointing results at the Rio Olympics, with only a silver medal at the 200m. Her track record does not yet live up to Usain Bolts' track record. However, it is impressive and she is only 24 years old with many years ahead of her. She is also one of the few Dutchies that has a great sponsorship deal with apparel giant Nike. In a recent press release, Nike is stating their happiness regarding their newest Role model

Dafne Schippers. *"It is great to have Dafne Schippers on board of the Nike family. We want to be part of her future and help our role model in any way to achieve the best possible future she can get."*

### Brand attitude

Q1: Please describe your overall feelings about the brand described in the article you just read

1. Unappealing .....
2. Bad .....
3. Unpleasant .....
4. Unfavourable .....
5. Unlikable .....

### Purchase intention

Q2: It is very likely that I will buy Nike

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

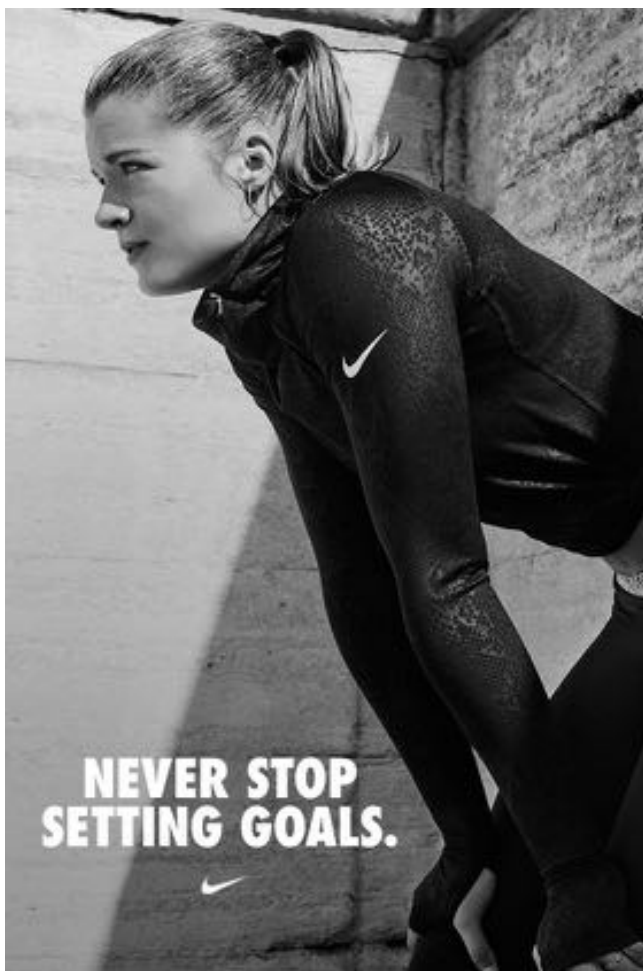
Q3: If I have to decide now, I probably will buy the Nike product.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q4: The likelihood that I will buy the Nike product is high.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

**Please read the following article.**



## **Another Nike Endorsed Athlete Busted with Doping**

BBC SPORT

October 28<sup>th</sup>, 2016. 09.13h.

The breaking news is just in the out and open. Another Nike athlete has been busted with the use of doping. This time not from Russia, but Dutch athletics star Dafne Schippers. While retesting blood samples from the Rio Olympics last summer, the prohibited substance Epo was found in her blood. Which is surprising, Schippers was not even at her best during the Rio Olympics where she only obtained a silver medal on the 200m track.

The Nike protégé from the Netherlands has an impressive career so far. Also her popularity has increased tremendously in the past years. It is safe to say that she was a role model for young Dutch

athletes. A typical Dutch girl with a no nonsense attitude. This is another shock for the sport of athletics and especially for the Nike brand. Nike has been endorsing many athletes and Dafne Schippers is absolutely not the first Nike athlete that has been caught doping. All sport lovers still remember the Maria Sharapova scandal and the fact that Nike keeps endorsing her, despite the two-year ban from tennis.

Nike has not made a statement yet with regards to continuing or terminating the endorsement activities with Dafne Schippers.

Is now the time for Nike to take a critical look at their sports marketing activities? Or which Nike role model is next? #neverstopsettinggoals#NIKE

### **Doping impact**

After you have read the newsfeed, do you agree with the following statements?

Q5: I think this scandal has a negative impact on Nike

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q6: I think Nike stands for performance

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q7: I think Nike stands for honesty in the game

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q8: I think Nike stands for being inspirational

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree

- Somewhat agree
- Agree
- Strongly agree

Q9: This scandal has impacted my view on Nike

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q10: It was a bad decision of Nike to sponsor Dafne Schippers

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

### **Purchase intention**

Q11: It is very likely that I will buy Nike

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q12: If I have to decide now, I probably will buy the Nike product.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q13: The likelihood that I will buy the Nike product is high.

- Strongly disagree
- Disagree
- Somewhat disagree

- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

**Please read the following article**

## **Nike cuts ties with Dafne Schippers**

NOS Sport

October 29<sup>th</sup>, 2016-11-07

In light of the recent news concerning athlete Dafne Schippers and the use of the banned substance Epo, Nike just released a statement.

*"We are saddened by the recent news announced concerning Dafne Schippers" the company said. "Until further details are released and we can analyse the situation, we have chosen to postpone planned activities. It is very troubling that a star as Dafne Schippers felt the need to use doping. These actions do not comply with the values and morals the Nike brand stands for. Thus, from this moment on Nike and Dafne Schippers will part."*

Nike has been Dafne Schippers' only endorser so far to make a statement.

**Please read the following statements and indicate your opinion.**

Q14:

Nike made the right decision

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q15:

Nike's decision has impacted my view on them

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q16:

I would have done the same in Nike's situation

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q17:

I think Nike is responsible for Dafne's behavior

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q18:

Nike made an effective decision

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

### **Purchase intention**

Q19

: It is very likely that I will buy Nike

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q20:

If I have to decide now, I probably will buy the Nike product.

- Strongly disagree
- Disagree

- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q21:

The likelihood that I will buy the Nike product is high.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

### **Personal**

What is your gender?

- Male
- Female

What is your age?

## Questionnaire experiment group Ranomi Kromowidjojo

Please read the following article.

### Ranomi Kromowidjojo and Campina, it's working

NOS Sport

October 28th, 2016. 14:14h.



Kromo is back! After disappointing during the Rio Olympics, Ranomi Kromowidjojo had a successful National Championship where she won the 100m. After the Rio Olympics, Kromo publicly announced that she needed a different approach towards her athletic career if she wanted to continue her swimming career and belong to the top of the world again.

Campina, the Dutch dairy company approached her for a 2-year endorsement contract, especially for the Campina yoghurt. They offered her everything she needs to be successful, in return for an extensive TV-commercial. She gladly accepted the offer. Look at her now, it looks like she just needed more resources and Campina provided that. Campina just released a statement *"We could not be more proud of one of our own, Ranomi Kromowidjojo! You did great and keep up the good work."*

#### Brand attitude

Q1: Please describe your overall feelings about the brand described in the article you just read

1. Unappealing . . . . . appealing
2. Bad . . . . . good
3. Unpleasant . . . . . pleasant
4. Unfavourable . . . . . favourable
5. Unlikable . . . . . likable



## **Purchase intention**

Q2: It is very likely that I will buy Campina yoghurt

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q3: If I have to decide now, I probably will buy the Campina yoghurt.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q4: The likelihood that I will buy the Campina yoghurt is high.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

**Please read the following article.**

## **FrieslandCampina's newest star: Ranomi Kromowidjojo is banned from the pool**

BBC SPORT

October 28<sup>th</sup>, 2016. 09.13h.



The Dutch swimmer Ranomi Kromowidjojo, a triple gold Olympic medallist, was caught doping at the national championships in the Netherlands. During this tournament it seemed like she got her groove back, she won the 100m distance at the national championship. Unfortunately, she fooled everyone and mainly her sponsor, FrieslandCampina.

Recently Kromowidjojo signed a 2-year endorsement contract with FrieslandCampina, a Dutch dairy company. Many marketing efforts have been put into this collaboration, such as TV commercials.

After disappointing results at the Rio Olympics the past summer, Kromowidjojo decided to continue her swimming career at least till the World Championship in 2017. Apparently, she also decided to do things differently and start using doping. She is now banned from the pool for two years and the investigation will continue.

FrieslandCampina has not made a statement yet.

### **Doping impact**

After you have read the newsfeed, do you agree with the following statements?

Q5: I think this scandal has a negative impact on Campina

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q6: I think Campina stands for performance

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q7: I think Campina stands for honesty in the game

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q8: I think Campina stands for being inspirational

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q9: This scandal has impacted my view on Campina

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q10: It was a bad decision of Campina to sponsor Ranomi Kromowidjojo

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

### **Purchase intention**

Q11: It is very likely that I will buy Campina yoghurt

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q12: If I have to decide now, I probably will buy the Campina yoghurt.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q13: The likelihood that I will buy the Campina yoghurt is high.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

**Please read the following article**

## **An early ending: Kromowidjojo & FrieslandCampina**

NOS Sport

October 29<sup>th</sup>, 2016

When the athletic world thought that Ranomi Kromowidjojo was finally back in the global swimming top, it turns out to be one big scam. It seemed like FrieslandCampina gave Kromo new energy, but in fact it was doping.

FrieslandCampina and Ranomi Kromowidjojo ended their collaboration 1,5 year before their contract expired. When the news was in the out and open, FrieslandCampina immediately released a statement. *“FrieslandCampina does not condone the use of illegal performance-enhancing drugs in any manner, therefore we terminate all activities with Ranomi Kromowidjojo immediately”*

Ranomi Kromowidjojo has not made a statement yet.

**Please read the following statements and indicate your opinion.**

Q14:

Campina made the right decision

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q15:

Campina's decision has impacted my view on them

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q16:

I would have done the same in Campina's situation

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q17:

I think Campina is responsible for Kromowidjojo's behaviour

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q18:

Campina made an effective decision

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

### **Purchase intention**

Q19

: It is very likely that I will buy Campina

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q20:

If I have to decide now, I probably will buy the Campina product.

- Strongly disagree
- Disagree
- Somewhat disagree

- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q21:

The likelihood that I will buy the Campina product is high.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

### **Personal**

What is your gender?

- Male
- Female

What is your age?

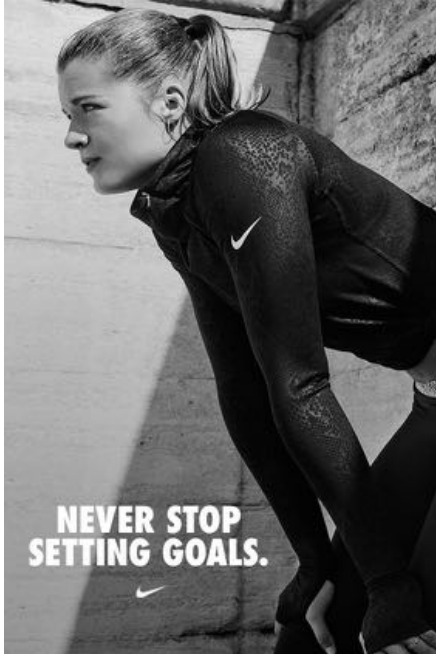
## Questionnaire control group Dafne Schippers

Please read the following article.

### The Cleanest Role Model in Athletics: Nike's Dafne Schippers

NOS Sport

October 28th, 2016. 14:14h.



The sport of athletics has been under attack lately. Therefore, it is time to look into the role models the sport of athletics has been providing us with.

Of course there is the king of athletics Usain Bolt, but who is the queen of the sport? That must be the ruling World Champion at the 200m track Dafne Schippers. Despite her somewhat disappointing results at the Rio Olympics, with only a silver medal at the 200m. Her track record does not yet live up to Usain Bolts' track record. However, it is impressive and she is only 24 years old with many years ahead of her. She is also one of the few Dutchies that has a great sponsorship deal with apparel giant Nike. In a recent press release, Nike is stating their happiness regarding their newest Role model

*Dafne Schippers. "It is great to have Dafne Schippers on board of the Nike family. We want to be part of her future and help our role model in any way to achieve the best possible future she can get."*

### Brand attitude

Q1: Please describe your overall feelings about the brand described in the article you just read

1. Unappealing . . . . . appealing
2. Bad . . . . . good
3. Unpleasant . . . . . pleasant
4. Unfavourable . . . . . favourable
5. Unlikable . . . . . likable

### Purchase intention

Q2: It is very likely that I will buy Nike

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree



- Agree
- Strongly agree

Q3: If I have to decide now, I probably will buy the Nike product.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q4: The likelihood that I will buy the Nike product is high.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

### **Personal**

What is your gender?

- Male
- Female

What is your age?

## Questionnaire control group Ranomi Kromowidjojo

Please read the following article.

### Ranomi Kromowidjojo and Campina, it's working

NOS Sport

October 28th, 2016. 14:14h.



Kromo is back! After disappointing during the Rio Olympics, Ranomi Kromowidjojo had a successful National Championship where she won the 100m. After the Rio Olympics, Kromo publicly announced that she needed a different approach towards her athletic career if she wanted to continue her swimming career and belong to the top of the world again.

Campina, the Dutch dairy company approached her for a 2-year endorsement contract of especially the Campina yoghurts. They offered her everything she needs to be successful, in return for an extensive TV-commercial. She gladly accepted the offer. Look at her now, it looks like she just needed more resources and Campina provided that. Campina just released a statement *"We could not be more proud of one of our own, Ranomi Kromowidjojo! You did great and keep up the good work."*

## Brand attitude

Q1: Please describe your overall feelings about the brand described in the article you just read

1. Unappealing .. . . . appealing
2. Bad .. . . . good
3. Unpleasant .. . . . pleasant
4. Unfavourable .. . . . favourable
5. Unlikable .. . . . likable

### **Purchase intention**

Q2: It is very likely that I will buy Campina yoghurt

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q3: If I have to decide now, I probably will buy the Campina yoghurt

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q4: The likelihood that I will buy the Campina yoghurt is high.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

### **Personal**

What is your gender?

- Male
- Female

What is your age?

-----

## Student Ethics Form

### Student Ethics Form

#### European Studies Student Ethics Form

**Your name:** Stéphanie Jansen

**Supervisor:** Jonneke de Koning

#### Instructions/checklist

Before completing this form you should read the APA Ethics Code (<http://www.apa.org/ethics/code/index.aspx>). If you are planning research with human subjects you should also look at the sample consent form available in the Final Project and Dissertation Guide.

- a. ☐ Read section 3 that your supervisor will have to sign. Make sure that you cover all these issues in section 1.
- b. ☐ Complete sections 1 and, if you are using human subjects, section 2, of this form, and sign it.
- c. ☐ Ask your project supervisor to read these sections (and the draft consent form if you have one) and sign the form.
- d. ☐ Append this signed form as an appendix to your dissertation.

#### **Section 1. Project Outline (to be completed by student)**

##### **(i) Title of Project:**

Doping affairs among professional athletes: Do doping scandals impact consumers purchase intentions of the endorsing brands?

##### **(ii) Aims of project:**

Understand to what extent doping affairs among professional athlete's impact consumers' purchase intentions of the endorsing brands and if there are certain product categories on which doping scandals have more impact.

**(iii) Will you involve other people in your project – e.g. via formal or informal interviews, group discussions, questionnaires, internet surveys etc. (Note: if you are using data that has already been collected by another researcher – e.g. recordings or transcripts of conversations given to you by your supervisor, you should answer 'NO' to this question.)**

YES

**If no: you should now sign the statement below and return the form to your supervisor. You have completed this form.**

This project is not designed to include research with human subjects . I understand that I do not have ethical clearance to interview people (formally or informally) about the topic of my

research, to carry out internet research (e.g. on chat rooms or discussion boards) or in any other way to use people as subjects in my research.

Student's signature \_\_\_\_\_ date \_\_\_\_\_

If yes: you should complete the rest of this form.

**Section 2 Complete this section only if you answered YES to question (1) above.**

(1) What will the participants have to do? (i.e. brief outline of procedures)  
The participants are asked to fill out a survey. There are 4 surveys, each participant is randomly assigned to one of these 4 surveys. The participants are subjected to following information. Also, the participants are able to withdraw from the survey at any moment.


(2) What sort of people will the participants be and how will they be recruited?  
Everyone from 18 years and up is able to participate. Recruitment will take place through several online channels, such as LinkedIn groups (sport marketing), email newsletter, the European Studies Support Network Facebook, Facebook and word of mouth.

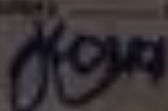
(3) What sort of stimuli or materials will your participants be exposed to. Use the appropriate boxes and then state what they are in the space below?

**Questionnaire**  
The participants will be presented with one of the 4 questionnaires. All questionnaires contain fictional information. In means of articles. Initially some questions are asked, followed by an article and subsequently questions are asked about the article. That the questionnaire contains fictional information has been stated before taking part in the survey. Also, the questionnaires are asked not to correspond about the fictional information presented throughout the survey.

(4) **Consent:** Informed consent must be obtained for all participants before they take part in your project. Either verbally or by means of an informed consent form you should state what participants will be doing, drawing attention to anything they could conceivably object to subsequently. You should also state how they can withdraw from the study at any time and the measures you are taking to ensure the confidentiality of data. A standard informed consent form is available in the Dissertation Manual.

(5) What procedures will you follow in order to guarantee the confidentiality of participant data? Personal data (name, addresses etc.) should not be stored in such a way that they can be associated with the participant's data. If no personal data will be stored, only the individual responses of the respondents will be stored. Also, personal questions are not asked. The collected answers are not traceable to a specific person.

Student's signature  date: 02-01-2017

Supervisor's signature (if satisfied with the proposed procedures)  date: 07/01/2017