Cardiff School of Sport

**DISSERTATION ASSESSMENT PROFORMA:**

**Empirical**

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<td>To Determine the Ways in Which Alcohol Sponsorship Influences Sport and Sports Organisations'</td>
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<td><strong>Supervisor:</strong></td>
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CARDIFF METROPOLITAN UNIVERSITY
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CARDIFF SCHOOL OF SPORT

DEGREE OF BACHELOR OF SCIENCE (HONOURS)

SPORT MANAGEMENT

TITLE: ‘TO DETERMINE THE WAYS IN WHICH ALCOHOL SPONSORSHIP INFLUENCES SPORT AND SPORTS ORGANISATIONS’

(Dissertation submitted under the discipline of)
MANAGEMENT & DEVELOPMENT

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Acknowledgement

I wish to acknowledge and give thanks to the several people, as without their support this individual project would not have been possible. Firstly, I would like to take this opportunity to express my gratitude to Bev Smith for the hours she has put into this project, along with the knowledge that she has passed onto me. Secondly, I would like to show appreciation for the emotional support that I have been given from my family and friends.
Abstract

According to Skinner and Rukavina (2003) sponsorship can be referred to as a movement where buyers and sellers form a relationship amongst themselves so that both benefit. Since the year 2000, sports sponsorship has risen significantly within the European market (Singer, 2008). During the early 1970's after years of debating, tobacco sponsorship of sport was banned from being broadcasted in the media within the USA which was previously one of the biggest sources of income for sports teams (Ling, 2010). According to Jones (2010) the tobacco sponsorship ban was due to the debate between public health advocates and industry groups about the appropriateness of inexorably linking sport with tobacco. However a ban for alcohol sponsorship was never put in place regardless of health issues and its inappropriate connection to sport. Therefore this has fired up a debate as to whether or not alcohol sponsorship of sport should be banned.

The purpose of this investigation was ‘to determine the ways in which alcohol sponsorship influences sport and sports organisations’. In order to determine its influences, it is imperative that the individual project entails a comprehensive review of literature into sports sponsorship and in particular alcohol sponsorship of sport. For the purposes of this investigation, it is fundamental that the researcher exposes the close link between alcohol sponsorship of sport and tobacco sponsorship of sport; along with the benefits of large sources of income for sport from the sponsorship of alcohol. The significance of this individual project is that the findings are current and therefore they could be used to determine whether or not a ban on alcohol sponsorship of sport should be put in place.

A mixed method research design was used to guide this study. This was done by the researcher used questionnaires to ask the sample group of 19 participants, both open and closed questions. It was identified in the methodology that the sample for the project would be third year Sports Marketing and Event Management students from Cardiff Metropolitan University, aged between 20-23 years old. In order to arrive at the current findings, analytical techniques such as:
bivariate analyses and multivariate analysis were used for quantitative data. Qualitative data was analysed using snap software.

From carrying out an analysis of the results obtained from the questionnaire, the influences of alcohol sponsorship on sport and sports organisations were determined. The findings taken from the results illustrated that the ways in which sport and sports organisations were influenced by alcohol sponsorship was through a generous amount of financial backing. Secondly, alcohol sponsorship influenced sport and sports organisations through engaging and encouraging the people who played sport and were part of Cardiff Metropolitan University to consume alcohol. The implications of the findings was that although it could be considered unethical, without financial backing from alcohol sponsors the likelihood is that there would be a shortfall of capital to support sport and sports organisations.
CHAPTER 1: INTRODUCTION
1.1: Background Information

According to Olkkonens’ (2001) sponsorship can be defined as being an equally beneficial business relationship that determines the importance of the connections made. Singer (2008) suggests that since the year 2000, sports sponsorship in the European market has risen significantly. It could be argued that along with the increase in sports sponsorship, the sponsorship of unethical products in general has increased. Cousins and Kypri (2008) suggest that there has been a particular increase in broadcast advertising in the sports industry. Furthermore, findings from researchers such as Cousins and Kypri (2008) into the increase in alcohol sponsorship has fired a debate as to whether or not the sponsorship of alcohol is ethical and moral. During the early 1970’s, a ban to reduce and control advisement of tobacco through the tobacco sponsorship ban was put in place to prevent adolescent smoking (Braverman & Aaro, 2004). Since then, many have argued that alcohol sponsorship is inappropriate as it shares many of its qualities with tobacco sponsorship (Crompton, 1993; O’Brien & Kypri, 2008; Davis, 2009). It could be debated that the business relationships that have been formed by sponsors and the sponsees are inappropriate, as the majority of professional athletes are advised not to consume alcohol. However, many of the athletes that have been associated with alcohol through the media have been as a result of their antisocial behaviour or due to them being admitted to hospital after excessive consumption (Davies, 2009). This has cause concern as it has been implied that fans try to associate themselves with sports players and teams that have characteristics that they wish to obtain (Parker & Fink, 2010). Therefore, the perception of fans, that playing and consuming the teams sponsor products will enhance their ‘health’ and ‘fitness’ has raised the argument that a ban of alcohol sponsorship should be considered (Parker & Fink, 2010). However, it has been argue that without the financial backing of alcohol sponsors, there would be a shortfall of capital to fund the sports industry (Desbordes, 2009).
1.2 Aims and Objectives

The overall aim of this individual research project is to establish the effects of alcohol sponsorship on the sports industry by ‘determining the ways in which alcohol sponsorship influences sport and sports organisations’. In order to meet the aim of the project, three key objectives have been set:

1. To determine the effects of alcohol sponsorship of sport on the drinking behaviour of sports men and women.
2. To highlight the similarities and differences between alcohol sponsorship and tobacco sponsorship.
3. To establish the financial effects of banning alcohol sponsorship of sport.

1.3: Overview of the Individual Project

This paper aims to demonstrate an independent approach to research by writing the literature in such a way that provides a trail of thought. The dissertation is made up of six chapters which intend to portray the trail of thought by discussion the process that has gone into creating the project. The literature review will be used to synthesize, evaluate, appraise and critique previous research. The investigation into existing research methods from the literature review will be used to form a methodology that identifies the procedure that will be carried out in order to obtain the opinions of a specific demography. Once the data has been collected and organised into tables and figures within the results section, they will be analysed within a discussion. To finish, a conclusion will be constructed that summarise the key points of the project. A reflection of the research process will be made, in order to identify future developments for experimental gain. The individual project will be underpinned with theoretical material to support points made.
1.4: Limitations of the Study

Although aims and objectives of the individual project were set, it has been identified that there are multiple factors that may act as a limitation of the study. These limitations have been identified prior to commencing the study and consequently, there may be additional limitations identified once the study has commenced. It could be suggested that the questionnaire would be more information rich if marketers completed them, as they would have more experience of working in the marketing industry. However based on the assumption that it would be extremely difficult to make contact and get a response, it was decided upon that they would be sent to Events Management and Marketing students instead. It has been acknowledged that the population of the sample comes from the same University and the same class. Therefore, their answers to the questionnaire may be influenced by their lecturer’s opinions and what they have previously articulated to them.
CHAPTER 2: LITERATURE REVIEW
Chapter 2.1: Sponsorship

Since 2000 sports sponsorship in the European market has risen significantly (Singer, 2008). Due to its increase in popularity, a variety of researchers have developed their own definitions of sponsorship (Olkkonens, 2001; Skinner & Rukavina, 2003; Parker & Fink, 2010; Mullin et al. 2007). The work of Skinner and Rukavina (2003) refers to sponsorship as a movement where buyers and sellers form a relationship amongst themselves so that both benefit. This definition links to Olkkonens’ (2001) definition of sponsorship being a mutually beneficial business relationship and it also identifies the importance of relationships. However researchers such as Parker and Fink (2010) have a contrasting view of sports sponsorship and suggest that it is ‘an investment, in cash or kind, in return for access to the exploitable commercial potential associated with the activity’. However a traditional, more common view of sponsorship is that sponsorship is the ‘acquisition of rights to affiliate or directly associate with a product or an event for the purpose of deriving benefits related to the affiliation or association’. This is also known as promotional licensing (Mullin et al. 2007 p.315; Sleight, 1989). Although there are contrasting elements within the different definitions, there are also similarities and loose connections between them all.

The sponsorship definitions suggest that sponsorship can be used for communicating with a target audience for a particular product or service which supports broadcasters in meeting objectives through commercial gain. According to Cousins and Kypri (2008), the decision to purchase a certain product involves a combination of individual, social and environmental factors. An environmental factor is promotion which can be done through broadcast advertising (Cousins & Kypri, 2008). The work of Masterman (2007) proposes that television and radio broadcasters can sell airtime packages which are known as broadcast sponsorship. Durden (2006) advances on this by suggesting that broadcast sponsorship is in effect the same as airtime advertising. In a study produced by Wishart et al., (2012) it is identified that the value of sponsorship is its ability to be used as a marketing tool. The work of Cliffe and Motion (2005) looks in more depth than Wishart et al., (2012) by narrowing the benefits of sponsorship down
into three categories: (a) consumer, (b) employee and (c) corporate. Consumer benefits include the buyer finding a brand which the customer likes or prefers (Cornweli et al., 2005). Corporations benefit from sponsorship as sponsorship increases positive affiliation (Cliffe and Motion, 2005). For example, if a company were to support a local school financially, then it allows the company to promote itself as being a respectable corporation. The work of Tripodi, et al., (2003) similarly researches the media and sponsorship. However, conversely it takes a different approach by advancing on the work of Cliff and Motion (2005) and then taking it to the next level by exploring in depth the key evaluation criteria for sponsorship selection. It could be argued that if a consumer prefers a brand, then it will increase the consumer’s intention to purchase that product/service. By examining the work of Cliffe and Motion (2005) and Tripodi, et al., (2003), it could be argued that it is fundamental to select the right sponsor to increase awareness of both the organisation and the sponsor.

According to Masterman (2007), it is essential that we sustain and develop on sponsorship as an integrated communications tool whether it is through media, athletes, events, teams or facility sponsorship. For example, when Volvo sponsored the Around the World race from Whitbread, seeing Volvo as the sponsor, sent the message to customers and the general public that Volvo was a strong and reliable brand. Farrelly et al., (2006, p. 1017) identified the primary objective for a sponsor as being able to “use the image of the sport entity to define, enhance, or even re-establish their own in order to influence the perceptions and purchase behaviours of target consumers, business partners, and other influential stakeholders”. However the work of Crompton (2004) advises that in order for sponsors to benefit, first they have to communicate with their target audience in order to get emotionally involved with them and gain their trust and respect. The study of Masterman (2007) supports the view of Crompton (2004) where it is suggested that reaching desirable targets segments is a pre-requisite for sponsorship choices. For example T-Mobile captured the respect and trust of the UK in 2004 by using its ‘official partner’ status for the UEFA EURO and using promotions that involved giving football fans ‘freebies’ such as free minutes (Masterman, 2007).
Chapter 2.2: Sports Sponsorship

According to researchers including Cornwell (2008), Olson & Thjomoe (2009) over the past couple of decades sponsorship in general and in particular sports sponsorship has become a vital part of an organisation’s communication strategy. The work of Masterman (2007) supports this by describing sponsorship as a ‘fully integrated communications tool’. Once the connection is formed between a team and the sponsor, the sponsor becomes part of a close group of fans by whom the sponsors are looked at more favourably by (Parker & Fink, 2010). In 2010, Parker and Fink created a questionnaire that tested the attitudes of fans towards a sponsor and formulated the results into a table. Their findings propose that fans try to develop self-esteem by associating with teams that have characteristics that they wish to obtain (Parker & Fink, 2010). By creating an opportunity to communicate with fans, the sponsor is then able to get intimate and emotionally involved with their specified target audience which then develops into increased sales for the sponsor (Compton, 2004). However some may feel that this research is inaccurate. Therefore it could be suggested that in order to test the research a survey consisting of the following sections needs to be created: (a) the selection of an event and choosing a corresponding sponsor of the event, (b) measuring the dimensions of the event and the sponsor and (c) the measurement of post event response and Intention to purchase. The survey would then need to be completed by: (a) a sample people who regularly what sport, (b) people who occasionally what sport and (c) people who never watch sport.

Parker and Fink (2010) report that the sport industry received over £6 billion of funding in 2007 alone. This was equal to 69% of all sponsorship investment within that year. The majority of sponsors are trying to get associated with having the same image as the sports and athletes that they have sponsored (Sports Business Journal, 2007). However for many of these sponsors, their products are being associated with the image of being ‘part of a healthy life style’ and ‘products that all athletes consume’ but this can be contested. The work of Kelly et al., (2011) describes fast food takeaways as unhealthy because they are high in fat, sugar, salt and contribute to obesity. Kelly et al., (2011) also looks in great detail at some of the unhealthy food and beverage sponsors that are
associated with the sports industry. Including organisations such as McDonalds, Coca-Cola, KFC, Pepsi and Schweppes. In an earlier article Kelly et al., (2011) identify that exposing children to unhealthy food and beverage has been recognised as a potential contributor to child obesity. However Desbordes (2009) study disputes with Kelly et al., (2011) negative view to unhealthy food and beverage sponsorship by implying that the sports industry wouldn’t be able to finance itself without the ‘unhealthy’ sponsors. It could be argued that although unhealthy food and beverage sponsors contribute to obesity, without the financial backing of these sponsors there would be a decrease in funding to sport which would also increase obesity as there would be less opportunity for people to play sport.

The Olympic Games is one of the largest and most popular mega events and it happens every four years which requires a substantial amount of funding (Toohey & Veal, 2000; Wallechinsky, 2004). During the course of the last 25 years corporate sponsorship has become a vital part of sustaining funding in order to make a success of the Olympic movement (Kang & Scotlar, 2011). Researchers including Alexandris et al., (2007), Apostolopoulou and Papadimitdou, (2004) and Thjomoe et al., (2002) have examined why corporations invest so much capital in sports sponsorship. However Boyle and Haynes (2009) and Rogers (2012) have done an investigation into how much sponsors invest specifically in the Olympic Games. Boyle and Haynes (2009) estimated that the London Olympic Games would need to secure sponsorship contracts totalling £650 million to meet costing targets. However a recent study by Rogers (2012) post-Olympic games reveals that a sizable £1 billion was obtained to meet the actual costs.

This chapter of the dissertation is set out to look at the historical background of sports sponsorship and underpinning it with references. The purpose of the chapter is to introduce the reader to sports sponsorship in order to advance the read on to more contemporary debates, issues and questions within the in the field. For example: alcohol sponsorship, tobacco sponsorship and the negative behaviour associated with sponsorship.
Chapter 2.3: Alcohol Sponsorship of Sport

During the last ten years, sports sponsorship including alcohol has increased (Howard & Crompton, 2005). Consequently this has led to a number of different debates amongst marketers, researchers, health advisors, politicians, athletes and members of the general public, as to whether or not alcohol sponsorship of sport is the best form of sponsorship to represent the industry (Kelly et al., 2011).

Previous research conducted by Jenson and Hsu (2011) goes into great detail not only about the cost of sports sponsorship but the benefits of sports sponsorship for the sponsors. The research of Desbordes (2009) was especially focused on the drastic impact that a ban on alcohol sponsorship in sport could have on the financing of sports through other means of sponsorship. There has been a wealth of research done specifically on three sports that have been sponsored by alcohol. These include football (Davis, 2009; O’Brien & Kypri, 2008), rugby (Thwaites & Carruthers, 1998) and cricket (Williams, 2005; Munro, 2006a; Sinclair, 2006). A study completed by Fielder et al., (2009) looks in depth at the exposure of alcohol advertising to children and adolescents on day time television and uses tables to underpin findings. It also identifies the significant relationships between youth exposure to alcohol sponsorship and how drinking intentions and behaviours change because of it. The negative response towards alcohol sponsorship in sport was echoed in Davis’s (2009) study, which looks at the effects of under age drinking but also raises the debate that alcohol sponsorship of sport could be seen as unethical and immoral. Davis (2009) argues that this is due to its similarities to tobacco sponsorship which has been banned within sports since the 1970’s. Ling et al., (2010) agrees and suggest that in particular the argument has been fuelled due to the health risk in consuming either of the products.
Within the world of alcohol sponsorship of sport there is an academic debate, due to there being two generally contested views. The first, which is supported by a multitude of researchers, is that alcohol sponsorship in sport is unethical and immoral (Munro, 2006a; O’Brien and Kypri (2008); Davis, 2009; Fielder et al., 2009; Jones, 2010). Researchers who support this argument are O’Brien and Kypri (2008). Their argument is that alcohol sponsorship of sport should be banned as alcohol consumption is ranked in conjunction with smoking when it comes to morbidity and mortality (O’Brien & Kypri, 2008). Crompton (1993) suggests that with the close link between alcohol and tobacco sponsorship, to ban one without the other would be contradictory. The work of Davis (2009) supports this argument and goes on to articulate that during the year 2002, 60% of 11-15 year olds were underage drinking. However, Davis’ (2009) research was conducted within 2002. It could be suggested that the research is now dated and therefore the figures given by Davis (2009) could be tested by creating a questionnaire and giving it to 11-15 year olds with different characteristics. For example: gender, type of school, highest sporting level reached and socio economic background. Anderson and Baumberg (2005) add to Davis’ (2009) argument, suggesting that media such as alcohol advertising and sponsorship in sports should not be discounted when it comes to influences. However there is a contested view of alcohol sponsorship of sport. This is that without the financial backing of alcohol sponsors within the sports industry, there would be a shortfall of capital to back the sports (Centre on Alcohol Marketing and Youth, 2003; Lee, 2008; Desbordes, 2009). Desbordes (2009) supports this statement and goes on to estimate that there would be a considerable £180 million shortfall for the UK alone if an alcohol sponsorship ban in sport was to be put in place. McDaniel et al., (2001) advances on Desbordes (2009) statement and suggested that due to alcohol sponsorship being associated to sport for decades around the world it would be unfamiliar to spectate at a match that doesn’t have alcohol signage. It could be debated that although alcohol sponsor invest a considerable amount of finance into the sports industry, the health agenda is a more moral argument.
Chapter 2.4: The Tobacco Sponsorship Ban

Reducing and controlling advisement of tobacco through the tobacco sponsorship ban was put in place to prevent adolescent smoking (Braverman & Aaro, 2004). The Study of Wichstrøm (2009) revealed that exposure to tobacco sponsorship and advertising is associated with smoking introduction, impulse purchases and relapsing when trying to quit. Nicotine is a natural component of tobacco and when inhaled, it can result in death and other fatalities if smoked for a long period of time (Le houezec et al., 2011). Therefore during the early 1970’s after years of debating, tobacco sponsorship of sport was finally banned from being broadcasted in the media within the USA (Ling, 2010).

According to Jones (2010) the tobacco sponsorship ban was due to the debate between public health advocates and industry groups about the appropriateness of inexorably linking sport with tobacco. This view was supported by the likes of The authors (2009) who’s literature accentuates that by banning tobacco sponsorship, it impedes sponsors from associating with physical activity and sporting role models. However a contested view is that the ban of tobacco was put into place due to the rise in smokers when subject to tobacco adverts which also has the potential to lead to ill health (Braverman & Aaro, 2004).

The work of Wichstrøm (2009) suggests that there are other ways of reducing adolescent sports players from smoking tobacco other than banning tobacco sponsorship of sport. Wichstrøm’s (2009) theory proposes that by creating sporting groups that consist of same-sex and same-gender that it would decrease the chance of the individuals within that category smoking tobacco. Wichstrøm (2009) logic is that peer pressure to smoke from older adolescents increases the likelihood of a younger individual smoking, however by reducing contact with the older peers it results in a decrease in peer pressure. On the contrary, the work of Braverman & Aaro (2004) disagrees with Wichstrøm’s (2009) findings by pointing out that without tobacco sponsorship there is a decrease in brand recognition amongst fans and players. Therefore there would be reduced temptation to impulsively buy and try tobacco induced products. The research of Kelly et al., (2002) assists in advancing on Braverman and Aaro’s (2004)
statement as it evidences that imagery advertising of tobacco was influencing adolescents, as studies showed that it increased attractiveness of the tobacco. On the other hand Chapman and Wakefields’ (2001) research investigates from a different angle by exploring the benefits of the tobacco sponsorship ban. It was evident that increasing tobacco taxes was an effective way of getting funding from the tobacco industry for the sports industry without increasing brand recognition and health risks (Chapman & Wakefields, 2001).

Chapter 2.5: Negative Behaviour Associated with Sponsorship

Due to a growth in alcohol sponsorship of sport, there has been an increase in alcohol consumption amongst fans (Davis, 2009). The work of Davies (2009) highlights the fact that inappropriate connections with physical activity and tangible products such as alcohol can cause great harm to its consumer. It can be argued that part of the harm caused to fans and even athletes on the odd occasion is negative behaviour. Davies’ (2009) research later goes on to suggest that this negative behaviour associated with fans and players includes: antisocial behaviour, absence from work/ education and an increase in hospital admissions. However other researchers argue that alcohol sponsorship is also associated with positive actions and behaviours such as: developing and delivering community health programmes (Burns & Hall, 2006), increasing the opportunity for people with disabilities to access programmes to further their development (Munro, 2000) and funding grass root sports (Burns & Hall, 2006).

On one hand researchers such as Davies (2009) have looked at the negative behaviours of fans and athletes when consuming the sponsor’s product. On the other hand a selection of researchers have examined the negative behaviours of the sponsors themselves. Parker & Fink (2010) have suggested that although there has been an increase in sponsorship of sport, very little consideration has been done which looks at the effects of sponsorship relationships when an establishment is part of a public scandal. An example of public sponsorship scandals is Enron Energy Service filing for bankruptcy after an investigation was carried out on them for criminal activity (Mullet, 1999). A study by Madrigal (2000), Gwinner & Swanson (2003), Parker & Fink (2010) investigated
into how fans responded to negative information about the NFL team sponsor whose team continued to support them. It also looked at how fans reacted to negative sponsor information which led to teams calling off their relationship with the sponsor. Their findings propose that once a relationship has been established with the sponsor and the fans, no matter what the negative information was, so long as the team remained supporting the sponsor then the majority of fans were content to continue thinking favourably of the sponsor (Parker & Fink, 2010). It could be suggested that in order to test Parker & Fink’s (2010) research, interviews could be conducted to test the fans response using three manipulations of online articles, each using the same layout. All articles would have to convey negative information of unethical actions carried out by the sponsor, two of the articles would need to convey a negative response by the team however the third article would have to suggest that the team are going to continue to support the sponsor. The interviewer would need to take the interviewee through the same set of questions after each article in order to assess their response to the articles. Dalakas & Levin (2005) support Parker & Fink’s (2010) theory and elaborated on it by identifying that their research revealed that fans that dislike a particular team or athlete showed a dislike to the brand that sponsored those teams/athletes.

Chapter 2.6: Rationale

Selecting an Area of Study

After producing an analysis of previous studies, it is clear to see that a broad range of research has been done on sponsorship, covering a wide range of topics. There are numerous potential questions that are yet to be researched and fall under any of the following headings: sponsorship, sports sponsorship, alcohol sponsorship, the tobacco sponsorship ban or negative sponsorship behaviour. Nonetheless, after researching sponsorship in depth and critically analysing the options, it could be argued that the most current topical debate is alcohol sponsorship. Therefore I have decided that completing an individual project on alcohol sponsorship is more likely to be beneficial to marketers, researchers, health advisors, politicians, athletes and members of the general public. It is
intended that this research will contribute to the debate of whether or not alcohol sponsorship of sport should be banned.

**Deciding and Finalising a Research Question**

This literature review is set out in such a way that looks in depth at previous research. After analysing the work of a selection of researchers, it is clear to see that extensive research has been carried out, including desk and field research. Researchers such as Fielder *et al.*, (2009) have used tables to illustrate their findings, whereas the likes of Davis (2009) exemplified her data findings using figures. Previous research has identified and highlighted two main contesting views towards alcohol sponsorship in sport which has been underpinned with academic references. The analysis looks at how previous research was conducted and explored the academic debate amongst different researchers. During the course of the paper, critiques of their findings were established.

After correlating the findings from the previous literature research, it is apparent that there is a need to conduct an investigation into the close link between alcohol sponsorship of sport and sports sponsorship of alcohol. Previous researchers have gone into great detail and produced some outstanding research specifically on alcohol sponsorship of sport. Researchers such as Davis, (2009); Fielder *et al.*, (2009) and Desbordes, (2009) have exploring a variety of research questions on alcohol sponsorship of sport in order to uncover a number of alcohol sponsorship facts. This allows a more educated debate of whether or not alcohol sponsorship of sport is ethical and moral. Their findings will prove extremely useful in the investigation ‘to determine the ways in which alcohol sponsorship influences sport and sports organisations?’ However a considerable amount of desk research needs to be carried out in order to make the investigations findings valid and reliable. The findings of the investigation ‘to determine the ways in which alcohol sponsorship influences sport and sports organisations?’ could prove to be vital in deciding the future of alcohol sponsorship of sport. This is because the findings should imply whether or not the sports industry can or cannot survive without the financial backing of alcohol sponsors.
CHAPTER 3: METHODOLOGY
3.1: Methodology Introduction

According to Clough and Nutbrowns (2007) a methodology is a concise description of how the research questions will be articulated and the reasoning for using a particular procedure’. The work of Thomas and Nelson (1996, p.62) elaborates on Clough and Nutbrowns (2007) definition by suggesting that the purpose of the methodology section” is to explain how the study is going to be conducted; who the subjects are, how measurement and the analysis of the results will be conducted and how to design the study”. The methodology chapter of this study aims to provide clear insight into how data will be gathered ‘to determine the ways in which alcohol sponsorship influences sport and sports organisations’. The study aims to describe the techniques used for data collection, sampling and the analysis of the data (Gray, 2009).

3.2: Research Method

In a study produced by Gratton and Jones (2010) it was suggested that in order to select the most effective research method a comprehensive theoretical understanding and a broad knowledge of previous studies is needed. Yiannakis and Greendorfer (1992) put forth a view that suggests that research is a source of new information and if it does not come from an existing body of knowledge, nor is theoretically informed then it is probable that the results will be narrow and have a ungeneralisable value. Therefore, during the independent project, research collected through the literature review aims to form a foundation for a theoretical understanding and a broader knowledge of the study in an attempt to select the most effective research method. The way in which the literature review does this is by looking at previous research and how it was conducted. After reading up on the area of study and analysing the different research methods used in similar contexts to this individual project, a research method will be selected.

According to Blaikie (2008) research strategies are found in frameworks such as philosophical or theoretical perspectives, otherwise known as paradigms. There are four types of paradigms, however the primary paradigms are known as positivism, which is associated with quantitative research and interpretivism which
is related to qualitative research. Qualitative research can be defined as the emphasis and importance of literature collected from research rather than quantification (Edwards & Skinner, 2009). This paper aims to take a qualitative approach to research through the use of: documented and open ended questions. It is intended that data will be analysed whereas themes and patterns will be interpreted. Unlike qualitative research, quantitative research relies on the collection of numerical data to clarify phenomena through the use of mathematical based methods (Aliaga & Gunderson, 2002). This individual project aims to use a set of closed-questions that have been pre-determined, are instrument based, look into attitude data and statistically analyse and interpret the results.

The researcher of this individual project has decided to use mixed method research as it will be a combination of both qualitative and quantitative research. It is the researcher of this individual projects opinion that by using a mixed method approach to research, it will help gain greater insight into ‘the ways in which alcohol sponsorship influences sport and sports organisations’. It could be argued that this is because in a paper by Creswell (2009, p15), it is listed that the benefits of mixed method research is that it uses: “Both pre-determined and emerging methods, open-ended and closed-ended questions, multiple forms of data that draws in on all possibilities, across database interpretation, statistical and text analysis”.

3.3: Instruments/ Equipment

After selecting a mixed method dissertation so that the research question could be addressed by collecting and analysing quantitative and qualitative research, it was then narrowed down to two data collection methods. These methods included questionnaires and interviews. However, questionnaires were selected over interviews because questionnaires allow for large sample sizes which will result in a greater reliability of the results. It could also be argued that questionnaires are less intrusive than interviews.
The questionnaires will be produced so that Sports Marketing and Event Management students can articulate their views ‘to determine the ways in which alcohol sponsorship influences sport and sports organisations?’ in a more time efficient manner than interviewing. Johnson and Christensen (2012) define a questionnaire as a self-report data collection instrument, which is given to a specific sample group to complete, so that the researcher can use it as part of the individual project. The questionnaires will be made up of 20 questions, which the participant will answer through means of open and closed questions and therefore the data collected will be both structured and unstructured. The use of open and closed questions will produce a combination of qualitative and quantitative data creating a mixed method approach to research (as discussed in chapter 3). The questions will be set out in a logical order, starting with simple closed questions and develop onto open ended questions that require more in-depth answers. In order to get the purest data it is essential that the answers to open ended questions are not generalised and attention is paid when analysing the answers (Gratton & Jones, 2004). The questionnaires will be distributed to 25 people, however it is anticipated that a minimum of twenty questionnaires are retrieved in order to gain reliable results. Due to the possibility of the sample group being challenging to get a prompt response out of, the questionnaire will be sent out two months before the official hand in date. This is so that a contingency plan can be put in place if the response is slower than expected. For example, additional questionnaires can be sent out to second year Sports Marketing students from Cardiff Metropolitan University in the hope that they will reply by the hand in date.

3.4: The Participants and a Justification of the Sample

According to Kumar (2005, p23) ‘the accuracy of findings largely depends upon the way the sample is selected’. Therefore, it could be argued that in order to achieve accurate findings, the questionnaire should be sent out to a class of third year Sports Marketing and Event Management students from Cardiff Metropolitan University. This is because of their up to date knowledge and expertise in the field and there locality. The sample will be made up of both males and females; however the pre-defined criteria will not state ratio of males to females in the sample. A total of 25 students aged between 20-23 years old will
be invited to participate in the research. The sample of enlisted participants will be asked to articulate their views on ‘the ways in which alcohol sponsorship influences sport and sports organisations’ through a questionnaire. It is believed that due to the students having very little or no experience of working in the marketing industry that their opinions will not be bias. However, it is still foreseen that the sample will have strong views on ‘the ways in which alcohol sponsorship influences sport and sports organisations’. All the participants will be chosen using purposive techniques on the basis that they meet the pre-defined criteria; therefore it will be information-rich and produce significant findings (Patton, 2002). The purposive sample of 25 students was selected on the grounds that not all the students may generate an interest in the individual project and some may not wish to participate in the study and therefore the sample is greater than needed. However all the questionnaires that are returned will be used, regardless of the quantity for more accurate findings.

3.5: Pilot Study

Before the questionnaire is sent out to the participants it will undergo a pilot study to test it and identify any ambiguities. According to Thomas and Nelson (1996) a pilot study provides experience in questionnaire technique and can act as a critical analysis in the questionnaire content and procedures used. The pilot study allows the researcher to test the quality of the questions being used within the questionnaire and ensure that the right vocabulary is used (Denzin & Lincoln, 1994). The pilot test will be sent to Beverly Smith a Sports Marketing and Event Management lecturer at Cardiff Metropolitan University. Being a lecturer of Sports Marketing and Event Management, Beverly has a broad knowledge of the marketing industry, is an expert at critiquing literature and has an academic viewpoint on how a questionnaire should be constructed. The aim of the pilot study is that the questionnaire will be completed and Beverly will provide feedback on its reliability, validity and acceptability.
3.6: Ethics

In a critical reflection in the field of ethics, it is articulated that irrespective of the nature of the research, it is vital that researchers take into consideration the effects of the research on participants by preserving their human dignity (Cohen, Manion & Morrison, 2007). Throughout the participation studies, multiple sources of documentation are intended to be used. According to McNeill and Chapman (2005) throughout the research process, the rights of the participants that take part in the questionnaire should be protected. This is to create a project that is deemed ethical, it could be argued that first it is vital to get access and acceptance. Cohen et al., (2007) suggests that a researcher should do this in the initial stages of the research project by creating informed consent forms. This is to ensure that the investigation is ethically valid (Gratton & Jones, 2010). It is proposed that the consent forms should include a paragraph that reiterates that participants involvement in the study is voluntary and at any time during the research process they have the power to withdraw from participating in the study (Denzin & Lincoln, 1994).

Throughout the project, it could be implied that it is essential that all documentation collected is stored correctly to protect the participant’s privacy. Literature written by Cohen et al., (2007) suggests that some information is more personal than others and therefore it is more threatening. It could be debated that if sources of information were leaked asking the students how they feel about sensitive aspects in an industry which they may wish to make a career in then it could have detrimental effects on their employability. In order to guarantee that the individual project complies with the participant’s right to privacy all sources of research will be appropriately stored on a passworded computer. It is intended that all information provided by participants will remain anonymous and confidential. Cohen et al., (2007) implies that the essence of anonymity is that information received by willing participants should not make known their identity. In order to guarantee that participant’s identities are not revealed, the questionnaire will merely ask for the participant’s gender and age rather than their names. It is accepted that as the researcher of this individual project, that one has
a responsibility to the community (e.g. by upholding the reputation of the university and maintaining strong ethics).

3.7: Validity and Reliability

It could be argued that a successful individual research project is one that produces results that are valid and reliable. According to Thomas and Nelson (2001) validity is the degree to which a test or instrument measures what it is supposed to. Whereas, Gray (2009) describes validity as the accuracy and credibility of the research procedure. It could be suggested that the results from the questionnaire will be valid as all participants will read and be asked to sign the participation sheet before participating in the research. This is to ensure that the participants are given accurate and sufficient information on the individual project which will assist them in making an education decision on whether or not to participate in the research.

Prior to handing out the questionnaires, a pilot study will be conducted to ensure that any ambiguities are identified, enabling adaptations to be made to the questionnaire prior to handing them out. It is intended that the pilot study will be put in place so that the anticipated results are achieved from the questionnaire without any research biases. To ensure that there is internal validity and no research biases, the pilot study aims to identify and eliminate research bias by making alterations to the questions that could be considered bias. It is proposed that the sample used will ensure validity of the questionnaires as it is intended that the pre-defined criterion of the sample group is adhered to. It could be suggested that a fundamental element of validity is reliability. Reliability can be defined as the consistency or repeatability of an experiment (Thomas & Nelson, 2001, p185; Gray, 2009). To ensure that the questionnaire results are reliable, the same questionnaire will be handed out to the entire sample to articulate their view through a selection of closed questions, making the results reliable. However, the results to open ended questions will be made reliable as they will be double checked by a supervisor. When distributing the questionnaires, all participants will be given the same: informed consent form, participant information sheet and will be offered the chance to ask the researcher any questions that they may have.
The participants will then have the opportunity to complete the questionnaire, if they so wish and the researcher will refrain from the participant to avoid any biases. Once the participants have completed the questionnaire, the researcher will then collect it and then offer up a second chance to ask questions about the individual project. It is proposed that the structured distribution, completion and collection process will ensure reliability of the project as it will be the same for each participant.

3.8: Data Analysis

The data collected from the questionnaires will be both qualitative and quantitative. Therefore in order to analyse the data correctly a mixed method will be applied and four techniques will be used in a logical order. In a recent study produced by Creswell and Plano-Clark (2011) they define the mixed method approach to research as the combination of both qualitative and quantitative research for a higher degree of understanding and corroboration. Whereas the research of Greene (2007) provides its readers with a definition of mixed method research as a mixed method concept which actively invites the researcher, people who have participated in the research and readers of the study to participate in dialogue about multiple ways of seeing and hearing and making sense of the social world, and multiple standpoints on what is important and to be valued and cherished. The first mixed method the study will use is descriptive analysis. It could be argued that descriptive analysis is essential as it ensures that the data is examined and that the dissemination and range of results are described in relation to each variable. Secondly the data from the completed questionnaires will be recoded where appropriate. For example, each gender will be put into a separate sub-group to allow statistical comparison to be made. The next step in the data analysis process is bivariate analyses. Bivariate analyses will be used so that simple cross-tabulations are formed to identify trends. Finally, multivariate analyses will be used to test the effect of one variable on an outcome. Qualitative data will be analysed using an award winning computer software known as Snap. Snap allows for detailed analysis to be made using its qualitative and quantitative pattern programme and results will be produced by formulating graphs which will interpret information from the questionnaires.
3.9: Summary

This chapter of the individual project provides a synopsis of the research design that will be carried out post methodology. A précis description of the intended demographic sample is documented within this chapter of the project along with the explanations as to why Events Management and Marketing students were chosen. The individual project looked at the most suitable source of instrumentation for data collection of the participation studies. It was identified that an ideal source of instrumentation would be questionnaires as it is a source that allows Events Management and Marketing students to articulate their views on ‘the ways in which alcohol sponsorship influences sport and sports organisations?’ in a more time efficient manner than interviewing. The paper looks at mixed method research in relation to methods of data analysis and identifies that a mixed method approach to research leads to a higher degree of understanding and corroboration (Creswell & Plano-Clark, 2011). The methodology allowed for an in-depth articulation of the importance of ethics and control measures that will be put in place to ensure that a strong sense of ethics is maintained throughout the project.
CHAPTER 4: RESULTS
4.1: Introduction to the Results

As discussed in the methodology section of this project, a pilot study took place (see appendix 1) that provided vital information on how to improve the questionnaire. Furthermore, a final draft of the questionnaire (see appendix 2) was produced and then completed by 19 participants within the anticipated sample. All participants were given a participant information sheet (see appendix 3) to read prior to participating in the study along with an informed consent sheet, which they were asked to sign (see appendix 4). The aim of this chapter is to provide accurate tables and figures from the experimental findings that were created by analysing the results from the questionnaire. This chapter of the essay includes figures and tables (using Snap software). To interpret the results of single questions and also tables of cross-tabulation.

Since this project undertook a mixed method approach, the results section is organised to show the quantitative data as tables and graphs (shown as graphic illustrations) with comments related to the significance of the results. The qualitative results are shown as a summary table, indicating key themes and comments from significant findings relating to those themes.

4.1: Results Section for Closed (Quantitative) Questions

Table 4.1: Through the use of bivariate analysis this table shows the percentage of males who consume alcohol whilst watching sport. It also compares it with the percentage of females who consume alcohol whilst watching sport (Q1, Q2). It could be suggested that these results are significant as table 4.7 suggests that alcohol sponsorship of sport is aired to target the male demography. However, it does not mention females as a targeted demography for alcohol sponsorship.

<table>
<thead>
<tr>
<th>Absolute Break % Respondents</th>
<th>Base</th>
<th>Missing</th>
<th>No reply</th>
<th>Do you ever consume alcohol whilst watching sport?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>10</td>
<td></td>
<td>-</td>
<td></td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>52.6%</td>
<td>-</td>
<td></td>
<td>-</td>
<td></td>
<td>52.9%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td></td>
<td>-</td>
<td></td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>47.4%</td>
<td>-</td>
<td></td>
<td>-</td>
<td></td>
<td>47.1%</td>
<td>50.0%</td>
</tr>
</tbody>
</table>
Table 4.2: This table identifies the locations where males and females watch sport (Q1, Q4). This table suggests that women are most likely to watch sport from a variety of locations as 10 participants selected 19 locations, whereas men are more likely to watch sport from a specific location as 10 participants selected 12 locations.

<table>
<thead>
<tr>
<th>Absolute Break % Respondents</th>
<th>Missing</th>
<th>Where to do you watch sport?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Base</td>
<td>No reply</td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>7</td>
</tr>
<tr>
<td>Missing</td>
<td>No reply</td>
<td>-</td>
</tr>
<tr>
<td>What is your gender?</td>
<td>Male</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>52.6%</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>47.4%</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 4.3: Looks at the whether the level of influence alcohol sponsorship of sport has on an individual can be realised by the frequency at which they drink whilst watching sport (Q5, Q3). From this cross-tabulation you can see that the level of influence that alcohol sponsorship has on a participant, does not affect the frequency at which they drink.

<table>
<thead>
<tr>
<th>Absolute Break % Respondents</th>
<th>Missing</th>
<th>If yes to Q2, how often?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Base</td>
<td>No reply</td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>-</td>
</tr>
<tr>
<td>Missing</td>
<td>No reply</td>
<td>-</td>
</tr>
<tr>
<td>How influential do you consider alcohol sponsorship of sport?</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>31.6%</td>
<td>-</td>
</tr>
<tr>
<td>Fairly influential</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>52.6%</td>
<td>-</td>
</tr>
<tr>
<td>Very influential</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>15.8%</td>
<td>-</td>
</tr>
</tbody>
</table>
**Figure 4.4:** Identifies reasons for the degree at which participants were influenced by alcohol sponsorship of sport (Q6). From this figure, it could be interpreted that the commercial success of alcohol sponsorship promotes impulse buying. However, it still remains that it’s a personal choice to drink or not.

![Figure 4.4](image)

**Table 4.5:** The results for the questions “which of the following forms of marketing do you consider to be the most influential?” and “please state your reasoning” using cross-tabulation (Q7, Q8). This figure shows a unanimous feedback from all 19 participants that TV is the most effective form of marketing. However, one participant along with TV selected radio. It is evident from this table that TV is influential because it combined audio and visuals and it has the largest media coverage.

<table>
<thead>
<tr>
<th>Absolute</th>
<th>Missing</th>
<th>Please state your reasoning for Q.7?</th>
<th>Base</th>
<th>No reply</th>
<th>Because of its visuals</th>
<th>It has the largest media coverage</th>
<th>Its accessibility</th>
<th>I use it the most</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV station</td>
<td>19</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Newspaper</td>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Radio station</td>
<td>1</td>
<td>5.3%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

Nakysha Boston: ST10001724
Table 4.6: This table shows the results for whether the participants think there are enough alternative forms of sponsorship to ban alcohol sponsorship of sport. Additionally, it illustrates the reasons for the participant’s response (Q9, Q10). A common debate has arisen in this table by creating a divide in the participants who think there is enough alternative form of sponsorship, compared to the number of participants who think there is not enough. This table highlights that alcohol sponsors are well off but that there are also multiple sponsors that could sponsor sport.

Figure 4.7 This table is an illustration of the number of participants that consider the marketing of alcohol, tobacco and gambling services to be ethical and non-ethical (Q11). It highlights that the majority of participants think that these products are unethical.
Table 4.8: This table clarifies whether the participants of the study felt that alcohol sponsorship was aired to target a particular demography. Furthermore, it makes clear the demography’s that were identified by the sample as being targeted (Q12, Q13) It could be argued that these findings are significant as it suggests that the drinking behaviours of sports men and women may have been learnt from watching alcohol sponsorship that was aired to target them when they were teenagers (13-18 Years old).

<table>
<thead>
<tr>
<th>Absolute Break % Respondents</th>
<th>Missing</th>
<th>If so, please list the demographic groups that you feel a...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Base</td>
<td>No reply</td>
</tr>
<tr>
<td>Missing</td>
<td>19</td>
<td>7</td>
</tr>
<tr>
<td>No reply</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Do you think alcohol sponsorship is aired to target parts...</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>Yes</td>
<td>73.7%</td>
<td>42.9%</td>
</tr>
<tr>
<td>No</td>
<td>26.3%</td>
<td>57.1%</td>
</tr>
</tbody>
</table>

Table 4.9: This table cross-tabulates question 15 with question 16 to determine whether the sample group felt as though alcohol sponsorship has increased over the last three years. Moreover, the table looks at the explanations that the sample groups believed contribute to the trend.

<table>
<thead>
<tr>
<th>Absolute Break % Respondents</th>
<th>Missing</th>
<th>What do you think are the main reasons that contribute to...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Base</td>
<td>No reply</td>
</tr>
<tr>
<td>Missing</td>
<td>19</td>
<td>-</td>
</tr>
<tr>
<td>No reply</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>In respect to trends, would you suggest that alcohol Advertising...</td>
<td>17</td>
<td>-</td>
</tr>
<tr>
<td>Yes</td>
<td>88.5%</td>
<td>-</td>
</tr>
<tr>
<td>No</td>
<td>11.5%</td>
<td>-</td>
</tr>
</tbody>
</table>

100.0%
Figure 4.10: This doughnut chart illustrates the results for the question “would you say that you are aware of the health concerns involved in consuming alcohol?” (Q18). This piece of research could be considered as noteworthy as it shows that 100% of the participants were aware of the health concerns involved in consuming alcohol.

Figure 4.11: This figure aims to elucidate how the participants of the sample became aware of the health concerns involved in consuming alcohol (Q19). This table suggests that there is a multitude of different ways that people find out about the health concerns involved in alcohol consumption. However, the majority of the participants were made aware by adverts.
Figure 4.12: This figure confirms the areas where participants thought a ban on alcohol sponsorship should be enforced (Q20). It highlights that majority of participants feel strongly that alcohol sponsorship of sport were the player are under 19 should be banned.

Table 4.13: This table examines the number of participants that were aware of adverts about the dangers of alcohol consumption during the time the questionnaires were completed (Q21). This table shows that only 8 participants out of 19 could name an alcohol awareness advert.
4.3: Results Section for Open (Qualitative) Questions

In order for qualitative responses to the questionnaire to be analysed effectively, first a selection of key themes were identified (See appendix 5). Once a selection of themes were acknowledged for each question, the theme used in the commentary table was identified using the most common theme response. This table suggests that there are six key themes identified throughout the questionnaire.

**Table 4.14:** Summary table of themes and comments.

<table>
<thead>
<tr>
<th>Themes</th>
<th>Comment response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influential factors of sponsorship:</td>
<td>1. “If people choose not to drink then they will not” 2. “I drink because I want to rather than because I was influenced” 3. “Already know what I like”</td>
</tr>
<tr>
<td>It’s a personal choice whether to drink or not.</td>
<td></td>
</tr>
<tr>
<td>Most influential form of advertising is television for its:</td>
<td>1. “Visuals are more engaging” 2. “Because it combines imagery and sound” 3. “Whilst watching the game I can the products and it prompts me to drink”</td>
</tr>
<tr>
<td>Visuals</td>
<td></td>
</tr>
<tr>
<td>There is a sufficient amount of alternative sponsors.</td>
<td>1. “Many other companies around other than alcohol ones” 2. “There are enough others but it doesn’t need to be banned” 3. “Lots of money in other things”</td>
</tr>
<tr>
<td>Increase in advertising</td>
<td>1. “Clubs want to get themselves more exposure” 2. “It’s commercial success and the capital that it contributes to sport” 3. “More sponsorship and advertising in general”</td>
</tr>
<tr>
<td>An increased revenue</td>
<td>1. “It’s financial gain” 2. “Lots of money/funding” 3. “Increase revenue and sports to invest in”</td>
</tr>
<tr>
<td>Adverts</td>
<td>1. “Make much clear the dangers of over consumption through adverts” 2. “Advertising and drink awareness” 2. “TV adverts”</td>
</tr>
</tbody>
</table>
CHAPTER 5: DISCUSSION
5.1: Introduction to the Discussion

This chapter aims to summarise the results and identify whether they are significant. The discussion will elaborate on and evaluate the findings from the primary research and link with the review of literature. The key headings identified for the discussion were previously identified in the introduction chapter as being the objectives to meet the aim of the project. The aim of the project is to establish the effects of alcohol sponsorship on the sports industry by ‘determining the ways in which alcohol sponsorship influences sport and sports organisations’. It is also intended that this chapter will provide a pliable answer to the research question by ‘determining the ways in which alcohol sponsorship influences sport and sports organisations’.

5.2: To Determine the Effects of Alcohol Sponsorship of Sport on the Drinking Behaviour of Sports Men and Women.

It can be seen from table 4.1 that there were the same percentage of males that consumed alcohol to females as fewer females took part in the study. These results could be considered as significant as the results from table 4.8 suggest that alcohol sponsors air television adverts to target the male demography, not females. It could be taken from the data that alcohol sponsorship of sport affects both males and females equally. Furthermore, the literature review did not establish any journals that specifically just used males as their sample group. Results indicate that the majority of the participants from the sample were influenced by alcohol sponsorship of sport to some degree (table 4.3). It could be argued that a high proportion of both the female and male demography consumed alcohol as a result of the influence that alcohol sponsorship of sport has over them. Although, a large proportion of the sample self-confessed to being influenced by alcohol sponsorship it did not affect the frequency with which the participants consumed alcohol in comparison with participants that were not influenced. An interpretation of figure 4.4 revealed that although there are multiple reasons why sports men and women are influenced by alcohol sponsorship of sport, the main reasons are because it is commercially successful and it promoted impulse buying. Research by Farrelly et al., (2006) supports these findings, by
suggesting that the primary objective for a sponsor is to establish an image that influences the perceptions and purchasing behaviours of their targeted consumers. The work of Masterman (2007) also agrees with the projects findings by expressing that by reaching and influencing the desired target segment, the sponsors have met a prerequisite of sponsorship choice. However 5/6 participants felt they were not very influenced by alcohol sponsorship of sport, they felt that it was their own choice to drink. One participant articulated:

“If people choose not to drink then they will not”

Therefore it could be suggested that the affects that alcohol sponsorship of sport has on the drinking behaviours of sports men and women is dependent on the personality type of the individual in question. It could also be implied that the alcohol sponsors communication strategy was ineffective on these participants as they were not emotionally involved with the sponsor (Crompton, 2004; Masterman, 2007). Table 4.8 implies that sponsorship is also aired to target teenagers (13-18 year olds). These findings are significant because they are cause for concern, as research by Anderson and Baumberg (2005), Davis (2009) and Fielder et al., (2009) suggests that there is a significant relationship between youth exposure to alcohol sponsorship and how drinking intentions and behaviours change because of it. This, together with the results chapter could infer that the drinking behaviours of sports men and women are learnt from when they were teenagers. This argument combined with the results from table 4.8 and theory could be used as supporting material for a ban of alcohol sponsorship, as many would see marketing alcohol to 13-18 year olds as unethical. Additionally, figure 4.12 also supports this argument as it insinuates that health advocates, sports representatives and the government need to pay particular attention to the topic of whether or not alcohol sponsorship of sport, where the players are 13-18 year olds should be banned. The majority of the sample felt strongly that alcohol sponsorship of sport where the players are 13-18 year olds, is unethical and immoral. Research by Davis (2009) also echo’s the same opinion as 12 participants of this study by suggesting that alcohol sponsorship of sport is unethical and immoral after researching the effects of underage drinking. It could be debated that by banning alcohol sponsorship of sport where the players are 13-18 year olds,
18 years old and consequently limiting their exposure to alcohol sponsorship, it could lead to a drinking behaviour change for the sports men and women of tomorrow. These findings support the findings of Kelly et al., (2011), where it is suggested that there has been a number of different debates and there will continue to be a number of debates on alcohol sponsorship. Kelly et al., (2011) implies that demography’s that could be part of the debate include: (a) marketers, (b) politicians, (c) researchers, (d) health advisors and; (e) members of the general public.

Whilst completing the questionnaire 19 participants were asked to select all the locations where they watch sport. From table 4.2 it can be interpreted that men are more likely to watch sport at a particular location, whereas the figures suggest that women are most likely to watch sport from a number of different locations. The table also illustrates that women are the most likely to stay in and watch sport from the comfort of either their home or a friend’s home. Therefore it could be interpreted that females are the most likely to be influenced by alcohol sponsorship of sport when broadcast advertisement is the only source of advertisement. Whereas, it could be assumed that it takes males a number of different advertising methods before they are influenced, as they are most likely to watch sport at the event. Nicholls et al., (1994) imply that types of at site advertising include signs that advertise the brand, scoreboards sponsored by the alcohol industry and kit with the sponsors brand on.

Figure 4.10 and figure 4.11 shows that there were a number of different ways in which the sample found out about the health concerns involved in consuming alcohol. Nevertheless, 100% of the participants felt as though they were aware of the health concerns involved in consuming alcohol. 10.5% expressed that their awareness of the health concerns involved in consuming alcohol was due to experiencing the effects of over consumption. One particular participant expressed that he/she was aware of the effects of consuming alcohol as a result of:

“Waking up with pain in the kidneys after a night out”
This is a cause for concern and suggests that the education system, parents and guardians and the government need to educate children at a younger age. Research by Fielder et al. (2009) illustrates that a proportion of 13-18 year olds have experienced underage consumption of alcohol. Therefore, it could be suggested that education on the health concerns involved in consuming alcohol should begin at 11-12 years of age. However, the results also show that a large proportion of the students were effectively educated about the health concerns. Thus, the results support the theory that the effects of alcohol sponsorship on the drinking behaviour of some sports men and women is less effective than they would have been had the students not known the concerns involved in alcohol consumption. Table 4.13 confirms that the 8 participants who were aware of alcohol awareness adverts, between them they came up with: Creamfield Scaffolding, Change for Life and Don’t Drink and Drive. However, an additional two participant were aware of alcohol sponsorship adverts but not aware of any alcohol awareness adverts and this suggests that the government needs to rethink their advertisement strategy to compete with alcohol sponsors.

It could be suggested that the statistics obtained from table 4.9 is significant as only 10.5 % of the sample suggested that in respect to trends, alcohol sponsorship adverts have become increasingly popular over the last 3 years due to its low cost. Whereas a study by O’brien and Kypri (2008) found that a large proportion of students (74%) received discounted alcohol and reported up to a 20% discount on alcohol purchased from their sponsor. In this study it was reported that 31.5% of the sample population felt that the trend was due to an increase in advertising in general. It could be taken from this research that an increase in the advertisement of alcohol is due to a growth in the marketing industry as a whole, not because the alcohol industry has influenced the drinking behaviors of particular individuals which had led to increased revenue. Therefore it could be suggested that alcohol sponsors have increased adverts to keep up with the competition, not because their effective promotion strategies have influence the purchasing habits of sports men and women.
5.3: To Highlight the Similarities and Differences Between Alcohol Sponsorship and Tobacco Sponsorship.

It could be argued that the questionnaire is not the right method for data collection to highlight the similarities and differences between alcohol sponsorship and tobacco sponsorship. Therefore, it was imperative that this project portrayed the similarities and differences between alcohol sponsorship and tobacco sponsorship through the literature review. During the literature review it was highlighted that there were many similarities between alcohol sponsorship and tobacco sponsorship some of which were confirmed in this projects findings. Research discussed in the literature review by Braverman and Aaro (2004) found that imagery advertising of tobacco was influencing adolescence by increasing the attractiveness of tobacco. The results from this study (table 4.5) also found that participants were most influenced by alcohol sponsorship on TV stations because of its visuals and figure 4.4 proposed that this was because it promoted impulse buying. In the literature review it showed cause for concern because when tobacco is inhaled for a long period of time it can result in death (Lehouezec et al., 2011). Whereas, the literature review focuses on the frequency at which people consume alcohol, rather than the number of years. As alcohol consumption is safe in moderate amounts (Centre on Alcohol Marketing and Youth, 2003).

Whilst constructing a questionnaire, it was decided that the participants would be asked the question: “Do you consider the marketing of alcohol, tobacco and gambling services as unethical?” (see figure 4.7). As all participants voluntarily answered this question, one would assume that they were already aware of the similarities and differences between alcohol sponsorship and tobacco sponsorship. It is evident that the literature review highlighted the similarities and differences between alcohol sponsorship and tobacco sponsorship. However, for the objective to be effectively met and to ensure the answers to Q11 were educationally informed (see appendix 2), it could be suggested that the participant information sheet could have discussed the similarities and differences between alcohol sponsorship and tobacco sponsorship (see appendix 3).
5.4: To Establish the Financial Effects of Banning Alcohol Sponsorship of Sport.

When asking the participants “do you think there are enough alternative forms of sponsorship to ban alcohol sponsorship of sport?” the responses were split. A common response for the participant who said no was because they felt that alcohol sponsors were too financially well off for other industries to compete (See table table 4.6). This is a popular argument that has been supported by many researchers (McDaniel et al., 2001; Centre on Alcohol Marketing and Youth, 2003; Lee, 2008; Desbordes, 2009). Additionally, it suggests that the research of McDaniel et al., (2001) estimating a considerable £180 million shortfall for the UK alone if an alcohol sponsorship ban in sport was to be put in place. However, 47% of the participants altercation, by proposing that there are enough alternative sponsors to ban alcohol sponsorship of sport. One participant expressed that there is:

“Lots of money in other things”

These reporting’s (table 4.3) are in agreement with a multitude of researches that a ban of alcohol sponsorship is a viable option (O’Brien & Kypri (2008); Davis, 2009; Fielder et al., 2009; Jones, 2010). This difference of opinion is also reflective of the debate amongst marketers, researchers, health advisors, politicians, athletes and members of the general public (Kelly et al., 2011).

5.5: Answering the Research Question

From performing an analysis of the results obtained from the questionnaire, the influences of alcohol sponsorship on sport and sports organisations were determined. The main findings taken from the results illustrate that the majority of participants within sports teams and sports organisations are influenced by alcohol sponsorship to some degree. The results insinuate that the use of television adverts was decidedly powerful as its commercial success and visuals stimulated impulse purchasing of alcohol. A theme identified in table 4.13 suggested that
sport and sports organisations receive a generous number of financial support which acts as the main influence for their loyalty towards alcohol sponsors. However, the results revealed evidence of a debate as to whether or not there are a sufficient amount of alternative sponsors that are financially well off to ban alcohol sponsorship.
CHAPTER 6: CONCLUSION AND RECOMMENDATIONS
6.1: Conclusion and Recommendations Introduction

The aim of the conclusion is to form a critical reflection of the research process was undertaken. This will include the approach and procedures that assisted in conducting the study. This chapter of the individual project intends to summarise the real-life impact of the findings that were critically reviewed in the discussion chapter. Dialogue will be provided on the practical implications that acted as limitations, affecting the validity and reliability of the research findings. An overview will be provided that has derived from the discussion on how the major findings resulted in answering the initial research question.

6.2: Concluding the Study

The focus of the individual project was ‘to determine the ways in which alcohol sponsorship influences sport and sports organisations’. The individual project did this by following an academic research plan that consisted of an: introduction, a review of literature, methodology, results section, a discussion of the results and concluded the project. The literature review allowed the researcher to develop an understanding and broadened ones knowledge of the research area. This acted as a theory base, when selecting a research question that was conducive to research that had previously been undertaken by experts in the field. The information obtained by means of the literature review suggested that the chosen research question was significant and therefore would lead to the production of new knowledge. Once the literature was formulated, a methodology was constructed. In the methodology it was identified that using a sample of 25 Events Marketing and Management students aged 20-23 from Cardiff Metropolitan University would provide the study with sufficient data. It was decided upon that a mixed method questionnaire was the best method to obtain quality data. However, the study only attracted 19 participants that were willing to participate in the study. A discussion of the results interpreted and explained findings, some of which were
highly significant. The main research findings determined that the main ways in which alcohol sponsorship influences sport and sports organisations. It suggests that they were heavily influenced as alcohol sponsors provided generous funding that has lead to a debate as to whether there are enough alternative sponsors to ban alcohol sponsorship. Additionally, the research findings illustrated that the majority of sports men and women were in some way influenced by alcohol sponsorship. It was suggested that these participants may have been influenced from a young age (13–18 year olds). Therefore the study provides relevant literature to be considered by the government when deciding to support or oppose a ban of alcohol sponsorship of sport.

6:3: Limitations of the Study

In assessing one's performance and the process undertaken, there are always areas for improvement. The introduction chapter acknowledged limitations of the study prior to commencing the research process and planned around them. Irrespectively, like any piece of academic research additional limitations of the study became apparent once the research process had begun. One could be suggestive that the limitations affected the validity and reliability of the research findings. Therefore, it has been recognised that the limitations of this individual project were:

- Consistent to any third year students on a three year course, the sample were educated to the highest level for the course they were studying. Therefore, it was the researchers’ opinion that they would have given in-depth and knowledge informed answers. Never the less, regardless of the samples knowledge on the topic area, it became apparent that the purity and quality of the answers given were compromised. This was a result of the sample group having multiple tasks to carry out in a short period of time and therefore they didn’t have time to give extensive answers.
- Secondly, despite the researcher approaching 25 students and asking for them to participate in the study, only 19 students replied. It has been assumed that this was either because the study didn’t generate an interest
in them or they felt there time could be better spent carrying out an alternative task. This affected the reliability of the results.

6.4: Overview of the Aims and Objectives

The discussion chapter of this individual project, revealed an extensive amount of dialog of the three objectives that were identified in the introduction chapter. Consequently, resulting in a clear view as to whether or not the objectives were met. As the researcher of this individual project, one is suggestive that the discussion provides evidence that the following objectives were met to a reasonable standard:

1. To determine the effects of alcohol sponsorship of sport on the drinking behaviour of sports men and women.
2. To establish the financial effects of banning alcohol sponsorship of sport.

As the results provided sufficient information to provide a response that answered the objectives. Unfortunately, the method used for data collection did not prove sufficient in:

3. Highlighting the similarities and differences between alcohol sponsorship and tobacco sponsorship.

As the questionnaire was not an informative piece of documentation. The participant information sheet acted as an informative documentation however it could be suggested that putting that particular information into the document would cause biases in the answers to the questionnaire. Although the objective was not met for the sample, it could be argued that it was met through means of the literature review. Thus, one could argue that the overall aim of the project:

- To establish the effects of alcohol sponsorship on the sports industry by ‘determining the ways in which alcohol sponsorship influences sport and sports organisations’.
Was met as the research question ‘to determine the ways in which alcohol sponsorship influences sport and sports organisations’ was answered (see chapter 5).

6.5: Future Recommendations

During this discussion the results were explained and interpreted with the assistance of secondary data. From information gathered, it could be advised that reasonable recommendation for the future would be to increase the number of participants in the research project. This could be done by using an additional 25 participants that are aged 18-23 that are in their second year of sports marketing rather than their third (in Cardiff Metropolitan University). The aim would be that by increasing the sample size, the results gathered would be more reliable.

A second area for development could be to include more questions about the financial effects of banning alcohol sponsorship of sport for a more extensive discussion. Additionally, this would improve the extent to which the objective is met. Finally, if this project were to be carried out again it could be advocated that the participant information sheet has background information on the similarities and differences between alcohol and tobacco sponsorship. The effect of implementing this recommendation would be that the objective would have been more fully met, therefore achieving the overall aim of the project.
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January

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APPENDICES
Appendix 1: Pilot study

First draft of pilot study questionnaire

1. What is your gender?
   Male
   Female

2. Do you ever consume alcohol whilst watching sport?
   Yes
   No

3. If yes to Q2, How often?
   Only at mega events
   Once a month
   Once a week
   None of the above

4. How influential do you consider alcohol sponsorship of sport to be?
   Not very
   Fairly influential
   Very influential

5. Which of the following forms of marketing do you consider to be the most influential?
   Radio station
   TV station
   Newspaper
   Other
   You could do with asking why?

6. Do you think there is enough alternative forms of sponsorship to ban alcohol sponsorship of sport?
   Yes
   No
   but I don’t believe that alcohol is appropriate for sport played by children.

7. Do you consider marketing of alcohol, tobacco and gambling services to be ethical?
   Yes
   No

8. Please state your reasoning for Q7:
   As I explained in Q6, not appropriate for children. Adults can make a choice.

9. Do you think alcohol sponsorship is aired during specific programmes that target particular demographics?
   Yes
   No
   I don’t know
   Too much to consider here for a yes / no response.

10. If so, please list the demographic groups that you feel are being targeted:

11. Do you think that alcohol marketing contains a sufficient health warning?
   Yes
   No

12. In respect to trends, would you suggest that alcohol adverts in sports have increased over the last 3 years?
   Yes
   No
13. What do you think are the main reasons that contribute to the trend?

Alcohol products are commercially successful. The companies have large budgets and are happy to be associated with successful sports and athletes.

14. What do you consider to be the main benefit of alcohol sponsorship of sport for a sports organisation?

Benefits are generally related to financial income and wider reach.

15. Would you say that you are sufficiently aware of the health concerns involved in the consumption of alcohol?

Yes ✓ But what does 'sufficiently' mean?
No

16. Do you think there should be a ban on (please tick):

- Alcohol sponsorship in general
- Alcohol sponsorship of sport
- Children's sport
- Older people

17. Do you think sports organisations support or oppose a ban against alcohol sponsorship in sport?

Support
Oppose

18. In relation to question 17, why a sports organisation support/oppose a ban?

Financial reasons
Because of the health risks involved
Loyalty to a specific sport
Because of the demographic group they advertise to
Other:

Thank you for taking the time to complete this questionnaire.

* There have been campaigns & TV adverts about the dangers of alcohol consumption (in excess) you might ask whether they are aware of any adverts. Also, how they might be better informed.
Appendix 2: Questionnaire

A questionnaire 'to determine the ways in which alcohol sponsorship influences sport and sports organisations.'

Before completing this questionnaire please read the consent form. Please take 5 minutes to read, understand and complete the questionnaire. Please tick the answer that applies to you.

Tell us about your self

Q1 What is your gender?
  Male
  Female

Q2 Do you ever consume alcohol whilst watching sport?
  Yes
  No

Q3 If yes to Q2, how often?
  Only whilst watching mega events
  Once a month
  Once a week
  None of the above

Q4 Where do you watch sport?
  At the event
  At a friends
  At the pub
  At home

Q5 How influential do you consider alcohol sponsorship of sport to be?
  Not very
  Fairly influential
  Very influential

Q6 In response to Q.5, please say why?

Q7 Which of the following forms of marketing do you consider to be the most influential?
  TV station
  Newspaper
  Radio station
  Other

Q8 Please state your reasoning for Q.7:

Q9 Do you think there are enough alternative forms of sponsorship to ban alcohol sponsorship of sport?
  Yes
  No

Q10 Please state your reasoning for Q.9:

Q11 Do you consider the marketing of alcohol, tobacco and gambling services to be ethical?
  Yes
  No

Q12 Do you think alcohol sponsorship is aimed to target particular demographics groups?
  Yes
  No
Q13  If so, please list the demographic groups that you feel are being targeted.

Q14  Do you think that alcohol marketing contains a sufficient health warning?
   Yes ................................................................. [ ]
   No ................................................................. [ ]

Q15  In respect to trends, would you suggest that alcohol adverts in sports have increased over the last 3 years?
   Yes ................................................................. [ ]
   No ................................................................. [ ]

Q16  What do you think are the main reasons that contribute to the trend?

Q17  What would you consider to be the main benefit of alcohol sponsorship of sport for a sports organisation?

Q18  Would you say that you are aware of the health concerns involved in consuming alcohol?
   Yes ................................................................. [ ]
   No ................................................................. [ ]

Q19  In response to Q.17: If yes, what made you aware? If no, what can be done to better inform you?

Q20  Do you think there should be a ban on (please tick all that you think are appropriate):
   Alcohol sponsorship in general ........................................ [ ]
   Alcohol sponsorship of sport ........................................... [ ]
   Alcohol sponsorship of sport where the players are under 18 ........................................... [ ]
   None of the above ..................................................... [ ]

Q21  Are you aware of any adverts about the dangers of alcohol consumption?
   No ................................................................. [ ]

   If yes, please list ..........

Thank you for taking the time to complete this questionnaire.
Appendix 3: Participant information sheet

Cardiff School of Sport Ethics Committee
Research Participant Information Sheet

Project Title: To determine the ways in which alcohol sponsorship influences sport and sports organisations.

This piece of documentation includes information on:
The background and aim of the research,
The job of the researcher,
The job of the participants,
Benefits of taking part,
How data will be collected and
How the data / research will be used.

This piece of documentation is to assist you (the participant) in making and informed choice about whether or not you would like to participate in the research project.

Background and aims of the research
There are two different arguments that previous researchers have made for and against alcohol sponsorship of sport. The first is that alcohol sponsorship of sport is unethical and immoral due to the health risks involved in excessive consuming of the product. The second is that without alcohol sponsorship of sport then there would be a substantial loss of funding within sport. The investigation aims to use both desk and field research and determine the ways in which alcohol sponsorship influences sport and sports organisations.

My role as the researcher:
The researcher in this investigation is names Nakysha Boston. The role of the researcher in this instance is to hand out questionnaires to you, the participant to complete by the hand in date specified on the questionnaire.

Your role as a participant:
Your role as the participant if you choose to partake in this investigation is to answer all the questions as openly and honestly as you can. The completion of the questionnaire pack is not compulsory, and you do not have to respond to every question should you wish not to.

Benefits of taking part:
The benefit of you as the participant taking part is that you will get to have your say on the ways in which alcohol sponsorship influences sport and sports organisations, with the chance of having you opinion published.
How data will be collected:
Data collection will be done by you handing in the completed questionnaire to, Nakysha Boston (the researcher).

How the data / research will be used:
In approving to voluntary partake in the research, you will be consenting for me (the researcher) to use your responses to the questionnaires and include them within a larger data set that includes the data of other participants. Your personal data will be anonymous and will not be reported alone, but within the total sample of participants.

Your rights
As you are a voluntary participant, you are free to withdraw from the study at any time, without reason as to why you are leaving. If information is used from the questionnaire you have submitted then you will remain anonymous in its final reporting.

Protection to privacy
Concerted efforts will be made to hide your identity so you remain anonymous in any written transcripts, notes, and associated documentation that inform the research and its findings. Furthermore, any personal information about you will remain confidential according to the guidelines of the Data Protection Act (1998).

Contact
If you have any further queries regarding the research that I will be carrying out, then please do not hesitate to contact me:

Nakysha Boston
Cardiff School of Sport
Cardiff Metropolitan University
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Appendix 4: Informed consent form

CARDIFF METROPOLITAN UNIVERSITY

Section one of this document should be filled out by the researcher, however section two MUST be filled out by the participant. Please fill out any blanks in section two.

Section 1

CSS Reference No: ____________________________
Title of Project: ‘When does alcohol sponsorship of sport become sports sponsorship of alcohol?’
Name of Researcher: Nakysha Boston

Section 2

Statement | Please circle the correct answer
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I confirm that I have read the information sheet, which has been dated _____________. I as the participant feel that I have had an acceptable amount of time to consider what the information sheet proposes and had the opportunity to ask any questions that I may have had. | True/ false
I realise that my participation into the study is voluntary and therefore I can stop at any time without providing a reason without your legal rights being affected. | 
I realise that that information form the study may be used for reporting purposes and that I will remain anonymous if it does. | 

I ____________ agree to take part in the study entitled ‘when does sports sponsorship of alcohol become alcohol sponsorship of sport’.

Date: _______________ Signature: _______________

Name of persons taking consent: ____________________________ Signature: ____________________________

Date: _______________

* When completed, one copy for participant and one copy for researcher’s files.
Appendix 5: Identifying themes

Identifying themes for open question responses to the questionnaire
(Q.5: How influential do you consider alcohol sponsorship of sport to be? Possible answers: Not very, fairly influential, very influential)

Question 6: In response to Q.5, please say why?

1. A lot of people tend to drink whilst watching sport
2. Does not influence my choice to drink
3. Seen by millions
4. Its commercial success
5. If people choose not to drink then they will not
6. Because of its frequency
7. By funding major sports events
8. Seeing alcohol around the ground makes you want some
9. Not really related for me. I cannot link drink organisations to many sports.
10. I drink because I want to rather than because l was influenced
11. For me personally, I don’t drink often
12. Loads of people drink at matches
13. Always see it around, adverts
14. Because its worldwide and seen by a lot of people
15. Already know what I like
16. No reply
17. Remind you of the drink brand
18. It promotes impulse buying
19. No reply

Identifies themes key

- No reply
- It’s a personal choice whether to drink or not
- It promotes impulse buying
- Because of its commercial success
- I cannot recall any alcohol sponsors to sport
- Because it funds major sports events
(Q7: Which of the following forms of marketing do you consider to be the most influential? Possible answers: TV stations, newspapers, Radio stations, other)

**Question 8: Please state your reasoning for Q.7:**

1. Everyone watches TV
2. Visuals are more engaging
3. Visual
4. You can see it
5. Watch more TV than I read the newspaper or listen to the radio
6. Whilst watching the game it prompts me to drink
7. Motion movement
8. I am always watching TV
9. Its global and there's more channels
10. Because it combines imagery and sound
11. It is on all the time
12. Visual imagery
13. I always watch TV
14. Most people around the world have access to a TV
15. Widest coverage/watch
16. See it the most
17. Watch TV and listen to radio the most
18. Visual imagery
19. Majority of people watch TV

**Identifies themes key**

- Because of its visuals
- It has the largest media coverage
- Its accessibility
- I use it the most
(Q9: Do you think there are enough alternative forms of sponsorship to ban alcohol sponsorship of sport? Possible answers: Yes, No)

**Question 10: Please state your reasoning for Q.9:**

1. Energy drinks are becoming bigger
2. Refreshments are part of the service offered on match day so sponsorship should be allowed.
3. No reply
4. There has been an increase in gambling sponsorship which sport could use
5. Too much money/profit in alcohol
6. Not many sponsors can bring the financial gain that alcohol sponsorship does
7. Not sure
8. Lots of money in other things
9. Lots in terms of non-sporting organisations, lots of markets/industries
10. Alcohol sponsors are more financially better off
11. The choice is either fast food or alcohol, I am not aware of other forms of sponsorship other than Nike
12. Alcohol sponsors are well off financially
13. Soft drinks like Lucozade are seen to
14. Many other companies around other than alcohol ones
15. Lots of other forms of advertising
16. There are enough others but it doesn’t need to be banned
17. No reply
18. The financial element
19. Some other sponsors may not be big enough to cope with the demand of the sports events

**Identifies themes key**

- No reply
- Alcohol sponsors are well off financially
- There is a sufficient amount of alternative sponsors
- There are alternative industries that could sponsor sport
As the product is used at the event
There are not enough organisations that are financially well off to sponsor sport

(Q12: Do you think alcohol sponsorship is aired to target particular demographics groups? Possible answers: Yes, No)

**Question 13:** If so, please list the demographic groups that you feel are being targeted.

1. Adults
2. Doesn’t require a reply
3. Doesn’t require a reply
4. Doesn’t require a reply
5. Students and general pupil who can drink
6. Teenagers, students and sports fans
7. Young males
8. Students, men
9. Students, 25-30
10. Sports fans, males
11. Young people
12. Doesn’t require a reply
13. Doesn’t require a reply
14. Over 18s that go to sporting events
15. Students, middle age, men
16. Young adults
17. No reply
18. Students, males
19. Younger people

**Identifies themes key**

- No reply
- Over 18s
- Students
- Males
- Sports fans
Teenagers

(Q15: In respect to trends, would you suggest that alcohol adverts in sports have increased over the last 3 years? Possible answers: Yes, No)

Question 16: What do you think are the main reasons that contribute to the trend?

1. More companies arising
2. I have not noticed a trend
3. Popularity/ big business
4. There has always been a lot
5. Alcohol has because cheaper and easily accessible
6. Its commercial success and the capital that it contributes to sport
7. More adverts
8. TV, advertising
9. Social drinks
10. There are more sports to sponsor
11. Recession and everyone like to drink to make themselves feel better
12. More people watch sport because of the Olympics so alcohol sponsors invest more
13. New drinks coming out
14. Clubs want to get themselves more exposure
15. Drinking culture
16. More sponsorship and advertising in general
17. Sports events have become social events
18. The increase in adverts
19. More alcohol

Identifies themes key

- Increase in alcohol companies
- Increase in alcohol based products
- Increase in advertising
- Sports events have become social events
- Its accessibility and low cost
- Increase in sports
- The trend has not changed
**Question 17:** What would you consider to be the main benefit of alcohol sponsorship of sport for a sports organisation?

1. Increasing its audience
2. Money
3. Lots of money/funding
4. The adverts are fun and catchy
5. Brand association
6. Its financial gain
7. funding
8. Brings in money for them
9. Increase revenue and sports to invest in.
10. Capital
11. Most people like to have a drink when watching sport
12. The financial gain
13. Brings in money
14. Funding and money brought in
15. Financial gains
16. money
17. No reply
18. Capital
19. money

**Identifies themes key**

- No reply
- An increased revenue
- Brand association
- Sport is linked with a popular product
(Q18: Would you say that you are aware of the health concerns involved in consuming alcohol? Possible answers: Yes, no)

**Question 19:** In response to Q.17: If yes, what made you aware? If no, what can be done to better inform you?

1. School and own research
2. Government campaigns
3. Adverts on TV
4. Adverts
5. The affects during and after consumption
6. Health talk in PSE in high school
7. Self-research
8. adverts
9. TV
10. School
11. Waking up with pain in the kidneys after a night out
12. Family and friends
13. Advertising–drink aware
14. Make much clear the dangers of over consumption through adverts
15. education
16. School, TV, newspapers
17. No reply
18. Parents
19. TV adverts and parents

**Identifies themes key**
- No reply
- Family and friends
- Education
- Independent research
- Adverts
- Experiencing the effects