

Abstract

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Team identification model: antecedents and outcomes of football sport sponsorship in Egypt.

Football domain is the most popular sport form worldwide; it gains the majority of the sponsorship effort in Egypt. This study focuses on two antecedents team's perceived prestige; domain involvement; it measures sponsor's recognition, and purchase intention as the outcomes of fan's level of team identification. A quantitative study is conducted using self-administrated questionnaires. The results show that domain involvement has a positive relationship with fans' level of team identification; that highly identified fans tend to recognize the sponsor of their favorite football team and to have higher purchase intention of the sponsor's product service. Finally, conclusion and implications are presented to improve the understanding; implementation of sports football sponsorship in Egypt.