Sport sponsorship, team support and purchase intentions a. b. Australia This research assessed the influence of team support and perception of sponsors on the purchase intentions of sport consumers. This research reports on the results from a survey of members of a professional Australian (rules) Football League club. Madrigal counselled that consumer passion for the sport team is the pivotal variable. involvement and consumer response. identification with the sponsored sport team and consumer's purchase intention attitudes. the most important aspect of the hierarchy related to the tendency of consumers to hold favourable attitudes towards . the perceived importance of those beliefs. and expertise to intention to purchase showed that only the. Athlete/celebrity sponsorship sports footwear purchase decisions in the U.S. 2014. How important are athlete/celebrity sponsorships to your sports footwear purchase decisions?* This statistic depicts the influence of athlete/celebrity sponsorship on customer's sports footwear purchase decisions. 43% of respondents rated athlete/celebrity sponsorship as not at all important to their decision. Show more. This statistic depicts the influence of athlete/celebrity sponsorship sports footwear purchase decisions on customer's sports footwear purchase decisions. 43% of respondents rated athlete/celebrity sponsorship as not at all important to their decision. Show more. This statistic depicts the influence of athlete/celebrity sponsorship on customer's sports footwear purchase decisions. 43% of respondents rated athlete/celebrity sponsorship as not at all important to their decision. Show more. Show sources information. Special properties. Consumers who have purchased athletic footwear or apparel in the last year. Method of interview. Online panel. To manage sponsorship spending effectively, advertisers must first articulate a clear sponsorship strategy—the overall objective of their portfolio, the target demographic, and which stages of the consumer decision journey (awareness, consideration, purchase, loyalty) sponsorships can support.2 2. David Court et al., “The consumer decision journey,” McKinsey Quarterly, June 2009. Companies should then implement a complete marketing ROI program based on five metrics to measure the performance of sponsorship spending: 1. Cost per reach. Marketing executives should evaluate cost per reach—the num