Radboud University

To what extent can Dutch football clubs, according to visual attention, influence the daily behavior of their supporters in terms of sustainability, through social media?

Master thesis
Master Business Administration in Marketing
2022-2023

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Abstract

Purpose – Contributing to the debate on the possible role of Dutch football clubs on the sustainable behavior of their supporters.

Design/methodology/approach – In an experimental study with a between-group design, 65 participants were asked to look at a possible advertisement of a football club, while their eye movements were measured. Group one saw an advertisement with a player of the club they like, and group two saw an advertisement with the logo of the club they like. An additional survey revealed their attitude towards the advertisement and intention to change their behavior. For the analysis, partial least squares structural equation modelling was used.

Findings - The findings of this study indicate that the difference between advertisements does not lead to a significant change in their visual attention. Moreover, it disproves the expected role of celebrities on visual attention and the moderating role of team identification on these two. In addition, the study also reflects that visual attention, in turn, not leads to a certain attitude toward the campaign and that this attitude does not influence behavioral intention.

Research implications – To extent marketing and sustainable social media strategy literature, the findings provide new insights into the role of endorser type, visual attention, and a possible behavioral change in their daily routine.

Managerial implications – By investigating the role of endorser type, visual attention and behavioral change, marketeers of football clubs could improve their sustainability social media strategy.

Keywords – *Endorser – Team identification – Visual attention – Social media strategy*

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1. Introduction

The world is facing many environmental problems, and people are responsible for most of them (Trudel, 2018). The consequences of climate change have become apparent and affects the entire spectrum of our society. The public opinion has reached a point where it is hard to justify this with "business as usual", and many organizations are pressed to find some solutions (Bertini et al., 2022). The Youth Study, conducted by Shell (2019), supports the assumption of growing climate change awareness. In 2015 younger generations were most afraid of terror attacks and in 2019 the environmental pollution and climate change were perceived as the highest threat by 66% (Venghaus et al., 2022). We see an increase in focus, when talking about the concepts: sustainability[1] and responsibility[2]. Companies and organizations are trying to promote sustainability in many ways and in recent years have become more involved in social projects.

During the last 10 years, there has been an increasing interest in organizational sustainability. Sports organizations, such as football clubs, are a particular type of civil society organizations (CSO), and have been adopting sustainability, slowly (Lozano & Barreiro-Gen, 2023). Football is uniquely positioned by its presence throughout society to make an integrated contribution to the health, design, connection and economy of football fans. Due to the intrinsic values of football, BVOs (Professional football organizations) can be used as a platform to carry out social projects (PwC, 2015). So, football clubs have the potential to become societal change agents and make societies more sustainable through a shared identity (Lozano & Barreiro-Gen, 2023).

There is a lot of attention for football clubs and their contribution to society. Football clubs are currently in a bad light. The lighter incident during the Feyenoord-Ajax match (Verseput, 2023), the stone which was thrown by Cambuur supporters toward the bus with SC Heerenveen supporters (NOS, 2023) and the PSV 'supporter' who entered the field and tried to hit the Sevilla goalkeeper (NOS, 203). These are some of the major events that have taken place on Dutch football fields in recent months. These are big issues that need to be addressed. Another issue where football clubs can contribute to society is sustainability. In terms of the importance of CSR in today's business world, this seems important. However, football clubs are not aware of how they can contribute to society and how much impact they can make (de

[1] "Development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland et al., 1987, p. 43).
[2] "Rational and efficient use of resources with respect to the global human population" (Fisk, 1973, p. 24).

Lange, personal communication, April 14, 2023; Janssen, personal communication, February 7, 2023; Coremans, personal communication, February 7, 2023).

The progress towards more sustainable societies requires moving from a more reactive way to immediate problems, towards a more proactive way by focus on avoiding possible future problems and preparing for potential events (Lozano & Barreiro-Gen, 2023). For that process it is required that sustainability is endorsed by a group or opinion leader to be adopted by society. Although football clubs have adopted sustainability slowly, these organizations could be an option as opinion leaders to create more attention regarding sustainability. This means that there is an opportunity for professional football organizations to increase their impact in term of sustainability, as most professional football organizations do not yet have a concrete sustainability policy (PwC, 2021). However, it seems football clubs are unaware of how to make a sustainable strategy and how to positively influence their fans with this strategy. This statement is confirmed by the interviewed managers/employees of the social departments of the football clubs; Vitesse, Ajax/NAC and NEC with whom an interview was conducted at the start of this study.[3]

Looking further into the influence football clubs have through social media, we see a large amount of Instagram followers at the three biggest clubs in the Netherlands. Ajax got a fanbase of 8 mil, PSV 0.8 mil and Feyenoord 0.7 mil. Currently, clubs use social media to engage supporters and keep them informed about news surrounding the football club. To promote topics such as sustainabiltiy, something else is needed. To have the biggest and most effective impact possible and thus influence many fans in a positive way, it is crucial to understand how to provide a strategy to promote sustainabiltiy. A part of this strategy is understanding how to develop a most effectively design. In this research the practical need for this sustainable strategy is that they need an understanding of how to use their social media to promote CSR.

In short, this thesis addresses the practical need that football clubs need to understand how they can use their social media channels for CSR purposes and how to develop the most effective design possible.

At this stage, the following should be indicated. Unfortunately, there is little research in the current literature on this topic. Therefore, for some topics, there is chosen to zoom out and take a more global view of the subject.

[3] The interviews can be viewed by sending an email to: g.de.schutter1@gmail.com.

Theoretically, this thesis seems to be at the intersection where four different streams of literature converge. The gaps arising from this intersection are defined below.

First, traditional studies on football clubs in social media have focused on the development of strategies that has the potential to deliver community growth and belonging, interaction and engagement, traffic flow to official websites and commercial gain (McCarthy et al., 2014). However, there is no research about how to incorporate a social media strategy for content of a football clubs with CSR purpose. Available research's tells that sport, more than any other potential vehicle, contains qualities that make it a powerful force in effecting positive social contributions (Smith & Westerbeek, 2007). However, in their research it is more about the role that sport can play as a vehicle for deploying CSR, but not in what way and which strategy for example fits best. So, we need a holistic understanding of how football supporters respond to football clubs' CSR purpose social media content. A key component of this holistic approach is customer experience, which is the second component of the theoretical relevance.

Many studies on customer experience have focused on a theoretical viewpoint and focus on its dimensions (Gentile et al., 2007). However, there is less empirical research about customer experience and connecting some of the different dimensions to each other in one study. According to the literature, more empirical research needs to be conducted on the concept of customer experience (Srivastava & Kaul, 2014; Verhoef et al., 2009). Theoretical literature on customer experience agrees that the effect of customer experience on consumer behavior is contingent upon the unique amalgamation of dimensions (Pekovic & Rolland, 2020). According to Voorhees et al. (2017) relevant customer information for all experiential dimensions are cognitive, emotional, sensory, social, and behavioral. These dimensions offer a more holistic perspective and can be seen as a process that consumers go through. We now call it the "customer purchase journey" or the "customer decision journey" (Lemon & Verhoef, 2016). A part of this "customer decision journey" is visual attention, the third component of the theoretical relevance to this thesis.

Traditional studies on visual attention in an advertisement setting have focused separately on two different factors: top-down and bottom-up factors (Cao et al., 2019). However, there is less research about the interplay of these factors in a social media content setting, to receive a good visual attention for the advertisement. Top-down factors are previous ideas about the product that consumers already had. Bottom-up factors are factors which are the characteristics of the stimulus itself (Pieters & Wedel, 2004). These bottom-up and top-down factors are often described separately and are thought to involve different neural mechanisms and anatomical substrates (Katsuki & Constantinidis, 2014). Available studies

(e.g., Conner et al., 2004) argue that bottom-up attention interacts with top-down cues when we need to search for something specific. Katsuki and Constantinidis (2014) even found evidence to regard these factors as closely intertwined. To get a better insight in how to connect the top-down and bottom-up factors in a social media content setting in the best way, this research will look at celebrity endorsement as a bottom-up factor in driving visual attention and team identification as a top-down factor. Celebrity endorsement was chosen for this thesis because celebrity endorsement is often used in a corporate social media strategy.

When looking beyond celebrity endorsement, studies on traditional endorsers in influencer marketing focused on different types of endorsers. However, there is no research about football clubs themselves as endorsers. Available studies indicate that three types of traditional endorsers exist: experts, celebrities, and regular consumers (e.g., Daneshvary and Schwer, 2000). In contrast to experts and consumers, celebrities typically portray meaning, attractiveness and status (McColl-Kennedy et al., 2019). According to Knoll and Matthes (2017), celebrities tend to be more effective endorsers as they can attract attention and penetrate advertising clutter. Available research outlines how celebrity endorser efficacy operates and explored boundary conditions for positive outcomes related to consumer behaviors, intentions, and attitude (Bergkvist & Zhou, 2016). So, this study examines whether the benefits given by researchers to celebrity endorsers also apply to the football clubs themselves when they display expressions about sustainability through social media.

In short, the scientific relevance of this thesis is fourfold. First there is no research about how to incorporate a social media strategy for content of a football clubs with CSR purpose. Second, there is less research on an empirical view of customer experience and connecting some of the different dimensions to each other in one study. Third, there is less research about the interplay of top-down and bottom-up factors in a social media content setting, to receive good visual attention for the advertisement. Fourth, there is no research about possible types of endorsers to what type of endorser a football club is dedicated to.

1.1. Research objective

To address these needs, the current study seeks to investigate customer experience by visual attention and attitude. A distinction is made between different drivers and outcomes. The drivers of this thesis consist of endorser type and team identification. The outcomes consist of behavioral intention to change.

The aim of the study is to gain more insight into customer experience by exploring the drivers and outcomes of visual attention in sustainable social media advertisements of football clubs. Based on current findings, agencies and advertisers would be poorly advised to maximize the area size of the image, regardless of its content, to maximize attention to the entire ad. However, there is evidence for text superiority in incremental attention, with the area devoted to text having a substantial positive effect on attention to the entire ad. This is because increasing text area increases attention to this element much more than simultaneously decreasing attention to the brand and image elements (Pieters & Wedel, 2004). In addition to these factors, the study examines whether adding another than the traditional endorser types to the ad influences the behavior of supporters. Here a distinction is made between a player (celebrity endorsement) and a club (no current theoretical endorser type). The measurement of visual attention will be done by eye-tracking. Eye-tracking has a more standardized way of investigating cognitive processes than memory-based measures and is less influenced by response bias than self-reporting is and has (Krajewski et al., 2011). The premise underlying the use of eye-tracking technology is that there is a relationship between where an individual looks and what he or she is paying attention to or thinking about (Henneman et al., 2017). When a person leaves the visual attention phase, the ad has been looked at in a certain way. Felix and Borges (2014) indicate in their research that visual attention is linked in a positive way to an attitude toward the ad and purchase intentions.

To get the right results, an experimental study with a between-group design will be conducted. In this study, participants will be asked to look at a possible advertisement of a football club, while their eye-movements were measured, after which they are asked to complete a survey. In conclusion, the after-mentioned research design is utilized to answer the following research question: *To what extent can Dutch football clubs, according to visual attention, influence the daily behavior of their supporters in terms of sustainability, through social media?*

1.2. Relevance

The contributions of this thesis are both theoretical and practical**.** The study aims to gain more insight into the drivers and outcomes of visual attention in sustainable social media advertisements of football clubs. To gain more insight, this research contributes based on the following components: the first three will be theoretical contributions and the last a practical one.

First, through lab experiment research, there will be an actual empirical contribution to the literature. This contribution will consist of insight into how football clubs can adopt their strategy in terms of social media channels for sustainability purposes and how to develop the most effective design. Within this strategy, the contribution will be made by linking dimensions of customer experience and connecting top-down and bottom-up factors. This will contribute to the current customer experience and social media strategy literature. Second, this research will contribute to new knowledge in the field of endorsers in influencer marketing. Current knowledge is based on three types of traditional endorsers: experts, celebrities, and regular consumers. Nothing is known about endorsers in the field of football clubs themselves. Thirdly, another added value is measuring visual attention through eye-tracking. Eye tracking is a way of collecting detailed information about the searching behavior of a customer (Shankar et al., 2011). This information is less influenced by response bias than self-report and is a more standardized way to examine cognitive processes than memory-based measures (Krajewski et al., 2011). This will contribute to the current visual attention literature. Finally, this thesis will contribute to the marketers of football clubs, by making football clubs aware of the influence they can exert with this strategy.

1.3. Outline

In the next chapter (2), a theoretical framework will be provided, which gives an overview of the state-of-the-art literature on the different concepts of this study and the antecedents and outcomes of visual attention. Next, in Chapter 3, the methodology is presented.

2. Literature review

This chapter consists of a further explanation of the information mentioned so far. The first part of this chapter will provide a context by giving an overview of relevant literature, focusing on the concepts: social media marketing, sports marketing, CSR communication and customer experience. Secondly, the conceptual model and the hypotheses will be presented.

2.1. Theoretical background

2.1.1. Social media marketing

Social media has been widely recognized as an effective mechanism that contributes to companies' marketing strategy and aims, particularly in the aspects related to communication, customer involvement, and customer relationship management (Filo et al., 2015; Saxena &

Khanna, 2013). Traditional studies have found that most studies on social media have been observed within the field of marketing (Dwivedi et al., 2015). Various dimensions and many constructs have been tested and addressed by researchers who have looked at social media marketing issues (Alalwan et al., 2017). According to Tuten and Solomon (2015), social media marketing is; "The utilization of social media technologies, channels, and software is to create, communicate, deliver and exchange offerings that have value for an organization's stakeholders" (p. 21). What is striking about the current literature is that the combination of social media and marketing is quickly seen from a commercial point of view. When looking for literature that deals with a form of value addition, such as sustainability, little amount of research can be found. This is the same with literature on CSR social media marketing. For example, Yang et al. (2020) indicates the most important platforms in terms of effectively communicating that your company is CSR focused, to come across to the outside world in the best possible way. So, there is missing literature based on CSR and sustainability without a profit motive. From the concept of 'social media marketing', there will be a further exploration of information appropriate to this research, which will be done using the following concept of 'sports marketing'.

2.1.2. Sport marketing

Sports consumers differ from ordinary consumers of ordinary businesses. This becomes especially clear in the case of traditional football fans. For one thing, they tend to be more passionate about their favorite football team than consumers are about their favorite brand. Second, fans show a high degree of loyalty to their team (Bühler & Nufer, 2006). Dempsey and Reilly (1998) explain this loyalty with the fact that supporters find something in football that they cannot find anywhere else, e.g., the escape from the ordinary working world, the feeling of being part of a community the escape from the ordinary working world or adrenaline rush and thrill of a match. That is why fans pledge loyalty to their club. Loyalty and passion lead to the third difference: football fans are in their consumption behavior often irrational. Purchase decisions are for example, rarely made on commercial grounds, or as Cashmore (2003) puts it: "Part of being a fan involves buying all manner of product related to the object of adulation, regardless of quality or price" (p. 23).

According to Bühler and Nufer (2006), approaching such consumers requires a different way of marketing than the traditional way, namely 'sports marketing'. Sports marketing is: "a social and managerial process by which the sport manager seeks to obtain what sporting organizations need and want through creating and exchanging products and value with others"

(Shilbury et al., 1998, p. 13). The current literature within sports marketing mainly focuses on what kind of fans there are, how they behave (Harris & Ogbonna, 2008), and what exactly sports marketing is and how it differs from 'normal' marketing (Bühler & Nufer, 2006). When looking further into the football literature in the social media marketing context, in-depth literature can be found in things like, the brand image of a football club through social media (Maderer et al., 2018), the fan engagement that comes from using social media (Vale & Fernandes, 2018), effectively using of commercial potential (y et al., 2014) and social media use for brand awareness (McCarthy et al., 2022). When looking at social media strategy regarding CSR, nothing is known about this in the literature. This research is going to contribute to that.

2.1.3. CSR in communication

The concept of CSR and the understanding of what it entails are constantly devolving, which means that there is no consensus on a definition among either academics or professionals (Ihlen et al., 2011; Okoye, 2009). What was considered CSR ten years ago is now considered a basic business requirement (Arvidsson, 2010). With its focus on the consumer group, this thesis has a stakeholder-oriented understanding of the concept of CSR as described by Ihlen et al. (2011). "The corporate attempt to negotiate its relationship to stakeholders and the public at large. It might include the process of mapping and evaluating demands from stakeholders, and the development and implementation of actions or policies to meet (or ignore) these demands. At a minimum, CSR focuses on the way corporations handle economic, social and/or environmental issues" (p. 8). Increasing societal pressure for companies to engage in corporate social responsibility (CSR) has led to increasing focus on how and whether, companies can communicate about these activities (Arvidsson, 2010).

What seems to be particularly examined in these studies is the fit that can occur between the company and the consumer (Schmeltz, 2017). Tench et al. (2014) indicates that CSR communication is not a simply one-way public information model of exchange, nor is it just a company's strategic management. It is or should be a two-way communication between stakeholders and companies, with a focus on shared values and mutual understanding. As also indicated in chapter 2.1, it is often about the commercial point of view when communicating with CSR. According to the article by Andersen et al. (2017), this is not surprising. They say that CSR is said to be resting on a fundamental dilemma. A dilemma between the duties of maximizing profits and ethical obligations toward society. It is perhaps not surprising then that when option two is chosen, that option one is not completely abandoned. In any case, it is

striking that the current literature does not indicate anything in CSR communication without commercial intent. When the link is then made to CSR communication in the field of football, or possibly in the field of sports, nothing can be found. Unfortunately, as Ji et al. (2022) says, there is little existing research to understand how CSR knowledge is constructed and disseminated in the communication discipline.

As indicated, communication should be good between stakeholders and companies. A possible stakeholder could be a consumer. In the next chapter "customer experience", we will delve further into the consumer perspective.

2.1.4. Customer experience

This chapter will discuss the concept of customer experience. First, there will be a look at what customer experience is. Secondly, it addresses how companies deal with it, and lastly, there will be a look at the dimensions and outcome of customer experience.

In order to study how football clubs can attract visual attention more effectively, a holistic perspective on customer experience has to be adapted. Becker and Jaakkola (2020) define customer experience as “non-deliberate, spontaneous responses and reactions to particular stimuli” (p. 637). According to De Keyser et al., (2020) there are three common and overarching customer experience building blocks: (1) touchpoints, (2) context, and (3) experience qualities. Touchpoints reflect the series of individual contacts between customers and the company/brand during the customer journey that serves a purpose (Homburg et al., 2017; Lemon & Verhoef, 2016). For experience formation, these touchpoints are crucial because, without imagined or actual interaction, there can be no customer experience (Hoffman & Novak, 2018). Context generally refers to the contingent state that determines what resources a person can draw from indirectly and directly at any given time (Bettencourt et al., 2014; Chandler & Vargo, 2011), which determines the subjective nature of Customer experience, in that each Customer experience is unique to each customer (Sandström et al., 2008). We consider context, in line with Belk (1975), as all factors that are specific to a particular place and/or time (i.e., situational-McColl-Kennedy et al., 2019) and are usually transient in nature. Experience qualities include the set of distinctive attributes that reflect the nature of responses to interactions with the brand/company and reactions (De Keyser et al., 2015; Keiningham et al., 2020). Herein, five qualities are distinguished: valence, dimensionality, participation level, orderliness, and time flow.

Becker and Jaakkola (2020) says that customer experience includes many types of customer reactions that can vary in strength and nature. They indicate that rather than just

aiming for "memorable" or "positive" customer experiences, companies should define their intended customer experience with finer nuances. Companies can determine, depending on their value proposition, what reactions they hope to elicit. After this intended customer experience is defined, to determine which offer-related stimuli are likely to influence these customer reactions and responses, companies should map the consumer journey. While mapping the consumer journey, companies should be aware that customer responses to stimuli also depend on situational, customer, and sociocultural conditions. For this reason, customers in different positions and situations, with different resources, are likely to respond to certain stimuli in different ways. Contextual factors may additionally influence the evaluative outcomes of certain stimuli. Companies must also consider how practices, value and norms in the customer's context affect their experiences (Akaka & Vargo, 2015). The integrative view of customer experiences offered in the study of Becker and Jaakkola (2020), emphasizes the importance of both stimuli that are outside the company's control (e.g., customer goals, ecosystems; Akaka & Vargo, 2015) and controllable stimuli (e.g., services cape; Grace & O'Cass, 2004).

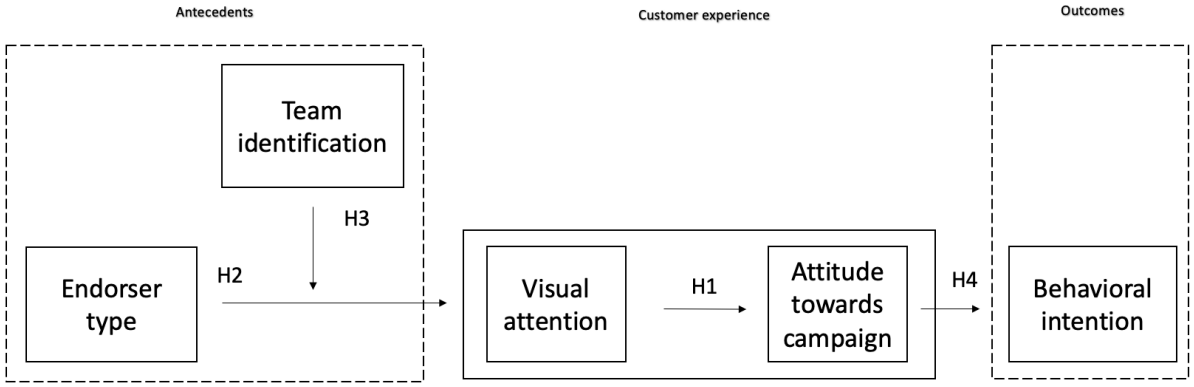
The customer experience can be seen as a multidimensional construct, including five dimensions: lifestyle, relational, emotional, cognitive, and sensorial (Gentile et al., 2007). In this thesis, sensorial-, behavioral- and cognitive will be discussed and connected. First, social media advertisements are aimed to gain visual attention of consumers, which means that it can be categorized in the sensorial dimension. This dimension is the component of the customer experience whose stimulation affects the senses (Gentile et al., 2007). One of the first scientists that mentioned attention was William James in 1980, an American psychologist and philosopher. His definition of attention is "the taking possession by the mind, in clear and vivid form, of one out of what seem several simultaneously possible objects or trains of thought, localization, concentration, of consciousness are of its essence. It implies withdrawal from some things to deal effectively with others and is a condition which has a real opposite in distraction" (Posner & Petersen, 1990). The second dimension in this thesis is the cognitive component. This component of customer experience relates to conscious mental processes or thinking. An offering can engage customers in problem-solving and a company can led consumers to revise some common mental assumptions or usual ideas (Gentile et al., 2007). This thesis will study whether this cognitive process can be triggered and how.

When the cognitive component is successfully triggered, this could lead to the outcome of customer experience, behavioral intention. This behavioral intention is considered by the extent to which customers devote resources and effort to the process of creating the service (Dabholkar, 2015), insofar as they actively participate in producing and consuming value

(Nysveen & Pedersen, 2014). For an overview of this, the conceptual model of the study is attached below.

2.2. Hypotheses development

Figure 1, Conceptual model



Starting from the model, first the components of customer experience (visual attention and attitude towards campaign) will be discussed, after which the drivers and outcomes will be discussed.

2.2.1. Components of customer experience

2.2.1.1. Visual attention

Visual attention is more specifically defined as the allocation of one's processing capacity to stimuli in one's visual field (Bundesen et al., 2005). The human brain is not capable of processing all the amount of received information (Al-Azawai, 2019). Therefore, only the important parts are focused on (Al-Azawai, 2019). Our eyes have limited acuity to a small part of the visual field (Carter & Luke, 2020). So, one of the biggest challenges for marketers is getting and maintaining attention (Weima & Van Rijsoort, 2019). Visual attention has been studied for many reasons in several fields of research, for example in marketing (Rumpf et al., 2020), neuroscience (Kanwisher & Wojciulik, 2000; Lockhofen & Mulert, 2021) and psychology (Fox, 1993; Janelle & Hatfield, 2008; Memmert et al., 2009). The neuronal mechanism for visual attention is a phenomenon that remains consistent in all these studies. In other words, the information enters at the visual cortex of the brain and is processed along the cortical areas (Itti & Koch, 2001). The actual control of attention deployment occurs in the dorsal stream, resulting in eye movements to the elements of interest (Itti & Koch, 2001). Research has been conducted to determine whether people are able to focus their eye

movements on one visual element and pay attention to another visual element. The findings of Hoffman & Novak (2018) shows that subjects cannot move their eyes to one place and look at another. It is also important to note that there is a difference between awareness and visual attention. We are aware of many inputs, but without attention, this conscious experience cannot be reported and is quickly erased and forgotten (Lamme, 2003). For a further explanation of the concept of visual attention the framework of Pieters and Wedel (2004) will be used. They developed a framework that assists in understanding the mechanics of the customer experience components, which consists of top-down and bottom-up factors and will be discussed after the "attitude toward campaign" concept.

2.2.1.2. Attitude towards the advertisement

In this study, attitude towards the advertisement is seen as an outcome of visual attention. (Lutz, (1985) defines attitude towards advertising as “a learned predisposition to respond in the consistently favorable or unfavorable manner to advertising in general” (p. 53). An attitude is basically an imaginary construction that signifies an individual’s personal perception as dislike or like. Attitudes are in modes such as positive, negative, or neutral views directing to an “attitude object“: i.e., a person, event, or a behavior. A strong attitude is quite defiant to change (Sharma, 2012).

According to Boscolo et al. (2020), the type of advertisement (female, male or neutral) has an impact on the visual attention and the attitude towards the ad. They say that the target audience pays more attention to the commercials and processes the information with more favorable attitudes when they are improved. The research of Felix and Borges (2014) indicates that there is a direct effect between the two variables itself. They show that consumers' visual attention (viewing time) to the endorser is positively related to the endorser's attractiveness and attitude toward the ad. This is because visual attention has an influence on attitude toward the ad, because consumers who pay more attention to an endorser in an advertisement may develop more positive attitudes, either towards the endorser or towards the ad. To test if this is also the case for the subject of this thesis, the following hypothesis is formulated:

H1. A high visual attention of football supporters towards the social media advertisement, results in a better attitude of football supporters towards the football clubs’ sustainability campaign.

2.2.2. Drivers of customer experience

According to Pieters and Wedel (2004) two types of factors can be differentiated in the field of visual attention: Bottom-up factors (stimulus) and top-down factors (person and process). These terms are explained in the above model using 'the antecedents' of visual attention. In the following paragraphs, these comprehensive factors will be defined by factors used in this thesis.

2.2.2.1. Bottom-up factors

Bottom-up factors are factors, which are found in stimuli and include advertising features such as shape and size (Pieters & Wedel, 2004). The first step is to capture the attention between a stimulus and a consumer. Bottom-up factors can capture attention automatically (Pieters & Wedel, 2004). Automatic attention indicates that consumers are not looking for something specific (Pieters & Wedel, 2004). Previous research indicates that tactile stimuli are essential in capturing attention (Bolton & Staines, 2014; Yoganathan et al., 2019). However, in a social media context, a consumer cannot physically hold or touch an advertisement. In contrast, Simmonds et al. (2020) indicate that tactile stimuli are not essential in a context like social media. In this kind of context, it is indicated that visual stimuli are a crucial factor in attracting attention (Chen et al., 2021; Pieters et al., 1999; Pieters et al., 2010).

One way to provide this attention is through Celebrity endorsers. They can potentially increase consumers' attention to the ad, product awareness and desire to purchase the product (Amos et al., 2008; Erdogan, 1999). According to O'Mahony and Meenaghan (1998), there is more than only attention towards the ad. The underlying use of celebrities is the belief that the celebrity's attributes profile draws attention to the message they convey, and through a deflection effect, transfer image values into a communication message, and thus influence consumers. Using sports stars as endorsers is a common advertising strategy because customers typically place more trust in stars (Muda et al., 2014), leading to brand attitudes and purchase intentions (Fink et al., 2012). The research of Rollins et al. (2020) indicates three different endorser types; expert vs celebrity vs general consumer. In this study, endorser type is part of the design of the ad, which is due to two reasons. First, the ad is designed simply to get as little attention off the endorser or the text as possible, so the endorser type is from big influence in designing the ad. Second, since there are two ads compared to each other, with only the endorser type changing, which is a change in the design of the ad. This makes endorser type a bottom-up factor in driving visual attention.

2.2.2.1.1. Endorser type

As indicated, the research of Rollins et al. (2020) indicates that there are three types of traditional endorsers: experts, celebrities, and regular consumers, which can attract consumer visual attention. According to Pieters and Wedel (2004), there are also other components that provide visual attention to an ad. Brand, pictorial, and text are all unique superiority effects on attention to an advertisement, when looking at advertisements (Pieters & Wedel, 2004). Lee and Ahn (2012) consider the following subjects when creating the characteristics of the advertisement. First, static ads drew users' eyes for longer periods and more frequently than ads with either fast or slow animation. Secondly, when the advertisement requires many cognitive resources to interpret it, then resources will be lacking for further message processing, such as the necessary steps for memory: storage and encoding. Thirdly, one of the most widely used persuasion models (the elaboration likelihood model), states that consumers follow a peripheral route in a low-involvement situation and a central route in a high-involvement situation. A central route requires extensive elaboration of information, which results in a large cognitive processing effort. These findings together will create a static advertisement, considering not too many cognitive resources to interpret and following the central route, with extensive elaboration of information. Few more studies are available when delving deeper into the player/club equation. The research of Balliauw et al. 2020, does address the fact that there is a difference between when the player or club posts something in an advertisement, but it does not draw a comparison between these two modes of communication. So, it seems that the traditional endorser types (celebrity endorsement) are, although they are not all-encompassing, the concept for this hypothesis. In this thesis, a celebrity is defined as an individual who possesses public recognition and uses that recognition for the promotion of products, brands, or services (Ohanian, 1991). In this research, a celebrity will be a player of one of the BVO's in the Netherlands.

Celebrity Endorsement is a powerful tool through which advertisers try to link the celebrity's image and identification with their brand to promote their brand. According to Dean (1999), endorsement significantly affected the product variables quality and uniqueness. Celebrities make ads lively, attractive, interesting and create more attention because the audience sees the celebrity as a role model and these celebrities influence their lives. According to Groza (2015), celebrity endorsement consistently produces more favorable impacts than non-celebrity advertisements. Therefore, it is indicated that an advertisement with a celebrity is more effective in attracting the visual attention of a supporter than an advertisement without a celebrity (Atkin & Block, 1983). According to different studies, advertisements using a

celebrity, whom people admire, tend to draw the audience's attention more quickly and easily than some standard, traditionally designed advertisements (Wadhera & Chawla, 2015). The research of Atkin and Block (1983) and Petty et all. (1983) tells that celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions than non-celebrity endorsers. In conclusion, the following hypothesis is formulated:

H2. Sustainable social media advertisements of football clubs with a player (celebrity) will have a more positive influence on the visual attention of football supporters than advertisements with a football club logo (no celebrity).

2.2.2.2. Top-down factors

Top-down factors are factors which are found in a person and include attentional processes such as opportunity, ability, and motivation. Top-down factors determine the degree of attention that is paid to the elements of the advertising (Pieters & Wedel, 2004). Attention processes work with the customer's perception of stimuli to direct attention across advertising elements and understand and recognize the advertising (Pieters & Wedel, 2004). When attentional processes are limited, automatic attention is not converted into active attention (Simmonds et al., 2020). In the recall of knowledge structures, active attention is an essential component. If automatic attention is not transposed to active attention, the recall of knowledge structures is limited (Simmonds et al., 2020). However, recall of knowledge structures is crucial to stimulate cognitive evaluation.

Furthermore, top-down factors are formed by variables originating from long-term visual memory. The internal goals and intentions are known as top-down factors and are closely related to long-term visual memory (Lee & Ahn, 2012). Top-down factors can be understood in terms of a person's characteristics, such as individual traits and motivations (Huddleston et al., 2015; Theeuwes, 2010). Researchers indicate that for top-down factors, it could be verified that the variable with the greatest influence on visual attention is product engagement (Ladeira et al., 2019). In this study, the team identification variable is seen as a top-down factor.

2.2.2.2.1. Team identification

Team identification is the extent to which a fan feels a psychological connection to a favorite team (Wann et al., 2001). Beyond Wann's research, little seems to be known about the 'team identification' concept. However, there are several studies in which the concept of 'fan identification' emerges. Fan identification with a sports team is the perceived connectedness,

emotional involvement, and personal commitment a spectator has with a team, where the team's achievements and failings are experienced as one's own (Hunt et al., 1999; Madrigal & Chen, 2008; Mael & Ashworth, 1992). Die-hard fans are willing to make changes in their lifestyle to accommodate devotion to their team (Thorne & Bruner, 2006). And believe that being a 'fan' is an important part of who they are (Tapp, 2004; Wann & Branscombe, 1990). During this study, 'team identification' will be seen as a moderator and a top-down factor.

When viewers are interested in the sport or the sports team, it causes an ongoing involvement in which fans devote significant resources and time to be a part of the sport (Funk & James, 2001). When a television broadcast of a sport is watched, it appears to produce a continuum of emotional responses based on how involved one is in the game. The more involved one is, the greater the emotional response (Newell et al., 2001). This involvement in the program, in turn, also causes increased attention to a (sports) broadcast (Moorman et al., 2012). The research of Groza (2015) indicates that being an NFL fan elicits an increased emotional response during the Super Bowl broadcast, causing fans (compared to non-fans) to pay more attention to the broadcast (including advertisements shown during the Super Bowl). Even though this research was not conducted in the football industry, it does give an indication that this may also be the case in the context of this thesis. In conclusion, the following hypothesis is formulated (where for clarity, team identification stands for: the extent to which a fan feels a psychological connection to a favorite team (Wann et al., 2001)):

H3. A high team identification of football supporters has a positive influence on the relationship between endorser type and visual attention towards sustainability advertisements.

2.2.3. Outcomes of customer experience

In addition to the antecedents, visual attention can influence outcomes. The effect of antecedents on visual attention determines the effectiveness of social marketing (Becker & Jaakkola, 2020). In this thesis, the outcomes of visual attention are: 'attitude towards the advertisement', which together with visual attention makes the concept of customer experience and 'behavioral intention', which is explained below.

2.2.3.1. Behavioral intention

Behavioral intention is an important measure to explore the effectiveness of social marketing (Ajzen & Driver, 1992; Sheppard et al., 1988). In this study, behavioral intention is seen as an

indirect outcome of customer experience. Intention is usually presented as though its meaning were self-evident, which is why most research does not define the construct (e.g., Ajzen & Fishbein, 1973; Miniard & Cohen, 1981). When explicitly defined, the construct is framed more as an expectation (Behavioral expectation, BE) than an intention (Behavioral intention BI) (e.g., "people's expectancies about their behavior in a given setting, that is, their intentions" (Anderson, 1983, p. 294). "A behavioral intention, therefore, refers to a person's subjective probability that he will perform some behavior" (Fishbein & Ajzen, 1975, p. 288). Despite this information, in this research, we define behavioral intention as the intention to exercise behavior in the (near) future (Ajzen & Driver, 1992; Sheppard et al., 1988). When the behavioral intention is to remain inactive, the social marketing effort is considered ineffective. However, social marketing is considered effective when the behavioral intention is to engage in physical activity soon.

According to Casper and Pfahl (2012) environmental attitudes significantly predicted sustainable behavioral intentions at a sporting event. While other research, by McCullough and Cunningham (2011), also based on the theory of planned behavior (TPB), did not find attitudes significantly predicted behavioral intentions. The reason therefore is that their results were probably impacted by the poor reliability of their attitude construct (Trail & McCullough, 2020). The results from the study of Trail and McCullough, (2020) indicate that attitudes toward a sustainability campaign led to behavioral intentions specific to sustainability. This supports the theory of planned behavior that positive attitudes toward specific actions may encourage behavioral intentions (Ajzen, 1991). The research of Ajzen and Driver (1992) and Sheppard et al. (1988), indicates that attitudes can influence behavioral intention. Consumers evaluate the consequences of outcomes and form an attitude. Attitudes are then utilized as input for behavioral intention (Ajzen & Driver, 1992; Sheppard et al., 1988). Therefore, previous research demonstrates that attitudes influence behavioral intention (Ajzen & Driver, 1992; Sheppard et al., 1988). In conclusion, the following hypothesis is formulated:

H4. Attitude towards sustainable social media advertising of football clubs has a positive effect on the sustainable behavioral intention of football supporters.

3. Methodology

The next chapter describes the methodology of the study. This chapter will introduce the research design, elaborate on the research approach, and show how the data is collected to answer the research question.

3.1. Design

In this lab experiment, a one-factor between-subject experiment was used (Field, 2018).
Two components were included in the research (Hair et al., 2018). The first component of the study was eye tracking. With eye-tracking software, an experiment was conducted to measure the concept visual attention. A survey was the second component of this study. A survey was utilized to measure the concepts of visual attention, behavioral intention, attitude, and team identification. The survey, more in detail, contained two conditions. These were the two groups within the manipulated independent variable "endorser type". The groups consisted, on the one hand of respondents who had to answer the questionnaire seeing the advertisement with only the football club logo along with a piece of text. The other group saw this same piece of text, but instead of the logo, the captain of the football club was displayed. This comparison was derived from the study by Peterson et al. (2018), which indicated that celebrity endorsement could help increase donations to nonprofit organizations.
The following text is used for the content of the advertisement:

- *Climate change? Only if you change too. Take a bike, public transportation or walk to work!*

The textual content of the advertisement was derived from the 'Cleaner air, Better game' campaign by the UEFA (2021). In this campaign, not too many peripheral issues were covered. The ad focused primarily on the message, the person, and the background. The message consisted of a few small sentences, which emerge. This message aimed to consider sustainability, deliberately choosing such an approach to the sustainability issue. The way of approaching it was by highlighting transportation to work instead of, for example, eating less meat seems to be a way that may generate less resistance. After all, taking the bike/public transport/walking to work also has physical benefits, which can be underlyingly propagated by fit players of a football club. According to the research of Ohanian (1991) and Till and Busler (1998), football players seem to be an excellent way to convey this. So, the variable 'endorser type' is used in two ways; (1) a club's logo along with the above piece of text (so without celebrity endorsement) and (2) a player with the above piece of text (so, with celebrity endorsement).

Respondents had to draw a number at the start of the data collection. If they took a number between 1 and 35, they were assigned to condition 1. This condition contained the advertisement on which the player is pictured. When the respondent took a number between 36

and 70, they were assigned to condition 2. This condition contained the ad depicting the club's logo.

After this, the real data collection began, the survey's first question was 'Which team do you support the most'. Assuming that the traditional top 3 teams in the Netherlands are the most common, the answer options include PSV, Ajax, Feyenoord, and the Dutch national team. The inclusion of the Dutch national team served as a backup, reducing the likelihood of losing valuable information. After answering this question, the respondent was redirected to the advertisement. The ad they were shown is based on the number drawn in combination with the answer to the question, "Which team do you support the most.

After viewing the ad, respondents were asked to complete the survey. According to different scales (Appendix 6.1), the respondent was asked for his/her opinion about the concepts of this thesis. Before the data collection began, a pre-test was used. This pre-test checks whether the conditions were correctly perceived (Field, 2018). More information about this pre-test will be given in chapter 3.7.

3.2. Participants

The target group for this study were football supporters in the Netherlands. These football supporters were mainly surveyed around the Radboud University campus, as this is where the study has been conducted. Regarding the number of participants, it is impossible to reach the entire target audience, in the time available for the study. Therefore, it was decided to conduct a non-probability convenience sampling for this study (Malhotra, 2020; Vennix, 2016). 70 respondents participated in the study, but missing values resulted in the exclusion of 5 respondents, leaving a final sample of 65 participants. The minimum required for this research design is 30 participants for each group, so 60 participants in total. This minimum is based on the Central Limit Theorem (Kwak & Kim, 2017).

3.3. Procedures

To begin with, people on the RU campus were asked if they would like to participate in the study. The only requirement was that people were football supporters. This is because the study was focused on whether football clubs influence their supporters and not whether football clubs influence them at all. Besides that, if they were not a football fan, the probability that they follow a football club on social media would be small, which probably ensures that they would not see an advertisement like the advertisement from this thesis in their daily life. To ensure

that this target audience was surveyed, the researcher created two ways to ensure this. The first, as mentioned, was to ask the people if they were football supporters. The second was in the survey itself, asking the question of which football club they were a fan of. Here the answer category 'I do not support a football club' was also an option, which ensures that the survey does not have to be carried out any further because the results will not be usable. When both participation requirements were met, the collected data was useful.

The data was collected in a room at Radboud University. Here, the best settings for an eye-tracking study could be ensured. There the participants were asked to sit on the chair and use the computer on the desk at eye level. When the participant sat on the chair, they were first asked to read a consent form and give their permission to participate in the study, see consent form (appendix 6.4). If a participant did not consent to participate in the study, the participant proceeded to the end of the study. If the participant consented to participate in the study, the participant could begin the survey. Before the respondent attended, the researcher ensured that the respondent was assigned to one of the two experiments. This was done using a random number finder, with numbers one through 35 equaling experiment one and 36 through 70 equaling experiment two. Experiment one contained the experiment with the ad with the football player, experiment two contained the experiment with the ad of the club. After this, the respondent was asked which club he/she is a fan of so that after the calibration phase, an advertisement of the corresponding club could be shown immediately.

In the calibration phase, the researcher reviewed the calibration steps with the participant to ensure the information was useful for the study. The software used for this was GazeRecorder. Gazerecorder is an online eye-tracking tool that can be utilized for different experiments, including experiments with videos, visual stores, advertisements, photos, shelf testing and testing packaging (Mahadas et al., 2021). Gazerecorder has also been used in other scientific studies (Mahadas et al., 2021). GazeRecorder collects data on time to first fixation and the Dwell time for individual participants upon seeing the advertisement (Mahadas et al., 2021). While viewing the ad, the researcher has been waiting outside the room not to affect the results. After seeing the ad, participants could click through to the survey questions and answer them at their own pace. Throughout the survey, the researcher had waited outside to avoid interfering with the study.

3.4. Research ethics

This study considered several research ethics. First, the form included approval for analyzing the data anonymously and the possibility of quitting the study at any time. Besides that, the participants had the right to know why, how, and what kind of data is collected (Martin & Murphy, 2017). To manage these ethical implications, the questionnaire started with an introductory text that explained why the data was collected. After this, the participants received the consent form, which they had to sign (appendix 6.4), including what data is collected, how data is collected and how the data is utilized (Martin & Murphy, 2017). The participants were also informed that the data would be deleted after the thesis. Unfortunately, participants could not proceed without consent (Martin & Murphy, 2017). The physical consent forms were collected randomly to ensure eye-tracking and survey data could not be matched to a specific person. After sharing the results, the consent forms were thrown away in a paper bin for confidential documents. If a participant did not give permission, they were sent to the end of the survey and could not participate in the study.

Furthermore, the result of this research was uploaded to a digital repository owned and managed by Radboud University. The participants had the opportunity to leave their email addresses behind if they were interested in receiving the results after the study. Finally, this work does not contain any form of plagiarism, and the results are accurately presented in chapter 4.

3.5. Measurement

Different existing scales were used to measure the variables, team identification, visual attention, attitude, and behavioral intention. The questionnaire can be seen in appendix 6.3.

First, team identification: the extent to which a fan feels a psychological connection to a favorite team (Wann et al., 2001). In this section, participants were asked to complete the Sport Spectator Identification Scale (Wann & Branscombe, 1993). This instrument has also been successfully used cross-culturally (Bernache-Assollant et al., 2007; Theodorakis et al., 2006) to assess levels of team identification. The respondents target their favorite team when completing the SSIS, which contains seven Likert-scale items with repones options ranging from 1 = low identification to 8 = high identification (Melnick & Wann, 2004).

The measurement of visual attention is done by eye-tracking. Eye-tracking has a more standardized way of investigating cognitive processes than memory-based measures and is less influenced by response bias than self-reporting is and has (Krajewski et al., 2011). The premise

underlying eye-tracking technology is that there is a relationship between where an individual looks and where they are paying attention to or thinking about (Henneman et al., 2017). When a person leaves the visual attention phase, the ad has been viewed in a certain way. Visual attention will be measured using two measurement methods. The first measurement method is the time to first fixation. This indicates the number of seconds it took a participant to fixate on an advertising element for the first time (Chen et al., 2021; Pieters et al., 1999; Pieters et al., 2010; Pieters & Wedel, 2004; Van Reijmersdal et al., 2020). The second measurement is Dwell time. This quantifies the percentage of time a respondent spent looking at a certain area of interest. Specifying areas of interest makes it possible to quantify the dwell time of participants in these attributes (Drexler et al., 2017). For this thesis, the areas of interest were the upper part of the advertisement, which is the picture of the player/logo club with the football field background and the lower part of the ad, which is the text with the black background. The metrics measured the variable visual attention using different scales; time to first fixation and Dwell time, which both were measured in seconds. These scales are commonly used in eye-tracking research to measure visual attention paid to stimuli.

The existing scale of Li et al. (2018) is used to measure attitude. On a 7-point scale, respondents had to answer the question: “How would you describe your overall attitude toward the ad you have just watched?” - “I don’t like this ad at all - I like this ad very much”. So, to measure the concept of attitudes, the attitude scale was developed and tested by Li et al. (2018). Lutz (1985) defines attitude towards advertising as “a learned predisposition to respond in the consistently favorable or unfavorable manner to advertising in general” (p. 53).

Behavioral intention: For measuring behavioral intention, there is an existing well-developed scale (Ajzen & Driver, 1992; Huang et al., 2021; Rahman & Norman, 2016). Behavioral intention is often measured utilizing either a 5- or a 7-point Likert-scale. The developed behavioral intention scale of Ajzen and Driver (1992) is tested on leisure activities, including physical activity (Ajzen & Driver, 1992). To measure the concept of the study; sustainable behavior, the behavioral intention scale developed and tested by Ajzen and Driver (1992) was utilized. Two questions were used in which participants scored the questions on a 7-point Likert scale ranging from "strongly agree" (7) to "strongly disagree" (1). Behavioral intention is defined as: the extent to which a person has formulated conscious plans to perform or not perform a particular future behavior (Warshaw & Davis, 1985). The operationalization table of the measurement items can be seen in appendix 6.1

3.6. Control variables

Four variables were statistically controlled for in this thesis, as they could influence the outcome. These variables are ‘age’, ‘gender’, ‘education’ and ‘the team they support’. The variables 'age', 'gender' and 'education' were derived from the research of Florindomph et al. (2007). It was also possible that the variable "the team they support" affected the study’s outcome. For this reason, there was chosen to include this variable as a control variable. The reason for this was because the purpose of the study was not which football clubs could change the behavior of their supporters the most, but rather whether football clubs, in general, could change the behavior of their supporters.

3.7. Methods for data analysis

The analysis of the data included multiple steps (Field, 2018). First, the data collected by GazeRecorder was coded into visual attention (time to first fixation and Dwell time). Besides this, SPSS Statistics were utilized to analyze descriptive information of the data, including missing data, outliers, socio-demographics, and assumptions about kurtosis and skewness (Field, 2018). Thereupon, the data was prepared and cleaned (Field, 2018). Data preparation and cleaning indicate the existence of influential outliers, which can have substantive and practical impacts on the results (Hair et al., 2018). Finally, SmartPLS was used to measure the assumptions, the hypothesis, the validity, and the reliability. SmartPLS utilizes partial least squares structural equation modelling (PLS-SEM) (Hair et al., 2018). Next, PLS-SEM included three stages relevant to the above process. First, a measurement model and a structural model were specified. Furthermore, the measurement model was assessed using validity and reliability measures. Finally, the structural model, including hypotheses and assumptions, had to be assessed.

4. Results

For data analysis, SPSS and SmartPLS4 were used. Initially, SPSS was employed to examine the descriptive statistics. Subsequently, the analysis was conducted using SmartPLS4. The conducted analysis in this study employed partial least squares structural equation modelling (PLS-SEM), a method that combines principal components analysis and ordinary least squares regressions (Mateos-Aparicio, 2011). PLS-SEM has been widely acknowledged for its suitability in studies with limited sample sizes, as it allows for parameter estimation in blocks without the requirement of multivariate normality (Hair et al., 2018). Additionally, it enables the simultaneous estimation of relationships between variables and constructs (Hair et al.,

2018). As mentioned, the software employed for the analysis was SmartPLS4, and a bootstrapping procedure involving 10,000 subsamples was utilized. This bootstrapping procedure yields robust t-statistics (Van Pinxteren et al., 2019). It has been established that this number of subsamples yields robust standard errors and t-statistics (Hair et al., 2018). The model included team identification as a set of dummy variables, with the 'PSV', 'Ajax' and 'Feyenoord' being the respective categories. These groups were incorporated into the model, while the 'Dutch national team' category served as the reference.

4.1. Pre-test

According to research (Keiningham et al., 2020), advertisers generally prefer to use human message sources such as unknown/attractive models or celebrities to transfer advertisement messages and easily attract the audiences' attention. Keiningham et al. (2020) made a distinction between advertising with celebrities and advertising without a human source. In their research, this distinction revealed that affective attitudes toward advertising were highest in advertising with a celebrity and lowest in advertising without a human message source. From this, it can be interpreted that the human aspect makes the difference in advertisements, which could also be the case in this thesis. Other research (Small & Verrochi, 2009), tells that the expression in the person's face also makes a difference in how the ad is received. They indicate in their research that people 'pick up' the emotions on a victim's face and that the person's facial expression influences the donating behavior. To rule out these alternative interpretations, measurements are made between which advertisement is perceived the most 'human like' and which players are perceived to be the 'happiest' and whether these differences are significant. In addition, it is examined whether this result might influence the study.

So, before the actual data collection, a pre-test was conducted to verify whether the conditions were experienced correctly (Field, 2018). The pre-test aimed to determine whether the manipulation of endorsement types to 'human message source' was successful. A total of 34 participants were randomly assigned to one of the two advertisement groups: 13 participants to the advertisement with the logo and 22 participants to the advertisement featuring the player. Participants were asked to answer two or three questions, as shown in Appendix 6.2. The first question assessed the perceived human nature of the advertisement, using a 5-point Likert scale. Participants were asked to rate the extent to which they perceived the advertisement as human-like. Following this question, participants were asked to rate the credibility of the advertisement. The last question was exclusively for participants who viewed the player advertisements, and

they were asked to rate the happiness level of the player they saw. To analyze these data, independent sample t-tests were conducted to compare the differences between advertisement one (player) and advertisement two (logo) in terms of "human-like" and "credibility". The descriptive statistics indicate that participants perceive the advertisement with players as more "human-like" (mean = 3.9) compared to the logo (mean = 2.5) and indicate that this difference is significant, using the values (F = 1.7; p = 0.003). The descriptives for "credibility" indicate that there is not much difference between the two advertisements. The advertisement with the player is perceived with a mean credibility of 3, while the logo has a mean credibility of 3.6. Again, no significant difference was observed between the two groups (F = 1.44; p = 0.239).

Additionally, three ANOVA analyses were performed to compare all eight advertisements in terms of "human-like," "credibility," and "which player looks the happiest." The descriptives suggest that the test of homogeneity of variances based on means has a significance level of 0.103 for "human-like." The ANOVA between groups has a value of (F = 2.245; p = 0.063). This implies insufficient evidence to reject the null hypothesis that there is no difference between the groups. For "credibility," the descriptives indicate that the test of homogeneity of variances based on means has a significance level of 0.673. The ANOVA between groups has a significance level of 0.321 and an F value of 1.236. Here the results also imply insufficient evidence to reject the null hypothesis that there is no difference between the groups. Lastly, the descriptives for "happy" indicate that the test of homogeneity of variances based on means has a significance level of 0.135. The ANOVA between groups has a significance level of 0.003 and an F value of 6.762. This implies that there is strong evidence to reject the null hypothesis that there is no difference between the groups. This information should be remembered for the actual analysis.

Based on the above information, the manipulation appears to be successful.

4.2. Manipulation check

Before delving further into the results, there is looked at whether the 'human like' manipulation in the final survey is perceived in the same way as in the pre-test. The same question ' I think this advertisement has a human nature' is added to analyse this. The descriptive statistics indicate that participants perceive the advertisement with players as more "human-like" (mean = 4.06) compared to the logo (mean = 2.25) and indicate that this difference is significant, using the values (F = 3.151; p = <.001).

4.3. Data preparation

4.3.1. Missing data and extremes

The total number of 70 respondents was reduced to 65 to conduct the analyses. This was because, in 4 cases, less than 74% of the available time was spent looking at the screen, and in one case, 0% of the attention was directed towards the text in the advertisement. In both instances, it appears that something went wrong during the calibration, and it has been decided not to include these respondents.

The Descriptive statistics analysis was performed in SPSS Statistics. The descriptive statistics indicated no missing data (Appendix 6.7, table 1). The N-statistic indicated 65 participants for each indicator. Finally, the descriptive statistics indicated no extreme values (see Appendix 6.7, table 1). The Minimum and Maximum statistics indicate expected ranges for indicators where scales were utilized. Subsequently, the eye-tracking experiment variables do not indicate values <0 and >30 seconds.

4.3.2. Evaluation of measurement model

The measurement model evaluation encompassed four steps: internal reliability, construct reliability, convergent validity, and discriminant validity. Firstly, internal reliability was assessed using composite reliability values. Composite validity values were calculated for constructs comprising multiple indicators. The recommended threshold for composite reliability values is >0.600 (Dash & Paul, 2021). Additionally, construct reliability was evaluated using Cronbach's Alpha values, which were computed for each construct. The recommended threshold for Cronbach's Alpha is >0.700. Moreover, convergent validity was assessed using average variance explained (AVE) values, which were computed for each construct. The recommended threshold for AVE values is >0.500. Finally, discriminant validity was measured utilizing Heterotrait-Monotrait (HTMT) ratio of correlations. Hair et al. (2018) define HTMT as: “the mean value of the indicator correlations across constructs”. The threshold for HTMT values is <.850.

In this study, the theory pertained to the latent variable’s 'fan' and 'behavioral intention'. Only the ‘fan’ latent variable needed to be considered regarding convergent validity. The minimum requirement of the AVE has already been met with nine loadings. However, loading 8 has a value of 0.052, which is very low. The size of the loading, combined with the potential for an increased Average Variance Extracted (AVE), led to the removal of indicator eight. For behavioral intention, no indicators needed to be removed (behavioral intention .869 and fan

.632). Furthermore, both latent variables exhibited satisfactory composite reliability values >0.600 (rho_A: behavioralintention .945 and fan .977, rho_C: behavioralintention .929 and fan .937), and the Cronbach's Alpha was >0.700 (behavioralintention .921 and fan .941) (Appendix 6.7, table 2 & 3). For discriminant validity, the Heterotrait-Monotrait (HTMT) ratio of correlations is conducted. Only the correlation between Dwellpicture and Dwelltext is with a value of .887, slightly higher than the recommended threshold values of <.850 (appendix 6.7, table 8). Despite being slightly higher than the recommended threshold, this raises potential concerns about the discriminant validity of Dwellpicture and Dwelltext. They may not represent distinct and separate constructs as intended. This should be considered in any significant result from both.

4.3.3. Goodness of fit

The Goodness of fit (GoF) index was utilized to measure the model fit. Tenenhaus et al. (2005) indicate that the GoF) index is a more appropriate evaluation measure for Goodness-of-Fit (Tenenhaus et al., 2005; Wetzels et al., 2009). They suggest that a GoF of 0.1 is indicated to be the small threshold, 0,25 to be the medium threshold and 0,36 to be the large threshold (Tenenhaus et al., 2005; Wetzels et al., 2009). Subsequently, the model evaluation measure GoF Index establishes Goodness-of-Fit (Tenenhaus et al., 2005; Wetzels et al., 2009). The GoF Index for this model is 0,18 (appendix 6.7, table 5), indicating the threshold for a small GoF Index is exceeded (0,2 > 0,1) (Tenenhaus et al., 2005; Wetzels et al., 2009). Additionally, the presence of collinearity was assessed (Hair et al., 2018). VIF (Variance Inflation Factor) values were used as an appropriate measure for collinearity among predictor constructs (Hair et al., 2018). The threshold for acceptable VIF values is set at <5 (Hair et al., 2018). Subsequently, the collinearity assessment was conducted. No issues of collinearity were observed, as all VIF values were below 5, meeting the threshold (Appendix 6.7, table 7).

4.4. Evaluation of the structural model

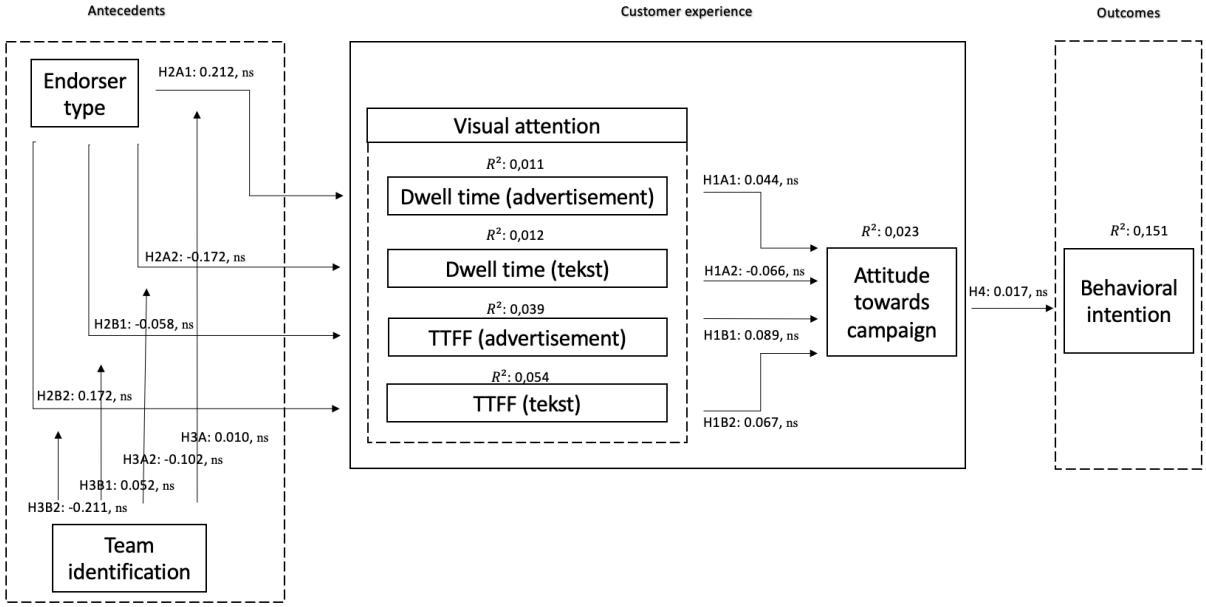
Based on the conceptual model, the significant and non-significant hypotheses are explained. As mentioned earlier, visual attention is measured using two parallel constructs: dwell time (DT) which is measured for the advertisement (without text) and for the text (without advertisement), and time to first fixation (TTFF) which is also measured for the advertisement (without text) and the text (without advertisement). Each part of hypothesis a refers to visual attention measured with dwell time (specifically a1 for the advertisement and a2 for the text),

and part b refers to visual attention measured with time to first fixation, following the same subdivision as dwell time.

First, the structural model results show that H1 is not statistically significant. The measurements are: h1a1 (β = 0.044; p > 0.05; R^2 = 0.023), H1a2 (β = -0.066; p > 0.05; R^2 = 0.023), H1b1 (β = 0.089; p > 0.05; R^2 = 0.023), and H1b2 (β = 0.067; p > 0.05; R^2 = 0.023). H2a and H2b were tested to examine if there is an effect of endorser type on visual attention to sustainable social media advertisements. For both measures, dwell time and time to first fixation, no statistical evidence was found for these hypotheses. The measurements are: h2a1 (β = 0.212; p > 0.05; R^2 = 0.011), H2a2 (β = -0.172; p > 0.05; R^2 = 0.012), H2b1 (β = -0.058; p > 0.05; R^2 = 0.039), and H2b2 (β = 0.172; p > 0.05; R^2 = 0.054). H3 was tested to examine if there is a moderating effect of team identification (fan) on the relationship between endorser type and visual attention towards advertisements. For both measures, dwell time and time to first fixation, no statistical evidence was found for these hypotheses. The measurements for h3a1 (β = 0.010; p > 0.05; R^2 = 0.011), H3a2 (β = -0.102; p > 0.05; R^2 = 0.012), H3b1 (β = 0.052; p > 0.05; R^2 = 0.039), and H3b2 (β = -0.211; p > 0.05; R^2 = 0.054). Regarding the last hypothesis (H4), it was tested if there is an effect between attitude towards the campaign and behavioral intention of a football supporter. No statistical evidence was found for this hypothesis, with the following measurements: (β = 0.017; p > 0.05; R^2 = 0.151).

Among the control variables, only one significant value was found. The value for education_3 is (β = -0.833; p < 0.05; R^2 = 0.151). However, there are no significant effects for age (β = -0.189; p > 0.05; R^2 = 0.151), gender (male) (β = -0.064; p > 0.05; R^2 = 0.151), Team (PSV) (β = 0.340; p > 0.05; R^2 = 0.151), Team (Ajax) (β = 0.280; p > 0.05; R^2 = 0.151), Team (Feyenoord) (β = -0.052; p > 0.05; R^2 = 0.151), education_1 (β = -0.281; p > 0.05; R^2 = 0.151), and education_2 (β = -0.581; p > 0.05; R^2 = 0.151). The path coefficients as; the mean, standard deviation, t-statistics, and p-values of all relations in the structural model, can be found in appendix 6.7, table 9.

Figure 3: Structural model results



Notes: *: meets or exceeds $p < 0.05$, ^{ns}: non-significant

Additionally, an examination was conducted to explore the potential relationship between the variable "endorser type" and "attitude towards the campaign," as well as between "endorser type" and "behavioral attention." However, no significant results were found in these analyses. Specifically, the relationship between "endorser type" and "attitude towards the campaign" yielded the following result: (β = 0.296; p > 0.05; R^2 = 0.045). Similarly, the relationship between "endorser type" and "behavioral intention" resulted in: (β = -0.111; p > 0.05; R^2 = 0.045). Finally, an attempt was made to include the control variable on other concepts, such as attitude. However, this was not successful due to a lack of sample size.

5. Discussion

5.1. Key contributions

The research aimed to gain more insight into the drivers and outcomes of visual attention in sustainable social media advertisements of football clubs. The key contributions of this study are as follows: (1) celebrities do not necessarily result in improvement of visual attention, (2) the reach of a football club may extend beyond their fans, (3) increased visual attention does not automatically lead to a better attitude towards the campaign, and (4) a behavioral intention does not arise from a positive attitude towards the campaign, as other important factors are also at play. The results of this study contribute to the ongoing debate on influencing the behavior

of football supporters and provide insight into the moderating impact of a top-down factor on the effectiveness of a bottom-up factor in relation to visual attention.

The first key finding is that the results in this study do not confirm current research, as no significant effect has been found for hypothesis 2: Social media advertisements of football clubs with a player (celebrity) will have a more positive influence on the visual attention of football supporters than advertisements with a football club logo (no celebrity). Current research suggests that incorporating celebrities in advertisements leads to a greater attraction of visual attention from supporters compared to advertisements without celebrities (Atkin & Block, 1983). The research of Atkin and Block (1983) and Petty et al. (1983) tells that celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions than non-celebrity endorsers.

This research provides new insights into the literature on celebrity endorsement in the field of influencer marketing. The results of this study showed that celebrities do not necessarily generate more visual attention. When comparing the results of the player advertisements to the advertisements featuring logos, no significant differences were found, this could be an addition to the three traditional endorsers of Rollins et al. (2020). There are several reasons to suggest why this hypothesis does not appear to hold true in this study. A possible reason is that recognition itself could lead to a certain amount of visual attention (Brockmole & Henderson, 2006). This recognition has potentially emerged in this study using football club logos, implying that logos could contribute the same value to a sustainable social media advertisement as a celebrity can. This finding indicates the potential for further research in this area, which can broaden the understanding and potentially minimize the requirement for high celebrity expenses in such advertisements.

The second key finding of this study is that the results do not confirm the expectation of current research. Previous research showed that the involvement of a fan could lead to increased attention to a broadcast, compared to non-fans (Groza, 2015; Moorman et al., 2012). No significant effect has been found for hypothesis 3: A high team identification of football supporters has a positive influence on the relationship between endorser type and visual attention towards advertisements.

This research provides new insights into the literature on the interplay of top-down and bottom-up factors in a social media context. Namely, it reflects that, at least in this study, the degree of team identification (fan) does not influence the relationship between endorser type and visual attention towards advertisements. Therefore, it suggests that when developing an advertisement to induce behavioral change, it may also have the potential to impact non-fans.

These results also provide an opportunity to look at the current studies of Moorman et al. (2012) and Groza (2015) from a different perspective. In Chapter 2, "literature review," fan was taken to mean being a fan of a particular club. However, fan can also affect the game being played. For example, an advertisement about football could possibly influence football "fans," but not people who care little to nothing about that sport. Further investigation is needed to explore whether the reach of football clubs can extend beyond their own fan base and whether a well-crafted advertisement can potentially have a broader reach than just their own supporters or their own 'sport supporters',

The third key finding of this study is that the results do not support current research, which indicates that visual attention can enhance a person's attitude towards an advertisement. Felix and Borges (2014) found a positive relationship between consumers' visual attention (viewing time) to the endorser and the endorser's attractiveness and attitude towards the ad. This is because visual attention influences attitude towards the ad, as consumers who pay more attention to an endorser in an advertisement are likely to develop more positive attitudes, either towards the endorser or the ad. This study does not confirm the expectation of Felix and Borges (2014), as no significant effect has been found for hypothesis 1: A high visual attention of football supporters towards the social media advertisement, results in a better attitude of football supporters towards the football clubs' sustainability campaign.

This research provides new empirical insights into the literature on the dimensions of customer experience. According to Verhoef et al. (2009); Srivastava and Kaul (2014), more empirical research needs to be conducted on the concept of customer experience. This research enriches this literature and connects the different dimensions of the concept of customer experience to each other, in which it can be concluded that, at least in this study, visual attention does not affect attitude toward a campaign. It is challenging to provide an explanation for the insignificant result of this hypothesis, but the research conducted by Hwang and Lee (2018) may offer some insights. Although their study focuses on online shopping information, their findings are intriguing. They find significant results for a gender difference, indicating that women tend to have a higher degree of visual attention towards online shopping information compared to men. When we consider these findings in relation to the results of our study, the following can be noted: Although visual attention was measured, it was assessed based on where participants looked on the screen rather than whether they looked at all. By focusing on the "where" aspect of the advertisement rather than the "whether" aspect, the measurement of visual attention in this research cannot capture individuals who did not find the advertisement interesting and, as a result, did possibly not direct their attention towards it. Consequently,

potential outcomes for individuals who did not find the advertisement appealing and, therefore, did not engage their visual attention are not linked to their potentially lower attitude towards the campaign. Further investigation is needed to explore the potential impact of the 'whether' people look at the advertisement, possibly influence their attitude towards the campaign.

Another key finding of this study is that the results of this study do not confirm the expectation of McCullough and Cunningham (2011), Ajzen and Driver (1992) and Sheppard et al. (1988), as no significant effect has been found for hypothesis 4: A positive attitude towards a sustainable social media advertising of a football clubs has a positive effect on the sustainable behavioral intention of the football supporters.

This research provides additional insights into the literature about social media strategies for content with CSR purposes. Results showed that, at least in this study, attitude does not significantly affect behavioral intention. This differs from the research of Ajzen and Driver (1992) and Sheppard et al. (1988), who claim that this may be the case. This result broadens the literature, because it could possibly be that attitude does not cause a certain behavioral change, that it is influenced by something else. This could be interesting, because then the social media strategy should not be focused on forming a good attitude toward the campaign, but on something else. There are different reasons to suggest why this hypothesis does not appear to hold true in this study. One possible reason is the cognitive dissonance theory of Festinger (1957). Festinger (1957) posits that conflicting cognitions work as a driving force, compelling the mind to acquire or generate new beliefs or thoughts, or to adjust existing beliefs, to reduce the amount of dissonance (conflict) between cognitions. This study can be compared to the study by Sharma (2012). This study cites the example of smoking cigarettes in her research. A person may be convinced of the negative effects of smoking but continue the behavior, at which point cognitive dissonance arises. This dissonance occurs between what one thinks, their attitude ("Smoking is bad for me"), and their actual behavior, namely continuing to smoke. To reduce this dissonance, one must adjust their behavior to align with their attitude, such as quitting smoking, or adjust their beliefs and attitudes ("I enjoy smoking, and I will quit eventually") to align with their behavior. In this study, this could be one of the reasons why people indicate a likely reluctance to change their behavior. They may acknowledge that using public transportation for commuting is better for the world, but they may be unwilling to give up the comfort of, for instance, their car.

The final contribution of this study is that the analysis revealed a negative significant effect of education_3 on behavioral intention. The significant effect of education_3 suggests that the variable has a meaningful impact on behavioral intention and raises interesting

considerations. In this study, the inclusion of education influences behavioral intention, resulting in a dampening effect or reducing the impact of other factors. Further analysis and research are needed to investigate the underlying mechanisms causing this negative association.

5.2. Managerial implications

This research provides new insights to enhance the effectiveness of a sustainable social media campaign by examining various endorser advertisements and the resulting behavioral intention. It can contribute to better understanding supporters' experiences and how to positively influence their behavior, thereby promoting a more sustainable way of life. The key findings and practical implications of this study appear to be relevant to (Dutch) football clubs and stakeholders in the field of sustainability. Getting and maintaining attention is still one of the biggest challenges for marketers (Weima & Van Rijsoort, 2019).

The first key finding of this research contributes to this challenge. Current studies suggest that the use of celebrities is valuable for capturing visual attention. However, this research demonstrates that such a strategy is ineffective for this study's specific advertisement. It has been shown that there is no significant difference in visual attention between using a logo or a player. This finding implies that football clubs could use logos for their sustainable social media advertisements, as the use of a logo (because of recognition (Brockmole & Henderson, 2006)), can generate a comparable level of visual attention as celebrities. This can ensure that the marketing budget does not have to be spent on players and that ad design could be easier.

In line with the aspect of attention, current literature suggests that the involvement of a fan could result in higher attention to a broadcast than non-fans (Groza, 2015; Moorman et al., 2012). However, this study did not find a significant result supporting this claim, which may expand football clubs' horizons. It does not imply that fans do not influence the relationship between endorser type and visual attention towards advertisements, but at least not in this study. This implies that football clubs can think bigger than just their own fans. When their advertisement that resonates, they can potentially influence people outside their own supporter groups in terms of sustainability. This could include for example, football fans of other clubs or people who do not even like football.

5.3. Limitations and further research

Although useful insights are presented in this study, it also has some limitations that should be discussed. First, an important aspect of this study is eye-tracking. The program used for this study was Gazerecorder, which, unfortunately, is not as accurate as desired. While accurate

eye-tracking equipment scans the eyes using glasses, Gazerecorder relies on the laptop's camera to observe eye movements. Despite efforts to ensure the accuracy of these eye measurements, they are not as precise as other equipment, which was also evident in the analysis. This difference is attributed to various factors. In Gazerecorder, square areas of interest need to be manually drawn. The drawing of these areas of interest can vary between advertisements, leading to less accurate data. Additionally, light reflections are used to gather information about eye movements, and the lighting conditions in the room can influence this. Overall, these factors contribute to the possibility that the results may be less accurate than desired.

Secondly, the results were not as desired. When examining the results, it became apparent that the measurement of behavioral intention could have been more comprehensive. Although hypothesis 4 did not yield significant results, possible future studies should still consider the possibility of a baseline measurement in this area. In the current study, respondents were asked once if they would consider using public transportation for their commute. However, no consideration was given to individuals who already do so or those who have already contemplated integrating it into their daily lives without the need to see the advertisement. In a follow-up study, it is important to assess people's intention to use public transportation for their commute both before and after exposure to the advertisement. This approach will help reduce the risk of drawing inaccurate conclusions based on other factors.

Thirdly, certain factors emerged during the research that could have negatively influenced the results. One of the factors was that two respondents expressed difficulty in understanding certain questions. In future studies, this can be addressed by clearly indicating beforehand that the survey will be in English. Additionally, it is possible that the outcome of the Dutch football league could have affected how people perceived the advertisement. For instance, a fan of Ajax mentioned after the study that while he is a fan of Ajax, he does not support Tadic, the player featured in the advertisement. This could be solved in a future study by creating an advertisement for all players in the selection of the football team and then having respondents choose their favorite player

Fourthly, this study provides opportunities for further research on whether recognition of a football club's logo may result in a certain level of visual attention towards a sustainable social media advertisement. This requires examining whether an advertisement featuring a player (celebrity), or a logo (non-celebrity) can similarly capture supporters' attention, as found in this research.

Finally, it is important to note that this master's thesis had a limited scope, involving only 60 participants in the experiment. A larger sample size could have potentially yielded more

precise results. The number of respondents necessitated using the standard algorithm instead of the consistent algorithm within the SmartPLS4 software.2 The standard algorithm independently resamples each manifest variable within a latent variable, while the consistent algorithm considers the relationships between indicators during the resampling process. The consistent algorithm provides more accurate estimates in complex models with interrelated indicators. Additionally, it is worth mentioning that most participants were students from Radboud University. Consequently, the generalizability of the findings may be limited. It is important to consider that Radboud University focuses on sustainability and actively engages students in the process, emphasizing their role in sustainability efforts. This factor, combined with the fact that Nijmegen is known as a "leftist" city, could have influenced the outcomes of this study.

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6. Appendix

6.1. Operationalization table

Construct / source	Definition	Measurement	Measurement Item
Team identification, Wann and Branscombe, 1993.	the extent to which a fan feels a psychological connection to a favorite team	Sport Spectator Identification Scale *1 to 8 scale*	- How important to you is it that the … team wins (Not important/Very important) - How strongly do you see yourself as a fan of the … team? (Not at all a fan/Verry much a fan) - How strongly do your friends see you as a fan of the … team? (Not at all a fan/verry much a fan) - During the season, how closely do you follow the ... team via any of the following: (never/almost every day) a. In person or on television b. On the radio c. Television news or a newspaper? - How important is being a fan of … team to you? (Not important/very important) - How much do you dislike … greatest rivals (Do not dislike/dislike very much)? - How often do you display the … team name or insignia at your place of work, where you live, or on your clothing (never/always)
Visual attention, Chen et al., 2021	Dwell time (=the time that a participant focuses on a particular point: Drexler et al., 2017). Measured as the percentage of time a respondent has spent looking at a certain area of interest.	Percentages	
Visual attention, Chen et al., 2021	Time to first fixation: (=the amount of time it takes for a respondent to look at a certain area of interest for the first time).	Seconds	
Attitude, Ajzen and Driver (1992)	a learned predisposition to respond in the consistently favorable or unfavorable manner to advertising in general.	attitude scale (Li et al., 2018)	- How would you describe your overall attitude toward the ad you have just watched?" 7-point scale: "I don't like this ad at all - I like this ad very much"
Behavioral intention, Ajzen and Driver (1992)	the extent to which a person has formulated conscious plans to perform or not perform a particular future behavior	behavioral intention scale from "strongly agree" (5) to "strongly disagree" (1).	- I plan to engage in cycling/walking/train activity to go to work this upcoming week? I. Strongly disagree II. Disagree III. Neither agree, nor disagree IV. Agree V. Strongly agree - I will try to engage in cycling/walking/train activity to go to work this upcoming week? I. Strongly disagree II. Disagree III. Neither agree, nor disagree IV. Agree V. Strongly agree

6.2. Pre-test

- Question 1: I think this advertisement has a human nature:
  - 1 = Strongly disagree
  - 2 = Disagree
  - 3 = Neither agree, nor disagree
  - 4 = Agree
  - 5 = Strongly agree

- Question 2: How credible does this ad look like to you (1 = not credible 6 = credible)

1	2	3	4	5	6

- Question 2: Which player looks the most happy, put the results in order (top: most happy, bottom: least happy).
  1. Orkun Kökcu
  2. Virgil van Dijk
  3. Luuk de Jong
  4. Dusan Tadic

6.3. Questionnaire

1. Which team do you support?
   a. PSV/Ajax/Feyenoord/Dutch national team/No team at all?

Advertisement (see appendix 7.6)

Question Human Like: I think this advertisement has a human nature:

Team identification: 1 to 8 scale

2. How important to you is it that the … team wins (Not important/Very important)
3. How strongly do you see yourself as a fan of the … team? (Not at all a fan/Verry much a fan)
4. How strongly do your friends see you as a fan of the … team? (Not at all a fan/verry much a fan)
5. During the season, how closely do you follow the ... team via any of the following: (never/almost every day)

a. In person or on television
b. On the radio
c. Television news or a newspaper?

6. How important is being a fan of … team to you? (Not important/very important)
7. How much do you dislike … greatest rivals (Do not dislike/dislike very much)
8. How often do you display the … team name or insignia at your place of work, where you live, or on your clothing (never/always)?

Behavioral Intention: from "strongly agree" (5) to "strongly disagree" (1).

9. I plan to engage in cycling/walking/train activity to go to work this upcoming week?
   VI. Strongly disagree
   VII. Disagree
   VIII. Neither agree, nor disagree
   IX. Agree
   X. Strongly agree

10. I will try to engage in cycling/walking/train activity to go to work this upcoming week?
    VI. Strongly disagree
    VII. Disagree
    VIII. Neither agree, nor disagree
    IX. Agree
    X. Strongly agree

Attitude: 5 point scale

11. How would you describe your overall attitude toward the ad you have just watched?"

1	2	3	4	5	6	7

1. I don't like this ad at all
7. I like this ad very much"

Socio-demographics

1. What is your age?
    a. Below 18
    b. 18 – 20
    c. 21 – 22
    d. 23 – 24
    e. 25 – 26
    f. 27 – 28
    g. 29 – 30
    h. Above 30
2. What is your gender
    a. Man
    b. Women
    c. I prefer to not answer this question
3. What is the highest degree or level of school you have completed?
    a. High school
    b. MBO
    c. HBO
    d. WO

6.4. Consent form

Purpose: The purpose of this research study is to investigate in what way can Dutch football clubs influence the daily behavior of their supporters in terms of sustainability

Equipment: Gazerecorder eye-tracking software (via webcam)

Procedure: You will be exposed to an eye-tracking experiment, this is a part of this study. After this, you are asked to complete a questionnaire. Please confirm the following.

- I understand that my eye-movements are being tracked and this data is saved in the form of heat maps and excel.
- I confirm that I do not have any physical, mental, or health-related reasons or problems that should preclude my participation in the eye-tracking experiment (e.g., a lot of mascara, cataract, cross-eyed).

If you agree to participate in this study, you will be asked to do the following:

- Read the instruction form with regard to device requirements, and placements.
- Open the link to the GazeRecorder eye-tracking software, and press 'start'.
- Let GazeRecorder (with some help of the researcher) calibrate your eye-movements.
- Be exposed to the image for 2 minutes using the GazeRecorder eye-tracking software. The eye tracking software will measure the movements of your eyes whilst you look at the image.
- Complete a survey with regard to the image, after finishing the eye-tracking experiment.

The total time required to complete the study should be approximately 15 minutes including briefing, setup/calibration, survey and debrief.

Health Notice/Risks: The images you will be shown include Could be seen on football club advertisements. We do not expect that exposure to these graphics will cause any harm or discomfort, however if you experience feelings of distress as a result of participation in this study you can let the researcher know and I will provide you with assistance if necessary.

Confidentiality: Your participation in this study is entirely voluntary and you may refuse to complete the study at any point during the experiment or refuse to answer any questions with which you are uncomfortable. You may also stop at any time and ask the researcher any questions you may have. Your data will be treated confidential and will be used solely for this research project. After the research project is finished, your data will be terminated. Additionally, the information and results from this project may be submitted for publication in the Radboud Thesis repository, however this information will not identify you in any way.

Contact and questions: if you have any questions regarding this study, you may contact the researcher via e-mail: guy.deschutter@ru.nl or telephone: +31642728358

Statement of consent I have read and understood the above information. I have asked any questions I had regarding the experimental procedure, and they have been answered to my satisfaction. I consent to participate in this study. Name of

Participant_____ Date: _____

Signature of Participant _____

Thanks for your participation!

6.5. Interviews master thesis

The link below will lead you to Dropbox, where you can find several interviews conducted for this master thesis:
- Bart de Lange: project coordinator NEC social
- Kevin Janssen: manager Vitesse involved
- Tim Coremans: former project coordinator/manager CSR at NAC social and former project coordinator foundation and CRS at Ajax

https://www.dropbox.com/sh/jxqnnaq1qh5sto9/AACxZO3Kn507fyy5yODQ6NjEa?dl=0

6.6. Advertising content

6.7. Output analysis

Tabel 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
BI1	65	1	5	4.43	.829	-1.983	.297	4.916	.586
BI2	65	1	5	4.37	.876	-1.670	.297	3.129	.586
Attitude	65	1.00	7.00	32.923	162.714	.272	.297	-.731	.586
Age	65	19	29	23.15	2.002	.119	.297	.463	.586
Gender	65	1	2	1.18	.391	1.664	.297	.794	.586
Education	65	1	5	2.94	1.609	-.152	.297	-1.620	.586
Ad1	65	1.00	2.00	14.923	.50383	.032	.297	-2.063	.586
Ad2	65	1.00	4.00	25.077	109.149	.129	.297	-1.287	.586
Ad3	65	1.00	8.00	45.231	227.148	.039	.297	-1.232	.586
Dwellpicture	65	5.32	28.62	191.154	542.863	-.517	.297	-.094	.586
Dwelltext	65	.9	19.5	8.156	43.699	.441	.297	-.340	.586
TTFFAbove-	65	.01	.45	.0605	.06465	4.002	.297	21.064	.586
TTFFtext	65	.01	18.51	25.889	284.052	3.065	.297	14.636	.586
Fan1	65	1.00	8.00	57.692	188.555	-.867	.297	-.255	.586
Fan2	65	1.00	8.00	53.538	201.115	-.659	.297	-.727	.586
Fan3	65	1.00	8.00	48.769	221.858	-.566	.297	-.968	.586
Fan4	65	1.00	8.00	51.692	210.334	-.657	.297	-.578	.586
Fan5	64	1.00	7.00	21.719	158.920	1.619	.299	1.921	.590
Fan6	64	1.00	8.00	50.937	232.801	-.468	.299	-1.014	.590
Fan7	65	1.00	8.00	44.000	209.762	-.322	.297	-1.123	.586
Fan8	65	1.00	8.00	42.462	223.628	.001	.297	-1.283	.586
Fan9	65	1.00	7.00	27.538	178.563	.843	.297	-.461	.586

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SQRT_TTFFabove	65	.10	.67	.2257	.09836	1.824	.297	6.028	.586
SQRT_TTFFtext	65	.10	4.30	14.057	.78898	.704	.297	1.520	.586

Table 3. Construct reliability and validity

	Cronbach's alpha	Composite reliability	Composite reliability	Average variance extracted
Behavioral intention	0.921	0.945	0.929	0.869
Fan	0.934	0.979	0.919	0.596

Table 4. Construct reliability and validity (without loading 8)

	Cronbach's alpha	Composite reliability	Composite reliability	Average variance extracted
Behavioral intention	0.921	0.945	0.929	0.869
Fan	0.941	0.977	0.937	0.662

Table 5 Calculation GoF-Index

GoF-Index calculation	
Mean construct communality	**Fan:** (0,853*0,853) + (0,924*0,924) + (0,876*0,876) + (0,880*0,880) + (0,601*0,601) + (0,892*0,892) + (0,937*0,937) + (0,762*0,762) = 5,738639 5,738639 / 8 = 0,717329875 **Behavioral intention:** (0,955*0,955) + (0,969*0,969) = 1,850986 1,737506/ 2 = 0,925493 **Mean construct communality:** 0,717329875 + 0,925493= 1,642822875 1,642822875/ 2 = 0,821411438
Mean R^2	0,011 + 0,012 + 0,039 + 0,054 + 0,023 + 0,151 = 0,29/ 6 = 0,048333333
Mean construct communality x Mean R^2	0,821411438 * 0,048333333 = 0,039701553
GoF-Index:	$\sqrt{0,039701553} = 0.19925$

Table 6. Path coefficients

	Ad_ player	Age	Ajax	Attitude	Behavioral intention	Dwell picture	Dwel ltekst	Edu1	Edu2	Edu3	Fan	Feyenoord	Male	PSV	TTFF above	TTFF tekst	Fan x Ad_player
player						0.212	-0.173								-0.059	0.172	
Age					-0.194												
Ajax					0.288												
Attitude					0.017												
Behavioral intention																	
Dwell picture				0.044													
Dwell tekst				-0.066													
Edu1					-0.289												
Edu2					-0.597												
Edu3					-0.857												
Fan						-0.008	0.110								0.170	-0.063	
Feyenoord					-0.053												
Male					-0.065												
PSV					0.350												
TTFFabove				0.089													
TTFFtekst				0.067													
Fan x Ad_player						0.011	-0.117								0.047	-0.227	

Table 7. Collinearity (VIF values).

	Ad_ player	Age	Ajax	Attitude	Behavioral intention	Dwell picture	Dwel ltekst	Edu1	Edu2	Edu3	Fan	Feyenoord	Male	PSV	TTFF above	TTFF tekst	Fan x Ad_player
player						1.001	1.001								1.001	1.001	
Age					1.574												
Ajax					1.633												
Attitude					1.198												
Behavioral intention																	
Dwell picture				4.865													
Dwell tekst				4.790													
Edu1					2.395												
Edu2					1.525												
Edu3					1.957												
Fan						2.472	2.472								2.472	2.472	
Feyenoord					1.531												
Male					1.141												
PSV					1.564												
TTFFabove				1.062													
TTFFtekst				1.075													
Fan x Ad_player						2.471	2.471								2.471	2.471	

Table 8. Heterotrait-Monotrait ratio

	Ad_ player	Age	Ajax	Attitude	Behavioral intention	Dwell picture	Dwel ltekst	Edu1	Edu2	Edu3	Fan	Feyenoord	Male	PSV	TTFF above	TTFF tekst	Fan x Ad_player
player																	
Age	0.079																
Ajax	0.044	0.235															
Attitude	0.159	0.303	0.185														
Behavioral intention	0.065	0.197	0.136	0.032													
Dwell picture	0.106	0.152	0.220	0.103	0.025												
Dwell tekst	0.085	0.140	0.189	0.113	0.094	0.887											
Edu1	0.052	0.428	0.167	0.099	0.199	0.216	0.296										
Edu2	0.262	0.160	0.137	0.024	0.110	0.052	0.052	0.326									
Edu3	0.197	0.004	0.045	0.058	0.250	0.254	0.296	0.473	0.264								
Fan	0.065	0.218	0.077	0.299	0.155	0.070	0.062	0.124	0.123	0.181							
Feyenoord	0.072	0.243	0.352	0.012	0.115	0.045	0.135	0.118	0.127	0.117	0.093						
Male	0.007	0.077	0.145	0.012	0.068	0.192	0.157	0.047	0.017	0.117	0.603	0.124					
PSV	0.046	0.039	0.370	0.091	0.064	0.089	0.165	0.143	0.107	0.034	0.248	0.238	0.238				
TTFFabove	0.024	0.097	0.056	0.066	0.093	0.172	0.092	0.121	0.132	0.119	0.194	0.099	0.046	0.150			
TTFFtekst	0.081	0.036	0.216	0.080	0.148	0.232	0.236	0.106	0.097	0.108	0.178	0.037	0.065	0.148	0.137		
Fan x Ad_player	0.018	0.177	0.020	0.426	0.135	0.004	0.003	0.202	0.031	0.101	0.772	0.018	0.435	0.198	0.162	0.210	

Table 9. Path coefficients structural model

	Original sample	Sample mean	Standard deviation	T statistics	P values
Ad_player -> Dwellpicture	0.212	0.202	0.252	0.842	0.400
Ad_player -> Dwelltext	-0.172	-0.163	0.259	0.664	0.506
Ad_player -> TTFFabove	-0.058	-0.038	0.253	0.230	0.818
Ad_player -> TTFFtext	0.172	0.174	0.244	0.705	0.481
Age -> Behavioral intention	-0.189	-0.181	0.195	0.965	0.335
Ajax -> Behavioral intention	0.280	0.267	0.335	0.835	0.404
Attitude -> Behavioral intention	0.017	0.006	0.173	0.096	0.923
Dwellpicture -> Attitude	0.044	0.057	0.275	0.161	0.872
Dwelltext -> Attitude	-0.066	-0.057	0.273	0.243	0.808
Edu1 -> Behavioral intention	-0.281	-0.301	0.415	0.678	0.498
Edu2 -> Behavioral intention	-0.581	-0.633	0.432	1.345	0.179
Edu3 -> Behavioral intention	-0.833	-0.854	0.369	2.258	0.024*
Fan -> Dwellpicture	-0.007	-0.018	0.253	0.027	0.978
Fan -> Dwelltext	0.100	0.100	0.231	0.431	0.667
Fan -> TTFFabove	0.165	0.177	0.162	1.019	0.308
Fan -> TTFFtext	-0.072	-0.088	0.181	0.398	0.691
Feyenoord -> Behavioral intention	-0.052	-0.063	0.496	0.104	0.917
Male -> Behavioral intention	-0.064	-0.044	0.342	0.186	0.853
PSV -> Behavioral intention	0.340	0.304	0.397	0.856	0.392
TTFFabove -> Attitude	0.089	0.084	0.137	0.648	0.517
TTFFtext -> Attitude	0.067	0.062	0.131	0.508	0.611
Fan x Ad_player -> Dwellpicture	0.010	0.022	0.273	0.036	0.971
Fan x Ad_player -> Dwelltext	-0.102	-0.104	0.247	0.413	0.680
Fan x Ad_player -> TTFFabove	0.052	0.049	0.231	0.225	0.822
Fan x Ad_player -> TTFFtext	-0.211	-0.205	0.220	0.960	0.337

*Significant effect

6.8. Smart-pls model