

# Validating Brand Personality Dimensions to South African Professional Sport Teams: A Study of Sharks and Lions Rugby Teams

Nkosinamandla Erasmus SHEZI\*

University of South Africa, South Africa, ORCID: 0000-0003-3070-8969

*Rugby is one of the most popular sports among the big three sports in South Africa. Rugby is formally represented by the Currie Cup as the domestic league in South Africa. The aim of this study is to validate the dimensions of brand personality to the South African professional rugby sport teams, namely Sharks and Lions. The two teams were selected because of higher level of team identification during the study. The study employed the quantitative research method. The results of this study produced four-factor structure which includes Trustworthiness, Competitiveness, Friendliness and Trendiness. Furthermore, monological and discriminant validity was confirmed. The model fit indices of measurement, SRMR, RMSEA, GFI, CFI, IFI and TLI were assessed and showed a good fit. Therefore, this instrument is confirmed as valid and reliable to measure the dimensions of professional rugby sport teams in South Africa. Team managers of professional rugby sport teams in South Africa, including all other managers in Currie Cup league, can use this instrument to assess how their teams are perceived by fans and how they differ from other teams. In addition, managers from commercial companies interested to offer sponsorship deals to rugby teams can use this instrument to assess sport teams having a personality that matches their companies. This would avoid negatively affecting the image of their companies should the sponsored sport team have a different personality from the company. In contrast, if the sponsored sport team has a similar personality as the company, the company image would be enhanced. This is the first study to validate brand personality instruments to measure dimensions of brand personality for rugby professional sport teams in South Africa.*

**Keywords:** Branding, sports, Sharks, Lions, brand personality, South Africa

**JEL Classification:** M30, M31

## 1. Introduction

South Africa has three major sporting codes, namely cricket, Soccer and rugby that are known as the “Big Three”. Rugby is the second largest or popular sporting code in South Africa after soccer (Yeros, 2022). South Africa hosted a global event, the Rugby World Cup in 1995 and the national team, Springboks, won the

---

\* Corresponding Author:

Nkosinamandla Erasmus Shezi, University of South Africa, - Department of Marketing and Retail Management, South Africa  
ORCID: 0000-0003-3070-8969

Article History:

Received 16 February 2023 | Accepted 28 June 2023 | Available online 22 August 2023

Cite Reference:

Shezi, N.E., 2023. Validating Brand Personality Dimensions to South African Professional Sport Teams: A Study of Sharks and Lions Rugby Teams. *Expert Journal of Business and Management*, 11(2), pp.122-130.

tournament (Potchefstroom Herald, 2022). This was the proudest moment in the country, where the nation was united across colours as a rainbow nation. Such global achievement contributed to the popularity of the country and pride among South African citizens. After that moment, rugby gained a significant growth in the country to date.

The growth of rugby in South Africa has attracted many companies to partner with local teams in a form of sponsorship deals. In the Currie Cup, the domestic rugby premier league in South Africa, teams are called by their title sponsors. For example, Sharks are known as the Cell C Sharks, while Lions are known as the Sigma Lions (SuperSport, 2013). The competition keeps on increasing in every season as sport teams don't want to lose their sponsors and others are competing to impress companies interested in sport sponsorship. Carlson (2009:371) highlighted that companies are interested to offer sponsorships to successful brands hoping to transfer the teams' positive characteristics into the company. In other words, companies are willing to spend more money on a team that is competing successfully through winning the premier league title and other competitions. Likewise, both rugby teams, Sharks and Lions have been successful by winning the Currie Cup title. Many companies have been attracted and showed their interest by offering sponsorship deals to the sport teams as both teams have been changing sponsorship titles in previous years. Such sponsorship boom has made the Currie Cup premier league interesting. Companies are interested in sponsorship to professional sport teams sharing similar personality. Therefore, the objective of this study is to validate brand personality dimensions to these two rugby teams namely Sharks and Lions.

## **2. Literature Review**

### **2.1. The Currie Cup: Rugby Premier Division in South Africa**

The Currie Cup is the professional rugby league in South Africa (Britannica Kids, 2022). Teams from South Africa compete every year. Currie Cup league is one of the oldest leagues in the world, first played in 1889 and debuted as Currie Cup formally in 1892 (South African Rugby, 2022). Each team received 4 points for a win, 2 points for a draw, 1 point for a loss by 7 points or less and no point for a loss by more than 7 points (Bulls, 2022). The first team to win the first title of Currie Cup was the Western Province (Rugby talk 2022). There are seven teams participating in the Currie Cup competition, namely Toyota Cheetahs, Vodacom Bulls, Windhoek Draught Griquas, Airlink Pumas, Cell C Sharks, DHL Western Province and Sigma Lions. According to Britannica Kids (2022), there was no Currie Cup final between the era of 1889 and 1938 and the team that managed to get best records was declared as champions and awarded with a Currie Cup title. Western province is the team that managed to win most Currie Cup titles with a record 34 times, as presented in table 1. The cup used in the Currie Cup is named after the shipping company owner in Great Britain, Sir Donald Currie (Britannica Kids, 2022). The cup was presented as a donation to the South African team that played the best against the British team. Nonetheless, the British team won all the matches during the tour. Griqualand West showed a good performance and lost the match with a final score of 3-0 against the British team (Britannica Kids, 2022; Lambley, 2022). As a result, Griqualand West was given the cup. Griqualand West then offered the cup to the South African Rugby Board and it then became the prize for the domestic league in South Africa (SA Rugby, 2022).

The Currie Cup has been known as the Absa Currie cup for sponsorship reasons (Dobson, 2022). Absa has been the main sponsor of the Currie Cup with sponsorships worth R 20 million (SA Rugby, MAG, 2015). In 2017, Absa decided not to renew the sponsorship contract. Nashua replaced Absa and was announced as the sponsor of the Currie Cup League (Sport Business sponsorship, 2022). There was no title sponsorship before Carling Black Label beer took over as a title sponsor of the Currie Cup (Jordan, 2020). Carling Black Label beer took over as an official sponsor of the Currie Cup for three seasons (Western Province professional Rugby, 2019). As a result, the premier league became known as the Carling Currie Cup or abbreviated CCC (Triple C) after the new partnership between Carling Black Label Beer and Currie Cup premier league. As mentioned above, the Currie Cup Premier league consists of seven South African professional rugby teams. The objective of this study is to validate dimensions of brand personality to two south African professional sport teams, namely Sharks and Lions. The two teams were selected using a higher level of team identification.

## **2.2. Sharks and Lions - Rugby Teams**

Sharks, formerly known as the Natal Rugby Union, is a South African professional rugby sport team established in 1890 that competes in the domestic Currie Cup Premier league in South Africa (Vodacom, 2021). In 1995, the team changed its name to Sharks (Sharks, 2022a). The Sharks team is based in Durban in the KwaZulu-Natal Province and the team uses Hollywood bets Kings Park as the official home ground (Sharks 2022). The team is sponsored by Cell C (Cell C, 2022). As a result, the team is also known as Cell C Sharks (Rugbypass, 2022a). It is common in the Currie Cup Premier league to combine both title sponsor and the team's name together and make one name such as Cell C Sharks. The inclusion of sponsorship recognition increases brand awareness of the sponsor. Sharks won its first Currie Cup in 1990 (Vodacom, 2021). Thereafter, the team managed to win the Currie Cup title eight times, making it the fourth successful team, with the most winning records of Currie Cup (Richardson, 2022; South African Rugby, 2022; Sharks, 2022b).

Lions is the South African rugby team competing in the Currie Cup, a rugby domestic premier league in South Africa. The team was established in 1889 after the well-being of the Gauteng Rugby clubs (Lions, 2022a). It is based in Johannesburg within the Gauteng Province and sponsored by Sigma (Rugbypass, 2022b; Lions, 2022b). The team is called Sigma Lions as part of the recognition of Sigma as a title sponsor. There has been a major transformation for the Lions team over the years. The team was known as the Transvaal Rugby Union and thereafter, many changes were made to the team. It was named the Lions in 1993, Gauteng Lions in 1997, Golden Lions in 1998 and Lions Rugby Company in 2018 (Lions, 2022a). The Lions won the Currie Cup 11 times (Lions, 2022b) starting from 1922 when they were declared Currie Cup Premier league champions. As a result, the Lions team is ranked third in Currie Cup winning records. The team uses Emirates Airlink Park stadium as its homeground (Lions, 2022a).

## **2.3. Branding in Sport**

Professional sport teams undergo thorough branding stages. Moreover, a professional sport team is a brand that needs to be managed professionally (Tsitsosou, 2012). A brand is the name, term, sign, symbol, or a combination of these that differentiate a brand from other brands (Kotler and Armstrong, 2017, p.232). Similarly, a professional sport team such as Sharks contains some brand features. For example, a team brand name such as the Sharks logo where there is a shark image dressed like a rugby player and holding a rugby ball. Branding offers strong identification, loyalty, and product extensions (Kotler and Armstrong, 2017:232). In a sport setting, identification may refer to a group of sport fans sharing similar interests towards their favourite sport team (Know et al., 2007: 541). A team with higher level of identification benefits through higher game attendance and fans with a strong team identification are willing to buy seasonal tickets sales (Lee et al., 2015:70; Chein and Ross, 2012:148). Such support shows a loyalty from sport fans of a particular sport team. In addition, fans are willing to buy sport team merchandise as a product extension at premium prices (Kwon et al., 2007:551). Having understood the importance of a brand, it is important to understand that brands are perceived in different ways (Kotler and Armstrong, 2017:232). Such perceptions might be influenced by the personality of a brand. Therefore, it is important to understand the personality of a brand.

## **2.4. Brand Personality**

A brand can be perceived as trustworthy, caring and fun (Cunningham, 2018:72). Aaker (1997:347) defined brand personality as a set of human characteristics associated with a brand. For example, automotive brands such as Jeep and Hummer are perceived as tough, rugged, outdoorsy (Carlson et al. 2009:373). Such a brand personality makes a brand unique and sets it apart from other brands. Marketers can use brand personality to improve marketing communications programmes and distinguish a brand from major competitors (Sung and Kim, 2010:641). Calle Del Puente and Huipulco (2008:3) emphasised that brand personality of a product must be special and different from other brands competing in the same product category to encourage consumer decisions. Therefore, it is important for brand managers to understand how their respective brands are perceived in the market and change the perception of the brand if not favourable and satisfactory in the target market.

Any professional sport team is a brand that needs to be managed professionally and possesses personality as well (Tsitsosou, 2012). As such, managers from professional sport teams can benefit from the unique brand personality of their respective teams. Consumers prefer to select a brand that is in congruence

with their own personalities (Lin, 2010:5; Arora and Stoner, 2009:273). Team identification can increase if the sport team's personality matches that of such consumers. Thereafter, customers will remain loyal to a professional sport team's brand. In addition, professional sport teams can get sponsorship deals if they possess brand personality similar to that of companies interested in sports sponsorship (Tsotsou, 2012, p.242). Sports marketers are advised to study and understand the brand personality of their teams and fix it where necessary to be aligned with brand values of the sport team and the desired perceptions from its supporters. Therefore, the aim of this study is to validate brand personality dimensions to South African professional sports teams, Sharks and Lions, in the rugby sporting code.

### **3. Methodology**

This study employed exploratory and descriptive research design and mix method (Qualitative and Quantitative) to achieve its objective. Therefore, five steps were followed.

**Step 1:** Focus group: Identifying personality traits. 12 students were invited from the target population.

**Step 2:** Secondary data: reviewing literature and analysing website to identify additional trait relevant to sport teams. Existing scales and sport team websites were used as secondary data to generate more traits.

**Step 3:** Focus group; reducing traits identified from Step 1 and Step 2. Six panel of experts from marketing; Psychology; business management, sport management and Languages were invited to reduce generated traits from (Step 1 and Step 2) to a manageable number. Their task was to remove irrelevant, redundant, and ambiguous traits.

**Step 4:** Survey developing a scale. A non-probability and convenience sampling technique was used in Step 4. Participants in this study were 600 in total. Such population is adequate for the type of data analysis conducted in this Step to achieve the objective of developing brand personality trait scale for South African professional sport teams. The participants of the study were Generation Y students enrolled at one traditional university as well as a university of technology in South Africa within the Gauteng Province.

**Step 5:** Validating a scale to South African rugby professional sport teams. A non-probability and convenience sampling technique was used in this study. Participants in this Step were 300 in total. Such population is adequate for the type of data analysis conducted in this Step to achieve objective of the study validating brand personality dimensions to the South African rugby professional sport teams. The participants of the study were Generation Y students enrolled at one traditional university as well as a university of technology in South Africa within the Gauteng Province.

A questionnaire of self-administered questions was used in (Step 4 and Step 5) to collect the required data to achieve the objectives of the study. The questionnaire contained three sections, namely section A, section B and section C. Section A covered the demographic information of the participants, section B covered questions about sports interest and section C included brand personality traits to be used in rating the Professional sport team (Step 4) and rugby sport team (Step 5) identified as a favourite sport teams by participants. Items for scale measurement in the questionnaire had four constructs (Trustworthiness, Competitiveness, Friendliness and Trendiness). The participants of the study were generation Y students aged between 18-24. Furthermore, these individuals enrolled from one university of technology and one traditional university from 1<sup>st</sup> year level to post graduate level. Participants rated each item within all constructs using a seven-point Likert scale ranging from 1 to 7 (1 = strongly disagree to 7 = strongly agree). The statistical program of IBM SPSS version 27 for Microsoft Windows and Analysis of Moment Structures (AMOS) Version 27 was employed to analyse the collected data for this study.

### **4. Results**

Reliability and validity analysis was conducted to confirm brand personality dimensions to South African Professional Sport Teams between Lions and Sharks rugby teams. As shown in Table 1 for Lions rugby team and Table 2 for Sharks rugby team. The analysis shows the Cronbach's alpha values are above the recommend value (Malhotra, 2010). In addition, composite reliability and average Variance extracted values are above the recommended values (Hair et al., 2010; Malhotra, 2010).

*Table 1: Reliability and validity for Lions*

	Lions							
	Cronbach's alpha	CR	AVE	AVE squared	F1	F2	F3	F4
<b>F1– Trustworthiness</b>	0.88	0.80	0.50	0.71	1			
<b>F2– Competitiveness</b>	0.89	0.80	0.50	0.71	0.704	1		
<b>F3– Friendliness</b>	0.82	0.75	0.50	0.71	0.705	0.62	1	
<b>F4– Trendiness</b>	0.85	0.75	0.50	0.71	0.644	0.61	0.80	1

To assess reliability and internal consistency for Lions, Cronbach's alpha values were calculated for each construct. All constructs met the minimum threshold above 0.6, presented in table 1 (Trustworthiness: 0.88; Competitiveness: 0.89; Friendliness: 0.82 and Trendiness: 0.85) which confirmed a reliable internal consistency (Malhotra, 2010: 319). Furthermore, all the CR values are above the 0.70 threshold (Hair et al. 2011:45), which is proof that the dimensions of brand personality for Lions presented in table 1 are reliable. All values for convergent validity are above the 0.50 threshold as recommended by Malhotra (2010). As a result, the convergent validity can be declared. The correlation coefficients suggest discriminant validity if the values are smaller than the square root of the AVE per construct. There are minor discriminant validity concerns between the Trendiness and Friendliness dimensions for Lions. Nevertheless, all the other dimensions show acceptable results and discriminant validity could be assumed. In addition, all these dimensions exhibited acceptable factor loadings presented in table 3. Therefore, the conclusion was made that the dimensions of brand personality display acceptable reliability, convergent validity and sufficient discriminant validity for Lions.

*Table 2: Reliability and validity for Sharks*

	Sharks							
	Cronbach's alpha	CR	AVE	AVE squared	F1	F2	F3	F4
<b>F1 – Trustworthiness</b>	0.89	0.80	0.50	0.71	1			
<b>F2 – Competitiveness</b>	0.90	0.80	0.50	0.71	0.76	1		
<b>F3 – Friendliness</b>	0.83	0.75	0.50	0.71	0.69	0.70	1	
<b>F4 – Trendiness</b>	0.82	0.75	0.50	0.71	0.69	0.67	0.79	1

To assess reliability and internal consistency for Sharks, Cronbach's alpha values were calculated for each construct. All constructs met the minimum threshold above 0.6, (Malhotra, 2010) presented in table 2 (Trustworthiness: 0,90; Competitiveness: 0,92; Friendliness: 0,86 and Trendiness: 0,82). Moreover, table 2 above proves that the dimensions of brand personality for Sharks is reliable as all the CR values are above the 0.70 threshold (Hair et al., 2011, p.45).

The convergent validity can be declared as all the AVE values are above the recommended 0.50 threshold as suggested by Malhotra (2010:743). As such, All AVE values were above 0.50 suggesting convergent validity. The correlation coefficients suggest discriminant validity if the values are smaller than the square root of the AVE per construct. There are minor discriminant validity concerns between the Trendiness and Friendliness dimensions for Sharks. However, all the other dimensions show acceptable results and discriminant validity could be assumed. In addition, all these dimensions exhibited acceptable factor loadings presented in Table 2. Therefore, the conclusion was made that the dimensions of brand personality display acceptable reliability, convergent validity, and sufficient discriminant validity for Sharks.

*Table 3: Standardised coefficients of the measurement model*

Latent factors	Constructs	Indicators	Lions			Sharks		
			Factor loadings		Error variance	Factor loadings		Error variance
F1	Trustworthiness	Trustworthy	0.734	+	0.539	0.728	+	0.53
		Respectful	0.742	+	0.55	0.709	+	0.503
		Reliable	0.803	+	0.645	0.792	+	0.627
		Sincere	0.734	+	0.539	0.777	+	0.604
F2	Competitiveness	Ambitious	0.774	+	0.599	0.773	+	0.597
		Competitive	0.759	+	0.575	0.821	+	0.674
		Confident	0.793	+	0.629	0.799	+	0.638
		Determined	0.817	+	0.668	0.819	+	0.671

F3	Friendliness	Fun	0.665	+	0.443	0.783	+	0.614
		Entertaining	0.71	+	0.505	0.799	+	0.638
		Friendly	0.756	+	0.572	0.7	+	0.49
F4	Trendiness	Trendy	0.767	+	0.589	0.778	+	0.605
		Famous	0.774	+	0.599	0.783	+	0.613
		Stylish	0.682	+	0.465	0.692	+	0.479

The model was evaluated by root mean square residual (RMSR), root mean square error of approximation (RMSEA), Goodness of Fit (GFI), comparative fit index (CFI), incremental fit index (IFI) and Tucker-Lewis index (TLI). The results are presented in table 4.

Table 4: model fit indices

	Lions	Sharks
<b>SRMR</b>	0.0486	0.0456
<b>RMSEA</b>	0.071	0.075
<b>GFI</b>	0.917	0.913
<b>CFI</b>	0.952	0.948
<b>IFI</b>	0.953	0.949
<b>TLI</b>	0.935	0.932

After the model fit was assessed, all model fit indices revealed a satisfactory fit for both professional sports teams, namely Lions and Sharks as presented in table 4. Therefore, the conclusion can be made that the brand personality dimensions show acceptable reliability, convergent validity, sufficient discriminant validity and acceptable model fit for Lions and Sharks.

## 5. Conclusions

### 5.1. Recommendations and Managerial Implications

Understanding the concept of brand personality is important for both sport team managers and brand managers as well as companies interested in sport teams' sponsorship. Sport team managers must always know that companies are interested in sport teams sharing the same personality for sponsorship deals. Brand managers from the sponsorship companies use sponsorship for brand awareness so they can reach their target markets easily. A such, a sport team with similar personality traits as a particular company interested in sport sponsorship stands a better chance for sponsorship. Sponsorship to a sport team with a different personality from that of the company will drain financial resources of the sponsor company and possibly cause damage to the brand image of that company.

Companies, especially those interested in sponsoring professional rugby teams, specifically Lions and Sharks, are advised to compare their personality traits with the perceived brand personality traits of each sport team before finalising a sponsorship deal. If there are similarities of personalities between a company as a sponsor and the team, then there is a perfect match for sponsorship. Currently, there are several companies that offered sponsorships to professional rugby teams in South Africa such as Emirates, ADT, Johnsson, Tsogo Sun, Virgin Active, and so on. On the other side, Sharks are sponsored by Cell C, Mr Price Sport, Hollywood Bets, Johnsson, Castle Lager, and so on. Having said that, it's important for the current sponsors of the sport teams mentioned above to evaluate the identified personality traits of rugby teams to check whether they fit or match the personality of their companies well for renewal or non-renewal of the existing sponsorship deals.

### 5.2. Limitations

This study presented limitations like many other studies. This study used rugby teams only to validate the dimension of brand personality of rugby professional sport teams. Other professional sport teams from other categories such as soccer, cricket, hockey, netball, volleyball, basketball and so forth, can be used to validate dimensions of brand personality of professional sports in South Africa. In addition, the quantitative method was used in this study. Future studies can use qualitative studies or mixed methods.

### 5.3. Conclusion

The purpose of this study was to validate the dimensions of brand personality between two South African rugby professional sport teams, namely Lions and Sharks. To achieve the objective of this study, the dimensions of brand personality, namely Trustworthiness, Competitiveness, Friendliness and Trendiness were assessed for reliability, nomological validity, convergent validity and discriminant validity. The results of reliability, nomological validity, convergent validity and discriminant validity were acceptable.

Model fit with indices SRMR, RMSEA, GFI, CFI, IFI and TLI was assessed. The model fit results and all fit indices SRMR, RMSEA, GFI, CFI, IFI and TLI produced positive results, indicating acceptable and good model fit for the study. Consequently, the results of this study confirmed that dimensions of brand personality are valid to measure brand personality of two South African rugby professional sports teams, which are Lions and Sharks. As such, sport team managers and marketers of both sport teams are advised to incorporate all these dimensions of brand personality perceptions of their teams. They will be able to improve their sport teams' marketing communications and increase marketing campaigns, which may lead to better team identification and draw attention to lucrative sponsorship deals. Companies willing to offer sponsorship are only interested in professional sport teams that show similar personality traits as them. Having said that, companies interested in sponsorship deals are also advised to assess the brand personality of the sport team they are interested to offer the sponsorship first to evaluate if there are similarities with the brand personality of the company before finalising the sponsorship deal with any professional sport team. This will assist a lot in avoiding possible damage to the company's brand image should the brand personality traits of the professional sport team not match with the brand personality traits of the company. Managers from other professional rugby teams that are not included in this study can use these dimensions to evaluate brand personality perceptions of their sport teams. They will understand better how their teams are perceived by fans and will find traits applicable for the marketing and communications strategies for their professional sport teams. Furthermore, they will be able to develop a strong teams' character for better perception and also increase team identification as well as better sponsorship deal attractions.

**Acknowledgements:** The author acknowledges all the support received from participants and colleagues.

**Funding:** There was no external funding received for this research.

**Conflicts of Interest:** The Author declares no conflicts of interest.

### References

- Aaker, J.L., 1997. Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), pp.347-356.
- Arora, R., and Stoner, C., 2009. A mixed method approach to understanding brand personality. *Journal of Product and Brand Management*, 18(4), pp.272-283.
- Britannica Kids, 2022. Currie Cup. [online] Available at: <https://kids.britannica.com/kids/article/Currie-Cup/601982> [Accessed on 19 Oct. 2022].
- Bulls, 2022. Carling Currie Cup 2020/21 Competition Format. [online] Available at: <https://bullsrugby.co.za/carling-currie-cup-2020-21-competition-format/> [Accessed on 19 Oct. 2022].
- Calle Del Puente, C. and Huipulco, E., 2008. Interdependence of personality traits and brand identity in measuring brand performance. [online] Available at: <http://alejandria.ccm.itesm.mx/egap/documentos/2008-06-MKT.pdf> Date of access: 17 Nov.2022.
- Carlson, B.D., Donavan, D.T. and Cumiskey, K.J., 2009. Consumer-brand relationships in sport: brand personality and identification. *International Journal of Retail and Distribution Management*.
- Cell C., 2022. Sponsorship. [online] Available at: <https://www.cellc.co.za/cellc/sponsorships> [Accessed on 21 Oct. 2022].
- Chien, C. I. J., and Ross, S. D., 2012. Identifying Important Spectator Motives for Game Attendance in Taiwanese Professional Baseball Industry. *Contemporary Management Research*, 9(2), pp.137-153.
- Cunningham, N., 2018. Introduction to Marketing. 1<sup>st</sup> ed. Pretoria: Van Schaik.

- Dobson, P., 2022. Curry Cup History. [online] Available at: <https://sarugbystats.co.za/currie-cup-history/> [Accessed on 20 Oct. 2022].
- Jordan, R., 2020. South African Rugby: Sponsorship and Springbok competition update. [online] Available at: <https://lastwordonsports.com/rugby/2020/11/09/south-african-rugby/> [Accessed on 20 Oct. 2022].
- Know, H.H, Trail, G. and James, D.J., 2007. The mediating Role of Perceived Value: Team Identification and Purchased Intentions of Team –Licenced Apparel. *Journal of Sport Management*, pp.540-554.
- Kotler, P. and Armstrong, G., 2017. *Principles of Marketing*. 2nd ed. Cape Town. Juanita Pratt.
- Lambley, G., 2022. Currie Cup: EVERY winner in the tournament’s long history. [online] Available at: <https://www.thesouthafrican.com/sport/rugby/currie-cup/currie-cup-every-winner-in-the-tournaments-history-exclusive-trending-sa-rugby-springboks-bulls-griquas-v-pumas/> [Accessed on 14 Nov. 2022].
- Lee, S., In, S., and Seo, W. J., 2015. Repeat attendance as a function of liminality, communitas and team identification. *South African Journal for Research in Sport, Physical Education and Recreation*, 37(1), pp.59-76.
- Lin, L. Y., 2010. The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers. *Journal of Product and Brand Management*, 19(1), pp. 4-17.
- Lions, 2022a. About Us. [online] Available at: <https://lionsrugby.co.za/about-us> [Accessed on 21 Oct. 2022].
- Lions, 2022b. Sigma Connected Grabs Title Sponsorship of SA’s Lions. [online] Available at: <https://sportindustryawards.co.za/sigma-connected-grabs-title-sponsorship-of-sas-lions/> [Accessed on 21 Oct. 2022].
- Malhotra, N.K., 2010. *Marketing research: an applied orientation*. 6th ed. Upper Saddle River, NJ: Pearson Prentice Hall.
- Potchefstroom-Herald, 2022. Most popular sports in South Africa. [online] Available at: <https://potchefstroomherald.co.za/105778/most-popular-sports-in-south-africa/> Date of Access: 18 Oct. 2023.
- Richardson, J., 2022. Every Currie Cup winner since 1889: Champions of SA. [online] Available at: <https://www.thesouthafrican.com/sport/rugby/currie-cup/every-currie-cup-winner-since-1889-champions-of-sa-breaking-rugby-news-opinion-analysis/> [Accessed on 10 Oct. 2022].
- Rugby Talk, 2022. History and Statistics – Currie Cup. [online] Available at: <https://www.rugby-talk.com/stats-centre/currie-cup/absa-currie-cup-statistics-and-history/> [Accessed on 10 Oct. 2022].
- Rugbypass, 2022a. Sharks Rugby team. [online] Available at: <https://www.rugbypass.com/teams/sharks/> [Accessed on 21 Oct. 2022].
- Rugbypass, 2022b. Lions Rugby. [online] Available at: <https://www.rugbypass.com/teams/lions-1/> [Accessed on 21 Oct. 2022].
- SARugbyMAG, 2015. [online] Available at: <https://www.sarugbymag.co.za/absa-to-end-currie-cup-sponsorship/#:~:text=Absa%20to%20end%20Currie%20Cup%20sponsorship> [Accessed on 20 Oct. 2022].
- Sharks. 2022a. About us. [online] Available at: <https://sharksrugby.co.za/about-us-3-2/> [Accessed on 21 Oct. 2022].
- Sharks. 2022b. The Sharks Brand. [online] Available at: <https://www.rugbypass.com/teams/sharks> [Accessed on 21 Oct. 2022].
- South African Rugby, 2022. Carling Currie cup premier division. [online] Available at: <https://www.sarugby.co.za/tournaments/carling-currie-cup-premier-division/> [Accessed on 19 Oct. 2022].
- South African Rugby, 2022. South Africa Rugby Statistics. [online] Available at: <https://sarugbystats.co.za/currie-cup-history/> [Accessed on 19 Oct. 2022].
- Sport Business Sponsorship. 2022. SARU secures new main sponsor for Currie Cup. [online] Available at: <https://sponsorship.sportbusiness.com/news/saru-secures-new-main-sponsor-for-currie-cup/> [Accessed on 7 Nov. 2022].
- Sung, Y., and Kim, J., 2010. Effects of brand personality on brand trust and brand affect. *Psychology and Marketing*, 27(7), pp.639-661.
- Supersport, 2013. Currie CupTable. [online] Available at: <https://supersport.com/rugby/currie-cup/logs/> [Accessed on 25 Oct. 2022]
- Tsiotsou, R., 2012. Developing a scale for measuring the personality of sport teams. *Journal of services Marketing*, 26 (4), pp.238-252.



- Vodacom, 2021. *Cell Sharks*. [online] Available at: <https://now.vodacom.co.za/article/cell-c-sharks> [Accessed on 21 Oct. 2022].
- Western Province Professional Rugby, 2019. Champion Beer On Board As Carling Currie Cup Is Announced [online] Available at: <https://wprugby.com/champion-beer-on-board-as-carling-currie-cup-is-announced/> [Accessed on 20 Oct. 2022].
- Yeros, J., 2022. The Big 3 Sports in South Africa. [online] Available at: <https://www.globetrottinkids.com/the-big-3-sports-in-south-africa/> [Accessed on 18 Oct. 2022].

