

“The negative impact on brand because of sports celebrities’ performance due to on and off field performance.”



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DEDICATION

Dedicated to My Parents and Friends, who proved to be my source of inspiration, motivation, direction and bliss, and who helped me achieve my objectives and ambitions. May Allah Almighty shower countless blessings and protect them always.

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All the compliments and appreciations be to Almighty Allah, the most gracious the most merciful, who blessed me with the understanding, strength and tolerance to complete this study. May the peace and blessings of Allah be upon Prophet Muhammad (PBUH).

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ABSTRACT

While the positive benefits of sport sponsorship have been well researched, the potentially damaging effect of sport celebrity transgression on their own brand image and the image of their sponsors has largely been ignored. This paper reviews the literature surrounding positive brand image transfer, on which sport sponsorship is dependent, and asks how negative images resulting from transgression might impact on the brand image of the celebrity and subsequently their sponsors. Marrying principles from sport sponsorship and celebrity transgression literatures, this paper presents a potential model of the factors impacting consumers' attitudes towards sport celebrities and their sponsors

following transgression, and recommends four research propositions to guide future research.

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