



Impact of sports sponsorship on consumers purchase intention and brand image

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Abstract

This paper seeks to analyze the impact of “Sports Sponsorship” on “Consumers Purchase Intention” and “Brand Image”. Research design used for the study was a survey method approach. Fifty (50) respondents were selected for the study through convenience sampling method. Questionnaire is used as an instrument for collection of data. Data collected were analyzed using chi-square to test the hypotheses at 0.05 alpha level of significance using SPSS version 16. Results derived from this study shows that there exists an impact of sports sponsorship on consumers purchase intention and brand image.

Keywords: sports sponsorship, brand image, purchase intention

Introduction

Sponsorship is a business connection between a supplier of funds, resources and an individual, event or an organization. The supplier is offered rights and association with the individual, event or administration. The History of Sports Sponsorship began over 100 years ago. The genuine development in sports sponsorship is connected to the ascent in television over the last 60 or 70 years. Sports Sponsorship under one of its modern form, “Product Endorsement” by Athletes, began in the USA in 1905 with Baseball Player Honus Wagner. Women also received endorsement during the 2000’s and Babe Didrikson Zabarias known for being an olympic track gold medallist was the first female athlete who was being endorsed. Sponsorship programmes are considered as a highly cost-effective marketing communication tool as compared to “Traditional Advertising” because sponsorship achieve high media coverage. If sponsoring any popular sports or persons towards which/whom an increasing amount of media attention is directed which in turn will increase the sales, profit, will enhance company’s image, will avoid competitor’s threat and so on.

Literature review

Sponsorship: According to Meenaghan (2001) [6], sponsorship is a help that is made either in the form of finance or in kind to an activity by a commercial organization for the purpose of achieving their commercial objectives. According to Gardener and Shuman (1998), sponsorship is an investment that is made in any event or activity for enhancing the Corporate and Brand Image.

Brand Image

According to Martinear (1957), brand image reflects consumer’s qualities and they buy the brand to convey what needs be.

According to Gardener and Levy (1955), brand image is comprised of consumers opinion, attitude and emotion towards a brand which mirror the intellectual or psychological components of the brand.

Purchase intention

Baig (2012) [3, 7] in his research work conducted on the university students concluded that celebrity endorsement has an impact on purchase intention of customers. As a result many companies are now making associations with the sport hero’s and are doing well as compared to their competitors. Chavanat, Martinent and Ferrand (2009) [1] carried out their research work on the fans of FIFA world cup which was sponsored by ADIDAS. Their study concluded that there exists a strong and positive relationship between the sponsorship and purchase intention of the Consumers.

Research methodology

Objectives of the study

1. To find out the impact of Sport Sponsorship on the Consumer Purchase Intention.
2. To find out the relationship between the Sport Sponsorship and Brand Image.

Hypothesis

It was hypothesized that there shall not be any significant Impact of Sport Sponsorship on Consumer Purchase Intention and Brand Image.

Significance of the study

1. The study will help to understand the relationship between Sport Sponsorship and Consumer Purchase Intention.
2. The result of this study can be used by all those corporate who are potentially involved in Sport Sponsorship.

Results

Table 1: Observed and expected frequencies obtained with chi-square value in relation to different questions related with Impact of Sponsorship on Brand Image

S. No	Questions	Responses										CSV	p
		SA		A		N		D		SD			
		OV	EV	OV	EV	OV	EV	OV	EV	OV	EV		
1	Do you think that the official sponsor’s product are well managed?	4	10	26	10	16	10	2	10	2	10	45.6	0.00
2	Do you think that the official sponsors have good range of product and services?	8	10	28	10	4	10	8	10	2	10	43.2	0.00
3	Do you think that the official sponsors respond to Consumer Needs?	6	10	8	10	2	10	26	10	8	10	32.28	0.00
4	Do you feel a strong sense of belonging to the brand that is being sponsored?	8	10	16	10	12	10	4	10	10	10	8	0.09
5	Do you feel that sponsorship create a positive thinking about the brand?	6	10	16	10	16	10	6	10	6	10	12	0.17
6	Do you feel positive after watching brand in any sports events?	12	10	28	10	8	10	1	10	1	10	4	0.00

OV=Observed Value, EV= Expected Value, CSV= Chi Square Value, p=Significance level

Table 1 shows that in case of first question, the observed and expected frequencies are 4 & 10; 26 & 10; 16 & 10; 2 & 10; 2 & 10 respectively for five selected responses. In case of second it is 8 & 10; 28 & 10; 4 & 10; 8 & 10; 2 & 10 respectively. In third question the observed and expected values are found to be 6 & 10; 8 & 10; 2 & 10; 26 & 10 8 & 10 respectively. In fourth question it is found to be 8 & 10; 16 & 10; 12 & 10; 4 & 10; 10 & 10 respectively. In case of fifth question, the observed and expected frequencies are 6 & 10; 16 & 10; 16 & 10 respectively. In case of sixth, observed and expected frequencies are 6 & 10; 6 & 10; 12 & 10; 28 & 10; 8 & 10; 1 & 10; 1 & 10 respectively for Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), Strongly Disagree (SD).

Values of Chi-Square are 45.6, 43.2, 32.28, 8.000, 12.00, 4.00 and are found to be significant at 0.05 level for question

number 1,2,3,5,6 as the level of significance in these questions are significant ($p < 0.05$, $p = 0.00$). On this basis, it may be concluded that significant difference was found among the responses of respondents in relation to five questions i.e. 1. Do you think that the official sponsor’s product are well managed?, 2. Do you think that the official sponsors have good range of product and services?, 3. Do you think that the official sponsors respond to Consumer Needs?, 5. Do you feel that sponsorship create a positive thinking about the brand?, 6. Do you feel positive after watching brand in any sports events? Therefore formulated hypothesis is found to be incorrect in this case and we can say that there exists an impact of sports sponsorship on brand image while in question number 4, formulated hypothesis is found to be correct as the chi-square value is 8.00 and it is significant at .05 level of significance ($p > 0.05$, $p = 0.09$).

Table 2: Observed and expected frequencies obtained with chi square value in relation to different questions related with Impact of Sponsorship on Consumers Purchase Intention.

S. No	Questions	Responses										CSV	p
		SA		A		N		D		SD			
		OV	EV	OV	EV	OV	EV	OV	EV	OV	EV		
1	Do you seek out the product/services of Sponsors?	2	10	28	10	12	10	6	10	2	10	4	0.00
2	Are you willing to buy the Product/Services of Sponsors?	4	10	18	10	22	10	4	10	2	10	4	0.00
3	Are you willing to try the Product/Services of Sponsors?	8	10	36	10	4	10	1	10	1	10	4	0.00
4	Do you believe that Sponsoring in Sports leads to a higher level of Purchase Intention?	8	10	28	10	4	10	8	10	2	10	4	0.00

OV=Observed Value, EV= Expected Value, CSV= Chi Square Value, p=Significance level

Table 2 shows that, in case of first question, the observed and expected frequencies are 2 & 10; 28 & 10; 12 & 10; 6 & 10; 2 & 10 respectively in all selected responses; in case of second these are 4 & 10; 18 & 10; 22 & 10; 4 & 10; 2 & 10 respectively; in third question the observed and expected values are found 8 & 10; 36 & 10; 4 & 10; 1 & 10; 1 & 10 respectively, in fourth question these are found 8 & 10; 28 & 10; 4 & 10; 8 & 10; 2 & 10 respectively for Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), Strongly Disagree (SD).

Value of Chi-Square are 45.6, 43.2, 32.28, 8.00, 12.00, 4.00 and are found to be significant at 0.05 level for question Number 1, 2, 3, 5, 6 as the level of significance in these questions are found significant ($p < 0.05$, $p = 0.00$). On this basis, it may be concluded that significant difference was found among different responses in relation to all four questions i. e. 1. Do you seek out the product/services of

Sponsors? 2. Are you willing to buy the Product/Services of Sports Sponsors?, 3. Are you willing to try the Product/ Services of Sponsors?, 4. You believe that Sponsoring in Sports leads to a higher level of Purchase Intention? Therefore formulated hypothesis is found to be incorrect and it can be said that there exists an impact of sports sponsorship on consumers purchase intention.

Conclusion

In today’s environment sports sponsorship is acting as one of the important promotional tool for fulfilling the objectives of a company. It is concluded from the report that sports sponsorship is having a great impact on the purchase intention of consumers and also on company’s brand image. Those business organizations who are engaged in sports sponsorship can influence the demand of the customers more effectively as compared to different promoting tools.

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