



**SCHOOL OF COMMERCE DEPARTMENT OF  
MARKETING MANAGEMENT POST GRADUATE  
PROGRAM**

**The Impact of Events Sponsorship on Purchase Intention  
in the case of Dashen Beer**

By: Muluken Tafere

Advisor: Getie Andualem (PhD)

*A Thesis Submitted in Partial Fulfillment of the Requirements for  
the Award of Master of Art in Marketing Management.*

September, 2018  
Addis Ababa, Ethiopia

**ADDIS ABABA UNIVERSITY SCHOOL OF  
COMMERCE  
DEPARTMENT OF MARKETING MANAGEMENT  
POST GRADUATE PROGRAM**

**The Impact of Events Sponsorship on Purchase Intention  
in the case of Dashen Beer**

By: Muluken Tafere

Advisor: Getie Andualem (PhD)

*A Research Submitted in Partial Fulfillment of the Requirements  
for the Award of Master of Art in Marketing Management.*

September, 2018  
Addis Ababa, Ethiopia

Approval/Certificate

**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF COMMERCE**  
**GRADUATE STUDIES**

**DEPARTMENT OF MARKETING MANAGEMENT**

This is to certify that, the thesis worked by Muluken Tafere, entitled: **“the impact of events sponsorship on purchase intention in the case of Dashen Beer”** was carried out under strict supervision and has been approved for submission to the Addis Ababa University School of Commerce Graduate Studies Department Of Marketing Management in Partial Fulfillment of the Requirements for the Award of Master of Art in Marketing Management assembles with the regulation of university and meets the accepted standards with respect to originality and quality.

By; Muluken Tafere

Approved by; Board of Examiners

Getie Andualem (PhD)

Advisor

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

Temesgen Belayneh (PhD)

Internal Examiner

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

External Examiner

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

Graduate Studies

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

## Letter of Declaration

I, the signer, declare that this thesis entitled as **“the impact of events sponsorship on purchase intention in the case of Dashen Beer”** is my original work and has not been presented for a degree in any other university and that all the sources of material used for the thesis have been duly acknowledged.

By:

Muluken Tafere

.....

.....

Name

Signature

Date

Confirmed by:

Getie Andualem (PhD)

.....

.....

(Advisor)

Signature

Date

## Acknowledgement

*First and foremost, I would like to express my deepest gratitude to the almighty God for his blessing and for making me accomplish this success. Secondly, I would like to forward special gratitude and appreciation to my advisor, Getie Andualem (PhD) for his precious comments and suggestions during the progress of this study. Then, my gratitude goes to all the participants of this study who gave their time and provided their valuable information. Finally, I am very grateful for my family who has been supporting me in every step of my life. Moreover, my heartfelt thanks go to everyone that has contributed to this thesis directly or indirectly.*

*Thanks again who helped me!*

*Muluken Tafere*

*September 2018*

*Addis Ababa, Ethiopia*

## Abstract

*Sponsorship constitutes one of marketing's communication tools. The main objective of this paper was to investigate the impact of events sponsorship on purchase intention. The hypothesis that consists of four independent variables and one dependent variable was developed in parallel with research questions and research objectives. The representatives of the study were taken from Deberberhan using convenience sampling. A total of 390 questionnaires were distributed to events held in Deberberhan and 378 were returned. But, 371 were valid and used for statistical analysis. Due to the nature of study undertaken, explanatory research design was used. Based on the exploration from theoretical and empirical review, event attendees were found to be influenced their purchase intention by multiple factors. There were a positive and significant effect relationship between Brand image and purchase intention with effect of (=0.342), Event - Sponsor Fit (With effect of =0.244) and Brand Awareness (With effect of =0.477). Conversely, there were no significant relationship between Attitude toward sponsor (=0.057) and purchase intention. Expect p-value of Attitude toward sponsor, all the factors were significant with p-value less than  $p=0.05$  but the p-value of Attitude toward sponsor were not less than the common alpha level of 0.05, which indicates that, statistically not significant. The regression analysis for this study specified that the independent variables are predictors of purchase intention which is confirmed by R square 0.499. The factors predict the value of purchase intention by 50%. Brand image, Event - Sponsor Fit and Brand Awareness were variables that highly influence purchase intention of event attendees. The study revealed that Attitude toward sponsor are insignificant and don't influence attendees purchase intention.*

**Keywords; Sponsorship, Brand awareness, Brand attitude, Brand image and Purchase intentions.**

## Table of Contents

Approval.....	I
Letter of Declaration.....	II
Acknowledgement.....	III
Abstract.....	IV
Table of Contents .....	V
List of Tables.....	IX
List of figure.....	X
Chapter One .....	1
Introduction.....	1
1.1. Background of the study .....	1
1.2. Statement of the problem .....	4
1.3. Research Questions.....	6
1.3.1. Basic Research Question.....	6
1.3.2. Specific Research Questions .....	6
1.4. Objectives of the Study .....	6
1.4.1 General Objective of the Study .....	6
1.4.2 Specific Objectives of the Study.....	6
1.5 Research Hypothesis.....	7
1.6 Definitions of Key Terms.....	7
1.7: Significance of the Study .....	8
1.8: Scope of the Study.....	8
1.9: Limitation of the study.....	8
1.10: Organization of the Paper.....	9
Chapter Two:.....	10
Review of Related Literature.....	10
2.1) Introduction.....	10

2.2: Theoretical review.....	10
2.2.1: Definition of Sponsorship.....	10
2.2.2. Elements of Event Marketing .....	11
Have a Clear and Measurable Objective.....	11
Promotion and Follow up.....	12
Conveying a Message.....	12
Effective Giveaways.....	12
Showoff the Product.....	13
Evaluate Each Event.....	13
2.2.3. Measuring Sponsorship Effectiveness .....	13
2. 2.4 Factors affecting Purchase Intention .....	15
Product Quality: .....	15
Brand Image:.....	15
Socio Economic:.....	16
2.3 Empirical Review .....	16
Brand Image .....	16
Event Sponsor Fit .....	17
Attitude toward the Sponsor.....	18
Brand Awareness.....	18
Purchase Intention .....	19
2.4. Conceptual Framework.....	20

Chapter Three .....	21
Research Methodology.....	21
3.1 Research Approach/Paradigm.....	21
3.2 Research Design.....	21
3.3 Target Population.....	21
3.4 Sampling Technique and Procedure.....	22
3.5 Sample size.....	22
3.6 Sources of Data.....	23
3.6.1 Primary Source.....	23
3.6.2 Secondary Source.....	23
3.8. Data Collection Methodology.....	23
3.8 Data Analysis Method.....	24
3.9 Validity and Reliability.....	24
3.9.1 Validity.....	24
3.9.2 Reliability.....	24
Chapter Four.....	25
Data Analysis, Presentation and Interpretation.....	25
4.1. Demographic characteristics of respondents.....	25
4.2 Events Like by respondents.....	28
4.3 Factors Affecting Purchase Intention. ....	28
4.3.1 Brand Image.....	29
4.3.3 Event Sponsor fit.....	29
4.3.4 Attitude toward Sponsor .....	30
4.3.5 Brand Awareness.....	31
4.4 Purchase Intention.....	33

4.4 Reliability test.....	33
4.5 Correlation Analysis .....	34
4.6 Multiple Linear Regression Analysis .....	35
4.7 Discussion of Findings.....	40
Chapter Five .....	43
Summary, Conclusion and Recommendation .....	43
5.1 Summary.....	43
5.2 Conclusion.....	44
5.2. Recommendation and future research.....	45
References.....	XI
Appendixes.....	XV
Appendix One .....	XVI
Appendix Two.....	XX

## List of Tables

Table 4.1 Respondents' monthly income in Birr .....	27
Table 4.2 Respondents' occupation .....	27
Table 4.3 Events like by Respondents' .....	28
Table 4.4 Mean analysis related to Brand image .....	29
Table 4.5 mean analysis related to Event sponsor fit .....	29
Table 4.6 mean analysis related to Attitude toward sponsor .....	30
Table 4.7 mean analysis of Brand awareness .....	31
Table 4.8 Mean values of variables .....	32
Table 4.9 Reliability Statistics Result.....	33
Table 4.10 Relationship among Variables.....	35
Table 4.11 Summary of Correlation analysis.....	35
Table 4.12 Coefficient of variables of regression analysis. ....	36
Table 4.13 Test of Hypotheses based on correlation and regression analysis. ....	41

## List of figures

Figure 2.1 Conceptual Framework .....	20
Figure 4.1 Respondents' Gender .....	25
Figure 4.2 Respondents' Age .....	25
Figure 4.3 Respondents' Educational Background .....	26
Figure 4.4 Normality from Regression Standardized .....	37
Figure 4.5 Normal P-P plot of regression standardized residual .....	38

# Chapter One

## Introduction

### 1.1 Background of the study

Sponsorship defined as “an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with this activity” (Meenaghan, 1991, p. 36). Companies desired to achieve marketing’s purpose through sponsorship. The purposes of sponsorship include increasing sales, generating and raising awareness, reaching new target markets, and enhancing corporate image (Shank, 1999). Sports are the aspiration for sponsorship (Mc Carville, Flood, & Froats, 1998).

Moreover, sport focus on public interest and are the subjects of involvement, commitment, and emotional connection (McDonald, 1991). Additionally, sport can show highly effective images and attract to the almost target group (Ferrand & Pages, 1996). For above these reasons, marketers decided to increase sports sponsorship as a considerable modification in traditional marketing communications. In 2016, Dashen became the main sponsor of the Dashen beer team and one international team to contribute the development of football.

Dashen spending on sponsorship reached 37 million at this year. In 2017, Dashen investment in sponsorship has grown by 30%. Dashen has spent a huge amount of money on sport sponsorship. To be precise, they used more than 50 million birrs to organize and prizes for winners, which is a huge investment for marketing at sport (DBSC Annual report (2017)). Moreover, as commercial sponsorship is a form of marketing communication, it is necessary to explore how it influences consumers and their perception and behaviors of commercial sponsorship as well as sponsor’s products instead of simply measuring the sales or reach the performance of the brand.

The effectiveness of Dashen sponsorship program in terms of customers’ response from a variety of perspectives in the Ethiopia market is necessary to be investigated because Dashen expenditures on sponsorship are increasing. Therefore, the research discovers which factors between sponsor and event have strongly effect on purchase intention to help advertisers give an effective marketing strategy for the sponsors’ products in the Ethiopia market.

For more detail, the objectives of the research to answer the problem as follow: What is the effect of event sponsorship on customer's brand awareness and purchase intention. Specifically, this study designed to examine the influence of some factors on purchase intention to a sponsor's products in terms of attitude toward the sponsor, attention to sponsor's promotion, sponsor event fit.

### **1.1.2 Background of the Organization**

Brewing has been mentioned in history as early as Egyptian times and has continued to the present day with relatively few changes to the basic recipe. Beer is the world most widely consumed alcoholic beverage; it is the third-most popular drink overall, after water and tea. Malted barley is the main ingredient, which, when milled and heated in water to extract its nutrients, provides a nourishing sugar- and protein-rich solution named wort (pronounced wert), an ideal medium in which yeast may grow and ferment. In comparatively recent times hops were added to the boiling wort as it was discovered that hops had antibacterial properties which preserved the wort and fermented beer, and which gave the beer a refreshing bitter taste.

According to DBSC Annual report (2004), Dashen Brewery is one of the Ethiopian beer manufacturing industries. Dashen Brewery S.C was established as an endowment to assist the overall development needs of the Amhara region in 2000 G.C. Dashen is a modern company occupying an area of 8.5 hectares, was completed with an initial capital investment of over 340 million Birr. The Brewery is located the historical town Gondar which is annually visited by more than 95,000 tourists. The company also has liaison office in Addis Ababa. The primary objective of the factory is creating linkage between the agriculture and the industry sectors, through barley (for beer malt) production as input to the factory in the high land area farmers of Amhara region as well as the country. To prove this fact, the company and TIRET in addition to other stakeholders are highly dedicated and work hard in barley seed delivery to farmers and now it reaches at the end point of completion of construction work and erection of machines for the Malt factory.

Moreover; the firm is aimed at provision of quality beer to the customers. The initial production capacity of Dashen Brewery S.C was 300,000 hectoliter beers per annum; however, in 2004 (May 1996 to December 1997 E.C) in doing expansion works with a cost of Birr 100 million raised its capacity to 709,000 hectoliters annually and planned to upgrade to

produce 1,000,000 hectoliters of beer annually. The factory is the latest and the most modern brewery in the country that uses high-tech machinery. It produces high quality beer in almost fully computerized and automated process.

Their average annual sale is Birr 416 million with increasing growth rate (DBSC Annual report, 2004). Dashen Brewery PLC was named by the greatest mountain in Ethiopia and a home to rare endemic fauna and flora and renowned for its breathtaking scenery; which has an altitude of 4,523 meters above sea level known as mount Dashen.

The factory has latest equipment that makes its production modern. Among these equipment: CIP plant-the brewing equipment is cleaned by 4CIP plants using recovered water, caustic soda, and acid; EBI: removes products that do not fulfill the standards water treatment plant, CO2 recovery plant, Air compressor plant, Cooling plant, Boiler plant, Conveyor; Casing and uncasing, Crate washer, Bottle washer, Filler, Pasteurizer, Labeler, Keg plant and others.

Dashen Brewery S.C has more than 11 years' experience in high quality beer production from barley and pure water. Via its contemporary technology, the beer achieves quality standards i.e. produced without sugar, free from hangover and needless mouth smell.

Dashen Brewery has beautiful beer garden and warehouses in Gondar, Woldya and Addis Ababa cities and has four sales outlets (zones) to distribute its products in all over the local markets through agents. In addition to the bottled and draught beer, recently the factory was introduced another product "Royal Draught" to be followed soon by Royal Bottled Beer. In fulfilling quality standards Dashen Brewery S.C has awarded quality management system ISO: 9001-2000 and 2008 and environmental management system (EMS) ISO: 14001-2004 certificates. The company is a pioneer to receive the ISO awards in Ethiopia. Being certified of ISO credentials it built up customers' confidence, increased sales volume, ensured international recognition and increased market competitiveness.

## **1.2 Statement of the problem**

Sponsorship constitutes one of marketing's communication tools. According to Tripodi (2001), it is the element with the largest development in comparison with the rest of the communication tools. Nevertheless, the research undertaken to examine sponsorship effectiveness is in a rather premature stage. It is still questionable whether the use of sponsorship as a strategic tool gives a firm a competitive advantage or has an influence on consumers' purchasing intentions. O'Reilly and Madill (2007) focused on the need for continued improved of theory and practical tools of the assessment of sponsorships, because of the lack of practical research that interests on the estimation of the effect of sponsored events on customer purchase intention. The literature has addressed the need for more theory-based and field-tested guides helping brand managers in selecting events to sponsor (Gwinner & Swanson, 2009; Roy, 2010; Woisetschlager & Michaelis, 2012).

Literature on sponsorship indicates many researchers (Keller, 2003, Arens & Weigold, 2011, Picton & Broderick, 2005) have been focused on sponsorship because of its importance on customer behavior in today's marketplace and how sponsorship is essential to achieve competitive advantage in a high competitive market. Because of the country's continuous economic development, the beer market of Ethiopia is exposing an amazing increasing trend every year. Especially in recent five years, the industry shown more than a 15% increment trend each year and expected to grow in the future. Because of this attractive industrial growth, the currently existing breweries continuously expand their production capacity and plans to add new plants. Dashen expenditures on sponsorship are increasing from time to time hence the effectiveness of Dashen sponsorship program in terms of customers' response from a variety of perspectives in this competitive industry is necessary to be investigated. Therefore, the research answer which factors between sponsor and event have strongly impact on purchase intention to help advertisers give an effective marketing strategy for the sponsors' products in the Ethiopia beer market.

### **Justification for this research**

This study is justified based on the following points.

- Rapid growth in the use of event sponsorship
- Lack of practical research
- Benefits for practitioners and policy-makers

The first justification in carrying out this research work is the fact that event sponsorship has become an important tool for marketers. World-wide expenditures on sponsorship increased four-fold to reach \$56.8 billion dollars in the decade 1996- 2006 (Chanavat, Martinet and Ferrand 2009) and in Ethiopian beer market particularly Dashen beer s.c has shown 30% increment yearly (Dashen annual report,2017). This strong growth represents a major component of organizations' communication spending (Clark, Cronwell and Pruitt 2009). Interestingly, all sponsorship figures only include the amount paid by sponsors to associate themselves with an event or an activity. Any additional expenses undertaken to activate and leverage the sponsorship relationship are not included in the estimates.

Researchers (Crompton 2004; Quester and Thompson 2001; Speed and Thompson 2000; Verity 2002) have shown agreement as to the reasons that have led to the rapid adoption of event sponsorship. Restrictions on tobacco and alcohol mass advertising have encouraged marketers to explore other forms of marketing communications. Meanwhile, traditional forms of advertising have also become more expensive, cluttered and inefficient due to channel browsing.

The second justification in carrying out this research work is lack of practical research Fahy et al. (2004) addressed that sponsorship considered a potential source of Competitive advantage and marketing performance. They demonstrated that it is essential to develop contributions towards “understanding the mechanics of sponsorship management and that this should be further developed and tested empirically in future research”. Cornwell (2005) claims the literature review essentially deals with the theoretical explanations of how sponsorship works and open questions for research, bringing together variables to understand their effect on sponsorship processing mechanics and related outcomes. O'Reilly and Madill (2007) focused on the need for continued improved of theory and practical tools of the assessment of sponsorships, because of the lack of practical research that interests on the estimation of the effect of sponsored events on customer purchase intention. The literature has addressed the need for more theory-based and field-tested guides helping brand managers in selecting events to sponsor (Gwinner & Swanson, 2009; Roy, 2010; Woisets chlager &Michaelis, 2012).

The third justification for this research is based on its potential benefits for marketing practitioners in terms of evaluating sponsorship campaigns; which is still at an ‘underdeveloped’ stage (Crompton 2004; p268). Results from this research will provide guidelines to organizations in the form of more efficient evaluation of their sponsorship programs. Potential sponsors may also benefit by choosing sponsorship programs which are more relevant not just for consumer audiences but also for internal audiences. Similarly, the management of sponsored properties could also benefit by reaching out to potential sponsors who may want to use the relationship from an internal marketing perspective.

## **1.3 Research Questions**

### **1.3.1 Basic Research Question**

In this study the following research questions will be answered.

1. Is there an impact of attendee’s brand Image on their purchase intention?
2. Is there an impact of event–sponsor fit on the attendee's purchase intention?
3. Is there an impact of attendee’s attitude toward the event on the attendee’s purchase intention?
4. Is there an impact of attendee’s awareness of the sponsoring brand on the attendee’s purchase intention?

## **1.4 Objectives of the Study**

### **1.4.1 General Objective of the Study**

The main objective of this study was to investigate the impact of events sponsorship on purchase intention of Dashen brewery products.

### **1.4.2 Specific Objectives of the Study**

In the light of this major objective, the specific objectives of the study were:

- To determine the impact of attendee’s awareness of the sponsoring brand on the attendee’s purchase intention.
- To investigate the impact of attendee's attitude towards the event on the attendee’s purchase intention.

- To ascertain the impact of event – sponsor fit on the attendee’s purchase intention.
- To explore the impact of attendee’s brand Image on their purchase intention.

## 1.5 Research Hypothesis

H1: There is a significant impact of attendee's brand image on their purchase intention.

H2: There is a significant impact of event – sponsor fit on attendee’s purchase intention.

H3: There is a significant impact of attendee's awareness of the sponsoring brand on the attendee's purchase intention.

H4: There is a significant impact of attendee's attitude towards the sponsor on the attendee’s purchase intention.

## 1.6 Definitions of Key Terms

- **Sponsorship;** - defined as “Provision of assistance either financial or in kind to an activity by a commercial organization for the purpose of achieving commercial objectives (Meenaghan 1991) and the provision of commercial potential” (Speed and Thompson, 2000).
- **Brand awareness;** - Brand awareness is defined as “the ability of potential buyers to recognize and recall brands as a member of a certain product category” (Aaker, 1991).
- **Brand attitude;** - Brand attitudes have been defined as “a relative enduring, un dimensional summary evaluation of the brand that presumably energizes behavior” (Spears & Singh 2004, p. 56).
- **Brand image;** - refers to consumers’ perception of a brand which is associated with brand attributes, brand benefits and brand attitude held in consumer memory (Keller, 1993).
- **Purchase intentions;** - The plan in which a person intends to buy a particular goods or service sometime in the near future. The plan is to buy an item, but the timing is left to the individual to plan. (Dictionary of marketing terms from all business.com).

## **1.7 Significance of the Study**

The study is offer various benefits for different stakeholders.

- ❖ The study is being relevant for other researchers to broaden the cover and to make a deep analysis on the existing research topic.
- ❖ The findings are useful in identifying better strategy for event marketing efforts, enhancing the impact for brand awareness and purchase intention for the company.
- ❖ The study enables the researcher to develop a research skill on the marketing area.

## **1.8 Scope of the Study**

To manage this research, scope of the study was delimited to the effect of event sponsorship on consumer purchase intention in Dashen Share Company.

This study is concentrated on only Dashen brewery sponsored events located at deberberhan will not including other areas. The study involves the marketing department of the company. It also involves product consumers of the company to see the successfulness of the communication mix strategies of the company. It is known that purchase intention can be bring by different factors like product quality, price, brand, package, etc. But this study focuses only on purchase intention that will bring by sponsored events.

## **1.9 Limitation of the study**

The study faced the following limitations:

- ❖ The survey was limited for the attendees of the sponsored event located in deberberhan.
- ❖ The study sample was selected from the sponsored event attendees only; other public members are excluded.
- ❖ The study results can only be generalized on customers who lives in deberberhan.

## **1.10 Organization of the Paper**

The study organized in five chapters.

Chapter one covers Background of the Study, Statement of the Problem, Basic Research Questions, Objectives of the study, hypotheses of the study, operational definitions, Significance of the study, and Delimitation/scope of the study.

Chapter two deals with the literature review: review of related literature, review of empirical literature and conceptual Framework

Chapter three describes the design of the research; Population and sampling techniques, Sources and instruments of data collection, Procedures of Data Collection, Methods of Data analysis, Reliability and Validity

Chapter four presents results/findings of the study and interprets and/or discusses the findings.

Finally, chapter five summarizes the findings, shows conclusions and recommendations.

## **Chapter Two**

### **Review of Related Literature**

#### **2.1) Introduction**

This chapter deals with theoretical review, empirical review and conceptual framework of the study.

Theoretical review of the research: This part is deals with definition of sponsorship, factors or determinants of purchase intention, types of sponsorship, element of sponsorship and measurements of sponsorship.

Empirical review of the research: it summarizes major research findings in relation to the research area.

Conceptual framework: based on the literature review part of theoretical and empirical review, it shows the nature of relationships between research variables.

#### **2.2: Theoretical review**

##### **2.2.1: Definition of sponsorship**

Sponsorship is a business communication tool, it is a part of an integrated marketing plan along with advertising, sales promotion and public relations (Ukman, 2004). According to IEG, expenditures for sponsorship in North America were around \$17.2 billion and \$46.3 billion worldwide in 2009. Over recent two decades, annual growth rates of sponsorship have been greater than advertising and sales promotion. It is more and more obvious that sponsorship is taking an important role among a communication mix. Scholars also summarized several features that drive sponsorship the most popular one, Meenaghan (2005) stated that sponsorship is dealing with three parties: sponsor, property, and consumer and it aims at benefiting all three parties and Christensen (2006)said that sponsorship is less direct in passing the information to consumers, it is in a more reflective way and brings more conscious feedback to consumers; Fullerton (2007) also mentioned that sponsorship can have more ranges of publics and relative objectives, especially in sporting events.

Practically, to sponsor means a negotiation between a sponsor and a property, a sponsor provides compensation and a property provides association (Cornwell & Maignan, 1998), and through this exchange, a sponsor is hoping to get more brand exposure, better corporate image or eventually increase in sales while property is getting revenue (Fortunato, 2013).

This exchange also makes sponsorship different from philanthropy, in which a corporate is giving without the intention to be noticed (Piewa & Quester, 2011).

Nowadays, sponsorship is a global business given that sporting event has been the most popular one which receives more than two-third of total sponsoring spending among all kinds of sponsorship categories (Fetchko et al.2013)

### **There Are Several Kinds of Sponsorship**

1. Sport sponsorship is the process of offering funds, human resources, and equipment by sponsor directly to a sport entity to enable them to practice a sport event. The sponsorship of athletes has become a popular type of sponsorship arrangement. Celebrity athletes are paid to endorse a particular product or service. This will enable customers to transfer their love and admiration for the celebrity athletes to the brand (Daily Graphic, 1 June 2011).

2. Television program sponsorship is the process of delivering certain message in cooperation with organizations. TV program sponsorship could be used in various forms: pull together a brand or business with a certain program, to present a TV version of a print magazine, to introduce a documentary series about a particular issue. Program sponsorship allows the business to see from the perspective of the viewer, which is more likely to achieve the business view support and loyalty Amoako et al. (2012).

3. Educational sponsorships involve providing funding to help students pay for their education or providing any assistant to students to continue their education.

### **2.2.2: Elements of event Marketing**

#### **Have a Clear and Measurable Objective**

Ensure that everyone involved in the event on your behalf has one clear, definable objective. This could, for example, be to obtain 150 leads and then turn a quarter of these into sales. This will provide everyone with a razor-sharp focus.

All of those involved must also be aware that an event offers a time-limited opportunity and every second counts. Consumers do not want to feel ignored or as though they are imposing, and so it is important that the whole team is focused on the objective throughout the duration of the event.

## **Promotion and Follow-ups**

Actions before and after are equally as important as what goes on during the event. A lack of pre-event promotion can limit the audience size and the impact of your presence, whilst failure to follow up on leads or following up poorly is a wasted opportunity.

Aim to target consumers before the event to get them excited about your presence. An effective way of doing this is to add an invitation to your promotional material offering a reward or incentive for visiting you at the event.

Ensure that the follow-up process is as effective as possible by deciding how it will be managed before the event. Ensure that everyone who is involved is aware of how leads are to be collected and processed and how they are to be distributed and handled after the event.

## **Conveying a Message**

A successful event company knows that the presentation, graphics, and space design that they use are some of the most powerful tools that need to be utilized to get a sales and marketing message across effectively.

It is estimated that on the floor of a busy trade show, you have a window of just seven to ten seconds during which you can attract a customer. Therefore, the tools you use must offer a clear and concise message that is engaging and interactive.

A live presentation can be a supremely effective medium to use but, first, grab your audience's attention with effective graphics. It might seem like a cliché, but in this situation a picture really can be worth a thousand words.

## **Effective Giveaways**

Giveaways are able to add huge value to your service or product and are a perfect event branding technique. Placing a host of items for people to pick up is not enough, however. You want consumers to remember their experience and the time they spent viewing your material.

This can be helped by giving them something useful and unique and incorporating the gift in your sales message in order to link the two in the minds of your potential customers.

### **Show Off the Product**

Consumers may be interested in your presentation and space design but nothing will impact more than allowing them to see your product or service for themselves. Statistics show that almost two thirds of consumers are more attracted to exhibits offering demonstrations or product viewings.

### **Evaluate Each Event**

Evaluation leads to improvement. Start by calculating how many leads turned into actual sales and then look at the finer details, such as how much media coverage you attracted, how much research you carried out, or how many individual presentations you were you asked to do ([www.google.com](http://www.google.com)).

### **2.2.3: Measuring Sponsorship Effectiveness**

As mentioned above, sponsorship is being used as a communication tool. A firm uses sponsorship to support an event in order to reach a specific or a wider target group and achieve corporate and commercial objectives (Javalgi, Traylor, Gross and Lamp man, 1994). Sponsorship audience may be existing and potential customers, general public, workforce, local and business community, suppliers and last but not least shareholders (Crowley, 1991). The theme of the events may concern sports, arts and any other similar activity of interest to the general public. Following this policy, the firm expects that the image transferred from the event will have a positive effect on itself (Gwinner, 1997, Gwinner and Eaton, 1999, McDonald 1991). Thus, the choice of the event is of significant importance. Despite the increase of the amounts invested on sponsorship worldwide, the research undertaken in Order to evaluate sponsorship effectiveness on consumer perception is insufficient (Thjomoe, Olson and Bronn, 2002).

While trying to measure the effectiveness of sponsorship the major problem which arouses is the lack of evaluation/measurement techniques. This lack of techniques, which owes its existence to the intangible nature of sponsorship, makes it extremely difficult to prove its contribution to the firms' development (Thwaite's, 1995, Bennet, 1999).

Moreover, it is difficult to isolate the effects that are caused by the use of sponsorship from either effects of other tools of the communication mix which are used simultaneously or the effects of promotional strategies used in the past (Meenaghan, 2001).

Meenaghan (1991) considers that there are three main methods to evaluate sponsorship

effectiveness. The evaluation can be based on:

a) Effectiveness of sales. Despite the fact that the increase of sales cannot be derived directly from the use of sponsorship a number of firms associate sponsorship effectiveness with effectiveness of sales. b) Media coverage of the event. Nevertheless, evaluating sponsorship effectiveness depending on the time and inches (for the press) that the media have dedicated for covering the event can be misleading, since this technique measures only the length of exposure on the media and not the effects of sponsorship on consumers. c) Communicational effect.

This technique examines the communicational effects (awareness, attitude and perceptions) of sponsorship on consumers. According to Cornwell and Maignan (1998) the measurement methods can be summarized to a) Exposure – Based Methods, which examines the media coverage and estimates the audience b) Tracking Measures, which constitutes the most popular method used in research studies and involves the evaluation of awareness, familiarity and preferences and c) Experiments, which according to Pham (1991) should be the only acceptable method since experimental designs allow control of extraneous variables and thus provide information of the true impact of sponsorship.

There is neither specific nor unique way to measure the contribution of sponsorship. Most firms use

One of the aforementioned techniques. Despite the growth of the amounts spent on sponsorship, research is still in premature stage. (Cornwell et al. 2001). The vagueness of sponsorship's objectives and benefits for the firm consist the main problem for sponsorship (Javalgi, Traylor, Gross and Lampman, 1994, Meenaghan 1983, Thwaite's, 1995, Bennet, 1999). Hence, one should turn to indirect techniques, observing the variation of characteristic parameters such as corporate image, corporate awareness, brand image, brand awareness, sales and the reputation of a firm. The raising of these parameters constitutes sponsorship's main objectives (Javalgi, Traylor, Gross and Lampman, 1994, Meenaghan, 1991a, Tripodi, 2001, Dolphin, 2003, Thwaite, 1995, Cornwell et al. 2001).

Since there are only a few attempts made during the past years trying to examine how to measure the effectiveness of sponsorship (Abratt and Grobler, 1989, Cornwell and Maignan, 1998, Helge Sen, 1992, McDonald, 1991).

## **2.2.4: Factors Affecting Purchase Intention**

### **Product Quality**

Quality is the capacity of a product to satisfy some specific wants of the customers. Perceived quality refers to consumer's evaluation of products or brands that meet an individual's expectations. Such evaluation by individuals is their experience between two firms' brands products. According to Chowdhury & Andaleen (2007) product quality enhances competitive advantage.

In comparison between national and private brands, consumers tend to favor national brands because they are more familiar, reputable and better coverage on media (Besharat, 2010; Chen et al. 2007). Quality of products is normally measured by product features, benefits and ability to satisfy required needs and so on. It is considered to be one of the important determinants of purchase intention of customers (Gilmore, 1974).

### **Brand Image**

The brand image means the way people view a given company or product. Hsieh & Liljander (2009) defined brand image as the mental perception based on its associations toward a brand. Organizations try to create a strong brand that people recognize with a given product. In addition to desiring to create brand recognition in general, most companies also want their product or company to have a specific image or to be looked upon in a certain way. So brand image is the overall impression in consumers' mind that is formed from all forms of interactions with the organization.

This brand image can outline how they release a product, the type of product they released, the type of advertising they do, and the type of customers they serve. The origin of product such as country produced and manufacturer affect consumers' brand image perception (Koubaa, 2007). This suggests that the process of recalling is prior experience on the company, brand reputation and product attributes that may exert some influences on consumers' reaction and purchasing behavior (Chowdhury & Andaleeh, 2007). Positive brand image exceeds customers' expectations.

Positive brand image increases the goodwill and brand value of an organization (MSG, 2014).

## **Socioeconomics**

Socioeconomic condition is a vital issue for the customers to make any purchase decision. One of the important factors of socio economics is the income of individuals; it divides people into social standing by estimating their amount and source of revenue (Schiffman, and Kanuk, 2000). Poor customers tend to purchase from low price and buy little because of their limited resources (Figuíé and P. Moustier, 2009). Customers make decisions based on their personal characteristics such as age, occupation and economic circumstances.

Such factors have a direct impact on customer behavior (Kotler and Keller, 2006). This socioeconomic condition of buyers influences their purchase decisions to a great extent. For this reason, marketers consider the socioeconomic factors while designing products and promotional campaign.

Buying decision is related to having social values that derived from a need to be respected and to acquire desirable social status (Delre et al.2008). It is found in some observations that most consumers do not shop alone. Peers, family members and other groups exert strong influence on the buying decision of individuals. These reference groups do the word of mouth marketing. They can play an active role in influencing the opinions of others. That influential impact sometimes goes against or in favor of the interest of a particular organization.

## **2.3 Empirical Review**

The empirical review of the study, summarizes and rounds on the below issues that undertaken by different researcher and authors on the area.

### **Brand Image**

Gwinner (1997), image transfer is defined as “transfer of associations attributed to the sponsored activity to the sponsoring brand” (Gwinner, 1997, p.145). Image later is transferred from an event to a brand/sponsor company.

According to Gilaninia & Abbaszadeh (2011), brand image has positive impact to purchase intention. Furthermore, the research result by Pope and Voges (2000) shows that brand image can give a positive effect to a buying intention. The prior study also shows the relations between brand image and attitude toward the brand (Tseng and Lee, 2011).

Poon & Prendergast (2006) have described that brand image has fit with sponsored event, and finally to favorable attitudes towards the brand. On the other word, Poon & Prendergast (2006) also explained that positive brand image and is perceived fit with an event, can create a positive impact to attitudes towards the brand.

Hsieh, Pan, and Setiono (2004) address that brand image helps consumer in recognizing their needs and satisfaction regarding the brand; it also differentiates the brand from other competitor's brands. Brand image helps consumers to gather information, recognize the brand, and ultimately persuade the consumer to purchase a certain brand. A positive brand image is an important step in positioning strategy at the same time brand image can also increase marketing communication effectiveness.

### **Event-Sponsor Fit**

Speed and Thompson (2000) as well as Becker-Olsen (2006) broke down that sponsor-event fit referred to a similarity, logical connection, and making sense in a relationship between a sponsoring brand and an event. The empirical research has also proven that “fit” between event and sponsor will give an important impact to sponsorship outcomes. This is due to its ability to influence cognitive, affective and behavior aspects of consumers (Poon &Prendergast, 2006).

Parallel with the previous description, personal knowledge is the main factor in deciding the level of fitness of an event and a sponsor. In addition, Speed & Thompson (2000) have mentioned that the event-sponsor fit as one of factors that influences a sponsorship response is able to measure a consumer’s attitude and intention. The majority of this research that is connected to a sponsorship revealed the existence of positive congruency effects to consumer response towards sponsorship, Include image transfer, attitude toward sponsor/brand, recall and recognition, as well as purchase intention escalation (Speed &Thompson, 2000; Cornwell et al. 2005; Cornwell et al.2006; Becker-Olsen, 2006; Rodgers, 2003; De Souza, Owen & Lings, 2005; Tseng&Lee, 2011).

The level of congruency impacts consumer response, where higher congruence can result more positive reaction towards a sponsor. Regarding to the description, we can understand that sponsor-event congruence is an essential element that also becomes the main attention to this research.

## **Attitude toward the Sponsor**

Attitude is defined as “a person’s internal evaluation of an object such as an advertisement, and may be favorable or unfavorable” (Sicilia, 2006 p. 139). Speed & Thompson (2000) have pointed out that a consumer has a positive attitude and belief towards a sponsor, so they have a tendency to know and consider a sponsor product. Besides, the effect from the attitude will lead to behavioral intentions.

The finding from Rifon & Choi (2004) explains that congruence (fit) between an event and a sponsor will direct to a positive attitude toward brand. The Koo et al. (2006) found that an individual will perceive a high consistency between an image event and a sponsored brand, and result a significant attitude toward the brand. Strydom et al. (2000) address how brand attitude influenced by the fit between celebrity athlete endorsers and the endorsed products.

Their findings confirm audiences evaluated an endorsed brand more favorable when there is a fit between the athlete endorser and the endorsed brand. Russell and Close (2013) conclude that A customer's positive attitude towards the event will influence their perceptions of event-sponsor fit positively.

## **Brand Awareness**

Riezebos (2003) addresses that a brand with high awareness will cause a high added value for consumers. Strydom et al. (2000) address, the marketing strategy can build awareness among target markets through repetitive advertising and publicity. Which can provide a competitive advantage for the brand. Brand awareness is one of the main steps in promoting and positioning a brand, it is the essential and vital goal of advertising in the product's introduction stage. They also address how brand attitude influenced by the fit between celebrity athlete endorsers and the endorsed products. Their findings confirm audiences evaluated an endorsed brand more favorable when there is a fit between the athlete endorser and the endorsed brand.

Akwensivie et al. (2014) found out that brand awareness is the main impact of sponsorship events on mobile telecommunication subscribers. Brand image and brand loyalty are found to be related positively and significantly to sponsorship events. Sponsorship have an effective impact on customers’ behavior, in association of other communications tools like public relations, exhibitions and trade shows, advertising, direct marketing and sales promotions.

Hoeffler and Keller (2002) showed that brand awareness can differentiate from depth and width.

Depth explained “how to make consumers to recall or identify brand easily” and width concluded, “When consumers purchase a product, a brand name will come to their minds at once”. Whether a product is in possession of brand depth and width at the same time, consumers will consider a particular brand at the time of purchasing a product which results higher brand awareness to that product.

Additionally, brand name is the main component of brand awareness (Davis, Golicic, & Marquardt, 2008). As a result, brand awareness will have an influence on purchase decision by way of brand association, and when a product possesses favorable brand image, it will support to marketing activities (Keller, 1993). Brand awareness has a great effect on purchase intention due to the tendency of the customer to purchase a familiar and well-known product (Keller, 1993; Macdonald & Sharp, 2000). Brand awareness can assist consumers in order to recognize a brand from a product category and make a purchase decision (Percy & Rossiter, 1992).

### **Purchase Intention**

The empirical theory adopts purchase intention to measure a consumer behavioral incline due to the limitation to measure the actual sales (Madrigal, 2001; Speed & Thompson, 2000; Mason, 2005). The effort to improve a positive and favorable attitude towards a brand is a basis to evaluate purchase

Intentions (Madrigal, 2001).

Spears & Singh (2004) defines purchase intention as an “individual’s Conscious plan to make an effort to purchase a brand” (Spears&Singh, 2004, p.56). Purchase intention shows a level of motivation where an individual do a certain purchase behavior.

The higher level of motivation, the higher tendency of a person does an actual purchase (Barone, Miyazaki & Taylor, 2000). Looking up to Howard & Crompton (1995, p.363), an intention of buying is an indicator that most beneficial and valuable as an impact of sponsorship towards future sales.

According De Souza et al. (2005), congruency (fit) is able to influence purchase intention. Through his research, De Souza et al. (2005) have modified a research methodology that has been constructed by Cornwell & Coote (2005), which incorporate congruency in the model as a moderator to an identification effect towards sponsorship linked purchase. On the other words, congruency immediately has an effect towards purchase intention.

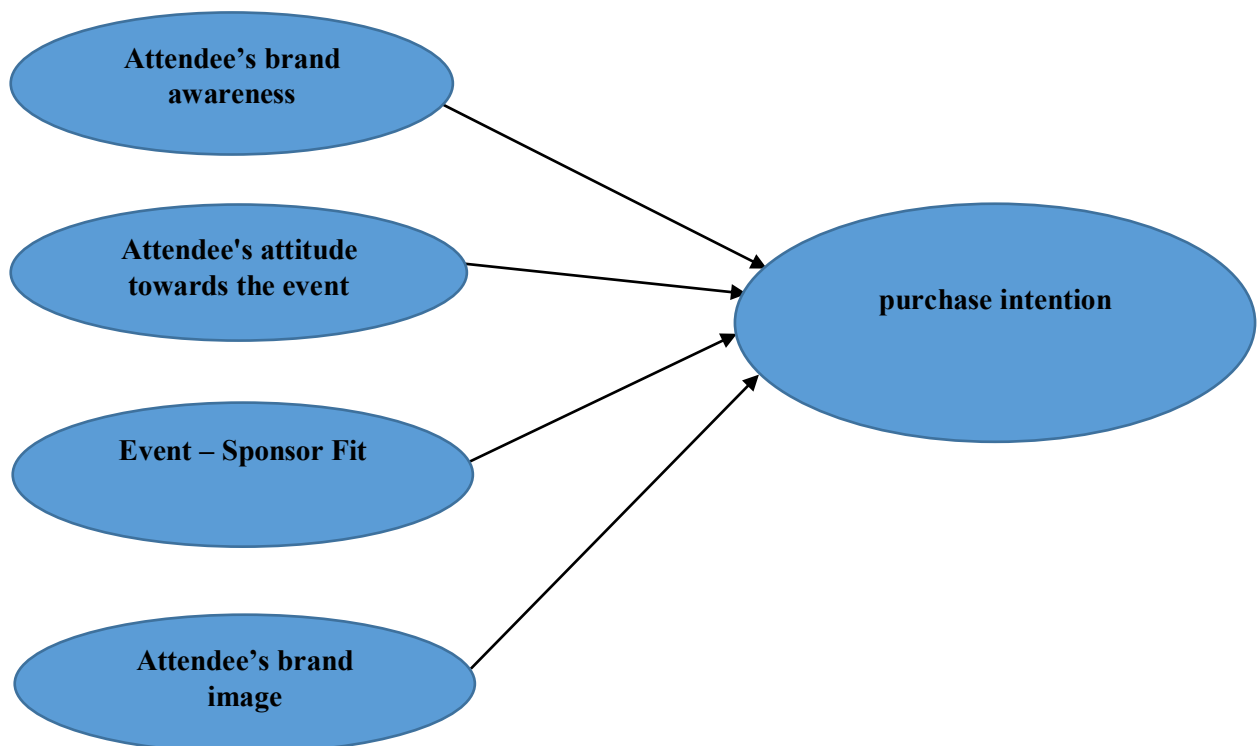
Dees et al. (2008), in sport sponsorship, have examined the impact of a variable “attitude towards the brand”, and others variable such as goodwill and fan(s) involvement towards purchase intention. Dees et al. (2008) have found that attitude toward the brand has an influence to a buying intention.

## 2.4. Conceptual Framework

This conceptual framework is developed based on theoretical background and empirical background knowledge. This conceptual framework permits the study to postulate Attendee’s awareness of the sponsoring brand, Attendee's attitude towards the event, Event – Sponsor Fit and Attendee’s brand image.

### Independent Variable

### Dependent Variable



2.1 Conceptual Framework Developed based on (Dees et al. (2008), De Souza et al. (2005), 2015, Pope and Voges (2000).

## **Chapter Three**

### **Research Design and Methodology**

This study is about impact of event sponsorship on consumer purchase intention. To achieve the objective of the study, this chapter focuses on the research approach, research design, sampling technique type of data source, technique of data collection and method of data analysis.

#### **3.1 Research Approach/Paradigm**

This study starts with hypothesis and the end result will be conformation or rejection of the developed hypothesis. As far as the aim of this study is to investigate “event sponsorship on consumer purchase intention”, it is highly structured and delimited. Due to different constraints, depth analysis of large number of sample is unattainable. Concerning to this study, it is quantitative research approach and deductive type of reasoning.

#### **3.2 Research Design**

Explanatory research is conducted in order to identify the extent and nature of cause-and-effect relationships. Explanatory studies are studies that show relationships between variables in order to explain certain problems or events (Saunders, et al., 2007). Since the objective of this research was to investigate the relationship between variables that is determinants of event sponsorship (Independent variables) and purchase intention (dependent variable), it is explanatory research design in nature.

#### **3.3 Target Population**

To collect the data for this study, the target population of the study was the employee and customer of Dashen Brewery Share Company who’s the sponsoring event attendees of the company found in the deberberhan town. There are three street events, two organized by Youth, Sports and Culture bureau and one by Dashen; two pop-up shops.

Events are selected in collaboration with Dashen. The researcher used convenient sampling to select the events.

### 3.4 Sampling Technique and Procedure

To minimize sample error, the representative of the population was assigned carefully. As the target of the study is large, and due to the unknown number of attendee, the researcher selected sample from the population by adopting the non- probability sampling: quota and convenience sampling technique. The target population was grouped into five events and 81 respondents were taken. Then based on the given quota by using convenience sampling technique, from different events the selected individuals were asked.

### 3.5 Sample size

The study distributed questionnaires randomly to the sponsoring event attendees who could be reached by the researcher. As the number of consumers who attend the event is unknown and is difficult to prepare source list, the researcher used survey from unknown number of population. In this case, the researcher calculated sample size from the total population using the following formula, which is presented in Kothari (2004: 179).

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where;

n = sample size of consumers of Dashen beer

P= sample proportion

q= 1-P

Z= Standardized normal variable and its value that corresponds to 95 % confidence interval equals 1.96

(e) = Allowable error (0.05)

Accordingly, the sample size was determined to be;

$$n = \frac{1.96^2 \cdot 0.5 \cdot 0.5}{0.05^2} = 385$$

Therefore, the number of respondents that had been taken is 385 plus 5% contingency (405 consumers) to Compensate invalid responses and to give equal chance for each events.

### **3.6 Sources of Data**

The data collection is the accumulation of specific evidence that will enable the researcher to properly analyze the results of all activities by his research design and procedures (Singh, 2006). To conduct this study both primary and secondary sources of data were used.

#### **3.6.1 Primary Source**

Primary data is gathered by using of closed questionnaires, which is used self-administered. According to Kothari (2004) primary data which is collected afresh and for the first time, and thus happen to be original in character. The primary source was used by exhausting respondents' response.

#### **3.6.2 Secondary Source**

As secondary data for this study were used from different source like Publications of company, journal, books, annual reports were used.

### **3.7. Data Collection Methodology**

The data in use to analyze the impact of event sponsorship on consumer purchase intention was obtained through survey. The instrument used to collect the primary data was questionnaire.

The questionnaire has three sections.

The first part is related with respondents' general (demographic) information (age, gender, occupation, income and education qualification). The second part is about analyze factors affecting purchase intention of event sponsorship. The third part is associated with purchase intention of event sponsorship. The second part of the questionnaire contains different sections, and each section represents a variable in the research model (the independent).

In the second and third section, responses were measured on a 5-point Likert scale, ranging from one (strongly disagree) to five (strongly agree).

### **3.8 Data Analysis Method**

After the data is gathered from different sources that is through primary and secondary source activities like reviewing and analyzing to form some sort of findings and conclusion are the next and critical step. To process and analyze the collected data, percentage and table were used. Causal/ regression analysis is concerned with the study of how one or more variables affect changes in another variable. To check the significant differences in determinants of event sponsorship and to give necessary conclusion and recommendations correlation and regression analysis were adopted.

### **3.9 Validity and Reliability**

#### **3.9.1 Validity**

Validity of a method is given when a logical link is established between the questions and objectives. To reduce subjectivity, the questionnaire is revised many times after both external (with other people) and internal discussion. The developed questionnaire sent to the advisor and the correction was made based on comments. The questionnaire was evaluated and commented by different research experts and professionals. The participants are asked to give comments and opinion on statements used in the questionnaire in terms of clarity and completeness. After carrying out the pilot survey, revisions were made to questions that are not clear to solve all ambiguities. This is important to increase the validities of the questionnaires before applying it on the full-scale survey.

#### **3.9.2 Reliability**

Calculating Cronbach's alpha ( $\alpha$ ) is common practice when multiple-item of measurement concepts or constructs are employed because it is easier to use in comparison other estimate (Willison, 2003). Cronbach's alphas combined with inter- item correlation to determine the internal reliability of measurement instrument was used.

## Chapter Four

### Data Analysis and Interpretation

The purpose of this study was to investigate the impact of events sponsorship on purchase intention. A total of 405 questionnaires were distributed to five events held at Deberberhan and 378 were returned. But, 371 were usable and used for statistical analysis. Responses by event attendees to some items of the questionnaire were compiled into tables according to the main variables being studied. Descriptive analysis for instance percentage, mean, and standard deviation were used in examining variables that are (Brand awareness, event – sponsor fit, attitude toward the sponsor, brand image and purchase intention). The inferential statistics used in analyzing the collected data were Correlation and regression analysis.

#### 4.1. Demographic characteristics of respondents

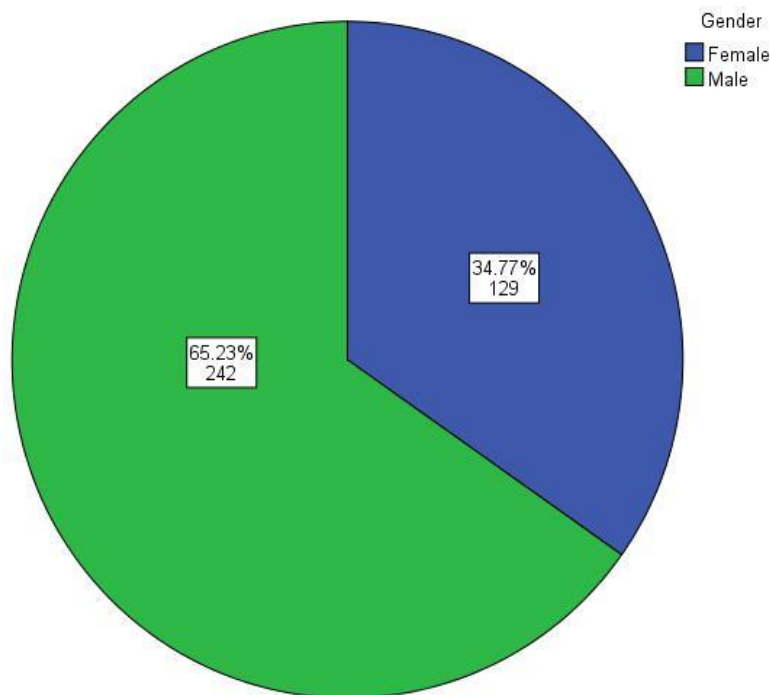


Figure 4.1 Respondents' Gender (Source: Survey Result, 2018)

The descriptive analysis from figure 4.1 indicates that 65.23 percent of the respondents were males while 34.77 percent were females.

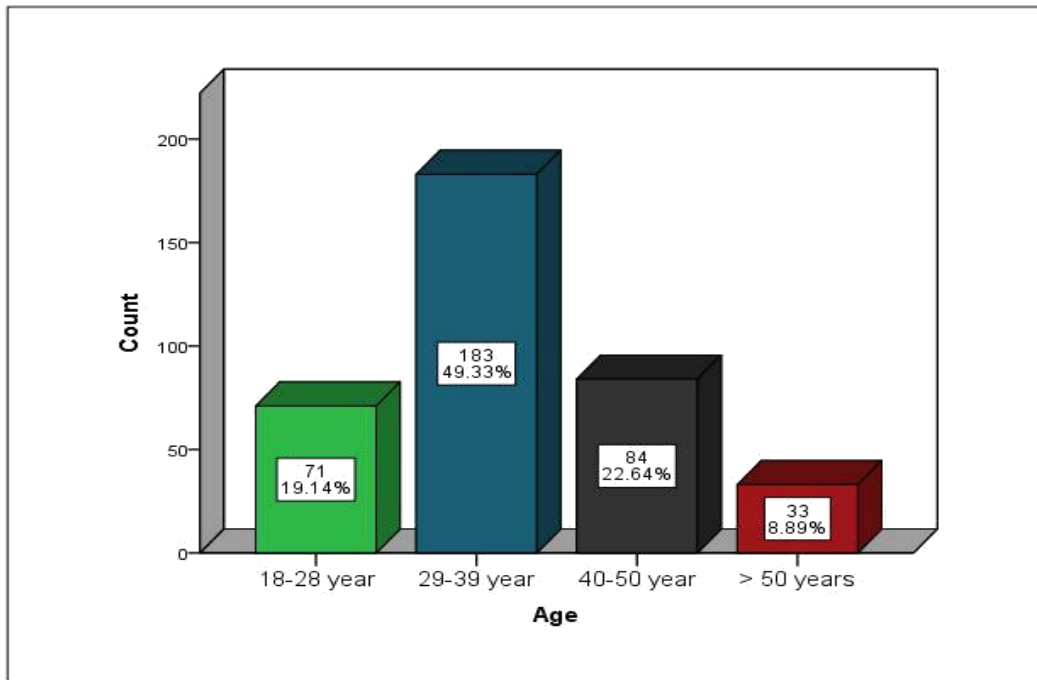


Figure 4.2 Respondents' Age (Source: Survey Result, 2018)

As revealed on figure 4.2, half (49.33%) of the respondents were found in the age range of 29 to 39 years which followed by 40-50 age years with 22.64 percent. In other words, 72 percent of respondents found in age range of 29-50 years.

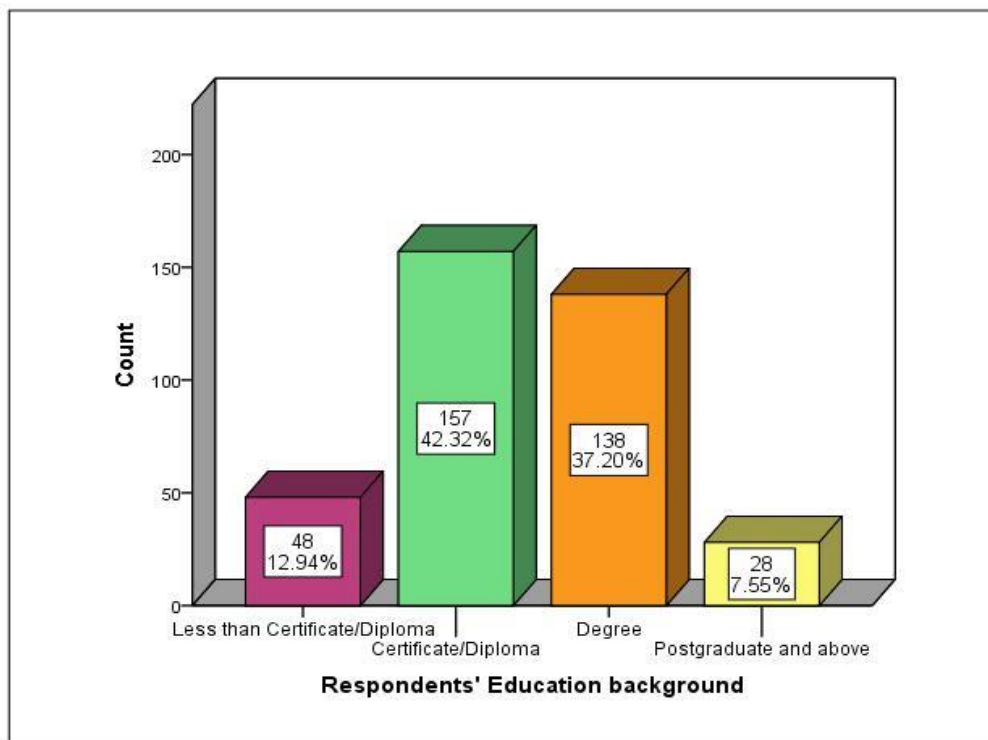


Figure 4.3 Respondents' Educational Background (Source: Survey Result, 2018)

In terms of Educational back ground, greatest part of the respondents were diploma holders with 42.3 percent and followed by first degree holders' 37.2 percent. Diploma and first-degree holders have the portion of 79.5 percent.

		Frequency	Percent
Valid	below 7000	30	8.1
	between 7001-11500	124	33.4
	between 11501-17500	114	30.7
	greater than 17500	103	27.8
	Total	371	100.0

Table 4.1 Respondents' monthly income in Birr (Source: Survey Result, 2018)

Table 4.1 shows that 33.4 percent of respondents average monthly income ranges from 7001 to 11500 ETB and respondents with 11501 to 17500 monthly income have a portion of 30.7 percent. Monthly income for 27.8 percent of respondents' is greater than 17500ETB and 8.1 percent of respondents' monthly income is below 7000ETB. Based on this, majority (above 58.5 percent) of respondent's monthly income is greater than 11500ETB.

		Frequency	Percent
Valid	Employed	194	52.3
	Self Employed	120	32.3
	Unemployed	31	8.4
	Housewife	6	1.6
	Student	12	3.2
	Retired	8	2.2
	Total	371	100.0

Table 4.2 Respondents' occupation (Source: Survey Result, 2018)

As shown on table 4.2, majority of the respondents that is 52.3 percent are employment within different organizations. 32.3 percent of the respondents are self-employed. 8.4 percent, 3.2 percent, 2.2 percent and 1.6 percent of the respondents are unemployed, student, retired and housewife respectively.

## 4.2 Events like by respondents

Table 4.3 shows an analysis of events like by respondents. The results indicate that music concert has the highest number of likes with 194 representing 52.3 percent. Next to music concert; football 120 likes represent (32.3). Running (31 respondents), bicycle (6respondents). There are only 20 respondents (5.4 %) were categorized under other which events that is not justified by respondents. It is possible to say that music concerts more like by event attendees with the highest percentage.

Events	Frequency	Percent
Music concert	194	52.3
Football	120	32.3
Running	31	8.4
Bicycle	6	1.6
Other	20	5.4
Total	371	100.0

Table 4.3 Respondents' Like Events (Source: Survey Result, 2018)

## 4.3 Factors Affecting Purchase Intention of Event Sponsorship.

To analyze respondents, purchase intention of events sponsorship, four factors were used namely Brand awareness, event –sponsor fit, attitude toward the sponsor and brand image. Each Variable was represented by specific statements. To analyze factors affecting purchase Intention of Event Sponsorship, descriptive statistics of mean and standard deviation were used. The mean indicates to what extent the sample group in average agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement.

### 4.3.1 Brand image

	I feel a strong sense of belonging to this brand	This brand has a great deal of personal meaning for me.	I feel that sponsorship create a positive thinking about brand
N	371	371	371
Mean	3.83	3.70	3.63
Std. Deviation	.857	.989	.998
Minimum	1	1	1
Maximum	5	5	5

Table 4.4 Mean analysis related to Brand image (Source: Survey Result, 2018)

Mean, which is descriptive statistics, was used to evaluate the effect of Brand image on purchase intention. As shown on table 4.4 Brand image contains three statements which each statement is all about effect of Brand image. Based on respondents' response, all statements are influence on purchase intention. The most significant influence among Brand image is I feel a strong sense of belonging to this brand with mean 3.83. This brand has a great deal of personal meaning for me and I feel that sponsorship create a positive thinking about brand scored a mean value of 3.7 and 3.63 respectively.

### 4.3.2 Event - Sponsor Fit

	There is a logical connection between events and the sponsor	The image of the events and the sponsor are similar	The sponsor and events stand for similar things	It makes sense for the sponsor to be involved in events activities
N	371	371	371	371
Mean	3.76	3.62	3.59	3.65
Std. Deviation	.961	1.173	1.005	1.111
Minimum	1	1	1	1
Maximum	5	5	5	5

Table 4.5 mean analysis related to Event - Sponsor Fit (Source: Survey Result, 2018)

Event - Sponsor Fit is represented by four statements. Based on the data taken from respondents that developed in Likert scale, they have placed their level of agreements. ‘There is a logical connection between events and the sponsor’ scored the highest mean (3.76) followed by It makes sense for the sponsor to be involved in events activities (3.65) and The image of the events and the sponsor are similar (3.62). The sponsor and events stand for similar things scores a lowest mean with values of 3.59.

### 4.3.3 Attitude toward sponsor

	Do you Like the sponsor more than other competitors	Company that sponsor events is successful	Company who sponsor events provide quality product and service	Do you agree that the events you're participated in either as alive attendee/audience or viewer via TV created positive emotions towards the sponsor's?	Do you also agree that you have positive attitude towards the event sponsors brand	So can we say that your buying intention towards the host/sponsors brand has been positively affected
N	371	371	371	371	371	371
Mean	3.26	3.34	3.33	3.24	2.96	3.27
Std. Deviation	.947	1.018	.898	.927	.922	.867
Minimum	1	1	1	1	1	1
Maximum	5	5	5	5	5	5

Table 4.6 mean analysis related to Attitude toward sponsor (Source: Survey Result, 2018)

Attitude toward sponsor contain six statements. Respondents were asked to express their level of agreements with the given parameters. Company that sponsor events is successful scores the highest mean of 3.34 values and followed by Company who sponsor events provide quality product and service 3.33 mean values. Respondent's shows their level of agreements for So can we say that your buying intention towards the host/sponsors brand has been positively affected, Do you Like the sponsor more than other competitors, Do you agree that the events you're participated in either as alive attendee/audience or viewer via TV created positive emotions towards the sponsor's and Do you also agree that you have positive attitude towards the event sponsors brand with mean value of 3.27, 3.26, 3.24 and 2.96 respectively.

#### 4.3.4 Brand Awareness

As assumed in table 4.7 the highest and lowest mean score were 3.70 (I know what the brand looks like) and 3.27 (When I think of beer, Dashen is one of the brands that comes to my mind) respectively. This shows that respondents expressed their agreement to the statements of Brand Awareness to purchase intention.

	I am aware of Dashen beer	When I think of beer, Dashen is one of the brands that comes to my mind	Dashen is a brand of beer I am very familiar with	I know what the brand looks like	I can recognize the brand among other competing brands of Beer
N	371	371	371	371	371
Mean	3.62	3.27	3.41	3.70	3.28
Std. Deviation	1.17	.867	1.11	.989	1.119
Minimum	1	1	1	1	1
Maximum	5	5	5	5	5

Table 4.7 Mean analysis related to Brand Awareness (Source: Survey Result, 2018)

	Brand Image	Event - Sponsor Fit	Attitude toward Sponsor	Brand Awareness
N	371	371	371	371
Mean	3.7206	3.6536	3.2403	3.4560
Std. Deviation	.73935	.72199	.54370	.70437
Minimum	1	1	1	1
Maximum	5	5	5	5

Table 4.8 Mean values of independent variables (Source: Survey Result, 2018)

The summary of mean factors; Brand image, Event - Sponsor Fit, Attitude toward sponsor and Brand Awareness were calculated and presented in Table 4.13. The table shows that, the mean value of variables that are Brand image (M=3.7206), Event - Sponsor Fit (M=3.6536), Attitude toward sponsor (M=3.2403) and Brand Awareness (M=3.4560) are above the borderline (3) of the scale. The highest mean score recorded was for Brand image related factors (M=3.7206) while the lowest score was recorded for Attitude toward sponsor related factors (M=3.2403).

#### **4.4 Purchase Intention of Event Sponsorship**

To analyze respondents', purchase intention of events sponsorship, one Variable was represented by specific statements namely When you shop for products and services, do you purposely look for those sold by sponsors, as a result of what I've seen/experienced today am more likely to consider sponsor product for my next purchase, does the fact that a firm is a sponsor of events enter into your buying decision when you are shopping for products , As a result of this sponsorship it is likely that I will do business with the sponsor , I would be more likely to buy a product of sponsor over its competitors and Sponsoring in sports leads to a higher level of purchase intention. To analyze purchase Intention of Event Sponsorship, descriptive statistics of mean and standard deviation were used. The mean indicates to what extent the sample group in average agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement.

#### 4.4.1 Purchase Intention

Purchase Intention contains six statements. Respondents were asked to express their level of agreements with the given parameters. As a result of what I've seen/experienced today am more likely to consider sponsor product for my next purchase scores the highest (3.86) followed by I would be more likely to buy a product of sponsor over its competitors (M=3.82). Statements like Sponsoring in sports leads to a higher level of purchase intention, does the fact that a firm is a sponsor of events enter into your buying decision when you are shopping for products, when you shop for products and services, do you purposely look for those sold by sponsors and as a result of this sponsorship it is likely that I will do business with the sponsor score a mean value of M=3.64, M=3.68, M=3.41 and M=3.28 respectively.

	When you shop for products and services, do you purposely look for those sold by sponsors?	As a result of what I've seen/experienced today am more likely to consider sponsor product for my next purchase.	does the fact that a firm is a sponsor of events enter into your buying decision when you are shopping for products	As a result of this sponsorship it is likely that I will do business with the sponsor	I would be more likely to buy a product of sponsor over its competitors	Sponsoring in sports leads to a higher level of purchase intention
N	371	371	371	371	371	371
Mean	3.41	3.86	3.58	3.28	3.82	3.64
Std. Deviation	1.115	.913	1.174	1.119	.921	1.095
Minimum	1	1	1	1	1	1
Maximum	5	5	5	5	5	5

Table 4.9 mean analysis of Purchase Intention (Source: Survey Result, 2018)

#### 4.5 Reliability test

Cronbach's alpha was calculated to study the reliability of all the items (24) each variable of the study. The five variables in the study were Brand Awareness, Event - Sponsor Fit, Attitude toward Sponsor, Brand Image and Purchase Intention.

Dimension	Cronbach's Alpha	N of Items
Brand image	.674	3
Event - Sponsor Fit	.707	4
Attitude toward sponsor	.706	6
Brand Awareness	.766	5
Purchase Intention	.720	6
<b>Overall Scale Reliability</b>	<b>.799</b>	<b>24</b>

Table 4.10 Reliability Statistics Result (Source: Survey Result, 2018)

The value of good alpha is 0.7 or more (Hair et al., 2010); however, at the early stages of research, it can be accepted at the level of 0.5 or 0.6 (Churchill, 1979). The statistical analysis of this study shows that Cronbach's alpha is greater than 0.7 that was 0.799 (79.9%).

#### 4.6 Correlation Analysis

The value of the coefficient ( $r$ ) ranges from -1 up to +1. The value of coefficient of correlation ( $r$ ) indicates the strength and direction of the relationship. The implication of coefficient ( $r$ ) value is as follows:

- ❖ Exactly -1. A perfect downhill (negative) linear relationship
- ❖ -0.70. A strong downhill (negative) linear relationship
- ❖ -0.50. A moderate downhill (negative) relationship
- ❖ -0.30. A weak downhill (negative) linear relationship
- ❖ 0. No linear relationship
- ❖ +0.30. A weak uphill (positive) linear relationship
- ❖ +0.50. A moderate uphill (positive) relationship

- ❖ +0.70. A strong uphill (positive) linear relationship
- ❖ Exactly +1. A perfect uphill (positive) linear relationship

		purchase intention	Brand image	Event - Sponsor Fit	Attitude toward sponsor	Brand Awareness
purchase intention	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	371				
Brand image	Pearson Correlation	.611**	1			
	Sig. (2-tailed)	.000				
	N	371	371			
Event - Sponsor Fit	Pearson Correlation	.603**	.576**	1		
	Sig. (2-tailed)	.000	.000			
	N	371	371	371		
Attitude toward sponsor	Pearson Correlation	.252**	.198**	.302**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	371	371	371	371	
Brand Awareness	Pearson Correlation	.555**	.548**	.350**	.204**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	371	371	371	371	371

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4.11 Relationship among Variables (Source: Survey Result, 2018)

Pearson correlation analysis was used to provide evidence of convergent validity. The result in table 4.11 shows there is a positive and significant relationship between all independent variables and dependent variable. The result shows the strength and significance at (Brand image,  $r = 0.611$ ,  $p < 0.01$ , Event - Sponsor Fit  $r = 0.603$ ,  $p < 0.01$ , Brand Awareness  $r = 0.555$ ,  $p < 0.01$  and Attitude toward sponsor,  $r = 0.252$ ,  $p < 0.01$ ).

Variables	Direction	Strength
Brand image	+Ve	Moderate near to high
Event - Sponsor Fit	+Ve	Moderate
Attitude toward Sponsor	+Ve	Weak
Brand Awareness	+Ve	Moderate

Table 4.12 Summary of Correlation analysis

## 4.6 Multiple Linear Regression Analysis

Correlation between two variables does not imply that one event causes the second to occur. Multiple regression is a statistical technique through which one can analyze the relationship and effect between a dependent or criterion variable and a set of independent or predictor variable.

### Assumptions Testing in Multiple Regressions

#### Multi collinearity

Multi collinearity occurs when the independent variables are too highly correlated with each other.

Multi collinearity may be checked multiple ways:

- 1) Correlation matrix – When computing a matrix of Pearson’s bivariate correlations among all independent variables, the magnitude of the correlation coefficients should be less than .80. *This is satisfied condition since the maximum correlation magnitude is  $r=0.611$*
- 2) Variance Inflation Factor (VIF) – The VIFs of the linear regression indicate the degree that the variances in the regression estimates are increased due to multi collinearity. VIF values higher than 10 indicate that multi collinearity is a problem. *This condition is also satisfied from table 4.13, the maximum VIF result is 2.198*

## Normality and Linearity test

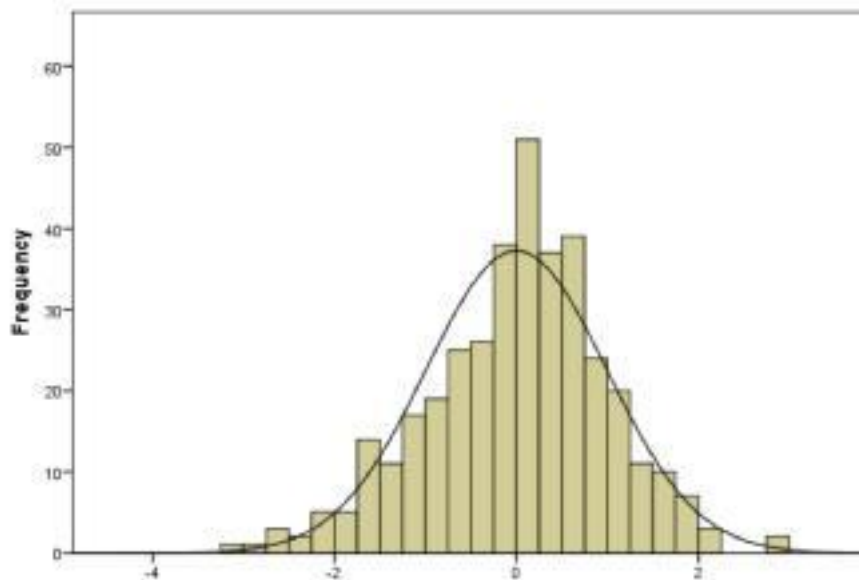


Figure 4.4 Histogram of regression standardized residual

The shape of the histogram follows the shape of the normal curve fairly well. Q-Q plots display the observed values against normally distributed data (represented by the line). Normally distributed data fall along the line. In the Normal Probability Plot it is expected that points will lie in a reasonably straight diagonal line from bottom left to top right (the dot should be along the line). This would suggest no major deviations from normality since the points on the graph forms a line as shown on the below figure. The points were proportionally disseminated around a diagonal line, so linearity shape was observed.

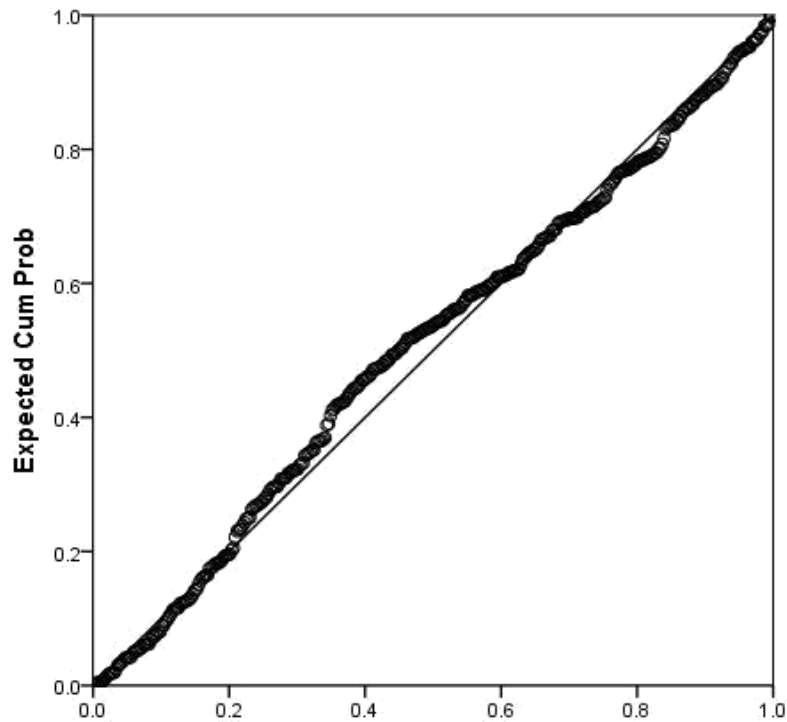


Figure 4.5 Normal P-P plot of regression standardized residual

The regression analysis is the model summary that includes the R square and the standard of the error term for the model. R Square (called the coefficient of determination) tells us the proportion of the variance in the dependent variable (Purchase Intention) that can be explained by variation in the independent variables (Brand image, Event - Sponsor Fit, Attitude toward sponsor, Brand Awareness).

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 <sup>a</sup>	.499	.492	.504

a. Predictors: (Constant), Brand image, Event - Sponsor Fit, Attitude toward sponsor, Brand Awareness

b. Dependent Variable: Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
	1 (Constant)	.357	.215				1.663	.097		
Brand image	.327	.046	.342	7.178	.000	.611	.352	.266	.604	1.656
Event - Sponsor Fit	.238	.054	.244	4.431	.000	.603	.226	.164	.455	2.198
Attitude toward sponsor	.074	.051	.057	1.456	.146	.252	.076	.054	.904	1.106
Brand Awareness	.578	.069	.477	8.42	.000	.594	.199	.144	.463	2.160

Table 4.13 Coefficient of variables of regression analysis (Source: Survey Result, 2018)

Coefficient for the constant and independent variable helps to predict the dependent variable using independent variables. As shown in Table 4.13, three elements were significant independent variables in the regression model. These are Brand image, Event - Sponsor Fit and brand awareness with significance p value less than .05. However, the p-value for Attitude toward sponsor (0.146) is greater than the common alpha level of 0.05, which indicates that it is not statistically significant. The results provide support for; **H1**, **H2**, **H3** but **H4** were rejected in the current study. This means that in Deberberhan, event attendees do not significantly influence by Attitude toward sponsor on their purchase intention.

It is demonstrated that the independent variables are strong predictors of purchase intention. It is confirmed by R square 0.499. This tells us that the independent variables estimate 49.9% of the variability of the dependent in the study. Or it is to mean Brand image, Event - Sponsor Fit, Brand Awareness, and Attitude toward sponsor influences their purchase intention by 50% and 50% is other factors that influence their purchase intention.

The model was

$$Y = \theta + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where,

Y- Dependent Variable

0- Constant (Coefficient of Intercept)

X1 ... X4 - Independent Variables

1... 4- Regression Coefficient of Independent Variables

$\varepsilon$  - Random Error

**For this study the model was,**

$$Y=0.357+0.342(BI) + 0.244(ES) + 0.057(AS) + 0.477(BA) + \varepsilon$$

Where

Y= purchase intention

BI= Brand image

ES = Event - Sponsor Fit

AS = Attitude toward sponsor

BA = Brand Awareness

## **4.7 Discussion of Findings**

**H1 There is a significant impact of attendee's brand image on their purchase intention.**

Results from the research findings showed a significant positive relationship between brand image and purchase intention. It tells us individuals influenced their purchase intention by brand image. According to Gilaninia & Abbaszadeh (2011), brand image has positive impact to purchase intention. Pope and Voges (2000) shows that brand image can give a positive effect to a buying intention. Poon & Prendergast (2006) addressed that brand image has fit with sponsored event, and finally to favorable attitudes towards the brand. Hsieh, Pan, and Setiono (2004) conclude that brand image helps consumer in recognizing their needs and satisfaction regarding the brand; it also differentiates the brand from other competitor's brands. Based on this, the study is consistent with what authors on the area researched.

**H2 There is a significant impact of event – sponsor fit on attendee's purchase intention.**

It is also reported that event – sponsor fit has a positive relationship with purchase intention. And the relation is also significant. It is supported by different researchers as event – sponsor fit is the factor that determines purchase intention of Dashen beer. As the result of researches, fit between the sponsor and the sponsored event is attached very great importance to endorsement literature (Crimmins & Horn, 1996. Meenaghan & Shipley, 1999; Speed & Thompson, 2000) Based on this, the study is consistent with what authors on the area concluded.

**H3 There is a significant impact of attendee's awareness of the sponsoring brand on the attendee's purchase intention.**

According to this study, it is shown that there is a positive relationship between Brand awareness and purchase intention of Dashen beer. It supported by authors as individuals impacted by brand awareness towards their purchase intention. Brand awareness has a great effect on purchase intention due to the tendency of the customer to purchase a familiar and well-known product (Keller, 1993; Macdonald & Sharp, 2000). This support the study. So, it is consistent with what authors on the area concluded.

**H4 There is a significant impact of attendee's attitude towards the sponsor on the attendee's purchase intention.**

Based on the statistical analysis, there is a positive low and not significant relationship between attitude towards the sponsor and attendee's purchase intention. One of the main purposes sponsors is that customers are positive about attitudes toward the sponsor in the relationship between sponsor and sponsored event (Cornwell & Maignan, 1998). Speed and Thompson (2000) had pointed out that the influence of a company on person's attitude in the direction of company financially assisted to a specific event. So, the study is not consistent with what authors on the area concluded.

In Summary, brand image ( $\beta=0.342$ ), Event - Sponsor Fit ( $\beta=0.244$ ) and Brand Awareness ( $\beta=0.477$ ) have a significant influence on their purchase intention at 95% confidence level ( $p<0.05$ ). But attitude towards the sponsor don't have a significance impact on attendee's purchase intention since  $P>0.05$ .

## Test of Hypotheses

Variable	Hypotheses Acceptance	Remark
Brand image( <b>H1</b> )	Supported	
Event - Sponsor Fit ( <b>H2</b> ) ( )	Supported	
Brand Awareness ( <b>H3</b> )	Supported	
Attitude towards the Sponsor ( <b>H4</b> ) ( )	Not Supported	statistically not significant

Table 4.14 Test of Hypotheses based on correlation and regression analysis.

## Chapter Five

### Summary, Conclusion and Recommendation

To analyze the data collected in this study discussed in previous chapter, descriptive and inferential techniques were used. This chapter contains conclusions and future research suggestions in this area.

#### 5.1 Summary

This study aims to investigate the impact of events sponsorship on purchase intention in the case of Dashen beer at deberberhan. Factors such as; Brand Awareness, Event - Sponsor Fit, Attitude toward sponsor and Brand image were taken to investigate the relationship and impact between these variables with purchase intention. To answer the research question and to achieve this objective a conceptual model was developed based theoretical and empirical review of the research.

Quantitative research approach and deductive type of reasoning were used for this study. The study is Explanatory research design in nature due to it is conducted to identify the extent and nature of cause-and-effect relationships that is independents and dependent variable. As data collection methodology, administered questionnaires' was distributed to the representative of the study. The collected response was analyzed by using both descriptive and inferential statistics.

The descriptive analysis of the study shows that majority of respondents were males, found in the age range of 29-50 years and diploma and degree holders. Wide range of respondent's monthly income was above 11500ETB, are employment and managers with different management hierarchy.

The regression result demonstrates that there is a positive and significant relationship between three elements these are Brand image, Event - Sponsor Fit and Brand Awareness and purchase intention dependent variable. However, the relationship and impact between Attitude toward sponsor and purchase intention is statistically insignificant. Independent variables impact or influence purchase intention by 50% and 50% is other factors that attendees influenced by.

## 5.2 Conclusions

The study revolves around the impact of events sponsorship on purchase intention. There are different factors that influence purchase intention. By considering different theoretical and empirical (research conducted by different authors), four variables were sorted and discussed. These factors are; Brand Awareness, Event - Sponsor Fit, Attitude toward sponsor and Brand image. Each factor contains different statements that is a minimum of three statements and a maximum of six statements. The respondents were asked to give their agreement for Likert scale type question. Their response was investigated through using mean, standard deviation, correlation and regression.

Based on the analysis made, there was a positive and significant relationship and effect between Brand image and purchase intention with effect of ( $r=0.342$ ) followed by Event - Sponsor Fit (with effect of  $r=0.244$ ) and Brand Awareness (with effect of  $r=0.477$ ). Conversely, there were no significant relationships between Attitude toward sponsor and purchase intention.

Except p-value of Attitude toward sponsor, all the factors were significant with p-value less than  $p=0.05$  but the p-value of Attitude toward sponsor were not less than the common alpha level of 0.05, which indicates that it is not statistically significant.

The regression analysis for this study indicates that the independent variables are strong predictors of purchase intention which is confirmed by R Square 0.499. In other words, individuals influenced their purchase intention by 50 %.

Event attendees of Dashen beer are strongly and significantly influenced by Brand Image Event - Sponsor Fit and Brand Awareness However, they didn't influence by Attitude toward sponsor.

### 5.3. Recommendation and future research suggestions

Based on the analysis and conclusion made regarding to this study, the following recommendations are forwarded.

The correlation analysis shows that there is a strong positive relationship between Brand image and Event - Sponsor Fit. Regression analysis tells us these factors predict the dependent variables (purchase intention) with strong r square.

- ❖ Sponsorship is perceived as an acceptable marketing communication tools which is accepted without any resistance from customers. Therefore, marketers need to know how to strategically choose the appropriate and most innovative sponsored events that affect the attendees' purchase intention.

- ❖ Marketers should be looking for innovative events to sponsor which are reflective of the attendee's identity, to affect attendee's Purchase intention of the sponsoring brand.

- ❖ The necessity of offering different types of sponsoring events to attract more attendees from several demographics and affect their perception of the sponsoring brand and their purchase intention for the sponsoring brand.

- ❖ Purchase intention is the final end of event sponsorship in the conceptual model provided at the beginning of this paper; it is recommended that, prominence and brand attachment will also be tested to find out sponsorship effects in different ways and Variables like familiarity, involvement, demographic characteristics, perceived sincerity of the sponsor can be additional areas that could be researched.

This study was conducted based on the data collected from limited area that is it was delimited to deberberhan. The researcher recommends the importance of conducting a study in other regional town and cities. Furthermore, to extend the survey to include the public members who didn't attend the sponsored events to explore their attitudes towards the sponsorship activities and the brand that sponsored these activities. Therefore, this would increase the ability to generalize the study finding.

## References

- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120. <http://dx.doi.org/10.2307/41165845>
- Abdolrazagh, M., & Inda, S. (2012). The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia. *International Business Research*, 5(8), 153. <http://dx.doi.org/10.5539/ibr.v5n8>
- Akwensivie, D., Narteh, B., & Iden, W. (2014). The Impact of Sponsorship Events on Consumer Based Brand Equity Behaviors: Evidence from the Mobile Telecommunication Industry in Ghana. *European Journal of Business and Management*, 6(10), 107-120.
- Allen, S. (2010). *How to become successful at sponsorship sales*. Trafford, Victoria, BC, Canada.
- Amoako, G., Dartey-Baah, D., & Kwesie, J. (2012). The effect of sponsorship on marketing communication performance: A case study of Airtel Ghana. *African Journal of Marketing Management*, 4(2), 65-79. <http://dx.doi.org/10.5897/AJMMX11.006>
- Arens, W. F., Weigold, M. F., & Arens, C. (2011). *Contemporary Advertising and Integrated Marketing Communications* (13th ed.).
- Bahauddin, Z. (2014). Impact of Sponsorship and Publicity on Brand Equity. *International Journal of Academic Research in Business and Social Sciences*, 4, 11. <http://dx.doi.org/10.6007/IJARBSS/v4-i11/1324>
- Bovee, C. L., Thill, J. V., Dovel, G. P., & Wood, M. B. (1995). *Advertising Excellence*. New York:
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruity framework of sales promotion effectiveness. *Journal of Marketing*, 64(4), 65-81.

- Chang, T., & Horng, S. (2010). Conceptualizing and measuring experience quality: The customer's perspective. *The Service Industries Journal*, 30(14), 2401-2419. <http://dx.doi.org/10.1080/02642060802629919>
- Cornwell, T. B., Pruitt, S. W., & Clark, J. M. (2005). The Relationship between Major-League Sports' Official Sponsorship Announcements and the Stock Prices of Sponsoring Firms. *Journal of the Academy of Marketing Science*, 33(4), 401-412. <http://dx.doi.org/10.1177/0092070305277385>
- Czinkonta, & Ronkainen. (2004). *International marketing* (7th Ed.). Mason, Ohio: Thomson/ South western.
- Daily, G. (2011). Fun Ice Ghana's freshest ice cream.
- Dees, Bennett & Villegas (2008), "Measuring the Effectiveness of Sponsorship of an Elite Intercollegiate Football Program". *Sport Marketing Quarterly*.
- De Souza, Daniel; Kate Owen & Ian Lings (2005), "How Does Product Congruency Moderate The Role of identification In Purchase Intent: A Modification to Cornwell and Coote (2003)". ANZMAC 2005 Conference: Social, Not-For Profit and Political Marketing.
- Espinola, A., & Badrinarayanan, S. M. (2010). Consumer Expertise, specialization, and event Attendance: A Conceptual Framework. *Marketing Management Journal*, 20(1), 154-163.
- Fahy, J., Farrelly, F., & Quester, P. (2004). Competitive advantage through sponsorship: A conceptual model and research propositions. *European Journal of Marketing*, 38(8), 1013-1030. <http://dx.doi.org/10.1108/03090560410539140>
- Fineweek. (2007). Big Bucks Still Back Sponsorship. *Ad review*, 72-73.
- Gogoi, B. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. *International Journal of Sales & Marketing*, 3(2), 73-86.
- Gwinner, K., & Swanson, S. R. (2003). A model of fan identification: Antecedents and sponsorship outcomes. *Journal of Services Marketing*, 17(3). <http://dx.doi.org/10.1108/08876040310474828>

- Gwinner, K., Larson, B., & Swanson, S. (2009). Image Transfer in Corporate Event Sponsorship: Assessing the Impact of Team Identification and Event-Sponsor Fit. *International Journal of Management and Marketing Research*, 2(1), 1-15.
- Hsieh, M. H., Pan, S. L., & Setiono, R. (2004). Product, corporate, and country-image dimensions and purchase behavior: A multicounty analysis. *Journal of the Academy of Marketing Science*, 32(3), 251-270.
- Hughes, G., & Fill, C. (2008). *CIM Course book: marketing communication* (1st ed.). Oxford: Butterworth-Heinemann.
- Hund-Göschel, A. (2009). *Music sponsorship at a turning point*. Books on Demand. IEG B2B Performance Research. (2012). Retrieved from [www.performanceresearch.com/2012-IEG-Study.pdf](http://www.performanceresearch.com/2012-IEG-Study.pdf)
- Kawa, L. W., Rahmadiani, S. F., & Kumar, S. (2013). Factors Affecting Consumer Decision Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia. *The SIJ Transactions on Industrial, Financial & Business Management (IFBM)*, 1(5).
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing Research*, 29, 1-22. <http://www.jstor.org/stable/1252054>
- Keller, K. L. (2001). Building customer-based brand equity. *Marketing Management*, 10(2), 14-19.
- Kevin, L. K. (2013). *Strategic Brand Management* (4th ed.). Upper Saddle River, NJ: Pearson Prentice-Hall.
- Lacey, R., & Angeline, G. C. (2013). How Fit Connects Service Brand Sponsors with Consumers' Passions for Sponsored Events. *International Journal of Sports Marketing & Sponsorship*, 14(3), 212-228.
- Lagae, W. (2005). *Sports Sponsorship and Marketing Communications: A European Perspective*. Financial Times Prentice Hall.

- Meenaghan, T. (1998). Commercial Sponsorship: The Development of Understanding. *Int. J. Sports Mark. Sponsorship*, 1, 19-31.
- Meenaghan, T. (2001). Sponsorship and advertising: A comparison of consumer perceptions. *Psychology & Marketing*, 18(2), 191-215.
- O'Reilly, N., & Madill, J. (2007). Evaluating social marketing elements in sponsorship. *Social Marketing Quarterly*, 13(4), 1-25.
- Picton, D., & Broderick, A. (2005). *Integrated marketing communication* (2nd ed.). Prentice Hall.
- Simmons, C. J., Karen, L., & Becker, O. (2006). Achieving Marketing Objectives through Social Sponsorships. *Journal of Marketing*, 70(4), 154-169. Retrieved from <http://www.jstor.org/stable/30162109>
- Strydom, J. W., Jooste, C. J., & Can't, M. C. (2000). *Marketing Management* (4th ed.). Juta Kenwyn.
- Syed, A., & Faridah, S. (2009). Online Corporate Brand Images and Customer Loyalty. *International Journal of Business and Society*, 10(2), 1-19.
- Tufail, S., Saeed, R., Zameer, H., Bilal, M., & Bilal, N. B. (2014). Impact of Sponsorship and Publicity on Brand Equity. *International Journal of Academic Research in Business and Social Sciences*, 4(11), 15-23.
- Woisetschlager, D., & Michaelis, M. (2012). Sponsorship congruence and brand image: A pre-post event analysis. *European Journal of Marketing*, 46(3/4), 509-523. <http://dx.doi.org/10.1108/03090561211202585>

## Website

Business Dictionary: [https://www.allbusiness.com/barrons\\_dictionary/dictionary-buying-decision-4965953-1.html](https://www.allbusiness.com/barrons_dictionary/dictionary-buying-decision-4965953-1.html) Assessed on Dec, 20, 2017

Dashen Brewery S.C: <https://www.dashenbeer.com.et>

<https://www.google.com/>

# Appendixes

# Appendix One

Addis Ababa University College of Business and Economics Marketing management  
A questionnaire on “the impact of event sponsorship on consumer purchase intention.”

Dear respondents,

This questionnaire is prepared for research purpose entitled “the impact of event sponsorship on consumer purchase intention.” This study is conducted for the partial fulfilment of master of arts in Marketing Management in Addis Ababa university school of commerce. This questionnaire consists of three sections: Section I deals with the general profile of the respondent, Section II covers factors affecting purchase intention of event sponsorship, Section III purchase intention of event sponsorship. Therefore, your honest and sincere cooperation in filling this questionnaire will be highly helpful for successful accomplishment of the study.

If you have any query you can reach me via Mob.: +251911514124

**(Muluken Tafere)**

## Section I: General Information

**Direction:** Please select the appropriate response category by encircling the appropriate number of your choice.

### 1. Gender

1. Male
2. Female

### 2. Age

1. 18-28 years
2. 29-39 years
3. 40-50 years
4. More than 50 years

### 3. Education

1. Less than Certificate/Diploma
2. Certificate/Diploma
3. Degree
4. Postgraduate and above

### 4. Monthly Income in ETB

1. Below 7000

2. 7001-11500
3. 11501-17500
4. greater than 17500

**5. Occupation**

1. Employed
2. Self Employed
3. Unemployed
4. Housewife
5. Student
6. Retired

**6. Which event do you like?**

1. music concert
2. football
3. bicycle
4. running
5. Other

**Section II: Factors Affecting Purchase Intention of Event Sponsorship**

**Direction:** Please indicate your degree of agreement/disagreement with the following statements related to your perception about non-verbal communication by encircling the appropriate number. (1=Strongly disagree (SDA); 2=Disagree (DA); 3=Neutral (N); 4=Agree (A); and 5=Strongly agree (SA)).

S.NO		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
<b>A</b>	<b>Brand Awareness</b>					
1	I am aware of Dashen beer					
2	When I think of beer, Dashen is one of the brands that comes to my mind					
3	Dashen is a brand of beer I am very familiar with					
4	I know what the brand looks like.					
5	I can recognize the brand among other competing brands of Beer.					
<b>B</b>	<b>Event - Sponsor Fit</b>					
6	There is a logical connection between events and the sponsor					

7	The image of the events and the sponsor are similar					
8	The sponsor and events stand for similar things					
9	It makes sense for the sponsor to be involved in events activities					
<b>C</b>	<b>Attitude toward sponsor</b>					
10	Like the sponsor more than other competitors	1	2	3	4	5
11	Company that sponsor events is successful	1	2	3	4	5
12	Company who sponsor events provide quality product and service	1	2	3	4	5
13	Do you agree that the events you're participated in either as alive attendee/audience or viewer via TV created positive emotions towards the sponsor's?	1	2	3	4	5
14	Do you also agree that you have positive attitude towards the event sponsors brand?	1	2	3	4	5
15	So can we say that your buying intention towards the host/sponsors brand has been positively affected?	1	2	3	4	5
<b>D</b>	<b>Brand image</b>					
16	I feel a strong sense of belonging to this brand.	1	2	3	4	5
17	This brand has a great deal of personal meaning for me.	1	2	3	4	5
18	I feel that sponsorship create a positive thinking about brand.	1	2	3	4	5

### Section III: Purchase Intention of Event Sponsorship

Direction: Please indicate your degree of agreement/disagreement with the following statements related to your perception about non-verbal communication by encircling the appropriate number. (1=Strongly disagree (SDA); 2=Disagree (DA); 3=Neutral (N); 4=Agree (A); and 5=Strongly agree (SA)).

S. No		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
<b>A</b>	<b>Purchase Intention</b>					
1	When you shop for products and services, do you purposely look for those sold by sponsors?	1	2	3	4	5
2	As a result of what I've seen/experienced today am more likely to consider sponsor product for my next purchase.	1	2	3	4	5
3	does the fact that a firm is a sponsor of events enter into your buying decision when you are shopping for products	1	2	3	4	5
4	As a result of this sponsorship it is likely that I will do business with the sponsor	1	2	3	4	5
5	I would be more likely to buy a product of sponsor over its competitors	1	2	3	4	5
6	Sponsoring in sports leads to a higher level of purchase intention	1	2	3	4	5

## Appendix Two

### አዲስአበባ ዩኒቨርሲቲ ንግድ ስራ ኮሌጅ የገበያ አስተዳደር ክፍል

#### መጠይቅ የዳሽን ቢራ የተለያዩ ዝግጅቶችን ድጋፍ መስጠት በታዳሚው የመግዛት ሀሳብ ላይ የሚሳድረው ተፅዕኖ የሚል ነው

#### ውድ መልስ ሰጪ

ይህ መጠይቅ የዳሽን ቢራ የተለያዩ ዝግጅቶችን ድጋፍ መስጠት በታዳሚው የመግዛት ሀሳብ ላይ የሚሳድረው ተፅዕኖ ለሚል ጥናታዊ ፅሁፍ የተዘጋጀ ነው። ይህ ጥናታዊ ፅሁፍ በአዲስአበባ ዩኒቨርሲቲ ንግድ ስራ ኮሌጅ ለገበያ አስተዳደር በድህረ ምረቃ ዲግሪ ማሙያ የሚካሄድ ነው። ይህ መጠይቅ ሦስት ክፍሎች አሉት ክፍል አንድ ስለ መልስ ሰጭው አጠቃላይ መረጃ ይይዛል፤ ክፍል ሁለት የተለያዩ ዝግጅቶችን ድጋፍ መስጠት በታዳሚው የመግዛት ሀሳብ ላይ ተፅዕኖ ስለሚሳድሩ ምክንያቶች ይመለከታል፤ ክፍል ሦስት የተለያዩ ዝግጅቶችን ድጋፍ በመስጠት የሚመጣን የመግዛት ሀሳብ ይመለከታል። ስለዚህ የእርስው ቀና ትብብር ለጥናቱ መሳካት ትልቁን ድርሻ አለው።

ለትብብርዎ ምስጋናዬን በቅድሚያ አቀርባለሁ!

ማንኛውም ጥያቄ ካለዎት በሚከተለው ስልክ ቁጥር ሊያገኙኝ ይችላሉ 0911514124

(ሙሉቀን ታፈረ)

#### ክፍል አንድ : አጠቃላይ መረጃ

መመሪያ: ለሚከተሉት ጥያቄዎች ምርጫዎትን በማክበብ ይመልሱ።

#### 1. ስም

ሀ. ወንድ

ለ. ሴት

#### 2. ዕድሜ

ሀ. 18-28 ዓመት

ለ. 29-39 ዓመት

ሐ. 40-50 ዓመት

መ. >50 ዓመት

#### 3. የትምህርት ደረጃ

ሀ. የምስክር ወረቀት / ዲፕሎማ በታች

ለ. የምስክር ወረቀት / ዲፕሎማ

ሐ. ዲግሪ

መ. ማስተርስ እና ከዛ በላይ

#### 4. ወርሃዊ ገቢ በኢትዮጵያ ብር

ሀ. ከ7000 በታች

ለ. ከ7001-17500

ሐ. ከ11501-17500

መ. ከ17500 በላይ

#### 5. ስራ

ሀ. ተቀጣሪ

ለ. የግል

ሐ. የለኝም

መ. የቤት አመቤት

ሠ. ተማሪ

ረ. ጡረተኛ

6. ምን አይነት ዝግጅት ይወዳሉ

ሀ. የሙዚቃ

ለ. የኳስ

ሐ. የሳይክል

መ. የኑጫ

ሠ. ሌላ ካለዎት ይጥቀሱ -----

**ክፍል ሁለት : የተለያዩ ዝግጅቶችን ድጋፍ መስጠት በታዳሚው የመግዛት ሀሳብ ላይ ተፅዕኖ የሚያሳድሩ ምክንያቶች**

**መመሪያ:** ለሚከተሉት ጥያቄዎች ምርጫዎችን በማክበብ ይመልሱ:: (1=በጣም አልሰማም (በአ); 2=አልሰማም (አ); 3=ገለልተኛ (ገ); 4=አስማማለው (እ); and 5=በጣም አስማማለው (በእ).

ተ.ቁ		በጣም አልሰማም(1)	አልሰማም(2)	ገለልተኛ(3)	አስማማለው(4)	በጣም አስማማለው(5)
<b>ስለድርጅቱ ያለን ግንዛቤ</b>						
1	ይህን ዝግጅት ድጋፍ የሚሰጠውን ድርጅት አውቀዋለሁ	1	2	3	4	5
2	ስለ ቢራ ሳስብ በሀሳቤ ከሚመጡት ድርጅት ውስጥ አንዱ ዳሽን ነው	1	2	3	4	5
3	በደንብ ከማውቃቸው ቢራዎች ውስጥ አንዱ ዳሽን ነው	1	2	3	4	5
4	ዳሽን ቢራን ምን እንደሚመስል አውቀዋለሁ	1	2	3	4	5
5	ዳሽን ቢራን ከሌሎች ቢራዎች ላይቸ አውቀዋለሁ	1	2	3	4	5
<b>በዝግጅቱ እና ድጋፍ ሰጭው አካል ያለው ጥምረት</b>						
6	በዝግጅቱ እና ድጋፍ ሰጭው አካል መካከል ምክንያታዊ ጥምረት አለ	1	2	3	4	5
7	በዝግጅቱ እና ድጋፍ ሰጭው አካል መካከል ያለው እይታ ተመሳሳይ ነው	1	2	3	4	5
8	በዝግጅቱ እና ድጋፍ ሰጭው አካል ለተመሳሳይ አላማ ነው የቆሙት	1	2	3	4	5
9	ድጋፍ ሰጭው አካል የተለያዩ ዝግጅቶችን መደገፉ ጥሩ ነው ብለው ያምናሉ	1	2	3	4	5
<b>ስለድጋፍ ሰጭው ያለን አመለካከት</b>						
10	ለዝግጅቱ ድጋፍ የሚሰጠውን ድርጅት ከሌሎች ድርጅቶች የተሻለ እወደዋለሁ	1	2	3	4	5

11	ለተለያዩ ዝግጅቶች ድጋፍ የሚሰጡ ድርጅቶች ውጤታማ ናቸው	1	2	3	4	5
12	ለተለያዩ ዝግጅቶች ድጋፍ የሚሰጡ ድርጅቶች ጥራት ያለው ምርት እና አገልግሎት ያቀርባሉ	1	2	3	4	5
13	የተለያዩ ዝግጅቶች ላይ መሳተፊ ዝግጅቶቹን ድጋፍ ለሚያደርገው አካል ጥሩ አመለካከት ፈጥሮ-ብኝል ይላሉ	1	2	3	4	5
14	የተለያዩ ዝግጅቶችን ድጋፍ ለሰጠው አካል ጥሩ አመለካከት አለኝ ይላሉ	1	2	3	4	5
15	የተለያዩ ዝግጅቶችን ድጋፍ ለሰጠው አካል የመግዛት ሀሳብ አለውት ማለት ይቻላል	1	2	3	4	5
<b>ስለድርጅቱ ያለን እይታ</b>						
16	ስለ ድርጅቱ ጠንካራ የሆነ የኔገት ስሜት አለኝ	1	2	3	4	5
17	ድርጅቱ ለኔ የተለየ ትርጉም አለው	1	2	3	4	5
18	ለተለያዩ ዝግጅቶች ድጋፍ መስጠት ለድርጅቱ አወንታዊ ጎን እንዳለው ይሰማኛል	1	2	3	4	5

**ክፍል ሦስት: የተለያዩ ዝግጅቶችን ድጋፍ በመስጠት የሚመጣ የመግዛት ሀሳብ**

**መመሪያ:** ለሚከተሉት ጥያቄዎች ምርጫውን በማክበብ ይመልሱ:: (1=በጣም አልሰማም (በእ); 2=አልሰማም (አ); 3=ገለልተኛ (ገ); 4=አስማማለው (እ); and 5=በጣም እስማማለው (በእ).

ተ.ቁ		በጣም አልሰማም(1)	አልሰማም(2)	ገለልተኛ(3)	እስማማለው(4)	በጣም እስማማለው(5)
<b>የመግዛት ሀሳብ</b>						
1	ምርት እና አገልግሎት በሚገዙበት ወቅት ለዝግጅቶች ድጋፍ የሰጠውን አካል ምርት እና አገልግሎት ለመግዛት ያስባሉ	1	2	3	4	5
2	ዝግጅቱ ላይ በመገኘቱ ምክንያት በቀጣይ የድርጅቱን ምርት እና አገልግሎት የመግዛት ሀሳብ አለኝ	1	2	3	4	5

3	ድርጅቱ ለተለያዩ ዝግጅቶች ድጋፍ ስላረገ የመግዛት ውሳኔ የውስጥ ይገባል ይላሉ	1	2	3	4	5
4	ለተለያዩ ዝግጅቶች ድጋፍ በማድረግ ምክንያት ከድርጅቱ ጋር የተለያዩ ስራዎችን የመስራት ሀሳብ አለኝ	1	2	3	4	5
5	ለተለያዩ ዝግጅቶች ድጋፍ ያደረገውን ድርጅት ከሌሎች ተወዳዳሪ ድርጅቶች በተሻለ የመግዛት ሀሳብ አለኝ	1	2	3	4	5
6	የተለያዩ አስፖርታዊ ዝግጅቶችን ድጋፍ መስጠት በከፍተኛ ሁኔታ የመግዛት ሀሳብን ይጨምራል	1	2	3	4	5