



**SCHOOL OF COMMERCE**

**DEPARTMENT OF MARKETING MANAGEMENT**

**POST GRADUATE PROGRAM**

**The Effect of Event Sponsorship on Customers Purchase Intention: The  
Case of Diageo, Meta Abo Brewery S.C.**

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BY: Etsegenet Lemma

Advisor: Mesfin Workineh (PHD)

*A Thesis submitted to School of Graduate Studies of Addis Ababa University in  
partial fulfillment of the requirements for the Master of Art in Marketing  
Management*

**July, 2020**

**Addis Abeba, Ethiopia**

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**Research Submitted in Partial Fulfillment of the Requirements for the Award of  
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**Addis Ababa, Ethiopia**

## Approval

This is to declare that, the thesis done by Etsegenet Lemma, entitled: “the effect of events sponsorship on customers purchase intention: The case of Diageo, Meta Abo Brewery S.C.” 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.

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## Letter of Declaration

I, Etsegenet Lemma, declare that this thesis entitled as “the effect of events sponsorship on customers purchase intention: The case of Diageo, Meta Abo Brewery S.C.” 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 appropriately acknowledged.

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Etsegenet Lemma

June, 2020

Addis Ababa, Ethiopia

## ***Abstract***

*The main objective of this study was to explain the effect of event sponsorship on customers purchase intentions, the case of Diageo, Meta Abo Brewery. As sponsorship has become a most frequently used by companies to engage with their potential consumers, it needs to ascertain the effect that it sets on purchase intention. The research intended to answer 'Does event sponsorship have an influence on consumers purchasing intentions? And four hypotheses' was formulated based on four independent variables chosen. In order to do so explanatory research was conducted with the aim of ascertain the extent and nature of cause and effect relationships, to conduct this study both primary and secondary sources of data was used. The primary source of data was the gathered response of attendees through questionnaires and the secondary data used was different materials; journals and different articles that were helpful in the process of analyzing and interpretation of the collected data. Percentage, table, and graphs are used to process and analyze the collected data also correlation and regression analysis was implemented to assess the significant differences in event sponsorship determinants. Based on the analysis undertaken, detailed studied independent variables/attitude towards the brand, fan involvement, good will and brand image/ that have significant influence on the dependent variables/ purchase intention. Among the variables 'attitude towards the brand' has the highest score in linear regression, which implies that consumers intention to purchase is highly and significantly influenced by the attitude they have towards the brand. It is highly recommended that marketing managers should incorporate event sponsorship in their marketing strategy, as it has a meaningful and measurable significant positive effect towards influencing purchase intention of their customers.*

**Key words;** *event sponsorship, attitude towards the brand, fan involvement, good will, brand image, purchase intention*

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## **Acronyms**

BA – Attitude towards the brand

FA – Fan Involvement

GW – Good Will

BI – Brand Image

PI – Purchase Intention

ANOVA – Analysis of Variance

## CHAPTER ONE

### 1. INTRODUCTION

#### 1.1 Background of the Study

Sponsorship is defined as business affiliation between one that provides means, resources or services and individuals, events or organizations offering certain rights and connections that can be used for commercial purposes in return.' As we can see, this partnership is mutually beneficial and is governed by a sponsorship agreement. Most often sports, artistic and music events, socially useful activities, teams, competitions, individuals, fairs, exhibitions are sponsored Jefkins, Frank (2003).

The media pay careful attention to sponsored activities, which is why it is so useful for brand recognition and publicity, as well as for building a sponsoring organization's identity and credibility as a socially responsible company. This is the most common choice to sponsor sporting events because of the great exposure of live broadcasts and the potential to draw a large number of people. The studies by Kotler and Keller (2006) have shown that even 69% of all investments in sponsorship is spent on sponsoring sports events. In 2013, Lamb and associates confirmed this percentage Lamb et al., (2013). Sponsorship provides media advertising for an organization- the events that are followed by the population at large give wide media attention.

Sponsorship is considered to be an essential part of the function of public relations Lawrence, (2001), their significant element Kotler, Keller, (2006); Kotler (2007), specific activity of public relations and public relations strategy Lamb et al., (2013). Sponsorship refers mainly as a way of connecting a brand / business to a specific event such as football, food festivals and concerts, and so on or individuals, with the aim of increasing demand for the goods and services of the company. Authors often regard advertising as a means of economic manipulation, keeping in mind that its consequences are related to the media support' Vračar, (2005).

Due to the fast-tracked growth and wider usage of sponsorship, some authors Ognjanov, (2013) Jobber i Fahy, (2006) find sponsorship to be a special instrument of marketing communication. As a special form of marketing, it can be seen mostly in the field of sports marketing, where sponsorship plays a major role that mostly makes these two terms synonymous Sleight, in Vračar, (1999) the

suspected disparities in attitudes point to the need for the incorporation and synergy of all means of brand communication instruments Krstić, (2016).

As a purchase decision involves a psychological cycle involving the identification of products with the meaning that events integrate and how it influences the development of a wide variety of attitude metrics over time Gijsenberg (2014a). Mindset metrics are consumer-based sponsor equity metrics such as brand attitude and purchase intentions cf. Olson (2010), Mazodier & Quester (2014).

Success of Company's sponsorship in an event can be determined by its goals and how well the outcome can be measured and how it can be of benefit to the organization. According to Wladimir Andreff and Stefan Szymanski (2006), there are two types of objectives which can be classified as direct and indirect objectives. In the direct objective the sponsor expects a quick change in behavior of its existing and potential customers. While in the indirect objective the authors maintain that it is 'primarily for increased visibility to brands and products, contact with a particular segment of its client base and an enhancement of its image; alongside growth in sales are only a long-term goal.

Jobber (2007) notes there are five main sponsorship targets principals. These goals include

- Creating promotional opportunities,
- Improving community relationships,
- Fostering favorable brand,
- Fostering business associations,
- Creating opportunities for entertainment and gaining publicity

Sponsoring events is a great way for companies to promote their brands, logos and products Jobber, (2007, p. 653). Items and products such as hats, pens, and bags may have a company logo for easy retention and recognition to reach a wider audience. Social responsibility is another reason why businesses are engaged in sponsorship as a way to give back to their community. Sponsorship by funding colleges, churches and so on will help boost a company's image with in its community. This will give a caring and socially responsible image to the consumers Jobber, (2007). This objective is linked to association for a company or brand according to Jobber (2007). The point is meant for a company to associate itself with an event with a hope of positive return towards its offerings.

Brewing has been mentioned for quite some time in history, and as early as ancient time, and has continued to this day with relatively few changes to the basic recipe. Malted barley is the major ingredient that provides a nourishing sugar- and protein-rich solution called wort (pronounced wert) when milled and heated in water to extract its nutrients; a perfect medium for yeast to grow and to ferment. Hops were added to the boiling wort in comparatively recent times, as it was discovered that hops had antibacterial properties that preserved the wort and fermented beer, and gave the beer a refreshing bitter taste.

Meta Abo Brewery is formerly state owned brewery established in 1967 based in Sebeta, with a rich history in Ethiopia. In January 2012, Diageo acquired the Meta Abo Brewery and since then have invested \$119 million USD into the brewery's expansion. Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines and beer categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's, Smirnoff, Ciroc and Ketel one Vodkas, Beileys, Capitan Morgan, Tanqueray, Meta Beer, Azmera Beer, Kuru & Malta Guinness and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York stock exchange (DEO) and the London stock exchange (DGE). Diageo is known to seek to push the boundaries to develop innovations that meet consumer preference and demand. Meta's currently produces, Meta classic, Malta Guinness, Guinness Foreign Extra Stout (FES), Kuru malt and Azmera Draught.

Diageo's spending on sponsorship reached 23 million at this year. In 2020, its investment in sponsorship is even expected to grow even higher. Diageo 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. 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 Diageo's sponsorship program in terms of customers' response from a variety of perspectives in the Ethiopia market is necessary to be investigated because Diageo's 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.

## **1.2 Statement of the problem**

By its definition, buying decision is very difficult because of the sophisticated options available but buying intention is mostly related to the actions, perception and attitude of consumers. Consumer intention to purchase is a crucial point for consumers when considering and assessing such Keller items, (2001). Ghosh (1990) said intention to purchase is an effective tool used in predicting purchasing process. If the customers agreed to buy the product at some market, their aim was to move them. However, intention to purchase could be changed by affecting various intrinsic and extrinsic factors, Zeithaml (1988). In addition, consumers were interrupted during the purchase process due to internal impulse and external environment. Their behavior was compelled by the physiological motivation that stimulates their response which brings them to the retail store to fulfill their need Kim and Jin, (2001).

Ethiopia's beer market grows every year due to the continuous economic growth of the country. The industry has seen an increase in the number of beer factories that have entered the industry, particularly in the last five years, and the number of different segments added to those established product lines, which is also expected to expand in the future. Because of this attractive industrial growth, the currently existing breweries continuously expand their production capacity and plans to add new plants. Meta Abo Brewery has also joined the wave by adding new product lines and also modernizing and improving its production capacity. its expenditures on sponsorship are increasing from time to time hence the effectiveness of the company's 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.

This research was intended to close the gap in the literature by analyzing the impact of sponsorship events on purchase intentions. This research focused on the aspects; attitude towards the brand, involvement of fans, good will and brand image which are perceived to be most important in

highlighting the effect of sponsorship on purchase intention; in the case of Deigeo Meta Abo Brewery S.C.

### **1.3 Research Question**

#### **1.3.1 Main Research Questions**

In this study the following research questions was answered.

Does event sponsorship have an influence on consumers purchasing intentions?

#### **1.3.2 Sub-research Questions**

1. To what degree attendee's images of the sponsoring brand have an effect on the attendee's purchase intention?
2. How does fan involvement towards the event have an impact on the attendee's purchase intention?
3. To what extent attendee's attitudes toward the event have an impact on the attendee's purchase intention?
4. How does good will related to the sponsoring brand have an effect on attendee's purchase intention?

### **1.4 Objectives of the Study**

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

The main objective of this study is to investigate the effect of events sponsorship on purchase intention of Meta ABO Brewery products.

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

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

- To determine the impact of attendee's image of the sponsoring brand on their purchase intention.
- To explore the impact of attendee's fan involvement towards the event on their purchase intention.
- To investigate the impact of attendee's attitude towards the event on the attendee's purchase intention.



- To ascertain the impact of good will related to sponsoring brand on their purchase intention

### **1.5 Significance of the Study**

The study offered various benefits for different stakeholders.

- The study is necessary for other researchers to expand the cover and to examine the current research subject in detail.
- The results are useful in defining effective strategy for event marketing activities, increasing the effect on the company's brand recognition and purchasing intentions.
- The study allows for the researcher to develop marketing research skills.

### **1.6 Scope of the Study**

This paper intended to study the effect of event sponsorship on influencing customer purchase intention In the case of Diageo META Abo Brewery S.C. To achieve this aim, the scope of the study identified different factors,

- Conceptual scope: although purchasing intention of consumers can be affected by various factors, i.e. triggers, recommendations of a specific brand by families and friends, high expectations of outcome due to prior experience with the brand or even personal associations with the brand, this study had only investigated probable initiated purchase intentions through Attendees attitude towards the brand, fan involvement, good will and brand image of the sponsoring brand.
- Geographical scope: the study was conducted from those consumers who attended different events sponsored by Diageo, META Abo Brewery in Addis Ababa
- Methodological scope: the study use quantitative approach and data was gathered by preparing and distributing questionnaire.

There are many alcohol beverages Diageo offer to the market but this research studied only focus on bottled beer, drought beer and malt drink (non-alcohol drinks) the result and recommendation may not be applied to other products offered by the company.

## 1.7 Limitations of the Study

The study was faced by the following limitations:

- The survey was limited to the attendees of the sponsored event located in golf club, Addis Abeba.
- The study sample was selected from the sponsored event attendees only; other public members are excluded.
- The study results were only generalized on event attendees who live in Addis Abeba.

## 1.8 Organization of the Study

This research paper is organized into five chapters. The first chapter is an introduction which includes background of the study, problem statement, objective of the study, research questions, significance of the study and scope and limitation of the study. The second chapter is review of related literatures which consists theoretical background and important findings from different literatures and hypothesis of the study. The third chapter involves methodologies applied in the study. The fourth chapter is the analysis part, where the data collected are analyzed and summarized in order to give a meaningful findings and those findings were also summarized at the end of this chapter with respect to their respective hypothesis. And the last chapter includes the summary of findings, conclusion and recommendations.

## 1.9 Definitions of 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 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).

**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).

**Goodwill** - The term of good will has been used to explain consumers’ favorable attitude toward sponsorship in Meenaghan’s (2001) study. Dee and colleagues (2008) defined it as “the positive

attitude consumers convey toward a sponsor that supports and facilitates an event, team, or cause in which they are passionate.”

**Fan involvement** - The extent to which consumers identify with, and are motivated by, their engagement and affiliation with particular leisure activities" Meenaghan, (2001)

**Purchase intention** - Purchase intention means the likelihood of consumers’ purchase of a product Gavilan et al., (2014).

## CHAPTER TWO

### 2. REVIEW OF RELATED LITERATURE

#### **Introduction**

This chapter gives readers an insight into the theoretical review of the theories under study. The chapter covers subjects related to factors that determine the effectiveness of the sponsorship, in line with the study's objectives. Additionally, this chapter presents empirical review of study area and study hypothesis. Eventually, the conceptual framework of this study is also presented.

#### **2.1 Theoretical Review**

##### **2.1.1 Consumers Attitude towards the sponsoring brand**

Ajzen & Fishbein (1977) notes that attitudes are held in relation to certain aspects of the environment of the individual, such as another person, a physical entity, a behavior, or a policy. Consequently, the way a person reacts to his surroundings is called attitude. Baron & Byrne (1984) define attitudes as quite lasting clusters of feelings, beliefs, and behavior tendencies directed towards specific persons, ideas, objects or groups. The attitude is not passive because it exerts a complex behavioral influence.

Fazio & Wasiams (1986) confer that attitudes are summary judgments of an objector event which aid individuals in structuring their complex social environments. Hence, attitudes cannot be observed directly. These are acquired through learning over the period of time and influenced by individual's personality and group. Walley et al (2009), further argues that behaviors can be optimistic, negative or neutral. Attitude is a psychological tendency expressed by Eagly & Chaiken (1993) evaluating a particular entity with some degree of favor, or disfavor. Every person has some sort of attitude but each attitude is invisible, being a psychological phenomenon. Hence, attitudes are attributes that are subjective and personal, and difficult to measure.

#### **Attitude Models**

##### **ABC Model**

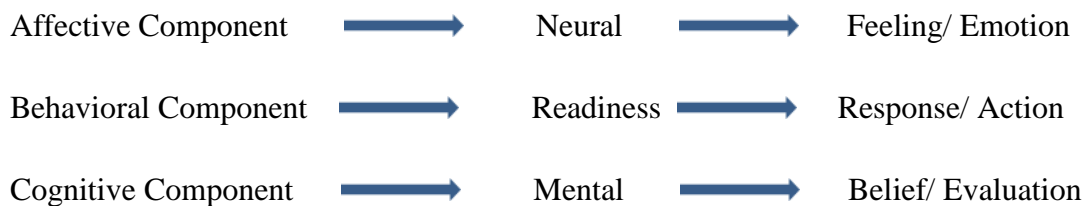
ABC model is one of the most cited models of attitude by Eagly & Chaiken (1998), Van den Berg et al (2006). ABC model implies that there are three components to the attitude i.e. Affect, cognition

and behavior. Affect denotes the feelings about an object of attitude that the individual has. Behaviour denotes the intent of the individual toward an object of attitude. Cognitive denotes the beliefs an individual has about an attitude object. Cognitive-Affective-Conative Model in CAC Model Schiffman & Kanuk (2004) suggests that attitudes are constructed around three components:

- A cognitive component /beliefs
- An affective component /feelings
- A conative component /behavior

### Components of Attitude

Now it is generally accepted after reviewing different definitions and models that attitude represents the positive or negative mental and neural readiness towards a person, place, thing or event. It is made up of three constituents;



**Affective Component** The affective component is the emotional (liking / disliking) response to an object in attitude. The majority of the research highlighted the importance of affective components. The attitude of an individual to an object cannot be determined simply by identifying his or her beliefs about it, because emotion works simultaneously with the cognitive process about an object of attitude. Agarwal & Malhotra, (2005) express that the affect (feelings and emotions) and attitude (evaluative judgment based on brand beliefs) streams of research are combined to propose an integrated model of attitude and choice.

**Behavioral Component** The component of behavior is an individual's verbal or overt (nonverbal) (Wicker 1969) behavioral tendency and it consists of actions or observable responses resulting from an object of attitude. It involves the (favorable / unfavorable) response of the person to do something concerning the object of attitude. Attitudinal responses are reliable. That is, a series of responses toward a given attitudinal stimulus is likely to show some degree of organizational structure, or predictability.

**Cognitive Component** The cognitive component is an entity evaluation which constitutes the opinion of a person (belief / disbelief) about the object. Cognitive refers to an individual's thoughts and opinions regarding a topic in his attitude. Fishbein & Ajzen (1975) demonstrate that a belief is knowledge about an entity that a person has; knowledge that explicitly connects an entity and its attribute. The cognitive component is the section of storage where an individual arranges the information.

### **Consumers Awareness towards the Brand**

According to Keller (1993), brand awareness is one of two components which determine brand knowledge, while the other is brand image. Many authors agree with the definition of brand awareness by Hoyer & Brown (1990) as "a rudimentary level of brand knowledge involving, at least, brand name recognition". Awareness represents the lowest end of a spectrum of brand knowledge ranging from basic brand name identification to a highly established cognitive system that is focused on comprehensive details.

Keller (1993) mentions brand recognition to measure brand awareness, and brand recall as the two overall categorizations. He defines brand awareness as "the ability of consumers to confirm prior exposure to the brand when given the brand as a cue." And brand recall he defines as "the ability of consumers to retrieve the brand when given the product category, the needs met by the category or some other type of probe as a cue. To raise brand recognition for businesses, D. A. Aaker (1991) suggests they would actually show the brand to the maximum number of potential buyers. It may however be more subtle than that. In fact, studies by Nedungadi & Hutchinson (1985) and Ward & Loken (1986) both demonstrated that the strength of brand association with the product category is an important determinant of brand awareness. In addition, Hoyer & Brown (1990) found that brand recognition has an impact on consumer preference of a popular, repeat-purchase product. It keeps the brand in the evoked set of brands of the consumer which leads to an increase in the probability of intention to purchase.

## **Recognition**

In many buying situations, the brand is presented to the consumer quite literally, and this is what encourages the consumer to consider the relevance of the category need: Do I really need or want this? The sequence in the mind of the buyer is: Brand recognition reminds me of category requirement. It is important to understand here that a brand may actually fail a recall test, yet be recognized in the store at the time of the purchase decision and bought.

A good illustration of what is being discussed here is the process most people undergo when shopping for food. Very few shoppers actually carry lists; and those who did have only category reminders (e.g. trash bags, salad dressing, etc.) on their list, not brand names. Consumers rely upon visual reminders of their needs as they scan the packages on the shelf and brands are recognized. Clearly, then, when purchase selections rely upon recognition, advertising should feature the package as it will be seen in the store.

## **Recall**

After experiencing a category need, the consumer then relies on memory to produce possible solutions. In this case, to make a decision, the user must remember a brand, or many brands, from memory. For instance, if a family decides to go out to a fast-food restaurant for lunch, it is nearly impossible to drive around until they recognize one they wish to purchase. Alternatively, they remember better options available from memory, pick one, and then continue for lunch there. As a rule, the first brand that was recalled (given a favorable attitude) will get the company. In this case, it is important to see and hear the brand name linked in advertising persistently to the category need.

Brand awareness, as we can see, is no simple issue. It has at least two major components; and, indeed, one can even look at brand awareness of recognition as being either visual recognition or verbal recognition. The important thing to understand is that brand awareness depends on whether or not recognition of the category drives needs or whether category needs drives brand awareness. This significant difference is critical to effective strategic advertising. This question is relevant to all situations relating to advertising and promotion. An advertiser often seeks to build or sustain brand recognition so that in a buying situation the brand is outstanding to the consumer. Without a proper response to the brand awareness, advertising is unlikely to be sufficient.

## **Attitude toward the event**

In Theory of Rational Action (TRA), Ajzen (1980) claimed that two basic determiner constructs influenced the intention to do or not to do certain behavior, that is the attitude towards behavior and the social impact, and this was subjective norm. Ajzen completed that theory with beliefs. Attitude came from belief to conduct (behavioral beliefs) and the subjective norm came from the normative beliefs. Ajzen (1988) incorporated the perceived behavior regulation framework (perceived behavioral control) as the development of TRA known as the Theory of Expected Behavior (TPB). The addition of this perceived behavioral control was an effort to understand the limitation of individuals to certain behaviors. In certain words, to do or not do such actions was dictated not only by pure behaviors and social standards, but also by perceived behavioral control over control beliefs.

Ajzen (2005) added the individual background factor into TPB that involved the personal factor (the personality, life value, emotion, and brain), the social factor (the age, gender, ethnic, education, income, and religion), and the information factor (the experience, knowledge, and exposition to the media). Ajzen (2005) added the personal factor (personality, life value, emotion, and brain), the social factor (age, gender, ethnicity, education, income, and religion), and the information factor (experience, knowledge, and media exposure) to TPB.

Product attribute cues are the key sponsorship variables that affect the decision of the purchasing intention of the customer. Some research, such as Cavender (1993), Rao and Monroe (1989), examined the possible impact of the attributes of the goods on customer evaluation of product quality and purchasing intention. Cooper (1969) acknowledged that the attribute impact on the evaluation and purchasing intention of the product differed not only in the product category and purchase situation, but also in the consumer market. Consumers used the information on the characteristics of the goods to form an intermediate view of quality and value that eventually shaped the purchasing decision. According to that opinion, Zeithaml (1988) then identified the perception of quality as the judgment of consumers against the entire products on the assessment of superiority or products which were created from the intrinsic attributes (physical characteristics of the products) and the extrinsic attributes (brands, price) which were not attached to the products.



### **2.1.2. Fan Involvement**

According to Meenaghan (2001 p. 106), "fan Involvement refers directly to the degree to which customers recognize and are inspired by their participation and association with particular leisure activities." "The lasting engagement corresponds to a kind of sincere excitement, a deep and powerful interest arising from the importance of the object or topic to the individual" Lardinoit and Derbaix , (2001 p. 171). The participation of the fan is used to measure the attachment of the person to social or leisure activities and the identification of the team in order to measure the attachment to the team (Smith et al, 2008).

Individuals who are more interested in an activity are able to recognize the principles of the event and to equate these principles with the organizer of the Meenaghan project, (2001). For example, fans who attend football matches to help their team share the same values and photos as other fans and their involvement to the whole event creates positive feeling towards the group of fans Bennett, (1999). As per Lardinoit and Derbaix (2001), it is important for the success of the sponsorship to achieve a high degree of participation, as it encourages viewers to watch the sponsored event for longer periods of time and more regularly. The authors also point out that participation leads to significant access to the sponsor's post. Purchasing intention can also shift with the attendant which is highly involved in the activity Meenaghan, (2001).

Customer engagement has an effect on the sponsor's brand recognition and brand identity. As Pitts and Slattery (2004) note highly committed viewers and individuals who are more conscious of the event, they are more likely to remember the sponsor than less committed viewers. This is also supported from Close et al (2006) survey: "An event attendee who is more active in the area of the event (e.g., sports) is more likely to appreciate a sponsor's community involvement."

A person can feel more confident and boost his or her self-esteem by belonging to a community Wann & Branscombe (1995), we also note that the individual emphasizes the positive aspects of the community and seeks to avoid any negative associations. This conduct confirms their status as members of the team (Madrigal, 2001). Loyal and dedicated fans of a team or an event were much more likely to purchase or consider purchasing from sponsors of the event than those who were not as avid supporters of the team or the event Dees et al, (2008); Fisher and Wakefield, (1998); Madrigal (2000); Schurr et al, (1988); Smith et al, (2008); Wann and Branscombe, (1993).

### **2.1.3 Good will**

Good will is the good outlook consumers convey toward a sponsor that claims to support and facilitates an event, team, or cause in which they are passionate. Good will is the main factor that distinguishes sponsorship from advertising Meenaghan, (2001). Sponsorship deals serve not only to benefit the organization which contributes, but also to build a strong relationship where sponsorship takes place. While conventional advertising (i.e. TV commercials) mainly serves the purpose of promoting a company's brand and attempting to raise profits, sponsorship also provides vital support for events and stadiums and has a direct effect on local economies Meenaghan, (2001). Consumers recognize and appreciate the fact that companies endorse the behavior they enjoy and the society in which they live, as they feel that it benefits multiple parties and not only abuses consumers to make a profit Meenaghan, (1991).

There is also an understanding in the construction of good will in sponsorship that this good will is contingent. Contingent good will means that good will is earned by the overall behavior of the sponsor towards all aspects of the sponsored activity and is registered and judged by the fans of that activity Meenaghan (2001). Some of the contingencies that Meenaghan (2001) lists include the time of entry/exit of the sponsorship, level of commitment to the event or team, and the amount of caring displayed to the event or team. If corporate sponsors do not properly adhere to these aspects, they cause consumers to withdraw their feelings of good will regardless of their commitment level.

### **2.1.4 Brand Image**

Brand image is implied as a set of brand associations that have gathered in minds of consumers Mowen & Minor, (2001). Brand image refers to the memory structuring of a brand containing the results of the consumer's interpretation (decoding) of the messages through the product's attributes, benefits and benefits, use, atmosphere created or used in the communication, the users of the product, and through the attitude and character of marketers or sales person and/ or brand owner. In other word, brand image is a form or a particular description of a trace of meaning left in the minds of the consumer audience Wijaya, (2011), Which then tells the customer how to act towards the brand, whether to try to be faithful or just do 'trial to error' and go away, or just not want to try because of the bad reputation of the brand or because it is not applicable to their requirements.

A brand's image reflects the impression that can reflect truth whether objective or subjective. The image formed by the representation of expectations forms the basis for the decision to buy a product even for having the loyalty of the brand. According to Aaker (1991), consumers often buy products that have famous brand because they feel more comfortable with things that are already known. The argument that the well-known brand is more reliable, always available and easy to find, and has a quality that no doubt makes it more potential for consumers to choose a familiar brand than a brand that is unfamiliar to them.

## **2.2. Empirical Review**

Companies have recognized the importance of making the link between sponsors and an event very early. The key advantage obtained by funding an event is obvious, since sponsorship creates resources that would otherwise not be available. This can be in terms of administrative and operational revenue benefit. Services can however also be accessed by sponsorship. For example, this can be through human resources with the use of the sponsor's staff and expertise Getz, (1997).

Getz (1997) also notes that sponsorship tends to expand the boundaries of the event, such as winning supporters or more contracts. Events may also expand their business scope, by including sponsors as part of an event, for example. This can contribute to increased initiatives in advertising and public relations. Getz, (1997) image enhancement can also happen with a sponsor's association that has a positive corporate image Gwinner, (1997). Additionally, secure sponsorship relationships are important for events. It can attract other sponsors to take part in the event by having a stable sponsor relationship with the major and long-term sponsors. Especially Getz, (1997), sponsorship of events can be seen as an exchange relationship. Event sponsorship requires the establishment of an equitable partnership according to Allen et al. (2002). This suggests that the organization providing the sponsorship and the organization that receives the sponsorship are the parties that interact in order to gain from each other. Allen et al., (2002)

According to Meenaghan's (1998b), Sponsorship has emerged to be seen as a cost-effective alternative promotion strategy capable of transcending national and cultural barriers. Reason for increasing sponsorship of leisure activities are the increased media coverage of these events coupled with raising media advertisement costs and increased public indifference to traditional modes of

communication Meenaghan (1991b); Sandler and Shani (1998). Sponsorship involves two main activities:

- An exchange between a sponsor and an attendant by which the sponsor receives a fee and the former obtains the right to associate with the sponsored activity;
- Sponsorship may be defined as investments in causes or events to support corporate or marketing objectives, Gardner and Shuman (1998).

The aims are primarily to raise awareness, enhance reputation, boost good will, increase productivity and reach otherwise unattainable customers, although sales targets are often defined and achieved by Hoek, Gendall and West (1990); Meenaghan (1998b); Ukman (1996).

Marketing events are the method of using the marketing mix to accomplish corporate goals by generating value for both consumers and clients. The company will follow a marketing strategy that stresses the creation of mutually beneficial ties and the maintenance of competitive advantages Getz, (1997). Hence, Getz (1997) presents a comprehensive eight-component marketing mix for events, which includes product, place, programming, people as experiential components and partnership, promotion, packaging along with distribution and price as facilitating components. The event product is what event organization tries to sell to its customers and it, also, works as a platform for other competitive weapons Alaja, (2001). Getz (1997) discusses image building as an aspect of the communication mix that applies to the full spectrum of communication strategies such as advertisement and public relations or promotion as it is used in the eight Ps marketing mix for events. First of all, place refers to the location and setting of the event, but also to the delivery of an event product.

Sometimes, individual events have trouble meeting their marketing targets on their own. Thus, relationship building can be a very realistic method for growing visibility. Packaging means selling any mix of products for sale at a single price. Often an event has many prices for its items including admission to the event, merchandising, leases for vendors and fees for sponsorships. Furthermore, while an event will be free, consumers would be charged a price in the form of time, travel costs or opportunities missed. Getz, (2009) Watt, (1998).

## **Event Sponsorship Engagements**

According to Getz (1997), in order to be successful towards sponsorship, events have to be seen and managed as marketable products. Event organizers, through the concept of their website, will start looking at an event to create and appreciate the product being offered. An event platform is that, which consist of the event, its organization, the event's programs and its participants. By this structure, event organizations can begin to create what should be sponsored within the event. Furthermore, event managers can use this framework for the use of systematically auditing their organization and event to identify the value and potential benefits. This will lead to marketing the event and targeting general types of sponsors or specific companies. Getz, (1997)

Furthermore, Skinner and Rukavina (2003) suggest that the event product should be broken down to determine what should be sold for sponsors. This forms the first elements of a sponsorship marketing plan. Skinner and Rukavina, (2003) then, it is recommended that every event organization should start by creating sponsorship relationships or even partnerships with media organizations Watt, (1998); Skinner and Rukavina, (2003). Although event managers are always keen to gain financial support, media partners can provide valuable in-kind services such as advertising time. In addition, media partners would likely help event organization sell sponsorship deals to other businesses. Rukavina and Skinner, (2003)

Consequently, Goldblatt (1997) states that, event planners should be aware of the needs, wants and expectations of sponsors when attempting to sell sponsorship. He also states that advertising must be an appropriate fit for the sponsor's desires and goals. Skinner and Rukavina (2003) propose that event managers may sell sponsorship by knowing the personal interest of a sponsor. Even though sponsorship helps to accomplish the quality wanted for the event, nevertheless sponsors requires time from event organizers and event financial resources to meet their objectives Goldblatt, (1997).

## **Consumer's Purchase Intention**

Consumer plays a vital role in the economic system as he/she pays to buy the goods or services produced. If consumer demand is not there producers will lose the motivation to produce and it will affect the economic system. Purchase intention means to plan to buy a good or attain a service. It refers to the desire of a customer to buy a particular product of a certain brand. The most recognized consumer purchase intention model was presented by Engel, Blackwell and Miniard, (1995).

This model describes the purchase process in five stages:

- Identification of the problem
- Searching Information
- Evaluating the substitutes
- Making Decision
- Behavior after Purchase

Engel, et al. divides the purchase intention into “Unplanned buying, partially-Planned buying and Fully Planned buying”. Consumers sometimes buy on their gut feelings and the decision is made at the store. This type of decision can be categorized into an unplanned buying decision. Partially-planned buying means that consumers decide the product category before going to the store, and decides about the brand after arriving at the store. Then comes the fully planned buying decision, it means the consumer decides about the product and the brand before entering the store.

**Influences on the Consumer’s Purchase Intention:** The Marketing Dictionary says that the consumer’s purchase intention is influenced by different external or internal factors. Those are;

**Trigger:** means anything that stimulates a consumer to buy a product of a particular brand. It may be an attractive or special packaging or any particular attribute of the product which attracts the customer towards the product.

**Outcome Expectation:** consumer’s expected outcome from a particular product or service from a certain brand also affects his purchase intention.

**Recommendation:** a recommendation from the side of a worthy and reliable source can help the customer to purchase the brand.

**Personal Association:** customer’s emotional and personal association also affects his purchase intention of buying any certain brand.

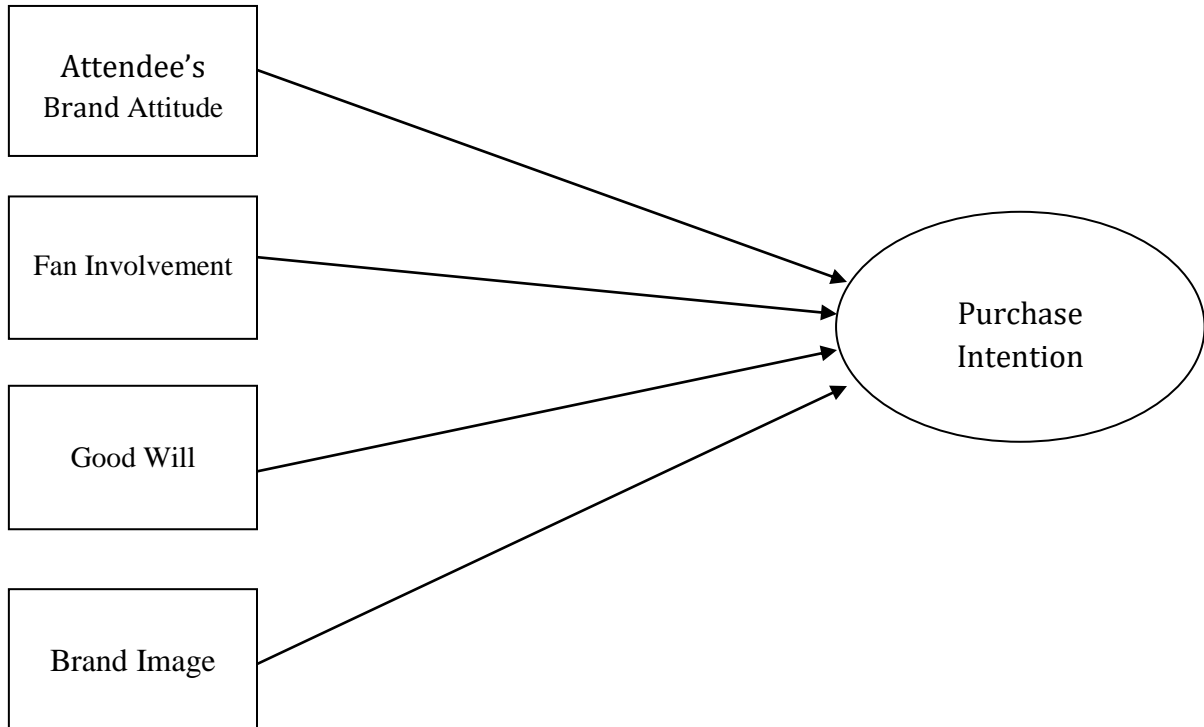
A consumer’s purchase intention depends upon very much on the level of satisfaction, when he/she expects and receives. If the brand satisfies the consumer he/she will become a regular buyer of that particular brand but if not the consumer might engage in the negative marketing of the brand. Judith and Richard (2002) have indicated that anticipated quality and brand faithfulness are profoundly connected to each other and certainly influence the purchase intention. Another important factor that affects the purchase intention is the perceived cost to be paid for the product. Price sensitive

consumers are attracted more towards the cheaper products but the consumers who prefer quality over the price they are less likely to buy low cost product regardless of its quality. These consumers think that only expensive products are high quality.

An attractive package also attracts the consumers towards the product a well packed and well-advertised brand will always be preferred over a poorly packed product. Risk perception of a consumer also influences his buying intention. Normally consumers are reluctant of buying local or private products as the risk level is high in them. Therefore, they prefer to go for well-known international or national brands as the risk factor in these products is far less than the private products. Consumer behavior not only affects the need and intention to produce it also encourages the producer to innovate the production. Before introducing any product a producer must have a sound information about his consumer and there buying behavior.

### 2.3. Conceptual Framework

This conceptual framework was developed based on theoretical background and empirical background knowledge.



I.e. Conceptual framework developed based on Aaker (1991) and Meenaghan, (2001).

## **Research Hypothesis**

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

H2: There is a significant impact of fan involvement to the sponsoring brand on their purchase intention.

H3: There is a significant impact of good will related to the sponsoring brand on attendee's purchase intention.

H4: There is a significant impact of attendee's brand image on their purchase intention.



## CHAPTER THREE

### 3. RESEARCH DESIGN AND METHODOLOGY

#### **Introduction**

The method that was used to address the research questions and fulfill the purpose of the research is described in this chapter. This also provides an overview of the research methodology, research design and model specification, a description of the tool used for data collection, targeted population, sampling technique, and unit of analysis, sources of data used, and methods of data analysis, presentation and interpretation.

#### **3.1 Research Approach**

Among the two methods that provide in the research method such as quantitative and qualitative, where one of them is not better than the others, all of this depends on how the researcher want to do a research of study Ghauri and Kjell , (2005). To achieve the aforementioned objectives, the study adopts a quantitative research approach; where it can be use of a questionnaire provide predominantly descriptive and qualified data.

A quantitative research enables the researcher to collect objective and numerical data to apply statistical tools and used to establish relationships of the variables used in this study.

A quantitative approach is one in which the investigator primarily uses postpositive claims for developing knowledge, i.e., cause and effect relationship between known variables of interest or it employs strategies of inquiry such as experiments and surveys, and collect data on predetermined instruments that yield statistics data Creswell, (2003).

#### **3.2 Research Design**

Explanatory research was conducted in order to ascertain 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). As the objective of this research was to examine the relationship between variables that is determinants of event sponsorship (Independent variables) and purchase intention (dependent variable), it was explanatory research design in nature.

### **3.3 Sources of Data**

The data collection is the buildup of specific evidence that allowed the researcher to properly analyze the results of all undertakings by the research design and procedures Singh, (2006). To conduct this study both primary and secondary sources of data was used.

#### **3.3.1 Primary Source**

Primary data was gathered by using of closed questionnaires, which were self-administered. These primary data was collected for the first time.

#### **3.3.2 Secondary Source**

The secondary data was attained through document analysis those was related to event sponsorship and purchase intention, i.e. number of books, research thesis, and internet and journal articles were reviewed to enhance the primary data.

### **3.4 Population of the Study**

The target population was the attendees of the two events food and music festivals in which Diageo META Abo Brewery sponsored in Addis Ababa that was held at the venue located at Golf Club Addis Ababa.

### **3.5 Sampling Procedure**

#### **3.5.1 Sample size**

As the number of consumers who was attend the event is unknown and is difficult to prepare source list, the researcher used survey from unknown number of population. Where the population is unknown, the sample size can be derived by computing the minimum sample size required for accuracy in estimating proportions by considering the standard normal deviation set at 95% confidence level (1.96), percentage picking a choice or response (50% = 0.5) and the confidence interval (0.05 =  $\pm 5$ ).

$$n = z^2 p (1-p)/c^2$$

$$n=1.96^2(0.5) (1-0.5)/0.05^2$$

$$n=384.16$$

Where:

$z$  = standard normal deviation set at 95% confidence level

$p$  = percentage picking a choice or response

$c$  = confidence interval

### **3.5.2 Sampling Technique**

To minimize sampling errors the population representative has been carefully allocated. As the study's target is high, and because of the unpredictable number of participants, the researcher selected sample from the population by following the non-probability sampling technique: quota and convenience sampling. In quota sampling survey population was divided into subgroups. Convenience sampling technique in sample selection process is continued until the required sample size has been reached. The target audience was divided into two sponsored events. Then based on the given quota and by using convenience sampling the selected 190 and 194 individuals was questioned.

### **3.6 Data Gathering Instruments**

The data in use to analyze the effect of event sponsorship on consumers purchase intention was obtained through survey and the instrument used was questionnaire. The questionnaire had three sections. The first part was related with respondents' general (demographic) information (age, gender, occupation, income and education qualification). The second part was about analyzing factors affecting purchase intention of event sponsorship. This part of the questionnaire contains different sections, and each section represents independent variables in the research model. The third part is associated with purchase intention of event sponsorship. The second and third section responses was measured on a 5-point Likert scale, ranging from one (strongly disagree) to five (strongly agree).

### **3.7 Data Analysis Technique**

Following the collection of primary source data, the next steps are the evaluating and interpretation to formulate conclusions and conclusion. Percentage, table, and graphs are used to process and analyze the collected data. Correlation and regression analysis was adopted to test the significant differences in event sponsorship determinants and to provide the appropriate conclusion and recommendations.

### **3.8 Reliability and Validity**

#### **3.8.1 Reliability**

Reliability refers to the degree of the results consistency under the same conditions. It should remain the same if research has to be repeated. To sustain a high level of reliability for primary data, after compiling questionnaires filled by respondents, those answers were transferred to excel sheets. Afterward the results were double checked, in order to avoid any mistakes. To obtain more reliable answers and personal opinions of the respondents' questionnaires was filled on the spot. Also reliability of the secondary data is checked & assured, as the data is collected from reliable sources like university databases, journals and academic books written by marketing lecturers, professors and scholars.

#### **3.8.2 Validity**

Validity is the degree to which a measuring instrument gives satisfactory scope of the subject beneath considers Kothari (2004). On the off chance that the instrument contains an agent test of the universe, the substance legitimacy is sweet. Its assurance is primarily judgmental and natural. It can moreover be decided employing a board of persons who might judge how well the measuring instrument meets the measures, but there's numerical ways to express it. Based on this definition the substance validity of the inquiry was confirmed by the advisor about who see into the fittingness of the questions and the scale of estimation. In expansion, talks with Individual analysts, as well as input from the study were another way of checking the suitability of the questions. In case of auxiliary information, as it were important articles and writing from scholarly, logical and promoting databases was utilized for this study.

### **3.9 Ethical Consideration**

The respondents were not allowed to write their name and ensure that their answers are handled in utmost confidentiality in order to protect the confidentiality of the data answered by respondents. The purpose of the study was disclosed in the questionnaire's introductory section. In addition, the researcher seeks to avoid misleading or deceptive claims in the questionnaire. Finally, the questionnaires were distributed only to voluntary participant.

## Chapter Four

### 4. Data Analysis and Interpretation

The purpose of this study was to investigate the effect of events sponsorship on purchase intention. To process and analyze the collected data, percentage, table and graphs are used. To inspect the significant differences in determinants of event sponsorship and to give necessary conclusion and recommendations correlation and regression analysis was adopted.

#### 4.1. Demographic characteristics

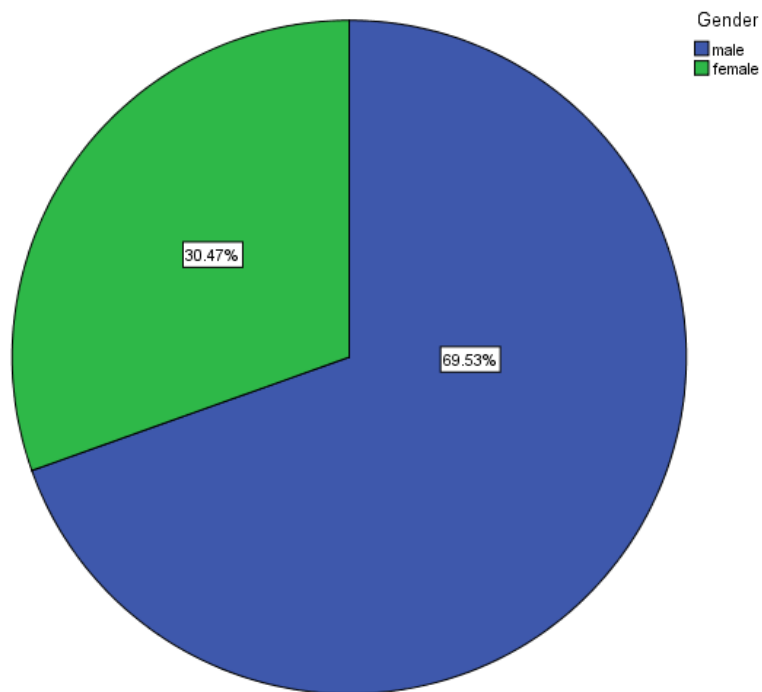


Figure 4.1 Respondents' Gender

The descriptive analysis from figure 4.1 indicates that 69.53 percent of the respondents were males while 30.47 percent were females. This implies that most event attendees were male.

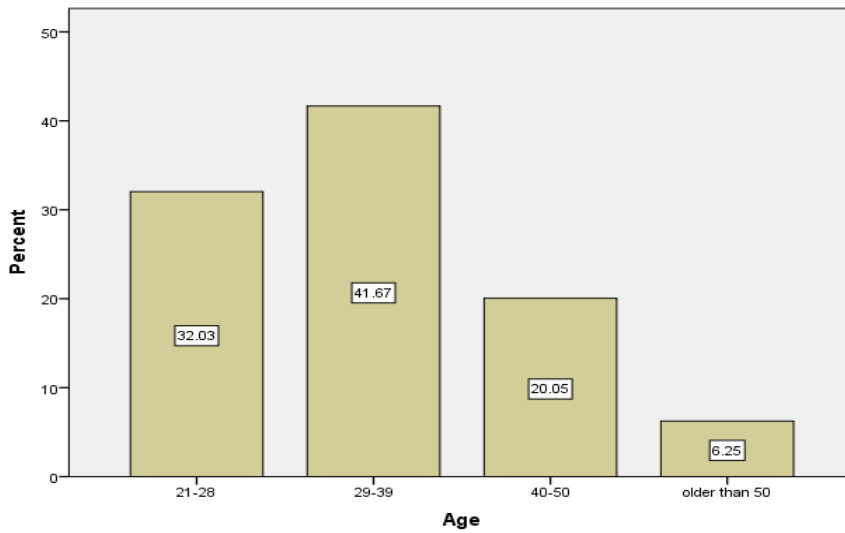


Figure 4.2 Respondents' Age

As revealed on figure 4.2, 41.67% of the respondents were found in the age range of 29 to 39 years which followed by 21-29 age years with 32.03 percent. The remaining respondents were within the range of 40-50 and older than 50 having a percentage of 20.05 and 6.25 respectively. This implies that most event attendees fall in the age range between 21 and 39, which happens to be the most productive age group and it is beneficial for the sponsoring brand.

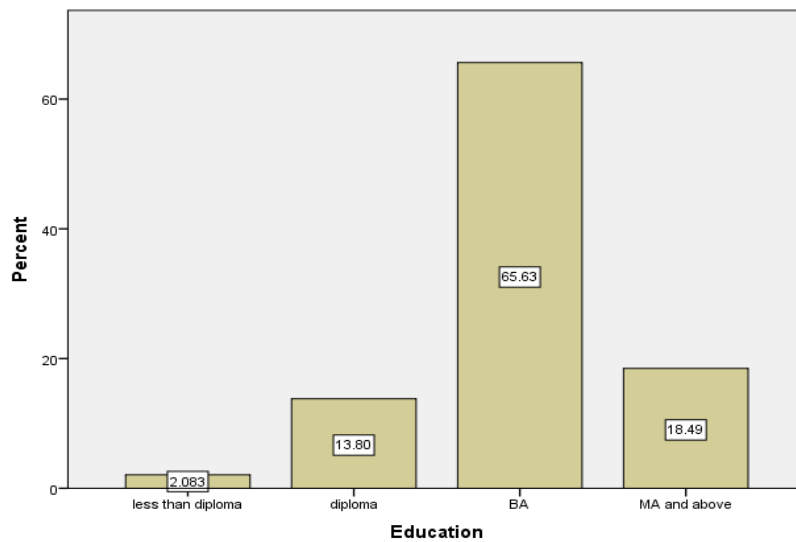


Figure 4.3 Respondents' Educational Background

In terms of Educational background, greatest part of the respondents were BA holders with 65.63 percent and followed by MA above holders' 18.49.2 percent. Those respondents having Diploma or less have the portion of 15.88 percent. This implies that majority of the event attendees have good educational background which is expected to have exposure to various types of events and this is expedient for the brand, as it is a most preferable means of advertising.

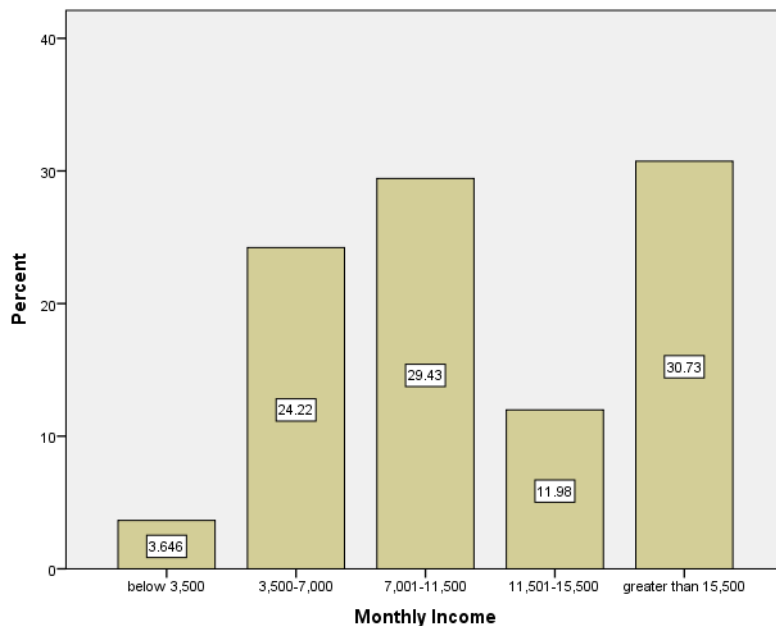


Figure 4.4 Respondents' monthly income

Figure 4.4 shows that 30.73 percent of respondent's average monthly income range is greater than 15,500 and respondents with monthly income from 7,001 to 11,500 have a portion of 29.43 percent. Monthly income for 24.22 percent of respondents' is within the range of 3,500 to 7,000 and 15.626 percent of respondents' monthly income is within the range of 11,501 to 15,500 and below 3,500. This implies that majority of respondents have disposable income to consume more beer. There for it is good opportunity for sponsoring brand to generate more revenue.

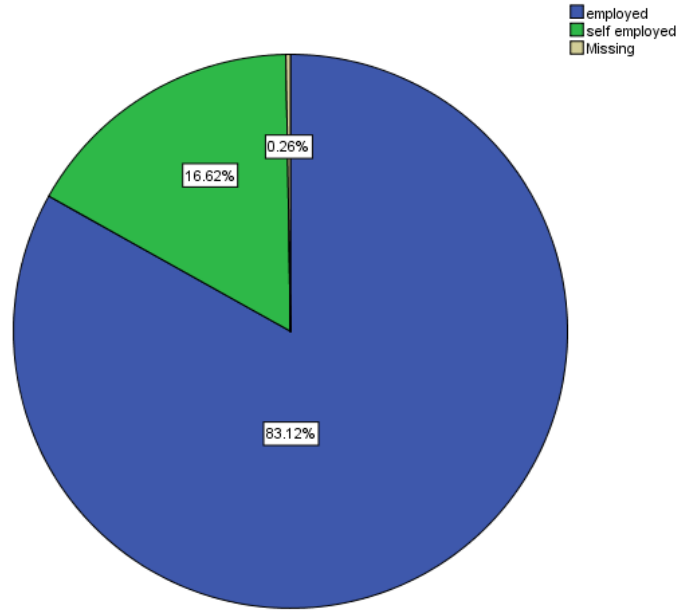


Figure 4.5 Respondents' occupation

As shown on Figure 4.5, majority of the respondents that is 83.12 percent are employed and the remaining 16.62 percent of respondents are self-employed. This implies that the fact that they have monthly income also means they can consistently purchase beer and other beverages the brand has to offer. And this is good opportunity for the beer industry to have sustainable revenue source.

4.2 Respondents event choices

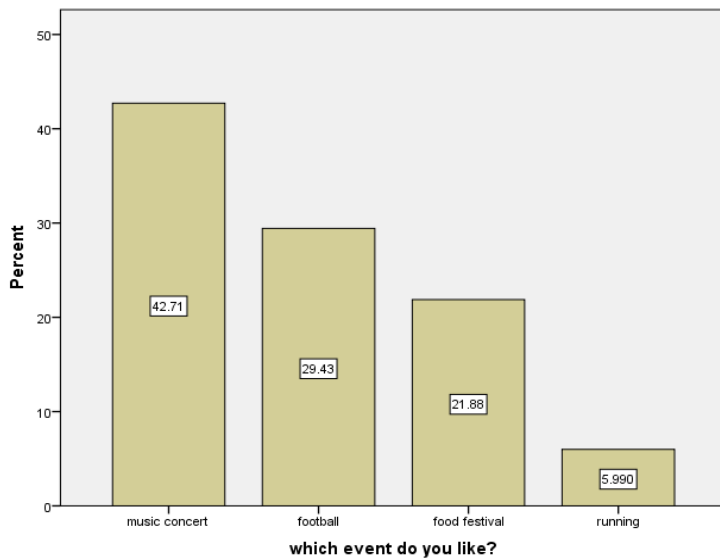


Figure 4.6 Respondents' Like Events



As it can be seen from the above table 4.6, 42.71 percent of the respondent's event choice happens to be music concert. This could be a great opportunity for the sponsoring brand as it can engage to quite large number of people in one event, and brand values can also be communicated.

#### **4.3 Factors Affecting Purchase Intention of Event Sponsorship**

To analyze respondents purchase intention of events sponsorship, four factors was used namely Brand Image, Fan involvement, Brand attitude and good will. Each Variable was represented by specific statements. To analyze factors affecting purchase Intention of Event Sponsorship, descriptive statistics with 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. Where;

- **N** – It is the number of valid observations of the variable. The total number of observations shall be the sum of N and the number of missing values.
- **Mean** – That is the mathematical mean of the observations. This is the most widely used measure of central tendency. It is generally referred to as the average. The mean is prone to extremely high or very low values.
- **Std. Deviation.** – The standard deviation is the square root of the variance. It shall calculate the distribution of a series of observations. The larger the standard deviation, the more widespread the results are.
- **Minimum** – This is the minimum, or smallest, value of the variable.
- **Maximum** – This is the maximum, or largest, value of the variable.

### 4.3.1 Attendees attitude towards the brand

	N	Minimum	Maximum	Mean	Std. Deviation
I like the sponsor more than other competitors.	384	1	5	3.5964	.91468
The company that sponsors the event is successful.	384	1	5	3.9375	.57471
Company who sponsor events provide quality products and service.	384	1	5	3.8307	.71536
The event i participated in as a live attendee/audience created positive emotions towards the sponsor.	384	1	5	3.8568	.65660
I have a positive attitude towards the event sponsors brand	384	1	5	3.7682	.80204

Table 4.1 Descriptive analysis of Brand Attitude

Attitude toward sponsor contain five statements. Respondents were asked to express their level of agreements with the given parameters. ‘The company that sponsors the event is successful’ scores the highest mean value of 3.9375 values and ‘I like the sponsor more than other competitors’ scored 3.5964 mean values which is the least from all five parameters presented. Respondent’s showed their level of agreements towards the rest of parameters with mean value of 3.8568, 3.830782 and 3.7682 respectively. This suggests that majority of the respondents agreed to having a positive attitude towards the brand.

### 4.3.2 Fan Involvement

	N	Minimum	Maximum	Mean	Std. Deviation
It is important to me to be a part of this event.	384	1	5	4.1042	.42085
My friends view me to be a strong fan of this event	384	1	5	3.7500	.89967
It is important that events like this are being organized.	384	1	5	4.1458	.40825
I see myself as a strong fan of this specific event.	384	1	5	4.0885	.44249

Table 4.2 Descriptive analysis of Fan Involvement

As shown on table 4.2, fan involvement was represented by 4 statements, in which all statements have positive effects on the dependent variable. The most significant among them was ‘it is important that events like this are being organized.’ having a mean value of 4.14. This shows that, most events attendees have a great sense of involvements to the event they choose to attend to.

### 4.3.3 Good Will

	N	Minimum	Maximum	Mean	Std. Deviation
The sponsoring brand is involved within its community.	384	3	5	3.5833	.57205
The sponsoring brand contributes towards improvement of the event.	384	3	5	3.9323	.47999
The event do benefit from the sponsoring brand.	384	3	5	4.0703	.50868
The sponsoring brand cares about the fans of the event.	384	3	5	3.8333	.51437

Table 4.3 Descriptive analysis related to Good Will

As displayed in table 4.3 the highest and lowest mean score were 4.0703 and 3.5833 respectively. This shows that respondents conveyed their agreement to the statements of Good Will to purchase intention. This implies that respondents agree to the significant contributions the company provides to its community and third party that it does business with, which have an impact towards influencing customers purchase intention.

### 4.3.4 Brand Image

	N	Minimum	Maximum	Mean	Std. Deviation
I feel a strong sense of belonging to this brand.	384	2.00	5.00	3.9010	.68600
This brand has a great deal of personal meaning for me.	384	2.00	5.00	3.9036	.68827
I feel that sponsorship create a positive thinking about brand.	384	2.00	5.00	4.0781	.56821
Valid N (listwise)	384				

Table 4.4 Descriptive analysis of Brand image

As shown on table 4.4 Brand image comprises three sentences, each of which is all about the influence of a Brand image. Based on the respondent's response, all statements have an effect on the purchasing intention. The most important effect of the brand image 'I believe that advertising is generating optimistic thinking about the company' has a mean score of 4.0781. I feel a strong sense of belonging to this brand and this brand has a great deal of personal meaning for me scored the mean value of 3.9010 and 3.9036 respectively.

#### 4.4 Mean values of independent variables

	N	Minimum	Maximum	Mean	Std. Deviation
BI	384	2.00	5.00	3.9609	.58700
BA	384	2.20	5.00	3.7813	.66298
FI	384	3.25	5.00	4.0221	.46640
GW	384	3.00	5.00	3.8548	.44902
Valid N (listwise)	384				

Table 4.5 Mean analysis of the independent variables

As displayed in table 4.5, the summary of mean factors; Brand image, Fan Involvement, Attitude toward Brand and Good will were calculated. The table shows that, the mean value of variables that are Attitude toward Brand 3.7813, Fan Involvement 4.0221, Good Will 3.8548 and Brand image 3.9609, The highest mean score recorded was for Attitude towards the Brand related factors 4.02.

#### 4.5 Purchase Intention of Event Sponsorship

To analyze purchase Intention of Event Sponsorship, descriptive statistics of mean and standard deviation were used. The mean represents the degree to which the survey group agrees or disagrees with the different statements on average 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.

#### 4.5.1 Purchase Intention

	N	Minimum	Maximum	Mean	Std. Deviation
When i shop for beverage products, i do purposely look for those sold by the sponsor.	384	2.00	5.00	3.6667	.96591
As a result of what i have experienced today, i will be more likely to consider the sponsors product for my next purchase.	384	2.00	5.00	3.7917	.86615
The fact that the firm is a sponsor of events, enter into your buying decision when you are shopping for products.	384	2.00	5.00	3.8125	.88282
You will be more likely to buy a product of the sponsor over its competitors.	384	2.00	5.00	3.9167	.95504
Sponsoring in events like this leads to a higher level of purchase intention.	384	2.00	5.00	4.0417	1.02110
Valid N (listwise)	384				

Table 4.6 Mean analysis of Purchase Intention

As it is shown in the table above, majority of the respondents agree on the purchase intention towards Meta Abo beer is highly influenced through sponsorship of events, the highest mean score among the variables was ‘sponsoring in events like this leads to a higher level of purchase intention’ 4.0417. The overall mean score means that the majority of respondents who agreed on the purchase intention are strongly influenced by the sponsorship of events. This suggests that the majority of respondents agreed that sponsorship have a significant impact on their purchase intention.

#### 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:

		BA	FI	GW	BI	PI
BA	Pearson Correlation	1				
	Sig. (2-tailed)					
FI	Pearson Correlation	.014	1			
	Sig. (2-tailed)	.784				
GW	Pearson Correlation	.801**	-.069	1		
	Sig. (2-tailed)	.000	.179			
BI	Pearson Correlation	.748**	.079	.621**	1	
	Sig. (2-tailed)	.000	.120	.000		
PI	Pearson Correlation	.886**	.239**	.774**	.749**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 4.7 Correlation

The result in table 4.7 shows there is a positive and substantial relationship between all independent variables and dependent variable. The result shows the strength and significance at Attitude towards the brand  $r=0.886$   $p<0.01$ , Good will,  $r=0.801$ ,  $p<0.01$ , Brand image,  $r= 0.748$ , and  $p< 0.01$  Fan involvement  $r=0.239$ ,  $p<0.01$  and. Pearson correlation analysis was used to provide evidence of convergent validity.

#### 4.7 Multiple Linear Regression Analysis

Correlation between two variables does not imply that one event causes the second to occur. Whereas, Multiple regressions was used to identify causal relationships between independent and dependent variables, as it is a statistical technique through which one can analyze the relationship and effect between a dependent or Independent variable and a set of independent or predictor variable.

#### Assumptions Testing in Multiple Regressions;

**Multi Co-linearity** – Multi Co-linearity occurs when the independent variables are too highly correlated with each other.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	BA	.256	3.907
	FI	.969	1.031
	GW	.350	2.859
	BI	.434	2.305

Table 4.8 Multi Co-linearity Statistics

Tolerance shows of how much of the variability of the independent variable is not explained by the other independent variable in the model. If this value is small or less than 0.0, it shows that multiple correlations with other variables is high, also indicating the multicollinearity Field (2005). And as we can see from the above table all tolerance values are above 0.0 and there is no multicollinearity among variables.

Variance Inflation Factor (VIF) – The VIFs of the linear regression show the degree that the variances in the regression estimates are increased due to multi co-linearity. VIF values higher than 10 indicate that multi co-linearity is a problem. This condition is also satisfied from table 4.8, the maximum VIF result is 3.907.

### Auto correlation

A Dunlin – Watson test was used in order to determine the auto-correlation between observations, this statistics ranges in value from 0 to 4. A value near two indicates no autocorrelation a value towards zero indicates positive autocorrelation, a value towards four shows a negative autocorrelation Field, (2005). As per the result shown in the table below, Durbin-Watson value of 1.734, which is close to two, it can be concluded that the assumption of independent error has been met.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.930 <sup>a</sup>	.865	.864	.33086	1.734

Table 4.9 Autocorrelation test in Durbin Watson

### Normality

In terms of this assumption, a check for normality of the error term is conducted by a visual examination of the normal probability plots of the residuals. The plots are different from residuals plots in that the standardized residuals are compared with the normal distribution. In general, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Ghozali, 2001). The normality plot of this study fit with the assumption.



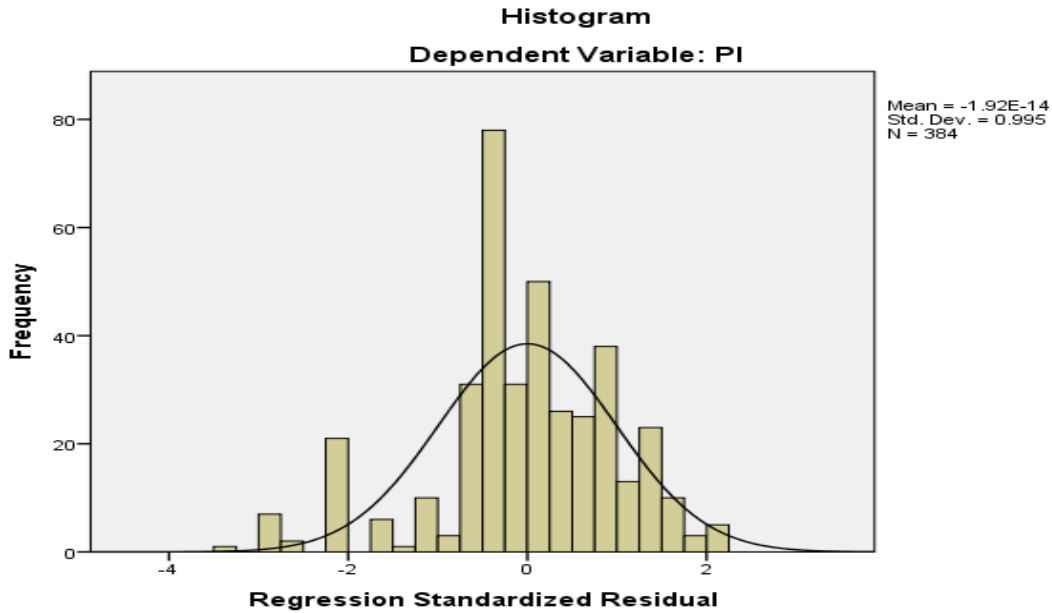


Figure 4.7 Frequency Distribution of Standardized Residual

**Linear relationship** Customer purchase intention is assumed to be linearly related with brand image, fan Involvement, attitude toward event, and good will; meaning the dependent variable customer purchase intention is assumed to be impacted with changes in the independent variables linearly. A linear relationship has been demonstrated in graph below

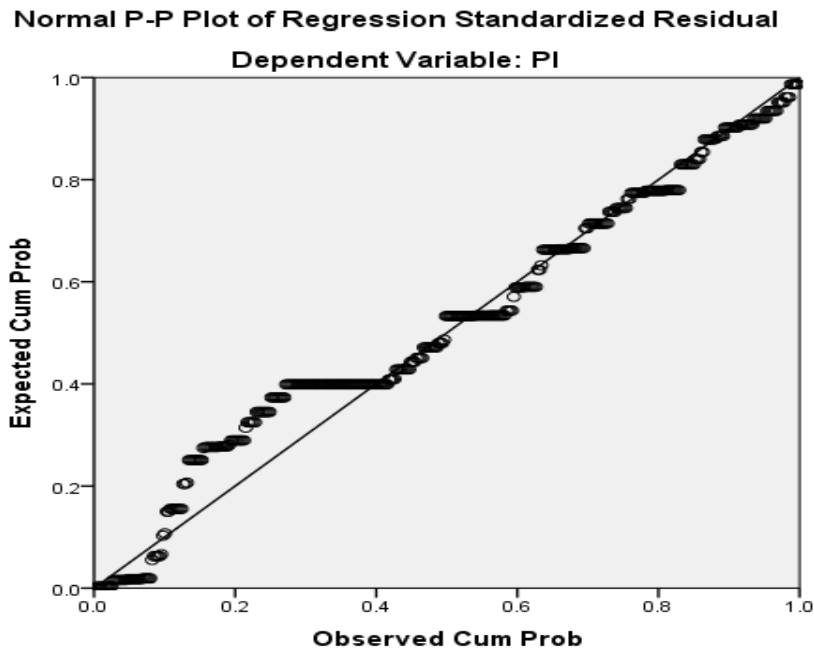


Fig 4.8 Normal P-P plot of Regression Standardized Residual

### **Homoscedasticity (equal variance)**

The variability in scores for independent variables should be similar at all values of the dependent variable. The scatter plot should show a fairly even rectangular shape along its length. There should be homoscedasticity before running multiple regression analysis, this means that the residuals (the differences between the values of the observed and predicted dependent variable) are normally distributed and that the residuals have constant variance (Burns & Burns, 2008). The graph has demonstrated homoscedasticity of the study.

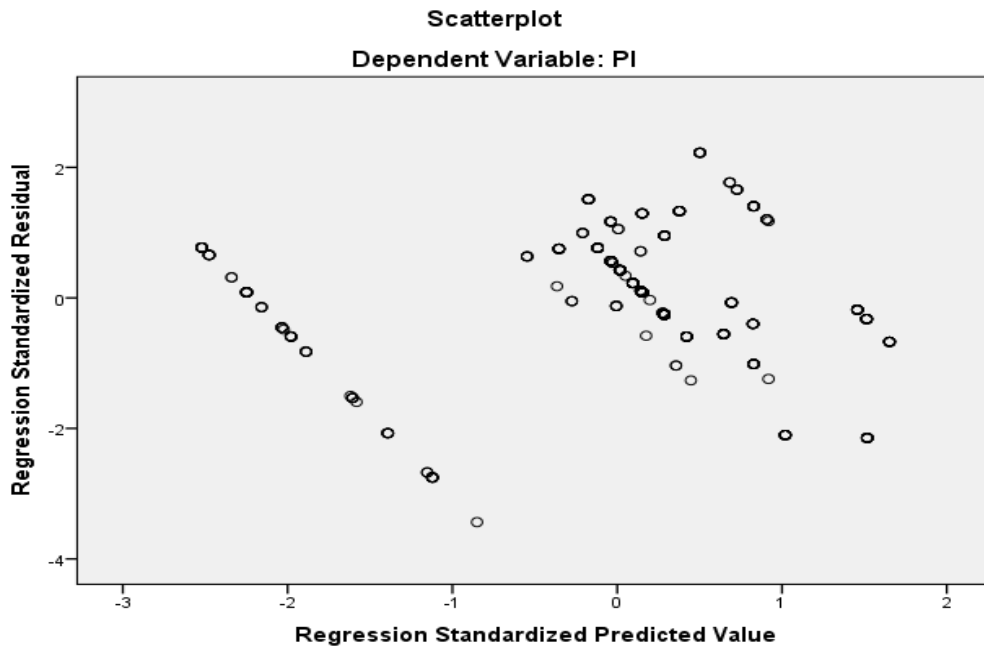


Figure 4.9 Scatterplot

### **4.8 Regression Analysis**

Regressions fit a predictive model to data and use that model to predict the values of dependent variable from one or more independent variables (Andy, 2005). Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable. In this study the researcher used 4 independent and 1 dependent variable are used in the Regression Analysis.

It is observed in the model summary from the analysis in the above table the correlation between the four independent attributes and the dependent variable indicated that there is strong relationship (.925) and the weighted combination of the predictor variables explained or affect approximately 85% (R square) and the remaining 15% is by extraneous variables that can affect dependent variable.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	265.864	4	66.466	607.160	.000 <sup>b</sup>
	Residual	41.489	379	.109		
	Total	307.353	383			

Table 4.10 ANOVA

The ANOVA must be considered to evaluate the statistical significance of the results. If the test equals 0 it means there is no relationship between the dependent and independent variables. As can be seen from the ANOVA table, the independent variable significantly predicts the dependent variables, F=607.160

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.612	.223		-16.168	.000
	Attitude towards the Brand	.799	.050	.592	15.861	.000
	Fan Involvement	.451	.037	.235	12.247	.000
	Good Will	.447	.064	.224	7.028	.000
	Brand Image	.227	.044	.148	5.181	.000

Table 4.11 Coefficient of variables of regression analysis

According to Table 4.11, the regression standardized coefficients for the two independent variables, i.e. Attitude towards the brand, Fan involvement, Good will and Brand Image are 0.592, 0.235, 0.224 and .148 respectively. They share similar significance levels at 0.000, which are less than 0.05. This indicates that there is a substantial relationship between the independent variables and the dependent variable.

## **4.9 Hypothesis testing**

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

Based on the statistical analysis, there is a positive relationship between the attitude towards the sponsor and the purchase intention of the Diageo products. One of the main aims of the sponsors is that customers are positive about attitudes towards the sponsor in the relationship between the sponsor and the sponsored event Cornwell & Maignan, (1998). Speed and Thompson (2000) had underlined 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 consistent with what authors on the area concluded.

### **H2: There is a significant impact of fan involvement to the sponsoring brand on their purchase intention.**

According to this study, it is shown that there is a positive relationship between fan involvement and purchase intention of Diageo's products. Individual that are more involved towards an activity, they are capable to comprehend the values of the event and to associate these values to the sponsor of the event Meenaghan, (2001). According to Lardinoit and Derbaix (2001) it is of major importance for the success of sponsorship to reach high levels of involvement because involvement attracts the consumers to attend the sponsored event, for longer periods of time and more frequently. Accordingly, the study is consistent with what authors on the area concluded.

### **H3: There is a significant impact of good will related to the sponsoring brand on attendee's purchase intention.**

Based on the statistical analysis, there is a positive relationship between Good will and attendee's purchase intention towards Diageo's products. Good will is the positive attitude consumers convey toward a sponsor that supports and facilitates an event, team, or cause in which they are passionate. The largest factor distinguishing sponsorship from advertising is good will (Meenaghan, 2001). Based on this, the study is consistent with what authors on the area concluded.

### **H4 There is a significant impact of attendee's brand image on their purchase intention.**

According to Gilaninia & Abbaszadeh (2011), brand image has positive effect on 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. Therefore, the study is consistent with what authors on the area concluded.

In conclusion,

- Attitude towards the brand -----  $\beta=0.592$ ,
- Fan involvement ----- $\beta=0.0.235$
- Good will -----  $\beta=0.224$
- Brand image -----  $\beta=0.148$

All the independent variables have a major influence on attendees purchase intention at 95% confidence level ( $p<0.05$ ).

## Chapter Five

### 5. Summary, Conclusion and Recommendation

#### 5.1 Summary

This study aims to research the effect of events sponsorship on purchase intention within the case of Diageo, Meta Abo brewery. Factors such as; brand Image, Fan involvement, attitude toward sponsor and good will were taken to research the association and effect between these variables with purchase intention. To answer the research question and to apprehend this objective a conceptual model was developed based on theoretical and empirical review of the research.

Quantitative research approach was 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 mostly BA holders. Wide range of respondent's monthly income was above 11,500 ETB, which are also employed in different organizations.
- The regression result demonstrates that there is a positive and significant relationship between all four variables; these are Attitude towards the brand, fan involvement, good will and brand image, with the dependent variable which is purchase intention.

#### 5.2 Conclusions

The concept behind this thesis was to examine the important role which sponsorship plays on influencing purchase intention. More importantly, how Diageo, Meta Abo brewery can increase potential purchases towards its products while using events as a platform to reach out to a wider audience target. In the thesis a quantitative research method was used in order to identify various aspects of event sponsorship which is the key element in influencing purchase intention. The author approached the topic as well as the research question with a high level of motivation and enthusiasm.

Event sponsorship is a thriving aspect nowadays of carrying out marketing strategies so as to have an edge over competitors and also to have the company viewed in a positive way by both fans and spectators who happen to be the customers of the sponsoring companies. It is important for companies to reach out to millions of potential customers in a cost-effective way and sponsoring a major event creates an exciting avenue to put their brands on a wide-reaching scale in an exciting and rather relaxed atmosphere.

With the purpose of identify the effect of event sponsorship the researcher conducted different theoretical and empirical reviews, in order to do so, four variables (Attitude towards the brand, Fan Involvement, Good Will and Brand image) were sorted and discussed. Each one of those factors contains different parameters which organized a minimum of three and a maximum of five. The respondents were asked to give their agreement for Likert scale type statements. Their response was investigated through descriptive analysis using mean, standard deviation, correlation and regression.

Based on the analysis conducted, there was a positive and significant relationship and effect between Attitude towards the Brand and purchase intention with effect of  $r=0.592$ , Fan Involvement with  $r=0.235$  followed by Good Will  $r=0.244$  and brand image  $r=0.148$ . Therefore, findings of this research evidence attendees of the Event sponsored by the brand, Diageo, Meta Abo Brewery, were strongly and significantly influenced by all four independent variables tested through the relationship analysis.

### **5.3. Recommendations**

Based on the analysis and conclusion made concerning to this study, the following recommendations are forwarded;

- Marketers should be looking for innovative events to sponsor which are reflective of the attendee's distinctiveness, to affect attendee's attitude towards the sponsoring brand, as it is shown in the research findings that having a positive attitude will create an influence on the purchase intention.
- Wise full and knowledgeable selection of appropriate event which share a similar values with what brand stands for should be applied by marketers, and eventually will add to the good will of the company, and this would also influence consumers that appreciate what the brand signifies.

- As consumers are selective towards the events they choose to attend to, it is necessary to engage in different types of events to attract more attendees from several demographics and affect their perception of the sponsoring brand and their purchase intention for the sponsoring brand through personal meaning or belongingness to the event.
- As it is described in the relationship analysis, brand image along with the rest of the variables have an influence towards purchase intention, it is highly recommended to create an image that is communicable in which customers can associate the brand with and possibly cause easy recall and a potentially a purchase.
- It is recommended that prominence and brand associations should also be tested in order to determine sponsorship effects in various ways and variables such as demographic features and perceived sponsor sincerity and publicity may be additional areas that could be investigated.
- This study was conducted based on the data collected from limited area that is it was geographically limited to Addis Ababa. 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.

The researcher suggests the significance of doing a study in other regional cities and towns, as this specific study was conducted on the basis of data collected from a limited area which is geographically limited to Addis Abeba. Furthermore, expanding the survey to include other members of the community who could be the attendees of sponsored events would help to examine their attitudes towards the sponsorship. That would therefore increase the ability to generalize the study's findings.



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**APPENDIX –**

**Addis Ababa University**  
**College of Business and Economics**  
**Department of Marketing Management**

**Dear respondents,**

The questionnaire is prepared for research purpose entitled “*The effect of event sponsorship on customers purchase intention.*” This study is conducted for the partial fulfillment of Master of Arts in Marketing Management in Addis Ababa university school of commerce. Any information you share through this questionnaire will only be used for research purposes and is very confidential.

**Section I: General Information**

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

**1. Gender**

Male

Female

**2. Age**

21-28 years

29-39 years

40-50 years

Older than 50 years

**3. Education**

Less than Certificate/Diploma

Certificate/Diploma

BA

MA and above

**4. Monthly Income in ETB**

- Below 3,500
- 3,500 – 7,000
- 7,001-11,500
- 11,501-15,500
- Greater than 15,500

**5. Occupation**

- Employed
- Self Employed
- Unemployed
- Retired

**6. Which event do you like? (It is possible to choose more than one option)**

- Music concert
- Football
- Food festivals
- Running
- Other (specify) \_\_\_\_\_

**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.N		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
A	BI					
BI 1	I feel a strong sense of belonging to this brand.					
BI 2	This brand has a great deal of personal meaning for me.					
BI 3	I feel that sponsorship create a positive thinking about brand.					
B	BA					
BA 1	I like the sponsor more than other competitors.					
BA 2	The Company that sponsors events is successful					
BA 3	Company who sponsor events provide quality product and service					
BA 4	The events I participated in as a live attendee/audience created positive emotions towards the sponsor's.					
BA 5	I have a positive attitude towards the event sponsors brand.					

C	FI					
FI 1	It is important to me to be a part of this event.					
FI 2	My friends view me to be a strong fan of this event.					
FI 3	It is important that events like this are being organized.					
FI 4	I see myself as a strong fan of this specific event.					
D	GW					
GW 1	The sponsoring brand is involved within its community.					
GW 2	The sponsoring brand contributes towards improvement of the event.					
GW 3	The event do benefit from the sponsoring brand.					
GW 4	The sponsoring brand cares about the fans of this event.					

**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.N		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
<b>A</b>	<b>PI</b>					
PI 1	When I shop for products and services, I do purposely look for those sold by sponsors.					
PI 2	As a result of what i have seen/experienced today, I will be more likely to consider sponsor product for my next purchase.					
PI 3	The fact that a firm is a sponsor of events, enter into your buying decision when you are shopping for products.					
PI 4	You be more likely to buy a product of sponsor over its competitors.					
PI 5	Sponsoring in events like this leads to a higher level of purchase intention.					