

# Gender, purchase intention and sponsor image: a case study of the 2003 Cricket World Cup

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This study examines the influence of gender and recall in terms of sponsor image and purchase intention in relation to the four international sponsors of the 2003 Cricket World Cup (CWC 2003). The research was conducted six months after the CWC 2003 among 120 university students. The hypothesis was that consumers who correctly recalled a particular brand as one of the four global sponsors of CWC 2003 would have a more positive image of that brand and a stronger intention of purchasing it than those who were not able to recall the brand as a sponsor. The findings supported this hypothesis for only one of the sponsor brands, namely LG. They also identified sizeable differences in the correlation between sponsor image and purchase intention for respondents in the two recall groups. Male and female respondents differed in their ability to recall two of the sponsor brands, but no gender differences were found in their scores on sponsor image or purchase intention.

## Gender, aankoopvoorneme en die beeld van borge: 'n gevallestudie van die 2003 Krieketwêreldbeker

Die invloed van geslag en herroepvermoë op die beeld van 'n borge en op die aankoop-intensies van verbruikers ten opsigte van die vier internasionale borge van die 2003 Krieketwêreldbeker is in hierdie studie ondersoek. Die navorsing is ses maande na die einde van die 2003 Krieketwêreldbeker onder 120 universiteitstudente gedoen. Die hipotese is gestel dat verbruikers wat 'n bepaalde handelsmerk korrek as 'n algemene borge van die 2003 Krieketwêreldbeker kon herroep, 'n positiewer beeld van die betrokke handelsmerk sou hê en ook 'n sterker aankoopintensie teenoor die handelsmerk sou openbaar. Die hipotese het slegs vir een van die borge gegeld. Die resultate dui wel op beduidende verskille in die korrelasie tussen die beeld wat verbruikers van 'n borge het en hul aankoopintensie vir respondente in die twee herroepgroepe. Mans en vroue se vermoë om borge te herroep het beduidend vir twee van die handelsmerke verskil, maar wat die respondente se beeld van die borge of hul aankoopintensies betref, was daar geen verskil tussen die twee geslagte nie.

This paper represents an examination into the relationship between sponsor recall, sponsor image, purchase intention and gender effects linked to an international sporting event, namely the 2003 Cricket World Cup (CWC 2003). This event was held in Southern Africa from 9 February to 23 March 2003 and consisted of 54 matches, all of which were televised live on local television.

The study receives its focus from variables relating to the four main global sponsors of CWC 2003, namely Pepsi, South African Airways (SAA), Hero Honda and LG. SAA ran an extensive advertising campaign on television during CWC 2003, while LG used a variety of leverage opportunities to support their sponsorship of the event. These included match day competitions, print media advertising and publicity-generating events. Pepsi and Hero Honda gave only limited attention to the South African market, but used CWC 2003 to generate advertising opportunities in India, Pakistan, Sri Lanka and Bangladesh, where millions of cricket supporters live.

## 1. Problem statement

Sponsor image (Turco 1994; Pope & Voges 2000), sponsor recall (Javalgi *et al* 1994) and purchase intention (Quester & Farrelly 1998; Pope & Voges 2000) have all been investigated in the context of global sporting events. A literature survey, however, produced no previous studies into these constructs at sporting events in South Africa. The main problem to be investigated was whether sponsor image, purchase intention and gender are linked in the South African context.

The study had three primary research objectives:

- to determine the relationship between respondents' recall ability and the image they have of the four main global sponsors of CWC 2003;
- to determine the relationship between respondents' recall ability and their purchase intention relating to the four main global sponsors of CWC 2003, and
- to determine the relationship between all three variables, the respondents' recall ability, the image they have of the four main global sponsors of CWC 2003 and their intention to purchase the products/services offered by these firms.

A secondary objective was to test for gender differences in recall ability, sponsor image and purchase intention relating to the four main global sponsors of CWC 2003.

Positive sponsor image was postulated to be associated with higher levels of recall, and high sponsor recall and positive sponsor image were postulated to be positively related to purchase intention. Gender differences concerning recall ability, sponsor image and purchase intentions had not yet been tested.

## 2. Literature review

### 2.1 Contextualising sponsorship within the broader marketing mix

In South Africa, sport sponsorship has enjoyed remarkable growth since the early 1990s, due largely to South Africa's re-admission to international sport and a substantial increase in television coverage of major sporting events. Koekemoer (2004: 455) states that sponsorship is an important part of an integrated marketing communications (IMC) plan and an immensely powerful tool that can be tailored to meet a wide range of corporate and marketing objectives. In 2000, 14% of all marketing expenditure in South Africa was spent on sponsorship or event management, which indicates the importance of sponsorship as a marketing communication tool (Koenderman 2000: 86).

One of the major decision-making areas in sponsorship management is the integration of sponsorship with other IMC elements. Koekemoer (2004: 455) emphasises that

[...] isolated from other elements of the marketing communications mix, sponsorship would not be effective, as these elements are required for leverage of the sponsorship programme.

Van Heerden (2004: 289) adds that sponsorship has to be linked with other marketing communication variables, such as advertising, sales promotions, public relations and publicity, in order to create a cross-impact and leveraging effect that increases the total return on sponsorship investment. These IMC elements can be used before, during and after the sponsorship to aid PR activities; stimulate awareness; advertise events and the sponsor's involvement; stimulate media coverage; rein-

force the sponsor's image and positioning; and create sales promotion, personal selling and direct marketing opportunities — in fact, a total communication and promotion effort around the theme set by the sponsor.

Image and sponsor recall effects often feature prominently as core objectives of sponsorships.<sup>1</sup> However, no study into the relationship between sponsor image, sponsor recall and the intention to purchase sponsors' products linked to a major sporting event hosted in South Africa could be discovered in any scientific journal.

## 2.2 Sponsor image

Increased product awareness and enhanced image are two crucial components of the consumer decision-making model described by Turco (1994: 35-7). This model suggests that sponsors use sponsorship to change, increase or develop an image for a product and/or firm.

The fit between the intended sponsor image and the image of the sport must first be determined. Sandler and Shani (1989, 1993) stress the importance of combining congruent elements from the image of the sport and the image of the firm to strengthen the firm's image. McCracken (1989), Marshall & Cook (1992) and Martin (1994) support this view. According to Quester & Farrelly (1998: 541):

[...] one benefit particular to sponsorship is that it can be used to transfer positive image connotations inherent to the event or individual athlete to the sponsor's corporate or brand image.

Thus an image fit occurs when the image of a sponsor is positively associated with the characteristics of an event. A good fit between sponsor image and event image can be postulated to increase recall rates. The first hypothesis, therefore, stated that:

- H1: Consumers who correctly recalled a particular brand as one of the main global sponsors of the 2003 CWC will have a more positive image of that brand than consumers who are not able to recall the brand as a sponsor.

1 Cf Abratt & Grobler 1989; Parker 1991; Javalgi *et al* 1994; Turco 1994; Stipp & Schiavone 1996; Van Heerden & Du Plessis 2003.

### 3.3 Purchase intention

Quester & Farrelly (1998: 543) argue that:

[...] if a corporate (and/or brand) image, through sponsorship, could be linked to those favourable feelings remembered from a particular event, and if a long-term meaning of what the event represents can be established and retained, then stronger associations will be established and a persuasive influence may even be exercised over the purchase decision.

This view led to the formulation of the second hypothesis:

- H2: Consumers who correctly recall a particular brand as one of the main global sponsors of the 2003 CWC will have a higher intention to purchase the products/services of that brand than consumers who are not able to recall the brand as a sponsor.

When sports fans encounter the brand name, logo or products of an event sponsor some time after the event, they may remember that the particular company sponsored the event. This, in turn, may influence their intention to purchase the sponsor's products or services. Javalgi *et al* (1994) found that respondents who are more aware of the sponsorship activities are also more aware of the sponsoring companies in general. It is, therefore, in the interests of the sponsor to combine brand awareness (recall) and corporate image in a positive way to stimulate an intention to purchase. If sport sponsors can create positive brand awareness (recall), they can lay the foundations of a long-term relationship with their customers. If such a relationship is created, brand loyalty or loyalty to the firm can be fostered among customers. A third hypothesis was therefore that:

- H3: There is a positive relationship between the image a consumer has of a particular sponsoring brand offered by a global sponsor of the 2003 CWC and his/her intention to purchase the products/services offered by that sponsor. This relationship will, however, differ for consumers who are able to correctly identify the brand as a sponsor of CWC 2003 and those who are not.

### 3.4 Gender

Bush (1998: 8) argues that research into the impact of recall and recognition rates of sponsor signage/advertising among male and female spectators could be beneficial to sponsors who want to capitalise on

female interest in sport. Such studies are becoming increasingly necessary as companies continue to target male and female markets as separate entities. Also, as women become more involved in sport, it is logical that sponsors will be interested in capitalising on this market. No existing theory could be found to substantiate gender differences in recall ability, sponsor image or purchase intention relating to sponsored brands. Therefore the following exploratory hypotheses could be formulated:

- H4: Gender differences exist in sponsor recall relating to the four global sponsors of the 2003 CWC.
- H5: Gender differences exist in sponsor image relating to the four global sponsors of the 2003 CWC.
- H6: Gender differences exist in intention to purchase relating to the four global sponsors of the 2003 CWC.

## 4. Methodology

Data was collected six months after the conclusion of CWC 2003. It might be argued that sponsor recall decay could be a problem after such a time lapse, but as no previous South African studies that investigated the effects of such decay on recall rates could be found, this was merely viewed as a constant factor affecting all respondents alike, and thus exerting only a negligible skewing effect on the data.

### 4.1 Measurement

The measurement approach and scales used in this study were adapted from those in a study by Pope & Voges (2000). The first item in the questionnaire required respondents to identify the global sponsors of CWC 2003 through unaided recall. Unaided recall requires respondents to compile a list of the sponsors they think sponsored an event without any prompts, hints or clues from the questionnaire or the researcher.

Respondents' sponsor image perceptions were then measured separately for each of the global sponsors through a six-item, five-point Likert scale taken from Pope & Voges' study (2000). Respondents were asked to rate each of the global sponsors on statements in Table 1 (SAA is shown as an example):

Table 1: Pope &amp; Voges' sponsor image scale

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1 SAA has good products/ services	5	4	3	2	1
2 SAA only wants to make money (r)	5	4	3	2	1
3 SAA is involved in the community	5	4	3	2	1
4 SAA looks like a good company to work for	5	4	3	2	1
5 SAA responds to consumer needs	5	4	3	2	1
6 SAA is well-managed	5	4	3	2	1

(r) Item reverse scored

Reliability analyses were conducted separately for each of the four sponsors. These analyses indicated that statement 2 (“only wants to make money”) should be deleted in order to obtain an acceptable Cronbach’s coefficient *alpha* value (*ie* a 0.70). A respondent’s overall sponsor image perception was calculated as the mean score of his/her responses to the five remaining items in the scale. A higher mean score indicated a more favourable sponsor image. The final Cronbach *alpha* values (after deletion of item 2) were 0.761 for SAA, 0.793 for Hero Honda, 0.783 for Pepsi and 0.711 for LG.

Purchase intention was measured through a six-point, single-item itemised rating scale developed by Whitlark *et al* (1993). The six scale points were labelled as follows: 1 = “Definitely will not buy”, 2 = “Probably will not buy”, 3 = “Might not buy”, 4 = “Might buy”, 5 = “Probably will buy” and 6 = “Definitely will buy”. Purchase intention was measured separately for each of the four global sponsor brands. A higher mean score indicated a stronger intention to purchase the products/services of a particular sponsor.

## 4.2 Sampling and data-collection

Because of time and budget constraints, the target population for the study was defined as students at the University of Pretoria. A convenience sampling method produced a sample size of 120 respondents. Their age ranged from 19 to 30. The sample represented both genders and a variety of cultures.

Respondents were asked to complete a self-administered questionnaire, with an interviewer available to assist if necessary. The questionnaire was pre-tested among 15 students before the start of the fieldwork.

## 4.3 Research findings

Respondents were classified into either an “able to recall” or an “unable to recall” group based on their ability to identify the four global sponsors of the 2003 CWC correctly on the unaided recall question (cf Table 2).

### 4.3.1 Relationship between recall ability and sponsor image

Descriptive statistics suggest that respondents in the “able to recall” group generally had a more positive image of SAA, LG and Hero Honda compared to respondents in the “unable to recall” group. In the case of Pepsi, respondents in the “unable to recall” group had a more positive image of the brand (cf Table 2).

A series of Mann-Whitney U tests was conducted to check for significant differences in the sponsor image ratings of respondents in the two recall groups for each sponsor brand. The Mann-Whitney U test is a non-parametric alternative to the independent samples t-test (Pallant 2001: 260), and it was used because a series of Kolmogorov-Smirnov tests of normality, as well as visual inspection of histograms and normal probability plots, indicated that the sponsor image ratings did not have a normal distribution in the recall groups. The results of the Mann-Whitney U tests, which were evaluated at a 5% level of significance, are shown in Table 2. All subsequent statistical significance tests were also conducted at the 5% level.



Table 2: Results of Mann-Whitney U tests for differences in sponsor image ratings

Brand	Recall group	n	Mean	Standard deviation	Results: Mann-Whitney U Test
SAA	Unable to recall	75	3.56	0.61	Test statistic: 1461.0 2-tailed p-value: 0.217
	Able to recall	45	3.71	0.58	Conclusion: No significant difference.
Hero Honda	Unable to recall	90	3.37	0.44	Test statistic: 1105.5 2-tailed p-value: 0.322
	Able to recall	28	3.42	0.68	Conclusion: No significant difference.
LG	Unable to recall	30	3.90	0.42	Test statistic: 995.0 2-tailed p-value: 0.030
	Able to recall	90	4.13	0.50	Conclusion: Significant difference.
Pepsi	Unable to recall	33	3.38	0.55	Test statistic: 1378.5 2-tailed p-value: 0.736
	Able to recall	87	3.30	0.70	Conclusion: No significant difference.

The results of the Mann-Whitney U tests reported in Table 2 indicated that the sponsorship image ratings of respondents in the two recall groups differed significantly (at the 5% level) only for the LG brand. Hypothesis H1 could therefore only be accepted for LG.

#### 4.3.2 Relationship between recall ability and intention to purchase

Descriptive statistics suggested that respondents in the “able to recall” group for all four sponsors had a higher intention to purchase that sponsor’s products or services compared to respondents in the “unable to recall” group (cf Table 3). A series of Mann-Whitney U tests was again conducted to check for significant differences in the purchase intention rating of respondents in the two recall groups for each sponsor brand (cf Table 3).

Table 3: Results of Mann-Whitney U tests for differences in purchase intention

Brand	Recall group	n	Mean	Standard deviation	Results: Mann-Whitney U Test
SAA	Unable to recall	74	4.53	1.16	Test statistic: 1394.5 2-tailed p-value: 0.114
	Able to recall	45	4.89	0.83	Conclusion: No significant difference.
Hero Honda	Unable to recall	90	2.84	1.11	Test statistic: 983.0 2-tailed p-value: 0.119
	Able to recall	27	3.19	1.24	Conclusion: No significant difference.
LG	Unable to recall	30	4.67	1.03	Test statistic: 966.5 2-tailed p-value: 0.011
	Able to recall	90	5.17	0.77	Conclusion: Significant difference.
Pepsi	Unable to recall	33	3.52	1.56	Test statistic: 1332.5 2-tailed p-value: 0.536
	Able to recall	87	3.72	1.58	Conclusion: No significant difference.

The results of the Mann-Whitney U tests reported in Table 3 indicated that the purchase intention ratings of respondents in the two recall groups differed significantly (at the 5% level) only for the LG brand. Hypothesis H2 could therefore only be accepted for LG.

#### 4.3.3 Relationship between recall ability, sponsor image and purchase intention

In terms of hypothesis H3, a positive correlation was expected between sponsor image and purchase intention across all four of the sponsor brands, as well as across both the “able to recall” and “unable to recall” groups. This relationship was, however, expected to differ for consumers who correctly identified a particular brand as a sponsor of CWC 2003 (the “able to recall” sub-group) as opposed to those who could not (the “unable to recall” sub-group).

The Spearman’s rank-order correlations between sponsor image and purchase intention for respondents in the “able to recall” and “unable to recall” groups are provided separately in Table 4. The results indi-

cated a significant positive correlation between sponsor image and purchase intention for respondents in the “able to recall” group across all four brands. In the case of respondents in the “unable to recall” group, a significant positive correlation was found only for the Hero Honda and LG brands. A comparison of the correlations across the “able to recall” and “unable to recall” groups suggested sizable differences in the correlation coefficients in the case of all the brands except LG. The statistical significance of these differences was not tested, however.

Table 4: Spearman’s rank-order correlations between sponsor image and purchase intention for respondents who were able/unable to recall sponsor brands

Sponsor image		Able to recall	Unable to recall
Brand: SAA			
Correlation between sponsor image and purchase intention	Correlation coefficient p-value (1-tailed) n	0.377 <0.000 ** 74	0.248 0.050 45
Brand: Hero Honda			
Correlation between sponsor image and purchase intention	Correlation coefficient p-value (1-tailed) n	0.655 <0.000 ** 27	0.429 <0.000 ** 90
Brand: Pepsi			
Correlation between sponsor image and purchase intention	Correlation coefficient p-value (1-tailed) n	0.539 <0.000 ** 87	0.224 0.105 33
Brand: LG			
Correlation between sponsor image and purchase intention	Correlation coefficient p-value (1-tailed) n	0.330 0.001 ** 90	0.376 0.020 * 30

\* Correlation is significant at the 0.05 level (1-tailed).

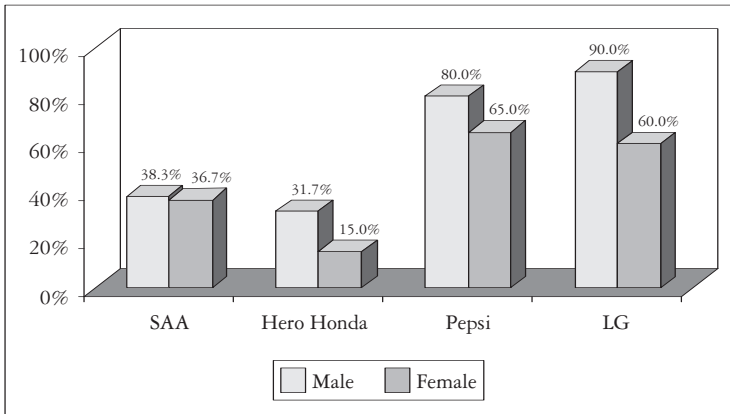
\*\* Correlation is significant at the 0.01 level (1-tailed).

The results of the correlations shown in Table 4 indicated that Hypothesis H3 could be accepted for all four sponsor brands in the “able to recall” group and for the Hero Honda and LG brands in the “unable to recall” group.

#### 4.3.4 Relationship between gender and ability to recall

The percentage of male and female respondents able to identify all four global sponsors of CWC 2003 correctly on the unaided recall question is shown in Figure 1. Sixty male and sixty female respondents were included in the sample. As Figure 1 indicates, more male respondents than female respondents were able to identify four sponsors.

Figure 1: Percentage of male and female respondents who could correctly identify the four global sponsors of CWC 2003 by means of unaided recall



A series of *chi*-square tests was conducted to test for significant relationships between gender and unaided recall ability across the four global sponsors shown in Figure 1. The results of these tests, which were evaluated at a 5% level of significance, are summarised in Table 5.

Table 5: Results of *chi*-square tests for significant relationships between gender and recall ability across the four global sponsors of CWC 2003

Sponsor	<i>Chi</i> -square test statistic, 1df*	p-value	Conclusion
SAA	0.000	1.000	Not significant
Hero Honda	3.773	0.052	Not significant
Pepsi	2.675	0.102	Not significant
LG	12.84	<0.000	Significant

\* Because a 2x2 matrix was analysed, the *chi*-square statistic includes Yates' correction for continuity. In all cases, the expected frequencies were larger than 10 as is recommended by Pallant (2001: 258) for a 2x2 matrix.

As Table 5 indicates, only the results for LG showed a significant relationship between gender and recall ability. The p-value for Hero Honda was very close to 0.05 and might indicate a relationship of borderline significance between gender and recall ability for this sponsor. Pallant (2001: 257), however, points out that in the case of a 2x2 matrix, the *phi*-coefficient may be more appropriate for describing the relationship between the two dichotomous variables. *Phi* values range from 0 to 1 and give an indication of the strength of the relationship between two dichotomous variables (similar to Spearman's correlation coefficient). The four *phi*-coefficients are shown in Table 6.

Table 6: *Phi*-coefficients for the relationship between gender and unaided recall ability across the four global sponsors of CWC 2003

	<i>Phi</i> -coefficient	p-value
SAA	0.017	0.850
Hero Honda	0.197	0.031
Pepsi	0.168	0.066
LG	0.346	<0.000

The *phi*-coefficient results suggested a significant relationship between gender and unaided recall ability in the case of both Hero Honda and LG. Based on these results, hypothesis H4 could be accepted only for Hero Honda and LG.

#### 4.3.5 Relationship between gender and sponsor image

Descriptive statistics of the results obtained for sponsor image from the two gender groups are provided in Table 7.

Table 7: Descriptive statistics for sponsor image obtained from the two gender groups

Sponsor	Male			Female			Total sample		
	Mean	n	Standard deviation	Mean	n	Standard deviation	Mean	n	Standard deviation
SAA	3.51	60	0.59	3.71	60	0.61	3.61	120	0.60
Hero Honda	3.38	60	0.54	3.39	58	0.47	3.39	118	0.50
Pepsi	3.32	60	0.71	3.32	60	0.62	3.32	120	0.66
LG	4.13	60	0.51	4.01	60	0.48	4.07	120	0.49

A series of Mann-Whitney U tests was again conducted to check for significant differences in the sponsor image ratings for male and female respondents. These results indicated that the male and female respondents did not differ significantly in their sponsor image scores for any of the four global sponsors. Hypothesis H5 was therefore rejected in respect of all four sponsor brands.

#### 4.3.6 Relationship between gender and intention to purchase

Descriptive statistics of the results obtained for purchase intention from the two gender groups are provided in Table 8.

Table 8: Descriptive statistics for purchase intention from the two gender groups

Sponsor	Male			Female			Total sample		
	Mean	n	Standard deviation	Mean	n	Standard deviation	Mean	n	Standard deviation
SAA	4.54	59	1.18	4.78	60	0.92	4.66	119	1.06
Hero Honda	3.02	59	1.24	2.83	58	1.05	2.92	117	1.15
Pepsi	3.63	60	1.63	3.70	60	1.52	3.67	120	1.57
LG	5.08	60	0.87	5.00	60	0.87	5.04	120	0.86

A series of Mann-Whitney U tests was also conducted to check for significant differences in the purchase intention ratings for male and female respondents. The results indicated that the male and female respondents did not differ significantly in their purchase intention in relation to the four global sponsors of CWC 2003. Hypothesis H6 could therefore not be accepted.

#### 4.3.7 Relationship between sponsor image, purchase intention and gender

A positive correlation between sponsor image and purchase intention could be expected. The Spearman's rank-order correlations between sponsor image and purchase intention for the four global sponsors are provided separately for male and female respondents in Table 9. As indicated in this table, sizable differences existed in the correlations for male and female respondents, especially for SAA, Pepsi and LG. The statistical significance of these differences was not tested, however.

Table 9: Spearman's rank-order correlations between sponsor image and purchase intention for male and female respondents

Brand	Gender group	n	Correlation coefficient	p-value (1-tailed)
SAA	Male	59	0.258	0.024 *
	Female	60	0.418	<0.000 **
Hero Honda	Male	59	0.531	<0.000 **
	Female	58	0.467	<0.000 **
Pepsi	Male	60	0.387	0.001 **
	Female	60	0.541	<0.000 **
LG	Male	60	0.245	0.030 *
	Female	60	0.491	<0.000 **

\* Correlation is significant at the 0.05 level (1-tailed).

\*\* Correlation is significant at the 0.01 level (1-tailed).

## 5. Conclusions, recommendations and limitations

In terms of this study it was found that a positive relationship between sponsor recall and sponsor image existed for LG only. This firm used a variety of leverage opportunities to support their sponsorship, including match day competitions, print media advertising and publicity-generating events. This positive relationship can therefore be assumed to result from respondents' exposure to these leverage activities. The same reason could explain the finding that a positive relationship between sponsor recall and intention to purchase also existed only for LG. This indicates that sponsors should actively support their sponsorships with leverage activities, as these activities increase the visibility of the sponsorship in the marketplace.

Sizable differences were found in the correlations between sponsor image and purchase intention for respondents in the "able to recall" and "unable to recall" groups for three of the four sponsor brands. This confirmed the assumption that respondents who can recall that a company was an event sponsor of CWC 2003, and who have a positive image of that company, will be more inclined to purchase the products or services of that company. Among the major objectives of a sponsorship should therefore be to establish high recall rates and to build a positive image, in order to increase sales.

Significant gender differences were found in sponsor recall ability in the case of Hero Honda and LG. The results, however, indicated that the male and female respondents did not differ significantly in the image they had of the four sponsors of CWC 2003, or in their intention to purchase the products/services of these firms.

Surveys that measure only respondents' ability to recall an event sponsor or the positiveness of their images of event sponsors are too narrow to be of any real use to sponsorship decision-makers. Such narrow research may show that a sponsor has a positive image, but not whether this image is due to its status as an event sponsor or to other factors.

This study was subject to time and budget constraints which limit the generalisability of its findings. The findings do, however, demonstrate the feasibility of measuring relationships between different variables such as sponsor recall, sponsor image and purchase intention. Further research is necessary on a broader scale, among a broader sec-



tion of the South African population or among selected sub-segments of the population, to enable decision-makers to measure the effectiveness of their sponsorships. By identifying correlations between such variables, sponsors will be able, for example, to establish whether or not an event sponsorship has had an impact on its corporate image or on the purchase intention of potential customers.

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