

# Impact of Sponsorship on Consumer Purchase Intention, Brand Image and Brand Publicity: A Marketer Perspective in Manufacturing Sector of Pakistan

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### Abstract

*The objective of this study is to explore the relationship between sports sponsorship, purchase intention, brand image and brand publicity. Data was collected through questionnaire on five point Likert scale from 100 respondents by using convenience sampling techniques. Data is collected from those people who are engaged in manufacturing of product and also from customer who actually purchase this. This study is conducted with reference of Pakistan. Correlation and regression analysis were used as statistical test. Through regression analysis it was found that purchase intention and brand image has strong positive relationship with sponsorship while brand publicity has a weak negative relationship with sponsorship. The correlation found that the significant relationship among purchase intention, brand image, and sponsorship whereas brand publicity has no positive relationship so it is recommended for future research gap. The Cronbach alpha reliability is 0.654 and this finding is perfect according to standards. SPSS version-20 is used for data analysis.*

**Key Words:** Sponsorship, Brand Image, Publicity, Purchase Intention.

## Introduction

The individual or entity who organized and committed his sponsored product. Now we should know that what is sponsorship? Sponsorship is an agreement between advertiser and publisher. Advertiser may be a separate company or a linked company that works both manufacturing and sponsoring their product on broader area. Some company's works only for sponsoring a product and other may become the advertising a product by making sponsorship with any other companies. Today sponsorship has become the important way to catch the consumer quickly. Sponsorship is a main tool for achieving marketing strategies and also helpful to achieve target market. The basic purpose of sponsorship is to target a large number of consumer. (AsimTanvir 2012) Sponsorship has an impact on consumer purchaser intention, brand image and brand publicity. The previous research is conducted on limited area. There is need to introduced sponsorship on broader area. Sponsorship share in marketing at the percentage of 67%. The share of the sponsorship in marketing required at huge level. Main objective of the sponsorship is to target the huge number of the customer of the company's product and to increase the image of the firm by using different tools of advertising. Sponsorship describes the relationship of the firms with sports events. Due to this company's target the large number of consumer during the short period of time. For this purpose sponsorship is an important factor to increase the product sale.

Mason (2005) Sponsorship is a marketing tool that influence the consumer to purchase the company product and also shows relationship among these variables such as sponsorship and purchase intention of consumer. Sponsorship is one thing which exist in customer mind and helpful for promoting the sale of the firm. And it is also helpful to understand customer perception about the company product and what thing that change the customer perception about the product that customer have already used. For this purpose Sponsorship considered the important element of an attitude that create the relationship between sports team and company products. Sponsorship also affect the consumer beliefs or perception.

For example best example of sponsorship is the sponsorship agreement between BCCI and SAHARA Company. The Sahara Company make sponsorship with Baharat cricket council that they will pay for each match when the Indian cricket team wear shirts with Sahara company mono and BCCI also make sponsorship agreement with STAR Company and also this company give BCCI a fix amount of money for each match. Sometime SAHARA Company have face loss but after that they start again when the Indian cricket team recently played a home series between India and Australia. This shows the positive relationship between BCCI and SAHARA Company. And this is the example of sponsorship.

Sponsorship is differ than advertising. Company's sponsored their product not advertised. Sponsorship also considered a powerful tool to create a goodwill or frame of the firm's in consumer mind. Sponsorship provide more awareness about the product to broader level to shorter level or narrow level. Through sponsorship you can promote or introduced your product at broader level. In this way both company's take advantage of the sponsorship like company brand image is increased through sponsorship and the company who sponsored the product will receive the money from the company who provide you a product for publicity. Sponsorship support a campaign for sales promotion. Sponsorship create brand to internal emotional commitment. It create more association between a company product and the consumer purchase intention of a consumer. Sponsorship consider is an investment that companies invest for the sake of increasing their sale volume of their product. By sponsoring their product with sports stars and the sport events.

Zouaoui & Omri (2013) Sports sponsorship has become the essential tool for each and every firm's to enhance their product sales volume and the brand image of a company product in the mind of customer. More companies use sponsorship tool for enhancing their product brand image in the mind of customer because people are more likely attracted by watching T.V and on T.V by watching sports program. Its more helpful tool for promoting your product than advertising.

Brand publicity is a tool to advertise your product from broader level to narrow level. Brand publicity could only be possible when two companies make agreement with other sponsored company's. The sponsors are not mentioned or identified in the product or in the publicity. Services are communicated by independent person. The goods and services are mostly communicated by the way of newspapers etc. brand publicity provide more information about the promotion of a company's product. Advertising is a more costly way of advertising. So the sponsorship is an essential tool for publicity of product with less costly. Publicity through sponsorship can provide you a great knowledge about the product and this is the fast way of promoting product. A lot of companies spends billions of dollars on sponsorship because it is considered the best way to brand publicity. Because companies capture a lot of audience or people for purchase the company's products .for example when Indian cricket team plays cricket all the sports team represent the brand of a SAHARA company. Because there is a name or trade mark of the SAHATRA Company is on the kit of the Indian cricket team. The name or trade mark is printed on the shirts of the Indian cricket team. Company also make these sponsorship with famous personalities or at mega events like FIFA world cup. There is a lot of sponsor at this event (Lee 2012). Your brand fitness consider the basic tool for sponsorship because only those product consider ready for sponsorship that are able for making sponsoring.

### **Significance of Study**

Cheblia & Gharbi (2014) Every company, organization or firm wants to increase their revenues. Brands wants to increase their sales, for increasing sales they use different tools like marketing, sales promotions or sponsorship with other companies. Sponsorship plays a vital role in every company success or brand success. Sponsorship shows the relationship between variables and also shows the effectiveness of brand relate with the individual need. (Tanvir 2012) Today's consumers are more credible to understand the brand image. Sponsorship provide the importance of a brand at national and as well as at international level. This study also describe that weather the sponsorship impact the brand image and consumer purchase intention of customer or not. The marketer first try is to use such factor which enhance their sales.

### **Objectives of the Study**

- To find out the impact of sponsorship on the consumer purchase intention.
- To find out the relationship between the sponsorship and brand image.
- To investigate the relationship between sponsorship and brand publicity.
- To explore the relationship between the brand image and purchase intention.
- To determine the relationship between the purchase intention and brand publicity.
- To describe the relationship between brand image and brand publicity.

### **Problem Statement**

Baig & Siddiqui (2012) Every marketer's goal is to increase sales and revenues of the organization, for this purpose marketers use different marketing techniques such as sales promotions or through sponsorship. The question is that how can the companies capture a large number of consumer or viewer of the company's product. The various sports are played in Pakistan like cricket, football, volleyball, badminton, snooker, hockey and tennis and athletics. The main purpose of this research is to find out that how much consumers are perceived from the sports stars and also identify the impact of sports stars on the consumer purchase intention and brand image.

### **Research Question**

Following research questions will be answered

1. What is sponsorship?

2. What are the relationship between the sponsorship and brand image?
3. What the relationship between sponsorship and brand publicity?
4. What are the relationship between the brand image and purchase intention?
5. What are the relationship between the purchase intention and brand publicity?
6. What are the relationship between brand image and brand publicity?

## Literature Review

### Sports Sponsorship

The purpose of this research was to describe the relationship between the sports sponsorship and consumer purchase intention, brand image and brand publicity. And the Role of sponsors and the companies. There is a different type of sponsors that makes sponsorship with different companies. And this is also show that how much the purchase intention, brand image and brand publicity is affected by the sports sponsorship.

#### Purchase intention:

Nguyen (2015) describe in his research was conducted to find out the relationship of purchase intention and television commercials. The televised commercials positively affected the consumer purchase intention and previous results show that this is the way to enhance the sale by the way televised commercials. The customer positive mood directly affect the consumer purchase intention.

Kang (2012) mention in his research was conducted to determine the relationship of attitude and purchase intention of sponsored brand by the way of sponsoring campaigns. This study also indicate that there is a relationship between beliefs, norms and attitude that affect the customer purchase intention consumer processing model in terms of sponsorship.

Nam & Lee (2013) describe is his research aims to examine the sponsorship role in Seoul, Busan, and Kwangju, Korea. With respect to consumer purchase intention. Basically this research investigate the impact of sponsorship on corporate brand and consumer purchase intention and also show the relationship between sponsorship and brand and consumer purchase intention in Seoul, Busan, and Kwangju, Korea. Sponsorship has positive impact on consumer intention.

Baig (2012) anybody can interested in sports. Many companies making association with the sports hero's for gaining profits and making their business at boom as comparing with their competitors. This research was conducted on the university student's researcher collect data from university students by conducting survey. The celebrity endorsement has an impact on purchase intention of customer and also create a need for purchase a company's brand by sponsorship.

(Chavanat, Martinent, & Ferrand, 2009) Researcher reviewed that the relationship between sponsor and sports events and determine how much these events affects the purchase intention. This research was conducted to check the results of sponsors and company's results in form of fans response. The researcher also find out the positive relationship between a sponsor and events like ADIDAS is a sponsor and event is a FIFA world cup and the top player and their team also have an impact on purchase intention by making sponsorship.

### Brand image

This research was conducted to determine the impact of sponsorship on brand image that shows the relationship of the sponsors and events. The effectiveness of brand image is only possible by the way of sponsorship (Chebli & Gharbi, 2014). This research was conducted to explore the relationship between sports sponsorship and brand image and purchase intention. This study aims to show that how the brand

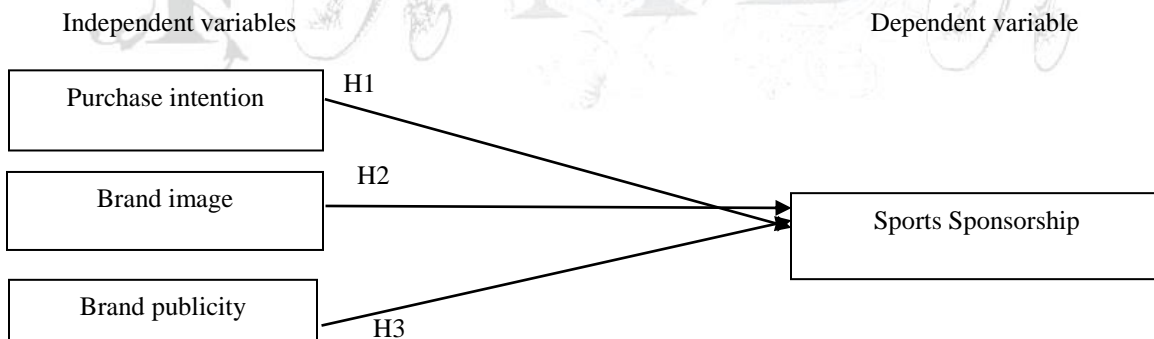
image change the customer purchase intention and how the sports consumer are affected by the brand image (Sassenberg, Verreyne, & Morgan). This research is conducted to determine the relationship of purchase intention and customer perception with respect to brand, perceived values in terms of credibility of sources, to check the marketing tool efficiency. The basic purpose of this research is to check the attitude of customer in terms of brand image and purchase intention towards advertised celebrity products (Zafar & Rafique).

Woissetschläger & Michaelis (2012) mentioning in their research to determine the relationship of sponsorship with brand image and consumer behavior. This research show the positive significance of sponsorship on brand image. The study show that the change in event image also change the brand image. This research was conducted to determine the relationship between sports sponsorship and brand image in the event of Iran football premier league. Descriptive survey type was use in this area. It also show that there is a positive relationship among brand image and sponsorship. This research indicate the relationship of sponsorship with other variables like fan attributes, benefits and Attitude (Esfahani, Tojari, Zarei , & Esmaeili , 2015).

### Brand Publicity

The research was conducted to investigate the relationship between sponsorship and brand publicity on brand equity. This research was conducted in Pakistan university students when the sponsorship and publicity is favorable and have positive effect on brand image. The publicity and sponsorship has a positive effect on the brand equity (Tufail, Saeed, Zameer, Bilal, & Naeem, 2014). This research was conducted to explore the relationship of social sponsorship and brand publicity. This research also indicate that the publicity can create a better and positive brand image than the Advertising in the mind of customer. This research show the relationship corporate responsibility or sponsorship with reputation, advertising, publicity and source effect (Skard & Thorbjørnsen , 2014).

### Theoretical Framework



### Identification of Independent Variables and Dependent Variables

The is only one dependent variable which is Sports sponsorship and the independent variables are purchase intention, Brand image and Brand Publicity.

### Development of Hypothesis

Sponsorship is considered as the best way to promote the company's brand or product. Sponsorship may be in every field of business or sports events. In this research the researcher show that the sponsorship has the positive impact on the brand image, purchase intention and brand publicity.



Following hypothesis are developed based on the literature reviews.

Hypothesis 1: purchase intention has significant and positive relationship with sponsorship.

Hypothesis 2: Brand image has significant and positive relationship with sponsorship.

Hypothesis 3: brand Publicity has significant and positive relationship with sponsorship.

## **Research Methodology**

### **Research Design Approach**

This study uses a quantitative design survey method to examine the impact of purchase intention, brand image and brand publicity on sponsorship in a reputable area in Okara and Sahiwal in context of Pakistan. This study use survey method and so this study assumed a descriptive research design to gather information from respondent in terms of sex, occupational level, sports and age. Mostly researcher use quantitative approach to achieve a meaningful result in to relationship on the bases of empirical study.

### **Sample size and Sampling Method**

The samples are the products holders of the market in Okara, Sahiwal in Pakistan. Data is collected from 100 respondents. They have high level academicians, business individuals, students, wage earners, low or high level salary people. They can be females and males and have different ages. This study is use convenient sampling for research.

### **Sources of Data**

Sources of data including the use of the inferential and descriptive statistics. The descriptive measurement to use including the percentage and tables where as in the inferential measurement give the opportunity for the utilization of the regression and correlation analysis.

### **Data Collection Method**

This study uses the questionnaires instrument for the purpose of the collection of data for different kinds of the test of the data. In this method the researcher made an appeal to their respondents to fill questionnaires seriously and force to return questionnaire.

### **Research instrument**

This study use questionnaire as research instrument for the purpose of the collection of the data by conducting a surveys in different areas. All the questionnaire selected from other literature in the terms of, to fit for this research study. This questionnaire contains five parts. These are personal profile, sports sponsorship, purchase intention brand image, brand publicity. The questionnaire from part 2-part 5 used Likert scale for the respondents to select only one option with in five items. Items include 1: Strongly Agree 2: Agree 3: Neutral 4: Strongly Disagree 5: Disagree. All the questions are designed in English language.

### **Data Analysis**

S.P.S.S (Statistical Package for Social Sciences) version 16 is used for the purpose of the data analysis. Descriptive statistics and inferential statistics are calculated for the purpose of the analysis of the data. Personal information of the users is depicted by percentage. Reliability of the questionnaire items are reviews by Cronbach Alpha test.

Correlation analysis are used to check how much the dimensions of variables attributes are correlated with one each another. Regression analysis are used for the purpose of to calculate what percentage occurs in product attributes due to its dimensions and what percentage rise to sports sponsorship due to purchase intention, brand image and brand publicity.

### Results of Reliability Analysis

Reliability analysis are used to perform of the elements of the products attributes namely purchase intention, brand image, brand publicity and sports sponsorship. It is compulsory to check the reliability before the analysis of data. Results of reliability analysis are shown in the table. The overall reliability of the sponsorship, brand image, purchase intention and brand publicity is 0.654 by using 20 items. Reliability results shows that the research instrument is valid for the purpose of the collection of the data because it is, to meet the standards and fulfill the acceptable criteria.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .654             | 20         |

### Results of Descriptive Statistics

Results of the demographics characteristics of the respondent are shown in the form of tables. In gender category, 41 % are males and 59% are females. Regarding age category, 69% are from 15-30 and 28% are from 31-45 and 3% are from more than 45 years old. In occupation's category, 17 % belong to teaching, 43 % belong to student, 17 % belong to business person, 20 % belong to banking and 2 % belong to others professions. In sports category 42% people like cricket, 17% like football, 12% like's hockey, 15% badminton and 14% people likes other sports.

Gender

|              | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-----------|---------|---------------|--------------------|
| Valid male   | 41        | 41.0    | 41.0          | 41.0               |
| Valid female | 59        | 59.0    | 59.0          | 100.0              |
| Total        | 100       | 100.0   | 100.0         |                    |

Age

|                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|-----------|---------|---------------|--------------------|
| Valid 15-30              | 69        | 69.0    | 69.0          | 69.0               |
| Valid 31-45              | 28        | 28.0    | 28.0          | 97.0               |
| Valid more than 45 years | 3         | 3.0     | 3.0           | 100.0              |
| Total                    | 100       | 100.0   | 100.0         |                    |

## Sports

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid cricket   | 42        | 42.0    | 42.0          | 42.0               |
| Valid football  | 17        | 17.0    | 17.0          | 59.0               |
| Valid hockey    | 12        | 12.0    | 12.0          | 71.0               |
| Valid badminton | 15        | 15.0    | 15.0          | 86.0               |
| Valid other     | 14        | 14.0    | 14.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

## Profession

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid Student         | 43        | 43.0    | 43.0          | 43.0               |
| Valid Banker          | 20        | 20.0    | 20.0          | 63.0               |
| Valid Teacher         | 17        | 17.0    | 17.0          | 80.0               |
| Valid business person | 17        | 17.0    | 17.0          | 97.0               |
| Valid Other           | 2         | 2.0     | 2.0           | 99.0               |
| Valid 6               | 1         | 1.0     | 1.0           | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

**Result of Correlation Analysis**

Results of the correlation analysis are shown in the form of table. This following correlation table indicate the how much dimensions of product attributes are calculated with one another, how much product attributes with the dimensions of the product attributes and how much attributes of the product are correlated to the brand loyalty.

The purchase intention has significant relationship with sponsorship at the value 0.015 which is less than 0.05. The Brand image also has significant relationship with sponsorship at the value 0.014 which is less than 0.05. The brand publicity has negative relationship with sponsorship at the value 0.777 which is more than 0.05.

**Correlation Table**

Following are the correlation table with findings the correlation of variables. Before correlation analysis it was finalized whether Pearson correlation co-efficient was meaningful for the data or Kendall's tau- b correlation co-efficient or spearman correlation co-efficient. Results of the scatter plot indicated that linear relationship was found among the sponsorship and brand purchase intention, brand image and brand publicity. So Pearson correlation co-efficient was calculated.



Correlations

|                    |                     | Sports sponsorship | Purchase intention | Brand image | Brand publicity |
|--------------------|---------------------|--------------------|--------------------|-------------|-----------------|
| Sports sponsorship | Pearson Correlation | 1                  | .242*              | .245*       | .029            |
|                    | Sig. (2-tailed)     |                    | .015               | .014        | .777            |
|                    | N                   | 100                | 100                | 100         | 100             |
| Purchase intention | Pearson Correlation | .242*              | 1                  | .180        | .274**          |
|                    | Sig. (2-tailed)     | .015               |                    | .073        | .006            |
|                    | N                   | 100                | 100                | 100         | 100             |
| Brand image        | Pearson Correlation | .245*              | .180               | 1           | .239*           |
|                    | Sig. (2-tailed)     | .014               | .073               |             | .017            |
|                    | N                   | 100                | 100                | 100         | 100             |
| Brand publicity    | Pearson Correlation | .029               | .274**             | .239*       | 1               |
|                    | Sig. (2-tailed)     | .777               | .006               | .017        |                 |
|                    | N                   | 100                | 100                | 100         | 100             |

\*, Correlation is significant at the 0.05 level (2-tailed).

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

Results of Regression Analysis

Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .328 <sup>a</sup> | .107     | .079              | .47825                     |

a. Predictors: (Constant), Brand publicity, Brand image, Purchase intention

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | Df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 2.639          | 3  | .880        | 3.846 | .012 <sup>b</sup> |
|       | Residual   | 21.957         | 96 | .229        |       |                   |
|       | Total      | 24.596         | 99 |             |       |                   |

a. Dependent Variable: Sports sponsorship

b. Predictors: (Constant), Brand publicity, Brand image, Purchase intention

Coefficients

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)         | 1.433                       | .233       |                           | 6.144 | .000 |
|       | Purchase intention | .166                        | .074       | .225                      | 2.228 | .028 |
|       | Brand image        | .172                        | .076       | .226                      | 2.254 | .026 |
|       | Brand publicity    | -.074                       | .088       | -.087                     | -.848 | .398 |

a. Dependent Variable: Sports sponsorship

Results of regression analysis indicated a positive relationship ( $F= 3.846$ ,  $P < 0.05$ ) between three independent variables named as purchase intention, brand image and brand publicity and dependent variable named as sports sponsorship. The independent variables accounted for 33.3% of variation in dependent variable. The brand image was the most significant independent variable with beta co-efficient of 0.226, followed by purchase intention with 0.225, price with negative relationship  $-0.087$ .

Results of regression analysis also indicated a positive relationship ( $F= 3.846$ ,  $P < 0.05$ ) between independent variable named as purchase intention, brand image and brand publicity dependent variable named as sports sponsorship. The independent variable accounted for 33.3% variation in dependent variable. Value of Beta co-efficient for sponsorship 1.433.

## Conclusion

AsimTanvir (2012) has conducted a study on how dimensions of product attributes namely purchase intention, brand image, brand publicity affects sports sponsorship. He considered the three dimensions of product attributes such as purchase intention, brand image and brand publicity for the impact of the sports sponsorship. The research results have proved that these above mentioned two dimensions have significant and positive relationship with sponsorship but brand publicity has weak relationship with sponsorship. The present research study was replicable in Pakistan, a marketer point of view in manufacturing sector of Pakistan. Quantitative approach was used for conducting the study. Findings were obtained through regression analysis.

It was concluded that brand publicity had weak relationship with sponsorship and purchase intention, brand image had positive relationship with sponsorship. In addition, product attributes towards purchase intention and brand image had a significant impact on sponsorship.

## Limitations of Research

Convenience sampling technique was adopted for sampling purpose because it will make us reach maximum numbers of people. Convenience sampling is the most appropriate tool to gather data by the help of the questionnaire Simple random sampling technique can be used for the more generalizability of research results.

Due to time constraints only 100 respondents were approached to get response from them. This research can be made more generalized by getting responses from large sample sizes. For healthier research results, data can be collected from more than two cities as researcher collected the data only from two cities (Okara and Sahiwal) province Punjab of Pakistan. Other data analysis technique can be utilized for better insights into the research results. Various research has been conducted on sponsorship relationship with purchase intention, brand image and also find positive results but no more research has been conducted in Pakistan on the sports sponsorship impact on Brand publicity.

## Recommendations

The results of the study recommend to the existence of the positive association between the variables namely purchase intention, brand image and sports sponsorship and this also indicate that brand publicity negatively affected the sports sponsorship. By utilizing these results there are many recommendations can be suggested to develop purchase intention, brand image and brand publicity to enhancing customers of manufacturing brand by the way of sponsorship. With their reference of the brand image it is compulsory for marketers to enhance innovative strategies for branding product that will lead to the customer in a desire way.

To insure sponsorship increased in successful companies in markets that are properly working for branding their product from broader level to narrow level by making sponsorship with different sponsoring

companies. My recommendation for marketer is that if you want to enhance your product brand image and want to develop purchase intention in the mind of customer you should make sponsorship with such companies and the best way or time to do this is the sports mega events. Sponsorship is also play a vital role in advertising your brand on broader level all around the world. Advertising of brand to develop purchase intention is the main objective of the sponsorship. When advertising is more it may cause to increase brand image and brand image is lead to customer purchase intention and all this is possible by making sponsorship.

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## Appendixes

### Quasionnaire

**Dear Respondent!** I am the student of MS- Management Sciences. I am conducting a research on the above topic. I request you to please give your kind response. I promise that the data which you are providing will be kept confidential and not disclosed to anyone.

Thanks in anticipation

What is your gender?

- ☐ Male
- ☐ Female

What is your age?

- ☐ 15 to 30 years
- ☐ 31 to 45 years
- ☐ More than 45 years

Which sports game do you like?

- ☐ cricket
- ☐ football
- ☐ hockey
- ☐ badminton
- ☐ Other

What is your occupation?

- ☐ Student
- ☐ Banker
- ☐ Teacher
- ☐ Business person
- ☐ Other (please specify) -----

### Please Mark

1-Strongly Agree    2- Agree    3-Neutral    4- strongly disagree    5-Disagree

| Sr.# |  | Strongly Agree | Agree | Neutral | Strongly Disagree | Disagree |
|------|--|----------------|-------|---------|-------------------|----------|
| 1.   | The event sponsors' sponsorship of the respective event increases my chances of attending the event in the future. |                |       |         |                   |          |
| 2.   | Sponsorship of the respective event will increase my likelihood of following media coverage of the event.          |                |       |         |                   |          |
| 3.   | The event sponsors' sponsorship of the respective event would increase my  |                |       |         |                   |          |

|     |   |     |     |     |     |     |
|-----|---|-----|-----|-----|-----|-----|
|     | likelihood of attending the event.  |     |     |     |     |     |
| 4.  | sponsorship of the respective event will increase my watching of the event more       |     |     |     |     |     |
| 5.  | Sponsorship is a more beneficial than advertising.                                    |     |     |     |     |     |
|     | <b>Purchase intention</b>   | --- | --- | --- | --- | --  |
| 6.  | As a result of this sponsorship it is likely that I will do business with this brand. |     |     |     |     |     |
| 7.  | As a result of this sponsorship, I am likely to buy from this brand                   |     |     |     |     |     |
| 8.  | As a result of this sponsorship, I would consider buying from this brand              |     |     |     |     |     |
| 9.  | As a result of this sponsorship, I would purchase from this brand.                    |     |     |     |     |     |
| 10  | Sponsoring in sports leads to a higher level of purchase intention.                   |     |     |     |     |     |
|     | <b>Brand image</b>  | --- | --- | --- | --- | --- |
| 11. | I feel a strong sense of belonging to this brand.                                     |     |     |     |     |     |
| 12. | This brand has a great deal of personal meaning for me.                               |     |     |     |     |     |
| 13. | I feel that sponsorship create a positive thinking about brand.                       |     |     |     |     |     |
| 14. | Mostly I like brand watching on T.V during sports events.                             |     |     |     |     |     |
| 15. | I feel positive after watching brand in any sports events.                            |     |     |     |     |     |
|     | <b>Brand publicity</b>  | --- | --- | --- | --- | --- |
| 16. | I feel sponsorship is a best way to advertise new products or brands.                 |     |     |     |     |     |
| 17. | When sports stars use any company brand it create positive intention.                 |     |     |     |     |     |
| 18. | I feel more brands are advertised through sponsorship.                                |     |     |     |     |     |
| 19. | I feel positive when I watch any Ad on T.V during match.(cricket, football etc.)      |     |     |     |     |     |
| 20  | Brand publicity through sponsorship is an expensive Activity.                         |     |     |     |     |     |

Thank you very much for your precious time.