

MASTER'S THESIS

A study of team sponsorship: perceived team performance and presence of sports stars as cues affecting purchase intention

Ngan, May Ki Heidi

Date of Award:
2006

[Link to publication](#)

General rights

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent URL assigned to the publication

A Study of Team Sponsorship:
Perceived Team Performance and Presence of Sports Stars as Cues
Affecting Purchase Intention

NGAN May Ki, Heidi

A thesis submitted in partial fulfillment of the requirements

for the degree of

Master of Philosophy

Principal Supervisor: Professor Gerard P Prendergast

Hong Kong Baptist University

September 2006

ABSTRACT

Sponsoring a sports team that contains sports stars is common in the real world. This study investigates the impact of two sponsee attributes (perceived team performance and presence of star in a team) on consumers' purchase intention towards the sponsor. Different levels of team identification with the sponsee were taken into account to see how it moderates the impact of the two sponsee attributes on consumers' purchase intention. Hypotheses related to the two sponsee attributes, team identification levels and purchase intention were developed.

The study adopted a 2 (Perceived Team Performance – winning/losing) x 2 (Presence of star – with a star/ with no star) factorial design. Four experimental conditions (a winning team with a star, a winning team with no star, a losing team with a star and a losing team with no star) plus one controlled condition (no sponsorship) were designed to test the hypotheses. Team identification was treated as a moderator and was not put in the factorial design. Two groups of subjects (high team identifiers and low team identifiers) were formed after being exposed to the treatment. A fast food restaurant was chosen to represent the sponsor.

Results showed that perceived team performance has a significant influence on consumers' purchase intention. The effect of perceived team performance on purchase intention is more pronounced for low team identifiers than for high team identifiers. Moreover, there is a significant interaction effect between the two sponsee attributes on purchase intention. Results also show that a winning team with a star is perceived to be the most effective sponsorship arrangement and a losing team with a star is perceived to be the least effective sponsorship arrangement. Purchase intention of a losing team with no star is found to be larger than a losing team with a star. Managerial implications regarding sponsorship selection and management, as well as future research directions, are discussed.

TABLE OF CONTENTS

DECLARATION	i
ABSTRACT.....	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER 1. INTRODUCTION	1
1.1 Research Background	1
1.2 Research Objectives.....	4
1.3 Research Contributions.....	4
1.3.1 Theoretical Contributions	4
1.3.2 Practical Contributions	5
CHAPTER 2. LITERATURE REVIEW	6
2.1 Introduction.....	6
2.2 Integrated Marketing Communications (IMC).....	6
2.3 Sponsorship.....	7
2.4 Social Identity Theory	9
2.5 Consumer Response: Purchase Intention.....	11
2.6 Previous literature linking Sponsorship and Social Identity Theory with Purchase Intention.....	13
2.7 Perceived Team Performance	14
2.7.1 Previous literature on Perceived Team Performance	14
2.7.2 Previous literature on Perceived Team Performance, Sponsorship and Team Identification	14
2.8 Sports stars.....	16
2.8.1 Previous literature on Sports Stars.....	16
2.8.2 Presence of Sports Stars, Sponsorship and Team Identification.....	18
2.9 Summary	20
CHAPTER 3. HYPOTHESES DEVELOPMENT	22
3.1 Introduction.....	22
3.2 Perceived Team Performance	22
3.3 The Presence of Sports Star	23
3.4 Team Identification affecting Consumers' Purchase Intention	23
3.5 Summary	26
CHAPTER 4. RESEARCH METHODOLOGY	27
4.1 Introduction.....	27
4.2 Pre-Experiment: Exploratory Research	27
4.2.1 Introduction.....	27
4.2.2 Focus Group Interviews.....	27
4.2.2.1 Sport and event selection	28
4.2.2.2 Selection of Sponsee: Qualities of sports stars.....	28
4.2.2.3 Selection of Sponsee: selecting sports teams and stars	28
4.2.2.4 Definition of team performance	29
4.2.2.5 Selection of Sponsor.....	30
4.2.3 Preliminary Study Questionnaire.....	30
4.2.4 Results of Exploratory Research.....	32
4.2.4.1 Results of sports and events selection.....	32
4.2.4.2 Results of Selection of Sponsee.....	32

4.2.4.3 Results of the Definition of Perceived Team Performance	33
4.2.4.4 Results of Sponsor selection	33
4.3 Experimental Design.....	33
4.3.1 Advantages of using Experiments.....	33
4.3.2 Development of Experimental Conditions	34
4.3.3. Experimental Design.....	35
4.3.4 Manipulation checks	36
4.3.4.1 Manipulation checks on stars	37
4.3.4.2 Manipulation checks on perceived team performance	39
4.3.5 The Treatments.....	40
4.3.5 Instrument Development.....	42
4.3.5.1 Questionnaire Design	42
4.3.5.2 Measurement of Dependent Variable	44
4.3.5.3 Measurement of Team Identification.....	44
4.3.5.4 Controls.....	44
4.3.5.5 Translation	45
4.4 Sample and Sample size	45
4.4.1 Sample	45
4.4.2 Sample size	46
4.5 Pretests	47
4.6 Summary	47
CHAPTER 5. FINDINGS.....	48
5.1 Introduction.....	48
5.2 Subjects' Profile	48
5.3 Scale Reliability	49
5.4 Correlation among Covariates and Dependent Variable.....	50
5.5 Hypotheses Testing	51
5.5.1 ANOVA Results	51
5.5.2 Main Effects.....	52
5.5.3 Two- way Interaction Effects.....	53
5.6 Summary	56
CHAPTER 6. DISCUSSION.....	57
6.1 Introduction.....	57
6.2 Summary and Discussion of the Findings	57
6.2.1 Main Effects.....	57
6.2.2 Two-way Interaction Effects.....	58
6.2.3 Other Findings	59
6.3 Managerial Implications	61
6.4 Limitations and Future Research Directions	63
6.5 Summary	65
CHAPTER 7. CONCLUSION	67
REFERENCES	69
APPENDIX 1: Focus Groups	78
APPENDIX 2: Preliminary Study Questionnaire.....	80
APPENDIX 3: Questionnaires (English Version).....	83
APPENDIX 4: Questionnaires (Chinese Version)	111
APPENDIX 5: Analyses of External Validity.....	135
CURRICULUM VITAE	137