

**CORPORATE SPORTS SPONSORSHIP AND BRAND AWARENESS OF
COMMERCIAL BANKS IN KENYA: A CASE OF FAMILY BANK'S ELDORET
HALF MARATHON**

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DECLARATION

This research project is my original work and has not been presented for a degree or academic credit in any other university or institution.

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DEDICATION

I dedicate this project to Kelvin, Leticia and Larissa thank, you for your love and support.

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ABBREVIATIONS AND ACRONYMS

| | | |
|------|---|-------------------------------------|
| AIDA | : | Awareness, Interest, Desire, Action |
| BA | : | Brand Awareness |
| CBK | : | Central Bank of Kenya |
| CSR | : | Corporate Social Responsibility |
| FB | : | Family Bank |
| PR | : | Public Relations |
| SET | : | Social Exchange Theory |
| USA | : | United States of America |
| USD | : | United States Dollar |

ABSTRACT

Using Family Bank's sponsorship of Eldoret Half Marathon as a case study, this study aimed to establish how corporate sports sponsorship and brand awareness affect the bank's customers. The study was anchored on the Social exchange theory and the Excellence theory of public relations. The study had three objectives: to assess the customers' level of awareness of Family Bank sponsorship of the Eldoret Half Marathon, to evaluate customers' perception of Eldoret Half Marathon sponsorship, and to find out the effect of the sponsorship and the brand awareness of Family Bank. To achieve these objectives the study relied on the descriptive research design. The study used questionnaires and interview guides as the main data collection tools. The study sample size consisted of 100 customers and 10 departmental heads from Family Bank branches in Eldoret. Systematic sampling was used to collect quantitative data while purposive sampling was used to collect qualitative data. Quantitative data was analysed using descriptive statistics, while qualitative data generated from interview guide were categorised in themes in accordance with research objectives and reported in narrative form along with quantitative presentation. The study found out that Family Bank customers in Eldoret are aware of the marathon and loyal to the bank as they indicated that they would still continue being its customers even if the bank stopped sponsoring the marathon. The study concluded that social media platforms especially Facebook and Whatsapp play a crucial role in creating the banks awareness. The study recommends that Family Bank should extend marathon sponsorship to other towns in Kenya so as to increase brand awareness to many parts of Kenya.

CHAPTER ONE

INTRODUCTION

1.1 Overview

In this section, the issue of corporate sponsorship has been introduced in regards to sporting activities and brand awareness. It provided a background as to how these two are related in view of existing writing after which the main issue under investigation is looked at based on the main aim of the study survey. The background section forms the overview to the research problem and provides a conceptual, empirical and theoretical background that lays the foundation for the need to establish the effect of corporate sponsorship of sporting activities and brand awareness of commercial banks in Kenya using Family Bank and its sponsorship of Eldoret Half Marathon as a case study of focus.

1.2 Research Background

Sponsorship of sports activities brings about significant transformative power that is likely to ensuring that the brand awareness of a business enterprise is able to grow, hence, attracting more clients (Busby & Digby, 2012). Business enterprises are normally involved in sponsoring of sports in their bid to enhance their client's base as well as improve their brand awareness (Busby & Digby, 2012). When sponsoring sports, it is worthy to note that the whole idea is aimed to not only the number of those who will participate but rather to the reputation that the whole activity will leave behind. This is due to the fact that the number of those who will be involved is normally difficult to predict, but once suitable

connections are put into place by the business, it becomes easier to predict the future outcomes that it will bring (Gamble, 2011).

Normally, organisations that engage in sponsoring of sports activities are known to possess key advantages compared to those who don't do the same when it comes to giving back to the community which is due to the fact that sports activities tend to have significant fan base across the globe (Gamble, 2011). For a business that is involved in sponsoring sports activities, it is likely that its overall brand awareness is likely to increase significantly more than twice those which don't engage in corporate sponsorship (Gamble, 2011). Further, Gamble (2011) asserts that the reason why brand awareness of firms that are involved in sponsoring sports activities increases is due to high sports following in social media as a large number of individuals tend to discuss sports issues through these sites.

Classical public relations theory as articulated by Grunig (2006) theory holds that corporate entities undertake corporate sponsorship of social activities like sports as a persuasive tool to help target audiences learn new information about the sponsoring entities. In essence, corporate sponsorship is a covert public relations activity that should lead to tangible benefits for the sponsoring business (Kevin, 2013).

Corporate sponsorship is expected to contribute to customer brand awareness in the perspective of Grunig (2006). If this is true, it is normal that corporate sponsorship should

enhance awareness brand of the sponsoring company products which in turn should promote brand awareness. Awareness in essence evokes a sense of familiarity with the product. This in itself is expected to provide some competitive advantage to the sponsoring company (Kevin, 2013).

It is this expected benefit of competitive advantage that compels companies to sponsor social activities L'Etang (2013). For such activities with wide interest in the public, the sponsor who is allowed to display their logo, slogans and other associated brand aspects, stands to benefit from the high publicity associated among the general public that interacts with the event (Pickton & Broderick, 2005). Common social areas that have potential to attract high levels of publicity include sports activities (Akwensivie, Narteh & Iden, 2014).

The Family Bank Eldoret Half Marathon is an annual event slated in the Athletics Kenya calendar for the first Sunday of every October. Using this marathon as the case of focus, the survey aimed to look at the effect of sports sponsorship and brand awareness of Family Bank in Kenya.

1.2.1 Corporate Sports Sponsorship

According to Dan, Teather and Hansen (2013), an emerging trend of surveys that try to establish how brand awareness is affected by corporate sponsorship of sporting activities. Pricewaterhousecoopers-PWC (2010) as quoted in Reiser (2012), for instance reported that global sponsorship of sports stood at a staggering 29 billion US dollars as at the year 2000. This evidence lends credence to the realisation that corporate sponsorship of sporting activities and CSR has become very dominant domain of a business effort towards creating public awareness (Spais & Johnston, 2014).

Reiser (2012) asserts that sponsorship of sporting activities is an essential part of marketing in general and public relations in particular. Sponsoring of sports is one of the most essential strategy when a firm desires to attract more clients and also in urging an effective relationship exist between the two. It enables an organisation to do this by demonstrating sympathy with the game that is being sponsored (Broderick and Pickton 2005).

Unlike engaging in advertisement campaigns, sponsoring of sports activities doesn't utilise the influence that comes with mass media a key way of spreading a particular message but what it does is portraying itself as the most suitable firm to partner and sponsor a given sport activity, club or even be a representative of an event that allows the firm to be prestigious from the eyes of the public (Reiser, 2012). With this, clients who are passionate about a given sport activity being sponsored are able to witness them.

When a firm is able to associate well with its clients, it is able to establish effective credibility which means that clients are more likely to be of the idea that the products of the firm that is involved in sponsoring activities have more value (Schivinski & Dabrowski, 2016).

Sports sponsorship has become a key area of focus by corporate sponsors in their bid to enhance brand awareness. Amaoko, Kwasi, Dzogbenuku and Kwesie (2012) support the theoretical expectations of Grunig (2006) that corporate sponsorship should serve as a persuasive and communication tool to enhance product and corporate brand awareness. In Kenya, various companies have been involved in the financing of sports activities. The key focus of this survey is Family Bank given that it is the only firm that is involved in sponsoring the event.

1.2.2 Brand Awareness

Brand according to Starcevic (2015) is considered as a design, a term, a name, a symbol or a combination of other related features that are capable of distinguishing a firm or products from those of their competitors so that a client can be able to judge them based on their quality. On the other hand, Starcevic (2015) argue that it is the degree by which clients can recognise a brand. In diffusion theory of persuasion and social influence, awareness is taken as the first step towards acceptance and eventual purchase of a product (Grunig, 2006). This assertion falls in agreement with the funnel model of Court, Mulder and Vetvik (2009) that puts awareness as the first step in the consumer decision journey.

Other hierarchal models that place emphasis on awareness as the initial step in the consumer purchase action include the AIDA (awareness, interest, desire, action) model of Priyanka (2013) and the six-stage model for predictive measures of advertising effectiveness indicated by Steiner & Lavidge (2015). In the Steiner & Lavidge (2015) model, the steps are mentioned as preference, liking, conviction, awareness or even stages of procurement. It is in this respect that corporate sponsors place enough emphasis on sponsorship of social activities as an approach to creating customer awareness.

Hutteret *al.* (2013) identifies the double categories of brand awareness. These two are recognition of brand while the other is recall of brand. They further indicate that the success of a brand and the brand awareness efforts hinge of the management of the awareness levels throughout a product's and firm's life cycle.

From a behavioural point of view, Belch and Belch (2012) identify four categories of brand awareness. These include firstly, top of the mind awareness where customers associate a particular brand with a product like "Blue-band" is synonymous with bread margarine. Secondly is brand recall which Belch and Belch (2012) also refer to as spontaneous awareness which consumers can easily identify from memory. The third one is brand recognition, which is associated when it comes to scrutinising of the available brand. Finally, is strategic awareness that combines top of the mind attribute together with the perception by consumers that it is a superior brand when compared with other brands?

1.2.3 Global Perspective of Corporate Sports Sponsorship and Brand Awareness

The concept of effect of firms sponsoring sports activities as well as brand awareness has concerned researchers from around the globe. Accordingly, several studies from around the world have been undertaken to establish how corporate sports sponsorship affects company brand awareness. The findings have been mixed and varied.

One string of global literature indicates that sponsorship of sports has a helpful influence when it comes to sponsoring of sports activities is that the firms brand awareness increases. In Iran for instance, Rasoul, Bahram and Hossein (2016) find have found out that sponsoring of sports activities tends to influence brand awareness of a firm positively of firms operating in the sportswear industry. Using a descriptive survey, Rasoul, Bahram and Hossein (2016) based their study on 805 physical education students and graduates. The analysis of the data collected via an online questionnaire affect brand awareness by increasing firms that are involved in sponsoring of sporting activities. Apart from brand awareness, the survey in addition found out that it tends to increase firms sponsoring activities as it increases loyalty brand, product quality as well as the association of the brand.

Servaes and Tamayo (2012) indicate that the impact of corporate sponsorship of sporting activities on brand awareness is only positive when it comes to businesses whose awareness is more which can be seen from what has been indicated in budgets set aside for advertising. They further show that if the level of advertising is low, then the influence of corporate

sponsorship as well as the awareness of brand which in turn undesirable or at best very insignificant. Servaes and Tamayo (2012) further provide evidence that when it comes to influence of corporate sponsorship as well as awareness of brand may be influenced public reputation of the sponsoring firms. They reveal that the impact of corporate sponsorship will still be negative even if the level of awareness is high among customers if the related firm has a poor public reputation. In summary, the evidence from Servaes and Tamayo (2012) point out that the effect of corporate sponsorship is conditional on the level of awareness of the organisational corporate reputation in the public. The findings are supported by Grimaldi (2014) with respect to the sponsors of the European Champions League for football.

1.2.4 Regional Perspective of Corporate sports sponsorship and Brand Awareness

The findings that have been established from regional view is that they are same as those which have been established in other surveys done in other parts of globe. From SA for instance, Dapi & Phiri (2015) while using Vodacom as a case study shows that while customers are often not aware of sponsorship of sporting activities, the social initiatives of companies often enhanced their corporate image and tended to impact awareness of a brand to a great extent.

Makasi, Govender & Munyoro (2014) confirmed that sponsorship of social activities especially sports tends to impact firms brand positively positioning as well as improving Zimbabwe firms image.

1.2.5 Kenyan Perspective of Corporate Sports Sponsorship and Brand Awareness

The Kenyan corporate sector has increasingly engaged in sponsorship of social activities in their bid to increase their public visibility. There are several related studies that have been done in Kenya that have tried to find how sponsoring of sports activities influence social activities on brand awareness.

From a corporate sports sponsorship perspective, Makungu (2014) did a survey that looked to find out how sports sponsorship on brand image and performance of Kenyan firms involved in sports. Using a descriptive survey and primary data based on a questionnaire, the study evaluated the separated effect of sports sponsorship among other variables on financial performance of 87 companies that engage in sports sponsorship in Kenya. The regression analysis results showed that sports sponsorship is instrumental in improving a company's brand image. This conclusion is supported by the study's finding that sports sponsorship enhances customer loyalty to the sponsoring firm. Other aspects that were positively impacted by sports sponsorship on the basis of Makungu (2014) include corporate reputation and demand for the products supplied by the sports sponsor.

Ng'etich (2016) also did a survey that intended to establish the antecedents to the adoption of sports sponsorship when it comes to strategies to be employed for marketing purposes among firms that are involved telecom business in the country. In this case, the focus was on how three strategies namely brand awareness, media division and brand image affect a firm's decision to use sports as the approach to marketing. Relying on primary data based

on an interview guide, analysis of contents was then utilised when it came to analysing of data. Findings indicated corporate image, brand awareness and media fragmentation all had a positive effect when it comes to sponsoring sports as a key tool to be used for marketing and thereby a public relations tool by telecommunication companies in Kenya. The findings also revealed that the decision to adopt sponsoring of sports as a way of improving PR as well as tools for marketing is further influenced by market competition, the attitude of the firm managers and how organisations performs in terms of their total sales in a particular period.

Mwanicha and Ouma (2017) did a work that was intended to establish the impact of Safaricom corporate sponsorship activities on turnover, market share and brand recognition. The survey relied on a sample of 75 individuals. It was found out that sponsorship of social activities by the company had a positive effect on sales, profit, capital employed, market share, brand image and return on investments in the company. This is to say that sponsorship of social activities by Safaricom was impacted in a positive manner on its firm. This study is instrumental because Safaricom is a large company in the Kenyan corporate sector whose sponsorship activities cut across many social activities including sports.

1.2.6. Family Bank

Family Bank is among the top banking institution in Kenya as per CBK report (2018).It is considered as a medium banking institution and is fully licensed to carry out its banking

services in the country. Currently, it is perceived to be the fifth-largest bank in terms network of branches they have across the country. The bank has a total of ninety-three branches across the Kenya and it serves an estimated 1.8 million clients annually. The total assets of the company as at December 2015 amounted to KSh81.3 billion while the equity capital stood at KSh11.9 billion. It has been the sponsor of the annual Eldoret Half Marathon since 2007.

1.3 Statement of the Problem

When trying to improve their overall brand awareness, many firms have been facing increasing number of issues as they try to link to their clients market utilising traditional tools for marketing especially the two most known of promotion and sales marketing. For this reason, the modern concept of sponsoring sport activities has increasingly become popular when being utilised as a tool for public relations.

Organisations tend to spend more money on this communication vehicle than on advertising and sales, as they did in previous years. Firms are increasingly becoming more aware of the positive influence that is likely to result from combining their brand and sporting activities in order make sure that they are able to acquire more clients which in turn has become very essential nowadays. Furthermore, companies can differentiate themselves through sports sponsorship from other brands with a good sports sponsorship deal (Ukman, 2015).

Despite the increasing engagement in corporate sponsorship of sporting activities, it is not clear whether and how such sponsorship affects brand awareness. In context, it is not clear how Family Bank's sponsorship of the Eldoret Half Marathon affects its brand awareness. This is a critical dilemma because Family Bank has been a consistent sole sponsor of the Eldoret Half Marathon and it will be interesting to find out how the sponsorship has affected its brand awareness.

1.4 Research Objectives

1.4.1. Overall Objective

The main study objective was to establish the effect of corporate sports sponsorship and brand awareness of commercial banks in Kenya a case of Family Bank's Eldoret Half Marathon.

1.4.2. Specific Objectives

- i. To assess the customers level of awareness of Family Bank sponsorship of Eldoret Half Marathon
- ii. To determine the customers' perception of Family Bank sponsorship of Eldoret Half Marathon
- iii. To find out the effect of corporate sports sponsorship and brand awareness of Family Bank.

1.5. Research Questions

- i. What is the level of customers' awareness of Family Bank sponsorship of Eldoret Half Marathon?
- ii. What is the customers' perception of Family Bank sponsorship of Eldoret Half Marathon?
- iii. How does corporate sports sponsorship affect the brand awareness of Family Bank?

1.6. Justification of the Study

It assisted in bridging conceptual, theoretical and empirical gaps which exist on the influence of sponsoring sports and the resulting brand awareness. Conceptually, it helped to establish how sports sponsorship relates to brand awareness. Empirically, it helped in providing a clear understanding on the actual effect sponsoring sports activities and brand awareness of commercial banks in Kenya with Family Bank serving as a representative case.

1.7. Significance of the Study

It benefited various stakeholders; corporate sponsors of sporting activities, the study will reveal whether such sponsorship affects brand awareness and therefore determine whether the sponsorship is relevant. If relevant, the study is instrumental in revealing how sports sponsorship is significant in influencing brand awareness. This will help the firms better allocate their corporate sponsorship budgets. To investors, the findings indicate the interlink-age between corporate sponsorship and brand awareness of companies. These

findings can be used to make investment decisions in a manner that would improve a company's brand image, reputation and awareness.

These findings could be empirically compared and contrasted with others from the rest of the world and this helped towards establishing a general model on how sports sponsorship activities affect brand awareness. From a theoretical perspective, the study evaluated the relevant theories that helped to explain how corporate sponsorship affects brand awareness.

1.8 Scope and Limitations of the study

It covered Family Bank customers and heads of departments in Eldoret region. The bank has two branches in Eldoret that is Eldoret main branch and Eldoret west branch. The study covered both branches, the bank was deemed appropriate because it is the only sponsor of the Eldoret Half Marathon. The study was carried out in Eldoret because it is the locality in which the marathon takes place.

The researcher encountered challenges such as incomplete filling of the questionnaires and were also not willing to be interviewed during the survey. It was mitigated by constantly reminding them on the importance of participating in the study and filling all the questions. Some managers were also hard to get in touch with, however the researcher was persistent and finally met them for the interview.

1.9 Operational Definitions

- Brand:** It is a design, a term, a name, a symbol or a combination of other related features that are capable of distinguishing a firm or products from those of their competitors so that a client can be able to judge them based on their quality.
- Brand Awareness:** This is the likelihood that clients will be in a position to recognise that a particular product or service of a given company exists.
- Perception:** The ability to become aware, see or hear of something through senses
- Corporate:** A company or a business group
- Customer:** It is someone who is involved in buying of goods or services.
- Sport Sponsorship:** A connection existing between two businesses who are termed as a sponsor while the other one is the entity that benefits mutually.
- Sponsorship:** This is a process that entails introducing consumers to an organisation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

The section appraised relevant work relating to impact of sponsoring of sports activities and brand awareness of the sponsoring companies. It begins by assessing the empirical perspectives of the corporate sponsorship and brand awareness. It then delves into the theoretical perspective and the research gaps which are interrogated in this study, before culminating in the conceptual framework.

2.2 Empirical Literature Review

Tremendous efforts have been expended in establishing the how sponsoring sports activities relates with enhancing brand awareness. These are elaborated in the ensuing sub-sections.

2.2.1 Global Studies on Corporate Sports Sponsorship

A number of studies with conflicting findings have been undertaken around various countries around the globe to establish the link between corporate sponsorship and brand awareness. Servaes and Tamayo (2013) for instance found out that the effect of corporate sponsorship of social activities as indicated by the expenditure on advertising depends on the customer awareness of the corporate sponsors. As per their findings, the effect is positive in the event where clients are most aware of firms sponsoring activities of the social activities. Interestingly, Servaes and Tamayo (2013) found out that if the level of

awareness among the customers is low, then the effect of corporate sponsorship is in fact negative or at the very best, insignificant. The study also links the reputation of the firm on how sponsorship affects their image. It was established that the effect of awareness of corporate sponsorship activities is negatively related to the reputation of the corporate sponsor. The study is useful in revealing the moderating variables of the effect of corporate sponsorship of social activities. It is however limited since it fails to provide the specific effect of sponsoring various activities especially sports. It can therefore be only useful for generalised conclusions rather than specific recommendations.

From a different perspective, Mazodier and Rezaee (2013) evaluated the effect of announcement of corporate sponsorship of social activities non investors' perceptions of the sponsoring firms. The study covered a cross section of international stock exchange markets and is based on a sample of 293 announcements of corporate sponsorships in the year 2010. In support of Deitz, Evans and Hansen (2013), found out that the negative effect of sponsorship on the perceptions of sponsors. The study results from regression analysis indicated that investors have a less negative perception of charitable sponsorships and sponsorships of occasions with unmistakable qualities. This is a an insightful study although it covers only the American market yet market vary and it may well be that operational differences between advanced markets like the USA and developing ones like Kenya could bring out differences as to how corporate sponsorship of social activities affects brand awareness of sponsoring companies.

Sankar and Bhattacharya (2001) sought to establish the customer and public perception of corporate engagement in social activities. They are concerned with three main questions relating to when to engage in social activities, how to engage in social activities and for whom a corporate entity should engage in social activities. They classify the corporate social activity drivers into individual-specific factors and company individual factors. It was found out that the specific factors of a firm that included beliefs of customers and their support for corporate social engagement are key moderating variables of customer support of the company engagement in social activities. The findings further establish that there is a mediating effect of consumer sensitivities of resemblance between their own characters and that of the sponsoring firm in their response to the company's corporate social responsibility initiatives. Interestingly, the study finds that in some circumstances, company's corporate social activities can negatively impact client's intentions to buy the company's products. This implies that sponsoring social activities can in some instances have a negative effect on brand awareness.

Brammer, Jackson and Matten (2012) strive to shed light on the perspectives on private governance concerning corporate social duty. Brammer, Jackson and Matten (2012) are of the view that it is instrumental to take into account the political and historical factors that determine the rationale and approach to social engagement by corporate entities. Their historical appraisal seems to suggest that corporate engagement in social activities originated from the decline of institutionalised forms of social solidarity especially in liberalised markets. From this orientation, Brammer, Jackson and Matten (2012) are of

the view that there is a clash between business-driven and multistakeholder-driven approaches to corporate engagement in social activities. This clash, in their view, is not only intra-national but also multi-national. In effect they content that there is a paradoxical conflict between the liberal view of corporate social engagement and a confounding repercussion of the socially binding corporate responsibilities.

Jalleh, Donovan and Holman (2002) note the growing importance of corporate sponsorship in Australia in the area of sports among other social activities. They carry out a study to establish the effectiveness of sponsorship activities with respect to brand awareness and brand attitude. The study involved evaluation of two health and four corporate commercial sponsorship activities were evaluated at the two foremost sporting events. Findings point towards the usefulness of sponsorship in promoting brand awareness.

In Jordan and Tomalieh (2016) did a survey aimed at the influence of sponsoring events for purchase intention of attendees sponsored events. The investigation utilised brand picture as an interceding variable. Brand mind fullness was taken as one of the independent variables besides the sponsorship of events as well as the attitude of those attending such events. A total of 400 randomly distributed questionnaires were used. 96.75% was established as the response rate. The findings indicated that brand image strongly influence the intention of those intending to purchase of event attendees. It also established that the other independent variables had a similar albeit weaker effect.

2.2.2 Local Studies on Corporate Sponsorship

Numerous studies with conflicting findings have been undertaken in Africa and in Kenya to establish the link between corporate sponsorship and various sponsoring firm anticipated consequences.

Kipruto (2014) did a survey to establish impact of CSR banking sector performance in the country. Secondary data spanning for 5-years period from 2009 to 2013 was used. Financial performance was measured using earnings before taxes. The study used the actual spending on CSR to measure expenses incurred on social activities. The study relied on a descriptive survey and analysed data using multiple linear regression of financial performance on corporate social expenditure. The findings indicated that expenditure on social activities had a positive effect of commercial banks performance in the country. However, influence of sponsoring sports was not looked at in this study.

Njambi (2012) also did a survey that looked at influence of sponsorship of social activities at Kenya Airways. Primary as well as secondary information was utilised. It was established that the firm actually involved in financing social activities with a focus on water, environment, health and education. Content analysis was used. It therefore failed to cover other types of companies particularly banks and the effect corporate sponsorship has on brand awareness.

2.2.3 Brand Recognition

Brand recognition according to Aaker (1991) refers to the ability of a client to be able to verify his/her previous contact with a particular brand in the event where the same brand is provided in order to remind him. This is intended to remind clients to recognise a given brand that they had been using previously. In this case, brand that clients had been utilising in previous period is normally chosen as compared to those which are new to them. In this case, the concept of brand recognition causes a sense of positive feeling which is caused by the fact that a client is choosing a product they are familiar with and not what they are not familiar with. This is normally fuelled by the fact that many customers normally don't trust the fact that a firm can ultimately incur significant amount of expenditure to produce product that they believe is not of standard quality. Therefore, Aaker (1996) affirms that clients take this opportunity to recognise that the brand that is made available to them of good quality.

2.2.4 Brand Recall

Keller (1997) defines brand recall as the ability of clients to recall as well as retrieve a particular product in the event where consumers comes to think about a given category of a product. In this event, those engaging in marketing activities try to make sure that the brand that they offer becomes the leader in the market, thus, allowing them to dominate the said market (Aaker, 1996). The reason why marketers tend to recall a product lays on the fact that such a product tends to have a significant awareness amongst consumers than other related brands.

In addition, Keller (1997) asserts that it is considered very important in the event where customers consider products of a given firm while engaging in purchasing activities whereas they still have an option of purchasing alternative brands. This is fuelled by the fact that when engaging in purchasing, consumers tend to have set their mind on what brand they are to purchase. This is due to the fact that consumers tend to have significant varying considerations in terms of brands to purchase which then means that availability of high awareness level of a given product, then this makes such a brand more attractive to consumers even in the event where a customer might not have any significant connection to the said product. It therefore means that in order to enhance brand awareness, an organisation needs to establish a significant connection between their product and their customers.

When an organisation constantly engages in advertising of its goods and services, then such an organisation is in a position to reach its brand recognition as well as recall its brands. This is therefore a clear indication that engaging in advertisement campaigns helps consumers of a given product to exactly become aware of the existing product or services which in turn helps them to choose one product over the other belonging to rivals. Based on this, it is considered that it is the duty of a firm to make sure that in the event where a customer is involved in choosing a particular brand, the concerned consumer is able to automatically recognise the product of the said firm.

2.3. Theoretical Framework

This subsection of chapter two appraises the relevant theories that help explain how corporate sponsorship of social activities affects the brand awareness of firms that engage in such sponsorship.

2.3.1. The Social Exchange Theory

The social exchange theory initially proposed by Thibaut and Kelly (1959) postulates that individuals take into account the consequences of their behavior before they act in a given way. It stipulates that consideration of costs and benefits of actions is instrumental in human decision making. Taken in context, this implies that corporate sponsors consider the effect of the sponsorship of social activities before they initiate the sponsorship programs. In line with this theory the economic benefits of corporate sports sponsorship must be high enough to cover the costs of the sponsorship.

The theory is rooted in the twin concepts of self-interest and interdependence (Lawler & Thye, 1999). While corporate sponsors act in self-interest, they inevitably interdepend on the expected actions of consumers following brand awareness. Taken to its logical conclusion, social exchange theory anticipates that there will be an effective influence of corporate sponsorship activities, hence, being able to enhance reputation of the organisation. This is because, engaging in sponsoring of sports activities act to maximise their economic benefits from the sponsorship activities. This view is supported by McDonell, Strom-Gottfried, Burton and Yaffe (2006) who indicate that people choose

alternatives that offer the highest profits and rewards *ceteris paribus*. Although the theoretical postulation of the social exchange theory is plausible, it assumes that the firms are guided by rationality of maximising the corporate welfare. It therefore ignores the behavioural bases that are likely to accrue when managers deviate from the rationality model of decision making.

Turban and Greening (1997) support this theoretical orientation by showing that indeed financing of social activities signals social attractiveness of the social responsible company and therefore greatly improves brand awareness. According to Turban and Greening (1997), the signals sent by the financing of social activities such as sports enhance competitive advantage over the firms that do not engage in social responsibility activities. The theory helps explain how engaging in sponsoring of sports activities will result in enhancing organisational reputation.

2.3.2. Excellence Theory of Public Relations

This theory resulted from the fact that a result of protracted study in the effective approach to public relations growing from the works of Cutlip and Center (1952), Grunig (1975) and Grunig (1992). Later contributions to the general theory have come from Grunig and Grunig (2006, 2008). The general essence of it is to enhance PR of a firm derived from the organisation itself and how it relates with its strategic publics. In essence, a good relationship with the public's is mutually beneficial to the organisation and the public's given that it helps them achieve their respective goals, minimises expenses related with

being considered negatively in terms of the firm image as well as enhancing firms income while at the same time being able to provide goods and services that are desired by the customer.

In line with theory, the value of public relations is optimised first by the identification of the strategic publics and then by subsequently building long term relationships through symmetrical communication programs. Sponsorship of social activities including sports can be seen from this light. It is expected that the public relations efforts through the sponsorship of the strategic sectors that patronised by the company customers, the company is bound to build a positive public image and thereby improve its income streams by leveraging in this goodwill.

2.4. Research Gaps

There are a number of gaps that have been recognised while undertaking this study. Firstly, it is not clear how sponsorship of sporting activities affects the brand awareness of the sponsoring commercial banks. This is in light of increased engagement by commercial banks in such activities including Family Banks “Eldoret Half Marathon”.

Secondly, it is not clear how sponsorship of sports activities is understood by the sponsoring banks. This is because the understanding of the customers will have a direct bearing on their level of awareness. In effect, the gap is critical for the Kenyan banking environment where sports sponsorship has increasingly been used by banks as a public relations engagement activity.

Lastly, it is not clear from literature how sponsorship affects the perception of customers of the sponsoring bank. This is because the sporting activities are wide and varied and the perception by the sponsoring bank customers may depend on numerous factors including their attitudes, demographic orientation and levels of engagement with the sponsoring bank.

2.5. Conceptual Framework

It is perceived by Shadish, Cook & Campbell, (2002) as a way of presenting survey variables in a diagram form to establish their relationships.

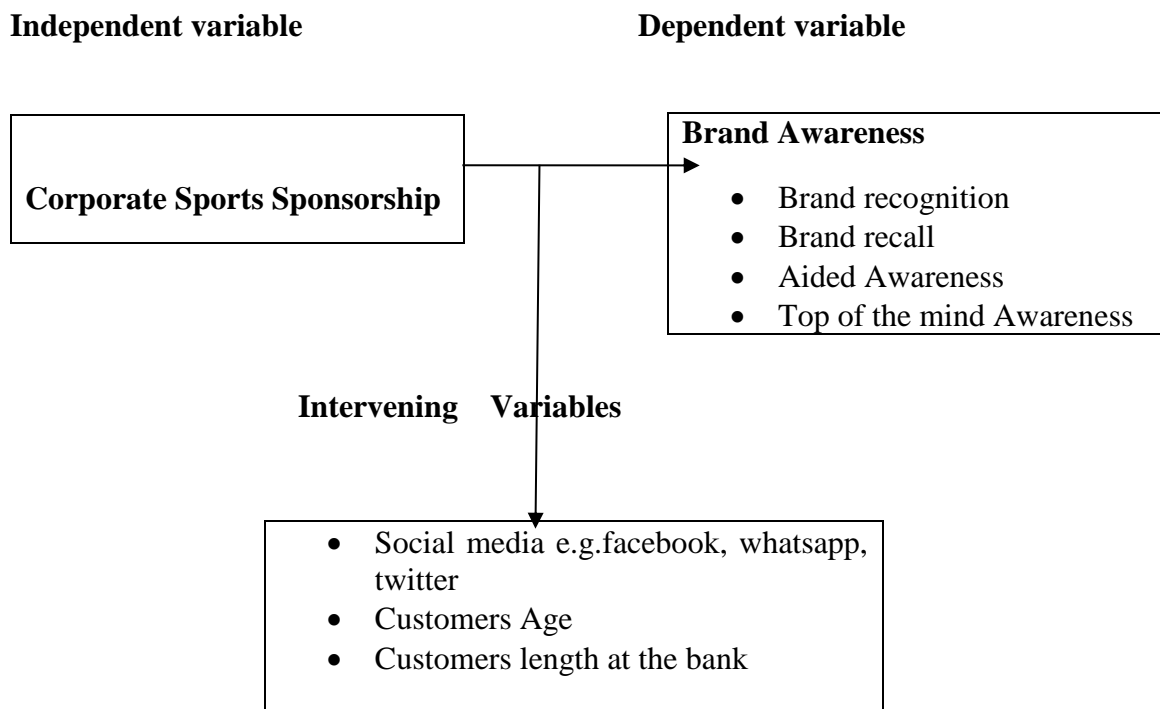


Figure2.1 Conceptual Framework

Source: Researcher, 2019

Corporate sports sponsorship was the independent variable. The interlink-age between the independent and the intervening variables influenced how the dependent survey variables were established i.e. brand awareness levels.

The dependent variable was established as brand awareness of the bank as shown by brand awareness level. In this study, the brand is a name, term, design, symbol, or other feature that distinguishes Family Bank from other banks in the eyes of the customer Starcevic (2015).

Brand awareness is the possibility that targeted customers will be in a position to easily recognise the product or services that is made available to them (Mowen& Minor 2001)

The concept of brand awareness can be considered into two broad forms which are top of mind and aided awareness (Farris, et al., 2010). Specifically, aided awareness takes place in the event where customers are provided with a number of listed names of different brands and in such case; they are able to recognise the intended brand from the list. On the other hand, top of mind awareness is perceived to take place in the event where a consumer is able to recollect a given brand automatically since such a customer has been associating him/herself with such brand (Keller, 2008)

Sekaran (2013) provides that an intervening variable also called the mediating variable in which case it is in a position to be utilised in explaining the simple relationship with other variables in a survey. These were thus recognised as social media, the customer's age and the customer's length at the bank.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

The section presented overall approach used in doing this survey. It offered the foundation of analysing the research questions of the study as posed in chapter one. It starts by establishing the research context and then subsequently provides the study population and sampling technique. It also defined the research model after establishing the data collection approach.

3.2 Research Design

Saunders, Lewis and Thornhill (2012) posit that it is a detailed plan through which a researcher utilises in gathering of data that is necessary in a given survey as well as to determine how such information is to be gathered. Descriptive survey design was put into use in this survey. This was considered due to the fact that it is capable of capturing existing perception of the population under the study with regards to the variables of the study.

3.3 Study Site

Family Bank has two branches in Eldoret that is Eldoret Main and Eldoret West Branch. The study was carried out in the two branches in Eldoret town.

3.4 Research Approach

This study adopted the mixed method research approach on collecting and analysing data. The mixed-methods design gives a better understanding of the problem and helps yield more complete evidence, the researcher gains both depth and breadth (Creswell, 2007). Quantitative data was therefore gathered utilizing closed ended questionnaire to quantify the level of brand awareness among Family Bank customers. In addition, interview guides were utilised in order to gather qualitative data by interviewing Heads of departments of the two selected branches of Family Bank.

3.5 Research Method

This study was a case study of Family bank Eldoret branches whereby questionnaires were used to collect quantitative data from customers while interviews were used to gather qualitative data from Heads of departments of the bank.

3.6 Population, Sample Size and Sampling Procedure

3.6.1 Population

It is considered as the whole universe comprising of all that the survey intends to investigate. In this case the population that was targeted comprised of customers and divisional heads of Family Bank. Family Bank (2018) indicates on its website that it has over 1.7 million customers and that the number is rapidly growing. Family Bank has two branches in Eldoret namely; Eldoret Main Branch and Eldoret West Branch. This study therefore targeted customers from the two branches in Eldoret who are estimated to be over

ten thousand according to Family Bank marketing department and 10 heads of departments from the two branches.

3.6.2 Sample Size

A sample is considered as a small portion which represents the larger population that is studied to determine the characteristics of the population (Saunders, Lewis and Thornhill 2012). A sample size of 100 customers was selected using Yamane Formula. Yamane (1967) provides a formula to calculate sample sizes at a 90 percent confidence level based on varied populations as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size,

N is the population size,

e is the level of precision/ sampling error

$$n=10000/1+10000(0.10)^2$$

$$n=100$$

Creswell (1998) recommends 5-25 participants in qualitative sample size; for qualitative data therefore, 10 heads of departments from the two branches of Family Bank in Eldoret were therefore selected and they included the branch manager, marketing manager, finance manager, operations manager and public relations manager.

3.6.3 Sampling procedure

Systematic sampling method was utilised in order to obtain quantitative data whereby every 5th customer picking a ticket in the banking hall was chosen starting with a random customer. In Systematic Sampling, the researcher chooses a random start and selects every *n*th person (Creswell, 2013).

In addition, purposive sampling technique was utilised to obtain qualitative data as it made it possible for the surveyor to choose those who were to participate in this survey based on surveyor existing knowledge about what is being studied. It also made it possible for the surveyor to be able to utilise cases that needed data that was similar to the objectives earlier stated (Mugenda, 1999). The study therefore used Heads of departments who were deemed more conversant with the Marathon. This is based on their involvement in the marathon from the planning stage to the executing of the event.

3.7 Research Tools

Questionnaire as well as interview guide were utilised for the purpose of gathering data. For quantitative data the data was collected using a closed ended questionnaire. To achieve this, the researcher used two research assistants to ensure that questionnaires were administered to every 5th customer entering the banking hall until the desired number was achieved. It is cost-effective tool for gathering information which involves drafting a set of questions and printing for distribution to the identified sample. The questionnaire ensured that the researcher was able to address study objectives.

An interview guide was used to collect qualitative data it involved open ended questions relevant to the topic of discussion. According to Cohen, Manion and Morrison (2000) interview guides makes it more flexible to collect survey information which is based on responses provided by those being interviewed, helps those being interviewed to clarify questions being asked as well as allowing the one conducting the interview to be able to enquire whether the answers being provided are deep enough by asking similar sounding questions, hence, being able to identify the issues under consideration more deeply from the participants.

3.8 Data Analysis and Presentation

It is considered by Kombo and Tromp (2006) as a process involving critical evaluation of data which has already been gathered while doing a survey, hence, being able to draw the necessary conclusion. In addition, it involves detailed scrutinisation of the gathered information and deducing conclusion. While analysing this survey data, researcher made use of both qualitative and quantitative methods.

Data that was contained in questionnaire which is quantitative in nature was first edited before being coded into computer software after which results in descriptive form were deduced. While running and deducing results descriptively, a software known as SPSS was utilised. In summarising the gotten results frequency tables were utilised. On the other hand, data obtained from interview guides was analysed qualitatively in which case all the answers which had similar themes was grouped together based on their coherent themes

for presentation purposes. Quantitative data was presented in frequency tables whereas qualitative data was presented based on their themes in narrative form.

3.9 Validity and Reliability of Research Instruments

Reliability is defined as the extent to which instruments utilised within a given survey are in a position to produce the same results after a multiple time trial (Mugenda and Mugenda 2009). For this reason, an instrument that is being utilised in a particular survey is perceived to be reliable in the event where it is in a position to measure accurately what it is meant to measure after a number of trials.

In order to establish both the validity and reliability of this survey, researcher conducted a pilot test at Family Bank branch Tom Mboya Street. This was done prior to the actual survey in Eldoret and it constituted of 10 percent of the sample size which translates to 10 customers. As Mugenda & Mugenda (2009) notes, the pilot test was reliable since it should be at least 10% of the total sample size that the survey is targeting to engage. This helped determine whether the respondents understood the questions, whether the questions asked would be interpreted correctly and helped correct any ambiguous questions.

3.10 Ethical considerations

Before data collection, permission to collect the data was sought from the school of Journalism and Mass Communication University of Nairobi whereby a Certificate of

Field Work was issued (Appendix III). The study also assured the respondents (both customers and heads of departments) of the confidentiality of their information. This commitment was included in the introduction letter to the respondents.

The researcher ensured not to copy other researchers' work, and referenced all sources of information. After data collection the results of the findings were presented for defense before a panel in the School of Journalism and the panel advised the researcher on points to be corrected. Later the corrections were done and a Certificate of Corrections was obtained marked Appendix IV. The researcher also obtained a Certificate of Originality to show that the work was not plagiarised marked Appendix V.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Overview

The section provides data analysis, data presentation and subsequent interpretation of the study findings. The overall objective of this study was to establish the effect of corporate sports sponsorship and brand awareness of Family Bank's Eldoret Half Marathon.

4.1.1 Questionnaire Response Rate

For this survey, customers as well as departmental heads of the two-Family Bank branches in Eldoret. The study sample size consisted of 100 customers and 10 departmental heads from both Family Bank branches. Out of the 100 targeted customers, the researcher was able to sample all the customers and 5 departmental heads which represent a response rate of 100% and 50% respectively. This was acceptable as per the view of Mugenda and Mugenda (2009) who argue that when considering a given study population in order to be able to generalise it and report on the same, at least 60 percent of total targeted response rate if received is excellent to warrant survey analysis to take place. The reason why this survey received such an excellent response rate is because the surveyor sought the service of two assistants who helped in gathering of the data while the surveyor was conducting interview face to face to ensure the researcher to probe for more answers.

4.2 Demographic Information

4.2.1 Distribution of Respondents by their Gender

The results of the participants' gender are presented in Table 4.1

Table 4.1: Distribution of Respondents by their Gender

| Gender | Number | Distribution |
|---------------|---------------|---------------------|
| Females | 51 | 51 |
| Males | 49 | 49 |
| Total | 100 | 100 |

Source: Field Survey 2019

According to the study results, it was found out that, majority 51% of respondents were females. This implies that in the current study, majority of the respondents reached were female customers of Family Bank Eldoret branch. This is also a clear indication that more females within Eldoret area more involved in banking activities than their male counterparts which can be attributed to the fact that females are known to save more than males.

Further, respondents were asked who the target participants of the marathon are and how they fit with their general target. Respondents indicated that their key target participants in the marathon are their existing customers, potential customers, elite runners from the area and also those from the area wishing to run for fun. This was due to the fact that Eldoret is known to be the home to the most elite marathoners in Kenya, hence, the strategic idea that Family Bank had in rolling out the Eldoret Half-marathon. Respondent three indicated that:

We normally target any runner from across the country as long they are able to pay the application fee, so you even find runners from North Eastern and Coast regions here all these runners help in promoting our brand further. (Respondent 3, August 2019)

4.2.2 Distribution of Respondents by their Age

The results of the participants' age are presented in Table 4.2.

Table 4.2: Distribution of Respondents by their Age

| Age | Number | Distribution |
|--------------|---------------|---------------------|
| 18-25 | 15 | 15 |
| 26-35 | 58 | 58 |
| 36-45 | 16 | 16 |
| 46-55 | 11 | 11 |
| Total | 100 | 100 |

Source: Field Survey 2019

Based on the study results presented by Table 4.2, the researcher found out that majority 58% of those who participated in the study were between the ages of 26-35 years, 16% were aged between 36-45 years, 15% between 18-25 years, while those aged between 45-50 years were the least represented at 11%. The study results indicate that majority of youthful generation around Eldoret are engaging in banking activities more than older generation as shown clearly by the large number of the youthful respondents aged between 18-35 years. This can be due to the fact that young people are making decision to save money in their bank accounts in their attempt to better their future.

In addition, the high number of youthful generation banking with Family Bank is an indication that majority of youth in Eldoret are either in employment or are engaging in business activities, hence, they are able to engage in banking activities.

4.2.3 Length of Time as a Customer at Family Bank

The results of how long the participants had been customers of Family Bank are presented in table 4.3.

Table 4.3: Length of Time as a Customer of Family Bank

| Years | Number | Distribution |
|--------------|---------------|---------------------|
| 0to 3 years | 45 | 45 |
| 4 to 6 years | 34 | 34 |
| 7 to10 Years | 21 | 21 |
| Total | 100 | 100 |

Source: Field Survey 2019

From the study results presented in Table 4.3, it was found out that 45% of those who participated in this survey had been customers at Family Bank for 0-3 years. Based on the results obtained, it is clear that majority of customers at Family Bank Eldoret branches had not been there for long and their current high number for the last three years may have been influenced by Family Bank sponsorship of the Eldoret half-marathon. This is because, majority of people around Eldoret consider marathon as a precious economic activity which has helped many elite runners from the region to become significantly

rich, hence, the reason majority of people have chosen to bank with Family Bank which they consider as supporting their course by sponsoring the marathon. This has in turn helped Family Bank Eldoret branch to increase its customer's level over the last few years.

4.2.4 Respondents Education Level

The education levels attained by respondents involved in this study are presented in table 4.4.

Table 4.4: Attained Education level by the Respondents

| Education Level | Number | Distribution |
|------------------------|---------------|---------------------|
| Diploma | 26 | 26 |
| Bachelor's Degree | 52 | 52 |
| Post Graduate Degree | 22 | 22 |
| Total | 100 | 100 |

Source: Field Survey 2019

It was found out that majority, 52% were degree holders, 26% had diploma as their highest education level while those with post-graduate degree were 22%. These findings suggest that majority of respondents who bank with Family Bank in Eldoret well educated, thus, are well aware of the significance of sports sponsorship in enhancing corporate image. This can be due to the fact that those who engaged in the study were younger people and the literate level among youths has significantly improved especially in Eldoret as this is an urban center with many schools, hence, the highest literacy level.

4.3 Customer Awareness of the Eldoret Half Marathon

This section presents study findings on Family Bank Eldoret Branches customers' awareness in regards to the Eldoret Half Marathon.

4.3.1 Awareness of Eldoret Half-Marathon

Table 4.5 presents study findings on respondent's awareness in regards to Eldoret Half-Marathon.

Table 4.5: Respondents Awareness of Eldoret Half Marathon

| Awareness | Number | Distribution |
|------------------|---------------|---------------------|
| Yes | 75 | 75 |
| No | 25 | 25 |
| Total | 100 | 100 |

Source: Field Survey 2019

As illustrated in Table 4.5, it was found out that majority 75% of all respondents were aware of Eldoret half-marathon while 25% were not aware of the half-marathon. Based on the above study finding it is clear that more customers who participated in this study were aware of the Family Bank sponsored Eldoret half-marathon given that majority of respondents were from within Eldoret town or neighboring regions. It is because

marathon is a very popular sport around Eldoret, hence, the reason why many of those who participated in the study were aware of the existence of the marathon that was sponsored by Family Bank in the area.

4.3.2 Extent of Awareness of Family Bank Eldoret Half Marathon

Table 4.6 presents the extent of respondent’s awareness concerning Family Bank Eldoret Half Marathon

Table4.6: Extent of Respondents Awareness of Family Bank Eldoret Half Marathon

| Extent of Awareness | Number | Distribution |
|----------------------------|---------------|---------------------|
| Not at All | 12 | 12 |
| Barely Aware | 7 | 7 |
| Not sure | 8 | 8 |
| Relatively Aware | 15 | 15 |
| Fully Aware | 58 | 58 |
| Total | 100 | 100 |

Source: Field Survey 2019

Based on the study results in Table 4.6, it was found out that, majority 58% of the study respondents were fully aware of Family Bank Eldoret half-marathon 15% were relatively aware, 12% were not aware at all, 8% of respondents were not sure while 7% indicated that they were barely aware of the Family Bank Eldoret half-marathon. The study results obtained indicates that that most of Family Bank customers were well aware of the Family Bank Eldoret Half-Marathon given that it is always held within Eldoret town over the last

three years and marathon is a very popular sport that is greatly cherished by majority of the people there.

In addition, respondents were requested whether they would suggest similar marathons to be sponsored by the bank in other major towns in Kenya. It was found out that participants indicated that similar marathons should be held in order to help publicise the bank, to improve brand awareness, to give more people opportunities to participate in marathon.

Respondent two indicated that:

Family Bank should sponsor marathon in other parts of Kenya to allow more people to discover their talents since holding it here in Eldoret alone is sometimes perceived negatively since it is seen as if it is held here because many of great marathoners in Kenya are from this county.(Respondent 2, August 2019)

4.3.3 Knowledge about Eldoret Half Marathon

Study results on the channel that respondents utilised to gain knowledge about Family Bank Eldoret half-marathon were presented in Table 4.7.

Table 4.7: Respondents Getting to Know About Eldoret Half Marathon

| Channel | Number | Distribution |
|----------------|---------------|---------------------|
| Television | 16 | 16 |
| Radio | 8 | 8 |
| Newspaper | 9 | 9 |
| Social media | 46 | 46 |
| Friends | 7 | 7 |
| Bank staff | 8 | 8 |
| Not aware | 6 | 6 |
| Total | 100 | 100 |

Source: Field Survey 2019

The findings indicated that 46% of the study respondents gained knowledge about Family Bank Eldoret Half-Marathon through social media platforms especially WhatsApp, and Facebook, 16% through television, 9% through newspaper, 8% through Family Bank staffs and radio, 7% from friends while 6% indicated that they were not aware at all. The result is a clear illustration that most of Family Bank customers in Eldoret town utilise social media to a great extent given the large number of participants who were of the view that they learned of Family Bank Eldoret half-marathon through social media platforms. This can be attributed to the fact that most of those who participated in this study were youthful, hence, they are well conversed with internet usage that makes it possible for them to access social media platforms and being able to share information with a lot of easy.

In addition, social media platforms have a large number of users around the world which is necessitated by the fact that at least 3.5 billion people across the globe have access to internet, thus, making social media platforms suitable communication platforms especially for information sharing.

Also, respondents ranked Eldoret Half-Marathon sponsored by Family as very successful. The success of the marathon was as a result of the fact that it has greatly improved Family Bank reputation in Eldoret and neighboring regions, over the years it has been attracting huge attendance, the proceeds from the marathon are used to help educate

children from poor background and support education for autistic children. Respondent one indicated that:

Eldoret Half Marathon is one of the most successful marathons in Kenya and I have been running for over ten years and the number of people participating has increased steadily over the years hence increasing brand awareness of the bank.(Respondent 1, August 2019)

4.3.4 Agreement to the Extent of Awareness of Family Bank Eldoret Half Marathon

Table 4.8 illustrates the respondents extend of awareness Family Bank Eldoret Half-Marathon.

Table4.8: Respondents Agreement to the Extent of Awareness of Family Bank Eldoret Half Marathon

| | Mean |
|--|--------------|
| Eldoret Half Marathon helps create brand awareness of Family Bank | 3.69 |
| The Eldoret Half Marathon is fully a Family Bank event | 3.90 |
| The Marathon helps increase the awareness of Family Bank | 3.59 |
| I understand the causes into which the funds raised from Eldoret Half Marathon are put | 3.84 |
| The bank displays the products and services they offer during the marathon | 3.31 |
| Family Bank comes to mind when I hear of the Eldoret Half Marathon | 3.75 |
| Family Bank uses advertising and promotional activities to support the Marathon | 3.76 |
| Total | 25.84 |
| Average Score | 3.69 |

Source: Field Survey 2019

The respondents were aware that Eldoret Half Marathon is fully a Family Bank event (mean = 3.90), they understood the causes into which the funds raised from Eldoret Half Marathon are put in (mean = 3.84), Family Bank uses advertising and promotional activities to support the Marathon (mean=3.76) , Family Bank comes to mind when they hear of the Eldoret Half Marathon (mean=3.75), Eldoret Half Marathon helps create brand awareness of Family Bank (mean= 3.69), not sure that Eldoret Half Marathon helps increase the target market awareness (mean=3.59) and also that Family Bank displays the products and services they offer during the marathon (mean= 3.31).

The study results indicate that Family Bank is the one that fully sponsors Eldoret half-marathon as a form of corporate social responsibility to members of the community they serve. This aspect of giving back to the community has enabled Family Bank to increase its customer's base in the region as it is deemed to support the most popular sports activities in the area.

The study results agree with Jordan and Tomalieh (2016) who did a survey aimed at finding influence of sponsoring events for purchase intention of attendees sponsored events and found out that brand image strongly influence the intention of those intending to purchase of event attendees. It also established that the other independent variables had a similar albeit weaker effect. In addition, the study agrees with Kipruto (2014) who did a survey to establish impact of CSR banking sector performance in the country. Secondary data spanning for 5-years period from 2009 to 2013 was used. Financial performance was measured using earnings before taxes. The study used the actual spending on CSR to measure expenses incurred on social activities. The study relied on a descriptive survey

and analysed data using multiple linear regression of financial performance on corporate social expenditure. The findings indicated that expenditure on social activities had a positive effect of commercial banks performance in the country.

4.4 Family Bank Customers Perception on Eldoret Half Marathon

Table 4.9 indicates respondents' agreement to the statement regarding customers' perception on Eldoret Half Marathon.

Table4.9: Family Bank Customers Perception on Eldoret Half Marathon

| | Mean |
|--|--------------|
| I am proud to be associated with Family Bank due to its sponsorship of the Marathon | 4.02 |
| The Eldoret Marathon helps build public perception | 4.16 |
| Family Bank uses the Marathon to launch new products or services | 3.25 |
| My perceptions of Family Bank were altered due to its sponsorship of the Eldoret Half Marathon | 3.57 |
| Would you still choose Family Bank if it stopped sponsoring the Marathon | 4.27 |
| Total | 19.27 |
| Average Score | 3.85 |

Source: Field Survey 2019

The respondents agreed to the statement regarding customers perception on Eldoret Half Marathon strongly as illustrated by the average mean score 3.85. Respondents agreed that they would still choose Family Bank even if it stopped sponsoring Eldoret half-marathon (mean=4.27), Family Bank Eldoret Marathon helps build public perception

(mean=4.16), are proud to be associated with Family Bank due to its sponsorship of the Half-Marathon (mean=4.02), their perceptions of Family Bank were altered due to its sponsorship of the Eldoret Half Marathon (mean=3.57) and that Family Bank uses the Half-Marathon to launch new products or services (mean=3.25). According to the study results, it is clear that Family Bank reputation has increased significantly in Eldoret town as respondents were of the view that they would still choose Family Bank even if it stopped sponsoring Eldoret half-marathon. This can be attributed to excellent service delivery that the bank is able to accord its customers especially excellent customer care services.

The study results conform to Jordan and Tomaliech (2016) who did a survey aimed at finding influence of sponsoring events for purchase intention of attendees sponsored events and found out that brand image strongly influence the intention of those intending to purchase of event attendees. It also established that the other independent variables had a similar albeit weaker effect. Also, the study results agree with the findings of a study that was undertaken by Deitz, Evans and Hansen (2013) which established that there is a negative effect of the sponsorship on the perceptions of sponsors. The study results from regression analysis indicated that investors have a less negative perception of philanthropic sponsorships and sponsorships of events with distinctive values. This is an insightful study although it covers only the American market yet market vary and it may well be that operational differences between advanced markets like the USA and developing ones like Kenya could bring out differences as to how corporate sponsorship of social activities affects brand awareness of sponsoring companies.

In addition, respondents rated customer's interest in participation of Eldoret Half Marathon by indicating that more and more customers are increasingly interested in participating in the marathon, customer's interest in participating is very positive, and that customers from other neighboring regions are also very much interested to participate in the marathon.

The study results conform to Jalleh, Donovan and Holman (2002) who note the growing importance of corporate sponsorship in Australia in the area of sports among other social activities. They carry out a study to establish the effectiveness of sponsorship activities with respect to brand awareness and brand attitude. The study involved evaluation of two health and four corporate commercial sponsorship activities were evaluated at the two foremost sporting events. Findings point towards the usefulness of sponsorship in promoting brand awareness.

Respondents also indicated that Eldoret Half Marathon has benefitted Family Bank customers by motivating them especially those with athletic talent, allowing them to be served better and also by allowing them to win trophies during the marathon.

4.5 Respondents Understanding on the Effect of Eldoret Half Marathon and Brand Awareness of the Bank

This section presents study findings on respondents understanding on the effect of Eldoret half-marathon and brand awareness of Family bank.

Table 4.10: Family Bank Customers Understanding of Eldoret Half Marathon on Brand Awareness of the Bank

| | Mean |
|--|--------------|
| The display of the banks logo during the marathon has enabled me to easily identify the bank’s corporate colors and logo | 3.90 |
| The involvement of Family Bank in the Eldoret Half Marathon has strengthened the brand preference | 3.92 |
| The bank explores new markets during the Marathon | 3.73 |
| Family Bank has strengthened its relations with existing customers due to its involvement in the Marathon | 4.04 |
| Total | 15.59 |
| Average Score | 3.89 |

Source; Field Survey 2019

Respondents agreed to the effect of the Family Bank Eldoret Half Marathon by indicating that Family Bank has strengthened its relations with its existing customers due to its involvement in Eldoret Half-Marathon (mean=4.04), Family Bank involvement in Eldoret Half-Marathon has strengthened its brand preference (mean=3.92), display of the Family Bank logo during the half-marathon has enabled them to easily identify Family Bank corporate colors and logo (mean=3.90), and that Family Bank explores new markets during Eldoret Half-Marathon (mean=3.73).

The study results obtained indicate that engaging in sports sponsorship is a very effective way of enhancing the brand image of an organisation as its customers are convinced that the company is giving back some of its profit to the community that has helped the

company to generate it. The study results agree with a study undertaken by Servaes and Tamayo (2013) who found out that if the level of awareness among the customers is low, then the effect of corporate sponsorship is in fact negative or at the very best, insignificant.

The study also agrees with Njambi (2012) who did a survey that looked at influence of sponsorship of social activities at Kenya Airways. Primary as well as secondary information was utilised. It was established that the firm actually involved in financing social activities with a focus on water, environment, health and education. Content analysis was used. It therefore failed to cover other types of companies particularly banks and the effect corporate sponsorship has on brand awareness.

4.5.1 Comparing Sponsorship as a Method of Creating Brand Awareness to Other Methods

Respondents indicated that sponsorship as a method of creating brand awareness unlike other methods such as advertising tends to positively impact lives of the people in the community, helps to give emotive connection that other methods don't, helps to create positive public relation and raise awareness of the organisation as a whole, provide attractive content for organisations products and services, helps in building brand positioning through associative imagery, helps creating internal emotional commitment to the brand and also acts as corporate hospitality that promotes good relations with clients.

The study results conform to Deitz, Evans and Hansen (2013) whose study revealed that investors have a less negative perception of philanthropic sponsorships and sponsorships of events with distinctive values. Also, the study agrees with Njambi (2012) carried out a

study to establish the effect of sponsorship of social activities at Kenya Airways. This case study analysis relied on both primary data and secondary data obtained from the company's financial statements. The findings indicated that the firm was actually involved in financing social activities with a focus on water, environment, health and education. The study employed content analysis in the analysis of the research data. It therefore failed to cover other types of companies particularly banks and the effect corporate sponsorship has on brand awareness. According to respondent four:

With sponsorship, customers tend to be more aware of the brand since they are able to connect with the customers on one on one basis. This has helped improve customers' perception of our bank. (Respondent 4, August 2019)

4.5.2 Family Bank Benefits from Sponsoring the Eldoret Half Marathon

Respondents indicated that by sponsoring Eldoret Half Marathon, Family Bank has benefited as it has increased its brand visibility since Family Bank logos are always displayed during the event, and also that it has helped the bank to generate higher return on investment. The study results agree with Jalleh, Donovan and Holman (2002) who conducted a study in Australia to establish the effectiveness of sponsorship activities with respect to brand awareness and brand attitude which established that sponsorship programs are very useful strategies in promoting brand awareness. In addition, the study conforms with results of a study undertaken by Kipruto (2014) to find out the effect of corporate social responsibility on financial performance of commercial banks in Kenya.

The study relied on secondary data over a five-year period spanning 2009 to 2013. Further, the study measured financial performance using earnings before taxes. The study used the actual spending on corporate social responsibility activities to measure expenditure on social activities. The study relied on a descriptive survey and analysed data using multiple linear regression of financial performance on corporate social expenditure.

According respondent three:

Sponsoring the marathon has helped the bank to reconnect with our customers directly and also that it has helped to increase our reach and exposure to new customers who are normally happy that we sacrifice to sponsor this event every year. (Respondent 3, August 2019)

4.5.3 Effect that Sponsorship of Eldoret Half Marathon Has on Family Bank

Respondents indicated that the Eldoret Half Marathon has affected Family Bank in various ways. It improves Family Bank brand awareness and it allows for more customers to be recruited during the event, increases the publicity of Family Bank in the region and also allows the bank to have significant community support.

The study findings conform to Jordan and Tomalieh (2016) who did a survey aimed at finding influence of sponsoring events for purchase intention of attendees sponsored events and found out that brand image strongly influence the intention of those intending to purchase of event attendees. It also established that the other independent variables had a similar albeit weaker effect. The study disagrees with Brammer, Jackson and Matten

(2012) who points out that there is a clash between business-driven and multistakeholder-driven approaches to corporate engagement in social activities.

This clash, in their view, is not only intra-national but also multi-national. In effect they content that there is a paradoxical conflict between the liberal view of corporate social engagement and a confounding repercussion of the socially binding corporate responsibilities.

4.5.4 Achieving Media Coverage of Marathon to Achieve Brand Awareness

Respondents also indicated that Family Bank strives to achieve media coverage of the marathon in order to achieve brand awareness. Respondents five indicated that;

*We strive to achieve media coverage of the marathon through promotion, inviting both paid for and non-paid for media platforms, through engaging in long-term suitable relations with the media, as well as through sequence of events.
(Respondent 5, August 2019)*

This is actually true because during Eldoret Half-Marathon, various media houses in Kenya are usually available to cover the event from the start to the end and also covered live on television for those being unable to attend to watch the event from their homes.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

Provided under this section is the summary, conclusion as well as the recommendations that were made. Very effective recommendations are made in these sections which are aimed at enlightening and enabling those going through this study to gain an in-depth understanding in regards to statement problem as per the findings. In addition, the section provided an addition suggestion on where future surveys relating to the topic under consideration should touch.

5.2 Summary of the Study Findings

5.2.1 Customers Level of Awareness of Family Bank Sponsorship of Eldoret Half Marathon

The study found out that almost all respondents who participated in this study were aware of the Family Bank sponsored Eldoret Half Marathon. This great awareness among respondents can be attributed to the fact that the half marathon is held within Eldoret town so most of people who live around the town are aware of it. In addition, the study findings indicated that social media platforms played the most significant role in allowing respondents to know about the existence of Family Bank Eldoret Half-marathon.

The study results conform to Jordan and Tomaliech (2016) who did a survey aimed at finding the influence of sponsoring events for purchase intention of attendees sponsored events and established that brand image strongly influence the intention of those intending to purchase of event attendees.

In modern world, social media platforms have continued to become the key source through which at least 2.4 million people across the globe access information from using different sites such as Facebook, Twitter, YouTube, Snap chat and Instagram instead of traditional media. According to Osatuyi, (2013) it has been found that at least fifty percent of those utilising social media are able to access important news even before it is broadcasted on traditional sites such as radio and televisions.

In addition, the study established that respondents rated customer's interest in participation of Eldoret Half Marathon by indicating that more and more customers are increasingly interested in participating in the marathon, customer's interest in participating is very positive, and that customers from other neighboring regions are also very much interested to participate in the marathon. The study results conform to Jalleh, Donovan and Holman (2002) who note the growing importance of corporate sponsorship in Australia in the area of sports among other social activities. Findings point towards the usefulness of sponsorship in promoting brand awareness.

The study results also established that Eldoret Half Marathon has benefitted Family Bank customers by motivating them especially those with athletic talent, allowing them to be served better and also by allowing them to win trophies during the marathon.

In addition, the study results found out that respondents strongly agreed that Eldoret Half Marathon is fully funded by Family Bank and also that they understood the causes into which the funds raised from Eldoret Half Marathon are put in. The study results agree with a study undertaken by Jalleh, Donovan and Holman (2002) whose study in Australia established that sponsorship activities tend to effectively improve brand awareness and brand attitudes among their customers.

5.2.2 Family Bank Customer's Perception on Bank Sponsorship of Eldoret Half Marathon

The findings from the study established that respondents strongly agreed that they would continue to choose Family Bank even if it stopped sponsoring Eldoret Half Marathon and also that the Eldoret half-marathon helps build good public perception for Family Bank. These study findings agree with Sankar and Bhattacharya (2001) who conducted a study on customer and public perception of corporate engagement in social activities and established that firm-specific factors, that included beliefs of customers and their support for corporate social engagement, are key moderating variables of customer support of the company engagement in social activities.

The role of corporate sponsorship is expanding rapidly. As such, corporate sponsorship is perceived to be among the marketing platforms that are growing at a significant rate. This has been influenced by the fact that it is almost impossible to attract and convince a large crowd of people in absence of sponsoring deals. As a results of this, many firms from across the globe are doing whatever they can in their bid to engage in sponsoring deals in their bid to reach a large audience as this will ultimately improve their public image (Witcher, Craigen, Culligan, & Harvey, 2016).

The study results also established that sponsorship as a method of creating brand awareness unlike other methods such as advertising tends to positively impact lives of the people in the community, helps to give emotive connection that other methods don't, helps to create positive public relation and raise awareness of the organisation as a whole, provide attractive content for organisations products and services, helps in building brand positioning through associative imagery, helps creating internal emotional commitment to the brand and also acts as corporate hospitality that promotes good relations with clients.

Further, the study results found out that sponsoring Eldoret Half Marathon, Family Bank has benefited as it has increased its brand visibility since Family Bank logos are always displayed during the event, and also that it has helped the bank to generate higher return on investment. The study results agree with Jalleh, Donovan and Holman (2002) who conducted a study in Australia to establish the effectiveness of sponsorship activities with

respect to brand awareness and brand attitude which established that sponsorship programs are very useful strategies in promoting brand awareness.

5.2.3 The Effect of Corporate Sports Sponsorship and Brand Awareness of Family Bank

The study results found out that respondents strongly agreed that Family Bank has strengthened its relations with its existing customers due to its involvement in Eldoret Half Marathon and also that involvement of Family Bank in the Eldoret Half Marathon has strengthened the brand preference. The study results agree with a study undertaken by Jordan and Tomalieh (2016) who did a survey aimed at finding the influence of sponsoring events for purchase intention of attendees sponsored events and established that brand image strongly influence the intention of those intending to purchase of event attendees.

Given the competitive environment in which business enterprise carryout their operation in modern days, enhancing reputation of a company is very essential to a business in enabling it to achieve their operational objectives. As a result of this, engaging in sports sponsoring activities has become very essential as an open strategy that firms are capitalising on to enhance their brand name enabling them to capture the attention of their consumers, hence, gaining a competitive edge over rivals. This has been fueled by the fact that engaging in sports sponsorship deals provides crucial opportunities for organisations that are aiming to promote their brands to members of the public as this

helps in appealing especially as these sports sponsoring helps in drawing media coverage (Pope, & Voges, 2015).

The study also found out that Family Bank strives to achieve media coverage of the marathon in order to achieve brand awareness. On comparing sponsorship as a method of creating brand awareness with other methods, the study found out that sponsorship positively impact lives of the people in the community, helps to give emotive connection that other methods don't, helps to create positive public relation and raise awareness of the organisation as a whole, provide attractive content for organisations products and services, helps in building brand positioning through associative imagery, helps creating internal emotional commitment to the brand and also acts as corporate hospitality that promotes good relations with clients.

The study results agree with Njambi (2012) who carried out a study on the effect of sponsorship of social activities at Kenya Airways and found out that sponsorship activities tend to promote the brand awareness of the involved firm.

5.3 Conclusions

The main aim of the study was to establish the effect of corporate sports sponsorship and brand awareness of commercial banks in Kenya using Family Bank's Eldoret Half Marathon. As such, the following conclusions were drawn based on the study results.

5.3.1 Conclusions on Customers Level of Awareness of Family Bank Sponsorship of Eldoret Half Marathon

On the objective on customer awareness of the Family Bank Eldoret Half Marathon, it was concluded that majority of Family Bank customers in both Eldoret branches are aware of the existence of the half marathon. Additionally, it was concluded that social media platforms especially Facebook and WhatsApp among other play a very crucial role as it was the main channel through which most of the respondents come to know of the Eldoret Half Marathon. In addition, the study concluded that respondents were well aware of the use of the funds that Family Bank raises during their annual half marathon.

5.3.2 Conclusions on Family Bank Customer's Perception on Bank Sponsorship of Eldoret Half Marathon

On the objective on customer's perception on Eldoret Half Marathon, the study concluded that Eldoret residents are loyal Family Bank customers as they indicated that they would still continue being its customers even if the bank stopped sponsoring the marathon. Also, it was concluded that being the main sponsors of Eldoret Half Marathon helps Family Bank to greatly improve its reputation among Eldoret residents and other people from the surrounding areas.

5.3.3 Conclusions on the Effect of Corporate Sports Sponsorship and Brand Awareness of Family Bank

On the objective on effect of corporate sports half marathon sponsorship and brand awareness of Family Bank, it was concluded that the bank has greatly strengthened its overall relationship with its existing customers as they consider the bank to be a concerned party to the welfare of their society through sponsoring of the half marathon. It was additionally concluded that the Family Bank brand preference has greatly been strengthened.

5.4 Recommendations

Based on the above results, this study recommends the following

- i. The management of Family Bank should make sure that they extend marathon sponsorship to other towns in Kenya so as to increase the bank's awareness to many parts of Kenya.
- ii. Family Bank should start sponsoring other sport activities such as football, rugby among others since not their entire target customers are athletes, hence, making sure that all of their customers are well represented and improving brand image and loyalty.
- iii. To streamline the effectiveness of sponsorship in any organisation, effective communication, top management support and commitment should be enhanced since these are some of the key moderating factors in increasing brand awareness among customers.

5.5 Suggestions for further studies

The aim of this study was to establish the effect of corporate sports sponsorship and brand awareness of commercial banks in Kenya using Family Bank's Eldoret Half Marathon. A replica of this study should be undertaken focusing on other banks using different research approaches and methods in order to compare consistency and accuracy of this study. Further, more research should be conducted on the area of sponsorship to discover new ways of executing it.

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Section B Customer awareness of the Eldoret Half Marathon

1. Are you aware of Family Bank Eldoret Half Marathon?

Yes [] No []

2. To what extent are you aware of the Family Bank Half Marathon? {tick as appropriate} Not at All [] Barely Aware [] Not sure [] Relatively Aware [] Fully Aware []

3. How did you get to know of the Eldoret Half Marathon?

Television []

Radio []

Newspaper []

Social media []

Friends []

Others (specify) -----

The following statements relate to your level of awareness about the Eldoret Half Marathon. Kindly tick (√) in the box appropriately describing the extent to which you are aware of the statement

| Statements | Not aware | Barely aware | Not sure | Partially aware | Fully aware |
|--|-----------|--------------|----------|-----------------|-------------|
| Eldoret Half Marathon helps create brand awareness of Family Bank | | | | | |
| The Eldoret Half Marathon is fully a Family Bank event | | | | | |
| The Marathon helps increase the awareness of Family Bank | | | | | |
| I understand the causes into which the funds raised from Eldoret Half Marathon are put | | | | | |
| The bank displays the products and services they offer during the marathon | | | | | |
| Family Bank comes to mind when I hear of the Eldoret Half Marathon | | | | | |
| Family Bank uses advertising and promotional activities to support the Marathon | | | | | |

Section C Customers perception on Eldoret Marathon

The following general statements describe the customer’s perception of Family Bank with respect to the Eldoret Half Marathon. By ticking (√) in the appropriate box, consider to the extent you agree with each statement.

| Statements | Strongly disagree | Disagree | Not Sure | Agree | Strongly agree |
|--|-------------------|----------|----------|-------|----------------|
| I am proud to be associated with Family Bank due to its sponsorship of the Marathon | | | | | |
| The Eldoret Marathon helps build public perception | | | | | |
| Family Bank uses the Marathon to launch new products or services | | | | | |
| My perceptions of Family Bank were altered due to its sponsorship of the Eldoret Half Marathon | | | | | |
| Would you still choose Family Bank if it stopped sponsoring the Marathon | | | | | |

Section D Understanding Eldoret Half Marathon sponsorship on brand awareness of the bank

The following general statements describe your understanding of Eldoret Half Marathon sponsorship activities by Family Bank on brand awareness. By ticking (√) in the appropriate box, consider how true the statements are.

| Statement | Completely false | Somewhat false | Not Sure | Somewhat true | Very true |
|---|------------------|----------------|----------|---------------|-----------|
| The display of the banks logo during the marathon has enabled me to easily identify the bank's corporate colours and logo | | | | | |
| Family Bank has strengthened its relations with me as an existing customer due to its involvement in the Marathon | | | | | |
| The involvement of Family Bank in the Eldoret Half Marathon has strengthened the brand preference | | | | | |
| The bank explores new markets during the Marathon | | | | | |

Thank you for your time.

APPENDIX II: INTERVIEW GUIDE FOR HEADS OF DEPARTMENTS

1. How would you rate the success level of The Eldoret Half Marathon sponsorship by Family Bank?
2. How does the marathon change the perception of your customers on the services offered by the bank?
3. How would you compare sponsorship as a method of creating brand awareness to other methods?
4. In your own opinion how has the Eldoret Half Marathon benefited Family Bank customers?
5. How would you rate the customers' interest in participation of the Eldoret Half Marathon?
6. How do you strive to achieve media coverage of the Marathon to achieve brand awareness?
7. Would you suggest similar Marathons be sponsored by the Bank in various other major towns in Kenya? And why
8. Who are the target participants of the Marathon and how do they fit with your general target
9. What effects does the Eldoret Half Marathon have on Family Bank?
10. Is there any other information that you consider relevant to the marathon that we have not tackled?

Thank you for your time

APPENDIX V: CERTIFICATE OF FIELD WORK



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REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 17/08/2018 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: KSO/88216/2016

Name: LILIAN KAMBUA MULEI

Title: ~~INVESTIGATING~~ CORPORATE SPORTS SPONSORSHIP & BRANDS AWARENESS OF COMMERCIAL BANKS IN KENYA: A CASE OF FAMILT BANK'S ELDORET HALF MARATHON.

Dr. Leah Mudeari
SUPERVISOR

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15/3/2019
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Dr Samuel Springi
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15.3.2019
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APPENDIX IV: CERTIFICATE OF CORRECTION



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Name: LILIAN KAMBUA MULEI

Title: CORPORATE SPORTS SPONSORSHIP AND BRAND AWARENESS OF

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