

**THE INFLUENCE OF COMMERCIAL SPONSORSHIPS ON CONSUMER
ATTITUDES TOWARDS BRANDS: A CASE STUDY OF NAIROBI
RESIDENTS "**

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A Management Research Project Submitted in Partial Fulfillment of the Requirements for the degree of Masters of Business Administration (MBA) School of Business, University of Nairobi

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DECLARATION

This Management Research Project is my original work and has not been presented for a degree in any other university.

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DEDICATION

This work is dedicated to my loving brother, Dr. Maurice W. G. Thiong'o for financing this program; I can never thank you enough. And to my wonderful parents William and Jacinta Thiong'o for their great passion for education. You have made me who I am.

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DEFINITION OF TERMS

Attitude: a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object.

Brand: a brand is a name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors

Brand equity: a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm's customers. The major asset categories are brand name awareness, brand loyalty, perceived quality, brand associations.

Commercial Sponsorship: is the act of providing assistance, funding, goods or services to morale, well-being or recreation event by an individual, agency, company, corporation or other entity for a specific (limited) time in return for public recognition or advertising promotions.

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ABSTRACT

This study was conducted to evaluate the impact and relevance of commercial sponsorships which is an emerging trend in Kenya. This concept embraces the whole philosophy of investing in building strong brands. Commercial sponsorships have gained wide recognition world over due to the shortcomings of traditional tools of promotion like advertising since sponsorships go a step further to enhance the messages by association with an event, club or team that shares similar image qualities and values as the brand. This is owing to the ability of sponsorships to relay the message in a more subtle way compared to paid for advertisement. This allows firms to broaden their competitive advantage by increasing their credibility, image and prestige amongst their target audience.

The study therefore sought to determine the influence of commercial sponsorships on consumer attitudes towards brands in Nairobi. To achieve this, face to face interviews were conducted within a sample of 90 respondents from three socio-economic groups as defined by the Marketing and Social Research Association (MSRA) namely: AB, who are fully qualified professionals living in the high end residential neighborhoods; C1C2, who are junior to middle level management positions, are semi-skilled to skilled workers and live in middle level residential neighborhoods while socio economic class D are part time to semi skilled manual workers and who live in the low-end residential neighborhoods.

Data collected was analyzed using descriptive statistics. Graphs and charts were used to present the results. Pearson correlation coefficient was performed to test the significance of some of the variables under study. The study found that commercial sponsorships do actually influence consumer attitudes towards brands and the following conclusions were drawn based on the findings:

- There is a high level of awareness of commercial sponsorships as well as the event sponsors across all social classes which imply that sponsorships do increase awareness of the sponsoring brands.
- There is substantial association of the sponsored event with the sponsoring brand
- Sponsorships have influenced likeability and choice of brands as well as brand switching after consumers' participation in the sponsored events.
- There is need for consistency in sponsorship of a particular event over a period of time to enhance the carry over effects of sponsorships.

CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND

Marketing is the driver of revenues in all organizations. The success of any firm depends to a large extent on how its products and services are positioned to target the right market segments based on each segments needs. Organizations spend a lot of money to communicate their products to the intended market segment through both print and electronic media. The proliferation of traditional promotional tools such as advertisement and sales promotion by many firms leads to confusion among consumers and it is difficult for consumers to differentiate brands. Many products and services have become commodities in recent times with little to tell them apart (Ngahu, 2001).

Due to the shortcomings of traditional tools of promotion, the use of non traditional tools of communication such as commercial sponsorships has gained wide recognition and adoption by many firms. Kotler and Keller (2007) observe that more and more firms are also using their names to sponsor the arenas, stadiums, and other venues that actually hold the events. They argue that the audience delivered by the event must have sufficient awareness, possess the desired image, and be capable of creating effects with that target market.

Sponsorship has gained prominence in many industries due to the forces of competition and the limitations of advertisement and sales promotions. Globalization and liberalization have contributed to intense competition across many industries resulting to reducing market share of firms and low profit margins. As the competition intensifies, many companies go for each others market share using many strategies aimed at attracting competitors' customers and retaining loyal customers through loyalty support programmes. Such a competitive environment also, demands that firms differentiate themselves from others by clearly positioning themselves in the market.

The use of advertisement has the problems of advertisement clutter as consumers are faced with the problem of discerning from among various message exposures in the media. While firms may not completely ignore the role played by traditional promotion tools, it is important that their use is supplemented by more creative and sustainable communication strategies which are provided by emerging tools such as sponsorship.

1.1.1 Commercial Sponsorship

Sponsorship is defined as an investment in cash or kind in an event, team or person in order to secure sponsors' access to the commercial potential associated with that event, team or person (Fay, et al, 2004). Sponsorship has been viewed as an appealing communications tool given the increasing clutter and fragmentation of the traditional mass media. Sponsorship is where a business pays for a show, broadcast, and sports event usually in return for advertising. Over the three decades or so, sponsorship has evolved from a small scale activity in a limited number of industrialized countries to a major global industry. It is clearly a communication instrument and therefore considered a commercial investment (Meenaghan, 1998). The strategy of commercial sponsorships is to meet the specific measurable goals of a company or brand by building a link in the target audience's minds between the sponsor and a valued organization or event (US Coast Guard, 2003)

Corporate sponsorship of sports and other events is one of the fastest growing forms of marketing communications used to reach target audiences (Roy et al, 2003). The popularity of sports sponsorship and to a much lesser extent that arts have grown over the years. The International Events Group (IEG) Sponsorship Report (2002) estimated the worldwide investment in sponsorships at more than US\$ 24 billion. The report states that sports sponsorship is the most popular form of event sponsorship accounting for 67% of all sponsorship money invested.

A company can build its brand image through creating or sponsoring various events (Kotler, 2003). Several research studies have found that the primary objectives of many sponsors are to increase brand awareness and to enhance brand and/ or corporate image (Roy et al., 2003).

Achievement of these objectives would mean that a sponsorship was successful in strengthening and shaping consumers' brand knowledge structures. Kotler (2003) observes that the increased use of attention-getting events is a response to the fragmentation of media. Given the global success of some high profile sponsorship such as the Nike- Michael Jordan relationship, attention has moved away from sponsorship's role in the communications mix to considering its strategic role and contribution to the attainment of superior performance in the market (Fahy et al, 2004).

1.1.2 Attitude

An attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object (Schiffman, 2004).

Price *et al.* (2004) defines attitude as an evaluation of a concept or object, such as an issue, person, group, brand, or service that expresses a degree of favor or disfavor. Attitudes relevant to purchase behavior are formed as a result of direct experience with the product, word of mouth information acquired from others, or exposure to mass media advertising, the internet and various forms of direct marketing (Schiffman, 2004). Attitudes are not synonymous with behavior; they reflect either a favourable or an unfavourable evaluation of the attitude object.

They are relatively consistent with the behavior they reflect. Despite their consistency, attitudes are not necessarily permanent and are subject to change. Kibera (1998) indicates that the more favourable a customer's attitude towards a product, the higher the usage rate and vice-versa.

1.1.3 Brands

Branding has a long history, probably most commonly associated with the maker's stamps and hallmarks used by artisans through the ages. From a marketing perspective, branding has become more commonplace since the turn of the century, developing alongside the emergence of marketing itself (Adcock *et al.*, 1998). Brand names give products an identity among customers and intermediaries alike, distinguishing them from standard commodities and particularly from competitor products. A basic communication task in which advertising excels is to create awareness. Awareness can be particularly needed when the goal is to stimulate a trial purchase of a new brand (Aaker *et al.*, 1996).

Brand equity involves the accumulated beliefs, history, sentiment, and value consumers attach to particular brands (Price *et al.*, 2004). According to Rio *et al.*, (2001) brand equity is defined as the set of associations and behaviors on the part of a brand's customers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differential advantage over competitors.

1.1.4 Commercial Sponsorship in Kenya

In Kenya, the concept of sponsorship has gained appreciation by both local and international firms. Organizations sponsor various activities to increase their presence, mind share and attract customers in specific regions. This is especially done through sponsorships of various events and activities which include among others athletics and football sponsorships, motor sponsorship, tennis sponsorship, and golf sponsorships. A few examples of sponsorships include The Mater Heart Run, Tusker Safari Sevens, Standard Chartered Nairobi International Marathon, Lewa Marathon by Safaricom, Concour de Elegance by (Celtel previously Kencell), Coca Cola pop stars and Tusker Project Fame. Some of the Sponsorship money goes to players as prize money in order to motivate the players and increase audience excitement. Sports are increasingly gaining popularity driven by the publicity and visibility they are able to attract while corporate bodies are increasing their sponsorship budgets, (SBO Research, 2006).

1.2 RESEARCH PROBLEM

Traditional communication vehicles such as advertising and sales promotion are faced with the challenges of reaching increasingly fragmented consumer markets and cutting through an overload of messages aimed at consumers (Roy et al, 2003). Non-intrusive media such as newspapers and yellow pages tend to reach only buyers who are looking for a specific product (The Standard, 2006). With the advent of liberalization, firms have increasingly been facing competition. As competition intensifies, (Baker, 1994) observes that organizations have realized that the strength of their brand names, corporate image, effective advertising, price, trade marks, among others are no longer sufficient to differentiate them from competitors.

Firms have been forced to change tactics and focus on consumers by creating and delivering superior value than competitors. Organizations communicate value to customers through advertisement, publicity, public relations, sales promotion and personal selling. Research shows lack of direct relationship between advertisement and brand building in the short-run. Sales promotion is used to increase sales in the short term and consequently has low potential in building brands. Sales promotion may also dilute brand-quality image. Sponsorship is viewed as a means of avoiding advertisement clutter by enabling sponsors to identify and target well-defined audiences in terms of demographics and lifestyles.

Linking a brand with an event via sponsorships enables firms to gain consumers' attention and interest by associating with events that are important to them. A study commissioned by Kenya Breweries Limited, (SBO Research, 2006) found that sponsorships do actually increase awareness and consumption of sponsoring brands. Consumers buy products based on their attitudes towards them. It would be important for firms to gain an understanding of how their sponsorship activities influence consumer attitudes towards brands. An understanding of this relationship will assist firms to focus on communication strategies which greatly attract consumers, help build positive image about the company and its brands and retain loyal customers.

Despite the increased use of sponsorship to reach market segments, no research on the impact of sponsorship on consumer attitude towards brands has been done (Roy et al, 2003). In Kenya, studies have been carried out around evaluation of sponsorships but little is known about the role of sponsorship in influencing consumers' attitudes towards brands. A study by Munir (1992) on consumer attitudes towards advertising found that 53.3% of respondents were negatively predisposed towards advertising. Following this finding and given that the study was carried out on the middle class consumers only, there is need to study emerging promotional tools such as sponsorships across all social classes in Nairobi. Given the important role of attitudes in attracting and retaining customers, it is important to find out how sponsorship influences these consumer attitudes towards brands. This research study sought to bridge the existing knowledge gap by finding responses to the following question:

Does commercial sponsorship influence consumer attitudes/judgments towards the sponsoring brands?

1.3 RESEARCH OBJECTIVE

This study sought to:

- Determine the influence of commercial sponsorships on consumer attitudes towards brands.

1.4 IMPORTANCE OF STUDY

The study will benefit future researchers by adding to literature on sponsorships and consumer attitudes. The research findings will assist firms understand the impact of their sponsorship programmes and their influence on consumer attitudes towards their brands and as a result improve on superior delivery to customers.

An understanding of influence of sponsorships on consumer attitudes towards brands will assist firms to effectively and efficiently integrate commercial sponsorships in the firms' promotional programmes.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 SPONSORSHIP

Sponsorship is one of the means open to a company to bring itself or its products to the attention of consumers and present them in a favourable light. Advertising is the most frequently used marketing tool and speaks to consumers in a direct way. It announces the availability of a product and creates an image for a brand. It can also provide information on product quality, characteristics, price and performance.

Sponsorship goes a step further to enhance these messages by association with an event, club or team that shares similar image qualities and values as the brand (Waithaka. 2005).

Adcock et al. (1998) states that sponsorship takes place when a payment, either in financial or natural terms is given in return for some consideration or benefit. Sponsorship should give benefits to both parties. The International Events Group (IEG), has defined sponsorship as ‘a cash and / or kind fee paid to a property (typically a sports, entertainment, non- profit event or organization) in return for access to the exploitable commercial potential associated with that property.’

Although more expensive, sponsorship relays the message in more subtle way compared to paid for advertisement. It allows firms to broaden their competitive advantage by increasing their credibility, image and prestige amongst their target audience.

The dramatic growth of sponsorship suggests that its use has become not only widespread among firms, but also more intense within each sponsoring organization (Fahy *et al*, 2004). Indeed, so substantial have some sponsorship contracts become, that communication – relation, instead associating themselves with key image building events or sports seen as complementary to their own positioning. In such cases, sponsorship has moved from ancillary role to become the keystone of the whole marketing strategy (Meenaghan, 1998), in what is termed “sponsorship –

linked marketing” (Cornwell, 1995). This is evidenced by the fact that sponsorship decision makers are often senior managers, rather than product or brand managers (Burton *et al.*, 1996).

A number of reasons may explain this transition and increased status of sponsorship, from a tactical to a more purposeful strategic focus. First, sponsorship contracts provide an opportunity for exclusivity not often afforded by other means of communication. Second, sponsorship has the potential to transcend cultural boundaries and is thus potentially the tool of choice for global marketers. Despite the success of a few celebrated global advertising campaigns, it is usually difficult for multi – national corporations to target and arouse consumers from different countries with a truly similar copy (Fahy *et al.*, 2004). Sponsorship exhibits many characteristics which allow international marketers who are seeking to create icons which are recognized the world over and to which specific meanings are associated.

The brand or corporate sponsoring an event must put itself in a position where it is perceived to be the owner of the event or sport (Waithaka, 2005). Some of the locally sponsored event include The Mater Heart Run, Tusker Safari Sevens, Marathon (Safaricom and Standard Chartered) and Concour de Elegance (Celtel previously Kencell). Waithaka (2005) argues that these brand associations didn’t come overnight. The above companies and brands have consistently sponsored each event; year in year out, and with time became synonymous with it. She further observes that corporate sponsorship will increase the top of mind awareness of your product or service but your likeability depends on many other things. People may not buy your product straight away, but you’re there on their top of mind and you have increased the chances to be liked, especially if the corporate sponsorship has a gentle touch.

Sponsoring an event could give a company publicity but could also give them an opportunity to link to corporate hospitality (Adcock et al, 1998). Inviting major customers to the company event is much stronger than other events. Sometimes attaching a brand to a sponsored property is difficult because there is simply too much clutter, too many sponsors, and too much signage. Clutter and its role in interfering with linkage and exposures should be a consideration in evaluating a sponsorship. One way to attack clutter is to use a variety of media such as promotions and the Web to build linkages. One risk that sponsors of major events face is that competitors may engage in ambush marketing, attempting to associate themselves with an event

they did not sponsor. In this case, the competitor's brand reaps the rewards that the sponsoring brand paid for. The key to successful sponsorship is to make it fun for all concerned and to ensure that it yields benefits for the sponsoring brand over a significant period of time.

Waithaka (2005) points that as a sponsor you want to create activities that are enjoyable and memorable for audiences and participants and provide them occasions to build the brand values and to develop sales opportunities and volumes.

Tusker, for example, gains national television mileage by sponsoring rugby (Tusker Safari Sevens) while at the time giving thousands of spectators the chance to sample its products in a favored environment leading, hopefully to repeat purchase away from the match.

Companies sponsor sports because at the highest levels, sports involve gold medals, world record, championship cups and global awareness. A worldwide, leading brand such as Coca-Cola wants to associate itself with such excellence and so has for its sponsorships. But in order to personalize and localize its image and activity, Coca-Cola also supports grass roots sports to reinforce its global message. Roy et al (2003) observes that a key outcome of a firm's sponsorship activities is the development of favorable affective responses toward the sponsoring brand.

2.1.1 Sponsorship as a subset of Brand Public Relations

Brand Public Relations is a sustained well-thought out communication plan about brand related activities. The brand PR dimensions include: brand news which focuses on the brand personality, brand's central theme for instance Tusker revolves around bonding and bringing people together; sports exploitation strategy for instance sponsorship of sports and other events; point of purchase strategy; tactical Advertising; relationship marketing strategy and handling complaints and correspondence where brand managers create channels of complaints and correspondence with consumers. Public relations and even media advertising can be effective ways to increase brand exposure (Aaker and Joachimsthaler, 2000).

2.1.2 Sponsorship versus Advertising and other Brand PR dimensions

While advertising and sponsorship are both tools for building a strong brand relationship through an association with sport or other events, each communicates differently with the target market. Advertising delivers a clearly defined message in a very controlled environment. It communicates an exact message in a pre-defined schedule of where and when it will appear. This makes determining exposure relatively easy. But, advertising is non-interactive. Although the target audience may hear or see an ad, the brand does not become part of the fans' experience.

However crucial advertising is, it has one severe limitation as a brand building tool: You are asking something of consumers-that they pay attention to your message and buy your products-without giving them very much in return. Sponsorships, on the other hand, offer consumers a much more even exchange. Yes, they have to put up with you as a commercial presence. But in return, you bring them something that they might not have otherwise seen, such as a sporting event or concert, a charitable venture or the performance of an athlete who might not have been able to train without your support. By contributing to something consumers value, you may win their interest and respect, perhaps even their gratitude. Ideally; they see the glamour, excitement and emotion of the event or person you are sponsoring as attributes of your brand as well. (D'Alessandro, 2001)

Marketers turn to sponsorship to develop a heart/mind connection. By leveraging the emotional power of a personality, sport or event, a sponsor can create a strong tie between his brand and the fans. The frequent appearance of a brand name or logo establishes the company as part of what that personality, event, or league represents. Sponsorship usually creates a stronger tie with fans than advertising (www.ameinfo.com). Most sponsorships are paid for in cash, but in-kind sponsorship can be useful and effective. Instead of money, the sponsor provides equipment, services or management expertise as all or part of its fee for the rights to a sporting activity. Companies may also provide money to sporting organizations in other ways. Sponsors look to sport to add value to the brand proposition. In almost all sectors of all markets there is intense competition among companies and brands. Often there is little to choose from in terms of quality, content or price. In order to make a brand stand out from the crowd a sponsor will use sport to create a unique position in the mind of the consumer.

Smaller companies can also benefit from improved, awareness images and sales through sponsorship at a local or regional level: the principles are the same, the only difference is scale. Companies use sports sponsorship for a variety of reasons. Sponsors are looking for sports properties that can make a valuable and quantifiable contribution to existing or planned brand communications. To do so the sponsorship must have a good fit with the brand's personality and, ideally, be unique to that brand so that there is no consumer confusion (Roy *et al.*, 2003).

Top of the list of most sponsors' requirements is media coverage. Sporting events create thousands of opportunities for exciting and interesting newspaper photographs and television images showing sponsor logos on shirts or banners. Such exposure creates brand familiarity for consumers making the logo stand out from competitors when consumers are in the shopping malls or high street looking to spend money. Fahy *et al.* (2004) notes that resources fall broadly into three categories, namely tangible assets, intangible assets and capabilities. Financial resources are by far the most important tangible asset to consider when examining sponsorship activity.

2.2 ATTITUDE

2.2.1 Meaning and Characteristics of Attitude

Attitudes can be defined as providing a state of 'readiness' or tendency to respond in a particular way. Hawkins *et al.* (1994) defines attitude as the way we think, feel and act toward some aspect of our environment. According to Schiffman (1994), an attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object. Kotler (2001) defines attitude as a person's enduring favourable or unfavourable evaluations, emotional feelings and action tendencies toward some similar object or idea. Both Schiffman *et al.* (1994) and Kotler (2001) definitions are similar in that they define attitude as a favourable or unfavourable behavior that determine the attitude towards that object.

Attitudes are the focal point of a great deal of marketing strategies as they influence as well as reflect the lifestyle individuals pursue (Hawkins *et al.* 1994). Attitude is an internal state and not directly observable. Attitudes can be revealed not only in the behavior but also by the individual's thoughts and by feelings, the strength of which demonstrates the extent to which the attitude is a core peripheral construct (LaPiere, 1934). According to his studies he found that

there is a complete contradiction between public and private attitudes. He thus concluded that attitudes can not be seen, but they can only be inferred. In addition, attitudes are often shared within organizations and as such are embodied in the culture of organization.

Schiffman et al (1992) have identified the following characteristics of attitudes: Attitudes are learned predisposition and are formed as a result of direct experience with the product, information acquired from others and exposure to such advertising. Therefore, they have a motivational quality that might propel the consumer towards a given behavior.

Behavior relationship marketing researchers have approved the study of the attitude- behavior relationship by borrowing heavily from theories developed within other disciplines, and especially from those which have evolved within a social psychology framework. These mostly postulate a complex evaluation process, leading to attitude formation and to subsequent behavior. The development of multi- attribute models has been pivotal to the development of this stream of research (Fishbein 1983). For routine brand choice, consumers appear to rely upon habit and past experience, rather than on the collection and evaluation of all available information, in order to reduce their “cost of thinking” (Ehrenberg, 1988). The same applies to the high – involvement purchases, consumers appear to make use of their existing value systems and often display quite limited information research (Wasson, 1979). Furthermore, extensive empirical evidence in the context of brand choice has supported the correlation between attitudes and behavior in terms of mutual reinforcement and consistency, rather than casualty (Attitudes Behavior). According to Assael (1981), attitude are developed based on the consumer personality, family or peer group influence or based on information and experience.

Kotler (2001) observes that a buyer’s preference for a brand will increase if someone he/ she respect favors the same brand strongly. However, the influence of others becomes complex when several people close to the buyer hold contradictory opinions and the buyer would like to please them all. Attitudes have three dimensions: cognitive, affective, and behavioral.

Affective dimension includes feelings, moods, emotions, and remembered sensations. Behavioral dimension includes overt actions and intentions to act toward the attitude object. Cognitive dimension involves beliefs about an object. The tendency towards ambivalent attitudes that

express both positive and negative feelings, thoughts, and behaviors varies across consumers and cultures (Price *et al.*, 2004).

Scholars such as Schiffman et al (1992) have identified the following main characteristics of attitudes:

Attitudes are learned predisposition: Attitudes relevant to a purchase behavior are formed as a result of direct experience with the product, information acquired from others and exposure to mass media such as advertising. Therefore, attitudes have a motivational quality.

Attitudes have consistency: An attitude is relatively consistent with the behavior it reflects. However, attitudes are not necessarily permanent as they do change. Normally, we expect consumer attitude to correspond with behavior. Therefore, when consumers are free to act as they wish, we anticipate that their actions will be consistent with their attitudes. However, circumstances often vary; hence it is important to consider the influence of the situation on consumer attitudes and behavior (Schiffman et al. 1992).

Attitudes occur within a situation: Situations are events of circumstances that, at a point in time, influence the relationship between attitudes and behavior. A situation can cause consumers to behave in a manner seemingly inconsistent with their attitudes.

Similarly, individuals can have different attitudes toward a particular behavior, each corresponding to a particular situation.

Consequently, it is important when measuring attitudes, to consider the situation in which behavior takes place to avoid misinterpreting the relationship between attitudes and behavior (Schiffman et al. 1992).

2.2.2 Structural Models of Attitudes

Motivated by a desire to understand the relationship between attitudes and behavior, psychologists have sought to construct models that capture the underlying dimensions of an attitude (Schiffman and Kanuk, 2007). The following section examines several important attitude models: the tricomponent attitude model, the multiattribute attitude models, the trying – to – consume model, and the attitude – toward – the – ad models.

According to the **tricomponent attitude model**, attitudes consist of three major components: a cognitive component, an affective component, and a conative component. The first part of the tricomponent attitude model consists of a person's cognitions, that is, the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs; that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes. A consumer's emotions or feelings about a particular product or brand constitute the **affective component** of an attitude. **Conation**, the final component of the tricomponent attitude model, is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. The connotative component is usually treated as an expression of consumer's intention to buy (Schiffman and Kanuk, 2007). **Multiattribute attitude models** portray consumers' attitudes with regard to an attitude object as a function of consumers' perception and assessment of the key attributes or beliefs held with regard to the particular attitude object. The **attitude – toward – object model** is especially suitable for measuring attitudes toward a product (or service) category or specific brands. According to this model, the consumer's attitude toward a product or specific brands of a product is a function of the presence or absence and evaluation of certain product – specific beliefs and/ or attributes. The **attitude – toward – behavior model** is designed to capture the individual's attitude toward behaving or acting with respect to an object rather than the attitude toward the object itself. The appeal of the attitude – toward – behavior model is that it seems to correspond somewhat more closely to actual behavior than does the attitude – toward – object model.

2.2.3 Techniques of Measuring Attitude

The simplest way to measure attitude toward an object is to ask the respondent whether she or he likes or dislikes it. La Piere (1934) argues that attitudes are inferred and therefore heavy reliance is placed on the accuracy of assessment. There are therefore two techniques that can best be used to measure attitudes: Direct observation and self – report attitude scales.

Schiffman (1992) argue that since we can not get inside the consumers' heads and observe their attitudes directly, we must rely on indirect measures of attitude, such as observing consumers' behavior. Qualitative research methods such as depth interviews, focus group sessions and projective tests are useful in understanding the nature of consumer attitudes and they are usually employed in the early stages of attitude research (Schiffman et al. 1992).

The most widely used measurement is the attitude scale which is concerned with Valence that is, the degree of positive or negative feelings.

The following are the various scaling techniques for measuring attitude:

2.2.3.1 Simple attitude Scaling (Two response options)

In its most basic form, attitude scaling requires that an individual agree or disagree with a statement or respond to a single question. Because this type of self –rating scale merely classifies respondents into one or two categories, it has only the properties of a normal scale. This of course, limits the type of mathematical analysis that may be utilized with the simplified basic scale.

2.2.3.2 Category scales

Some rating scales have only two response categories: agree or disagree. Expanding the response categories provides the respondent more flexibility in the rating task. Even more information is provided if the categories are ordered according to a descriptive or evaluative dimension.

2.2.3.3 Summated ratings method: The Likert Scale

Business researchers' adaptation of the likert scale, developed by Rensis Likert, is extremely popular for measuring attitudes because the method is simple to administer. With the likert scale, respondents indicate their attitude by checking how strongly they agree or disagree with carefully constructed statements that range from very positive to very negative toward the attitudinal object. Individuals generally choose from five alternatives: strongly agree, agree, uncertain, disagree and strongly disagree; but alternatives may number from 3 to 9.

2.2.3.4 Semantic Differential Scales

The semantic differential is a series of attitude scales. This popular attitude measurement technique consists of identification of a product, brand, retail outlet, or other concept, followed by a series of seven point bipolar rating scales. The scales are rated from lowest to highest; for example 1 may represent the lowest rating and 7 may represent the highest rating.

2.2.3.5 Numerical Scales

Numerical scales have numbers as response options rather than "semantic space" or verbal descriptions, to identify categories (response options).

If the scale items have five response positions, the scale is called a 5- point numerical scale; with 7 response positions, it is called a 7- point numerical scale.

Researchers have found that for educated population's numerical labels for intermediate points on the scale is as effective a measure as the true semantic differential.

2.3 BRANDS

One of the primary activities of brand management is brand building. Brand building is concerned with shaping and reinforcing a brand image that is remembered easily by consumers and is consistent over time (Roy *et al.*, 2003). The building blocks of brand image are brand associations. These associations are the bits of information a consumer holds about a brand. The benefit of strong brand associations is that the brand develops a strong relationship to the product category, specific product attribute, or specific usage situation in the mind of the consumer (See Farquhar and Herr, 1993 as reported in Roy *et al.*, 2003).

Sponsorships serve as brand – building tools because they are effective in leveraging secondary brand associations (See Keller, 1998 as reported in Roy *et al.*, 2003). Secondary associations are those associations that link the brand with some other entity (e.g. a celebrity endorser or event sponsorship). In this process, consumers infer that the brand shares associations with that entity. In the context of event sponsorships, a brand may leverage associations of a sponsored event. A possible outcome of brand associations that arise from event associations is an event – to – sponsor image transfer.

2.3.1 Brand equity

Brand equity is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/ or the firm's customers (Aaker, 2002). The major asset categories are: brand name awareness; brand loyalty; perceived quality; and brand associations. According to Aaker (2002), awareness refers to the strength of a brand's presence in the consumer's mind. Awareness is measured according to the different ways in which consumers remember a brand, ranging from recognition; to recall; to 'top of mind'; to dominant. The ultimate awareness level is brand name dominance where, in a recall task, most customers can only provide the name of a single brand. Because consumers are bombarded every day by more and more marketing messages, the challenge of establishing recall and recognition – and doing so economically – is considerable. It is therefore important for firms to focus on attention getting programmes that are clutter free.

Sponsorship offers marketers the opportunity to create and enhance awareness of their brands. Aaker (2002) observes that in the coming decades, the firms that become skilled at operating outside the normal media channels – by using event promotions, sponsorships, publicity, sampling, and other attention getting approaches will be the most successful in building brand awareness.

Brand equity can be viewed and analyzed from the perspective of consumers, the distributors, the firm owning the brand or the financial markets. However, ultimately the source of any brand value is the final user: the more positively he or she perceives the brand, the higher the consumer's brand awareness and loyalty, allowing the firm to command larger margins, higher

market share, more inelastic consumer response to price increases, less vulnerability to competitive activity, increased marketing communication effectiveness, additional brand extension opportunities and other competitive advantages such as distribution leverage (Rio *et al.*, 2001). High brand equity implies that consumers have a lot of positive associations related to the brand name, over and above those of the product.

Perceived quality is a brand association that is elevated to the status of a brand asset for reasons which include driving financial performance; perceived quality is often a major strategic thrust of a business; it is linked to and often drives other aspects of how a brand is perceived. Brand loyalty is a key consideration when placing a value on a brand that is to be bought or sold, because a highly loyal customer base can be expected to generate very predictable sales and profit stream. Brand equity is supported in great part by the associations that consumers make with a brand. These associations might include product attributes, a celebrity spokesperson, or a particular symbol.

It is expected that a sponsor's brand equity will have an impact on consumers' sponsor – event schemas. When consumers encounter a brand via event sponsorship, they will have more brand knowledge about high equity brands than low equity brands. (Roy *et al.*, 2003). This brand knowledge will enable consumers to make judgments about sponsor – event congruence that may be more difficult to make when they possess weaker schemas. In turn, it is expected that the event to which a consumer perceives the linkage of a brand and an event to match up or to be congruent will influence the formation of favorable attitudes toward the sponsor. One practical problem in building and maintaining brand equity is the development of effective communication that is consistent over different media and over time. Sponsorship has the potential to contribute to brand building in a variety of ways, several of which are unique to sponsorships.. An event sponsorship can also act as a catalyst to create a global brand-building implementation process and team.

For example, in its sponsorships of the World Cup, MasterCard had to generate consistency and synergy among very different regions and thousands of banks. Making the sponsorship a success required an enormous effort to share information and coordinate advertising and promotions worldwide. The channels of communication created and experience gained, however, went a

long way toward solving this previously intractable problem in areas beyond the sponsorship itself. Involving a customer in an event can also make that customer become a part of the same family. When the experience is duplicated over several occasions (annually, for instance), an intense level of loyalty can be created. Such a bonding is a real payoff, and is most likely to occur when the customer is treated as an insider in the brand's organization and/or when the event is related to the customer's own identity, personality or lifestyle (Aaker, 2002).

The most powerful way to introduce a new product or technology is by publicity. If it is novel, interesting, and important enough to receive press coverage, its brand-building goals will be much more likely to be achieved. Publicity is not only more cost-effective than advertising, it is also more credible. A sponsorship can be the necessary lever to elevate the news value of a product or technology. Even if press coverage is not forthcoming, the sponsorship can provide a context to make a demonstration more interesting and vivid. As a bonus, the visibility of the product or technology can also enhance the link between the brand and the event. Often, the cost of a sponsorship can be justified solely by the brand name exposure achieved through event publicity or signage. One way to measure the effect of this exposure is to conduct pre-event and post-event surveys of brand awareness. A host of examples show that awareness increases substantially as the result of a sponsorship, especially when brands follow up the sponsored activity with other marketing activities. For instance, a previously little-known computer firm found that its soccer team sponsorship developed high levels of unaided sponsor awareness (which correlates to brand awareness) among people attending the team's games (53 percent), as well as those attending other league games (22 Percent).

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The research framework was descriptive. A descriptive survey is carried out with specific objectives and hence it results in definite conclusions (Panneerselvam, 2006). It sought to describe the influence of commercial sponsorships on consumer attitudes towards brands. It was preferred to simple data gathering since it has the dimension of investigating possible relationships between two or more variables. A study concerned with finding out who, what, when, where, which, and how of a phenomenon is a descriptive research design (Cooper and Schneider, 1999), and such was this study.

3.2 POPULATION OF THE STUDY

The population for this study consisted of all adults aged fifteen years and above from all the social economic groups who live in Nairobi. Those who do not reside in Nairobi or were visiting were excluded from the study. Those who were aged below fifteen years were also excluded from the sampled respondents.

3.3 SAMPLE SIZE AND SAMPLING DESIGN

A stratified random sampling method to select the ninety (90) respondents was used to ensure the sample was representative of the different social economic classes in Nairobi. The respondents were selected from AB, C1C2 and D social economic groups in Nairobi. The social classification was adopted from the Marketing and Social Research Association (MSRA).

Classification of social economic groups

Class Description AB: Fully qualified professional; senior manager; senior government officer; professor/lecturer/graduate secondary teacher; owner of large farm.

Class Description C1: Junior/middle manager; foreman; senior clerk; senior supervisor; qualified technician e.g. laboratory, nursing etc.; owner or manager of medium-sized business/farm; non-graduate (P1, S1) teacher

Class description C2: Skilled manual worker; part time qualified technician e.g. laboratory, nursing etc.; non graduate (P2P3 or untrained teacher); junior clerks and owner of a small farm

Class description D: Semi-skilled/part time-trained manual worker, e.g. apprentice or learner, mechanic, etc.; house servant, waiter/steward; shop assistant; forestry worker, game scout; owner of a small plot selling home produce

Class description E: Rural unskilled, e.g. labourer, rural watchman, sweeper etc.; subsistence farmer

Source; Marketing and Social Research Association (MSRA), 2003

The target of this study excluded the E social class because they were likely to be limited in terms of comprehension due to their level of education.

3.4 DATA COLLECTION

The data was collected using a semi-structured questionnaire that was administered to respondents aged 15 years and above in the sampled estates. The basic dimensions of attitudes that had been revealed by the literature review were incorporated in the questionnaire.

The questionnaire had two sections, A and B. Section A was an introductory part consisting of questions about the respondents' profile, while section B consisted of the main questions including likert scales which aimed at determining the extent to which commercial sponsorships influence consumer attitudes towards brands. Munir (1992) and Ngahu (2003) used this type of questionnaire successfully for studies close to this one.

The questionnaire was administered through face to face interviews by the researcher. Data was collected on Saturdays and Sundays (weekends). This was because these were the most convenient days to find respondents at home.

3.5 DATA ANALYSIS

Data was analyzed using descriptive statistics. Mean scores, percentages and frequencies were used to summarise the data. Measures of dispersion (standard deviations and variance) were used to make comparisons and to determine the varying degrees of the difference in which sponsorships influence consumer preference towards brands across the variables under study. Pearson correlation coefficients and matrices were conducted to test the correlation among variables and demographics. They were also used to test whether the difference in responses on influence of sponsorship on consumer attitudes towards brands across social class and age groups were statistically significant.

CHAPTER FOUR

4.0 DATA ANALYSIS AND INTERPRETATIONS

4.1 INTRODUCTION

The data analysis was guided by the research objective presented in chapter one. The body of the report only contains tables directly related to the objectives. Data in this study is summarized and presented in terms of frequencies, means scores, graphs, charts and proportions. The graphs are a summary of the items used to gather information.

Responses to the questionnaire

The questionnaires were edited and coded after they were filled in. 7 questionnaires were not completed and therefore the researcher rejected them. The researcher considered only those questionnaires that were complete. Two other questionnaires were considered unusable.

Table 1: Response rate

	Targeted	Actual	% Response
Respondents	Respondents	Respondents	Total
Customers	90	81	90%

From the table above the response rate of respondents is 90%. The researcher deemed the response rate adequate and sufficient for the study and for the purpose of data analysis.

4.2 SAMPLE DEMOGRAPHICS

The demographic characteristics of respondents are discussed in terms of age, social class, gender, marital status, occupation, highest level of education and monthly household expenditure.

- a) **Age:** As the table below shows, 46.9% of the respondents were between the ages of 25-44 years. Those between 15-24 years of age were 35.8% while 17.3% were above 45 years. Most of the respondents used in this study were between 15 and 44 years of age.

Table 2: Age categories of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-24 years	29	35.8	35.8	35.8
	25-44 years	38	46.9	46.9	82.7
	45+ years	14	17.3	17.3	100.0
	Total	81	100.0	100.0	

- b) **Social class:** 32.1% of the respondents were in AB, 37% were in the C1C2 social class category while 30.9% were in D social class category.

Table 3: Categories of the respondent by social class

		Frequency	Percent	Valid Percent	Cumulative Percent
	AB	26	32.1	32.1	69.1
	C1C2	30	37.0	37.0	37.0
	D	25	30.9	30.9	100.0
	Total	81	100.0	100.0	

- c) **Gender:** As shown in Table 4, 66.7% of the respondents were Male and 33.3% of the respondents were females. This implies that there were more males than females in the study.

Table 4: Gender categories of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	54	66.7	66.7	66.7
	Female	27	33.3	33.3	100.0
	Total	81	100.0	100.0	

- d) **Marital Status:** 56.8% of the respondents were single while 38.3% of the respondents were married. 3.7% were divorced while 1.2% was widowed, indicating that most of the respondents were single.

Table 5: Marital Status categories of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	46	56.8	56.8	56.8
	Married	31	38.3	38.3	95.1
	Divorced	3	3.7	3.7	98.8
	Widowed	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

- e) **Occupation:** From the table below, 29.6% of the respondents were in business. 25.9% were in employed while 24.7% were students. While 2.5% were in government, 17.3% were unemployed.

Table 6: Occupation categories of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMEs	24	29.6	29.6	29.6
	Government	2	2.5	2.5	32.1
	Unemployed	14	17.3	17.3	49.4
	Student	20	24.7	24.7	74.1
	Working(both public and private sector)	21	25.9	25.9	100.0
	Total	81	100.0	100.0	

- f) **Education:** The highest level of education attained was used as a measure of education. Table 7 contains the relevant responses on sample respondents' level of education. According to the research findings, the respondents were well educated. University graduates comprised of 28.4% of the respondents with 9.9% being post graduates. 27.2% had diplomas while 23.5% had secondary education. Only 11.1% had primary education.

Table 7: Education categories of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	9	11.1	11.1	11.1
	Secondary	19	23.5	23.5	34.6
	Diploma	22	27.2	27.2	61.7
	Degree	23	28.4	28.4	90.1
	Postgraduate	8	9.9	9.9	100.0
	Total	81	100.0	100.0	

- g) **Expenditure:** As shown in table 8 below, 54.3% of the respondents spend Kshs 10,000 or less per month on average, 25.9% spend more than Kshs 20,000 up to Kshs 39,999.

Table 8: Respondents household monthly expenditure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10,000	44	54.3	54.3	54.3
	20,000- 39,999	21	25.9	25.9	80.2
	40,000-59,999	8	9.9	9.9	90.1
	60,000-79,999	4	4.9	4.9	95.1
	80,000-99,999	1	1.2	1.2	96.3
	100,000 and above	3	3.7	3.7	100.0
	Total	81	100.0	100.0	

4.3 INFLUENCE OF COMMERCIAL SPONSORSHIPS ON CONSUMER ATTITUDES TOWARDS BRANDS

4.3.1 Sponsorship Awareness

Respondents were asked which sponsorship they were aware of without any prompting and the Heart run by Mater hospital had most spontaneous awareness at 53%, closely followed by Safari Rally by KCB at 42%, Nairobi International Marathon by Standard Chartered Bank at 37% and Lewa Marathon by Safaricom at 36% among others. The Heart run emerged very popular across all social classes while the Nairobi international Marathon and Tusker Safari Sevens were popular among the AB class category. The local football sponsorships were popular among C1C2 and D social classes.

Table 9: Spontaneous awareness

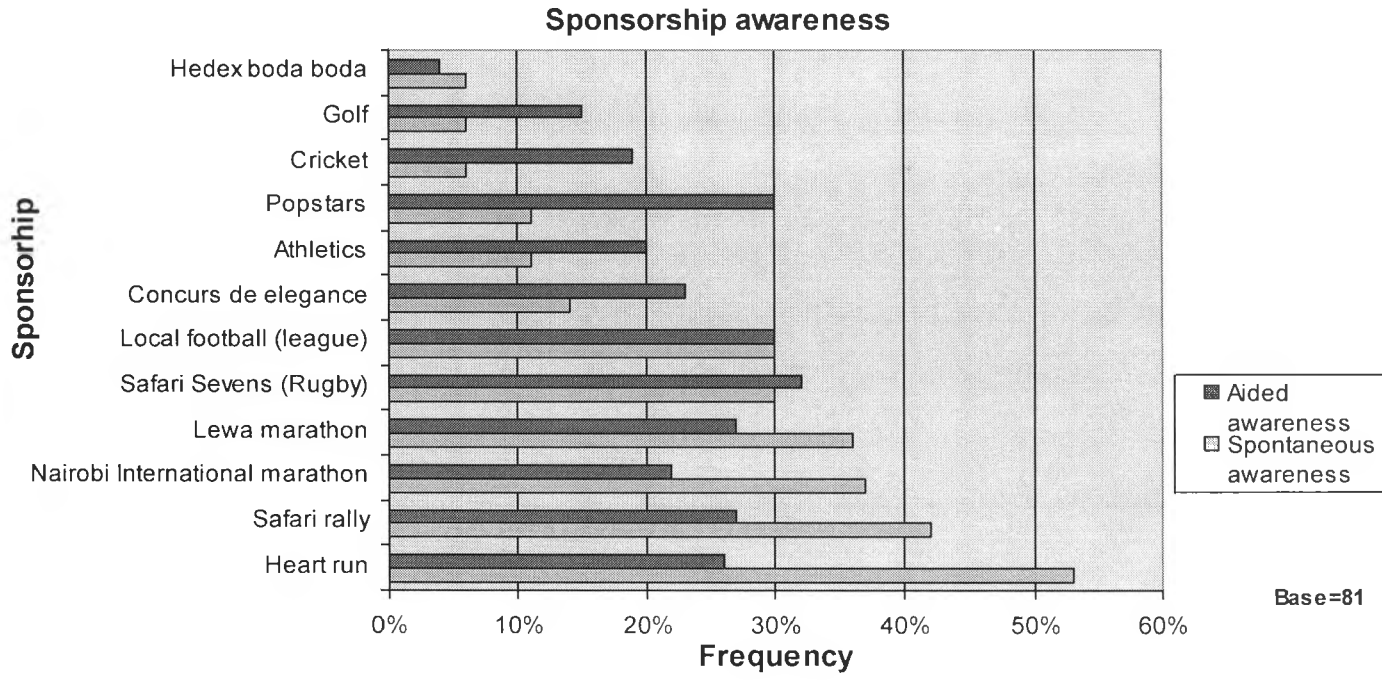
	TOTAL		Class					
	Freq	%	AB		C1C2		D	
			Freq	Freq	Freq	%	Freq	%
BASE	81	100%	26	30	30	100%	25	100%
Heart run	43	53%	11	17	17	57%	15	60%
Safari rally	34	42%	12	11	11	37%	11	44%
Nairobi International marathon	30	37%	14	6	6	20%	10	40%
Lewa marathon	29	36%	8	13	13	43%	8	32%
Safari Sevens (Rugby)	24	30%	14	3	3	10%	7	28%
Local football (league)	24	30%	6	9	9	30%	9	36%
Concurs de elegance	11	14%	10	1	1	3%	0	0%
Athletics	9	11%	3	3	3	10%	3	12%
Popstars	9	11%	1	3	3	10%	5	20%
Cricket	5	6%	4	1	1	3%	0	0%
Golf	5	6%	0	4	4	13%	1	4%
Hedex	5	6%	2	2	2	7%	1	4%
Boda boda	5	6%	0	2	2	7%	3	12%

When aided, most of the respondents (32%) could recall Tusker Safari Sevens (Rugby), closely followed by Coca Cola Popstars and local football (league) at 30%. Others included Lewa Marathon and Safari rally (27%) among others.

Table 10: Aided awareness

	TOTAL		class					
	Freq	%	AB		C1C2		D	
			Freq	%	Freq	%	Freq	%
BASE	81	100%	26	100%	30	100%	25	100%
Safari Sevens (Rugby)	26	32%	10	38%	13	43%	3	12%
Popstars	24	30%	8	31%	7	23%	9	36%
Local football (league)	24	30%	7	27%	7	23%	10	40%
Lewa marathon	22	27%	5	19%	15	50%	2	8%
Safari rally	22	27%	7	27%	11	37%	4	16%
Heart run	21	26%	8	31%	9	30%	4	16%
Concurs de elegance	19	23%	7	27%	7	23%	5	20%
Nairobi International marathon	18	22%	8	31%	7	23%	3	12%
Athletics	16	20%	6	23%	6	20%	4	16%
Cricket	15	19%	4	15%	8	27%	3	12%
Golf	12	15%	5	19%	4	13%	3	12%
Hedex- boda boda	3	4%	2	8%	0	0%	1	4%

Figure 4.3.2: Sponsorships awareness



The findings above imply that there is high awareness and clear identification of various event sponsorships in Nairobi.

4.3.2 Awareness of Sponsors

There was high level of awareness when it came to the sponsors. The most popular sponsor known was Kenya Breweries with 64% whom the respondents across all social classes associated with Safari Sevens, athletics and local football (league). Reckitt Benckisser is associated with Heart Run was mentioned by 43% of which 50% were the AB class. Safaricom with 41% of the respondents was associated with Lewa Marathon, while KCB (41%) was associated with Safari Rally among others.

This implies that most consumers are aware of the sponsor and thus issues of ambush marketing have not affected sponsorships in Kenya. However, changing the event’s name as was the case of ‘Dettol Heart run’ to Mater Heart run has affected the consumer association where the heart run continues to directly benefit Dettol brands even when they are no longer sponsoring.

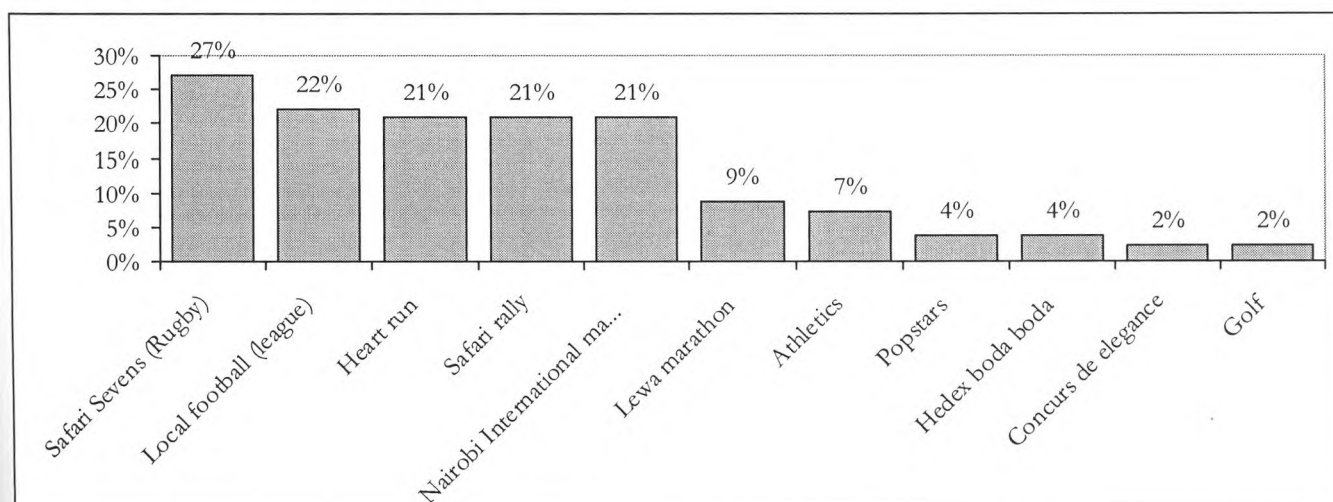
Table 11: Awareness of Sponsors

	TOTAL		Class					
	Freq	%	AB		C1C2		D	
			Freq	%	Freq	%	Freq	%
BASE	75	100%	24	100%	30	100%	21	100%
Kenya Breweries Limited/EABL	48	64%	17	71%	24	80%	7	33%
Reckitt Benckisser	32	43%	12	50%	12	40%	8	38%
Safaricom	31	41%	10	42%	15	50%	6	29%
KCB	31	41%	10	42%	16	53%	5	24%
Coca cola company	23	31%	6	25%	8	27%	9	43%
Standard Chartered Bank	18	24%	8	33%	6	20%	4	19%
Celstel	6	8%	2	8%	3	10%	1	5%
Barclays Bank	4	5%	4	17%	0	0%	0	0%
Mater hospital	3	4%	0	0%	0	0%	3	14%
Brookside	2	3%	1	4%	1	3%	0	0%
Capital F.M	2	3%	0	0%	2	7%	0	0%
MTV	2	3%	0	0%	2	7%	0	0%

4.3.3 Sponsorship Attendance

Safari Sevens (Rugby) is the most popular tournament with 27% of the respondents attending and participating in Kenya. Others include Local football (22%), Heart run (21%) Safari Rally and Nairobi International marathon (21% respectively.)

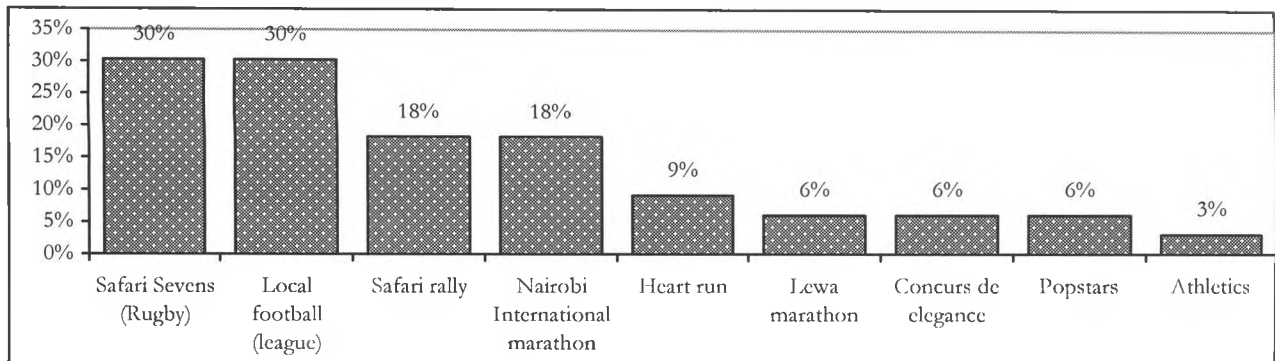
Figure 4.3.3: Sponsorship attendance



4.3.4 Lapsed Attendance

30% of the respondents do not attend Safari Sevens (rugby) tournament anymore. The same percentage applies to Local football (leagues) tournaments. 18% of the respondents do not attend Safari rally and Nairobi International Marathon (18% respectively) among others.

Table 12: Lapsed attendance



4.3.5 Reasons for Lapsing

From the findings, the reasons given for not attending the sponsorships included busy schedules. 38% of the respondents cited lack of time. Others (22%) found the sponsorship boring. The same numbers of respondents were unable to participate because they didn't qualify while others complained they were too old. 16% were unable to raise the registration fee with 9% of the respondents blaming the organizers for changing the location as shown from the table below.

Table 13: Reasons for lapsing

	TOTAL		Class					
	Freq	%	AB		C1C2		D	
			Freq	%	Freq	%	Freq	%
BASE	32	100%	10	100%	12	100%	10	100%
Busy schedule /lack of time	12	38%	4	40%	2	17%	6	60%
Got bored	7	22%	6	60%	0	0%	1	10%
Didn't qualify to participate/not fit to participate/I am too old	7	22%	3	30%	2	17%	2	20%
Could not raise the registration fee or entry charges	5	16%	2	20%	3	25%	0	0%
Location changed	3	9%	1	10%	2	17%	0	0%
Insecurity/rowdy crowds	2	6%	0	0%	0	0%	2	20%
Floss mode	2	6%	0	0%	2	17%	0	0%
Lost my phone in the event	1	3%	0	0%	1	8%	0	0%
Irresponsibility in drinking alcohol by fans	1	3%	0	0%	0	0%	1	10%
Full of kids	1	3%	1	10%	0	0%	0	0%

The above implies that the sponsors do not give the consumers enough reasons to attend event which results on losses on the part of the sponsors. Poor planning which results in rowdiness (20%) and insecurity in the events sponsored has also discouraged a number of customers and ended up having negative influences towards the sponsoring brands

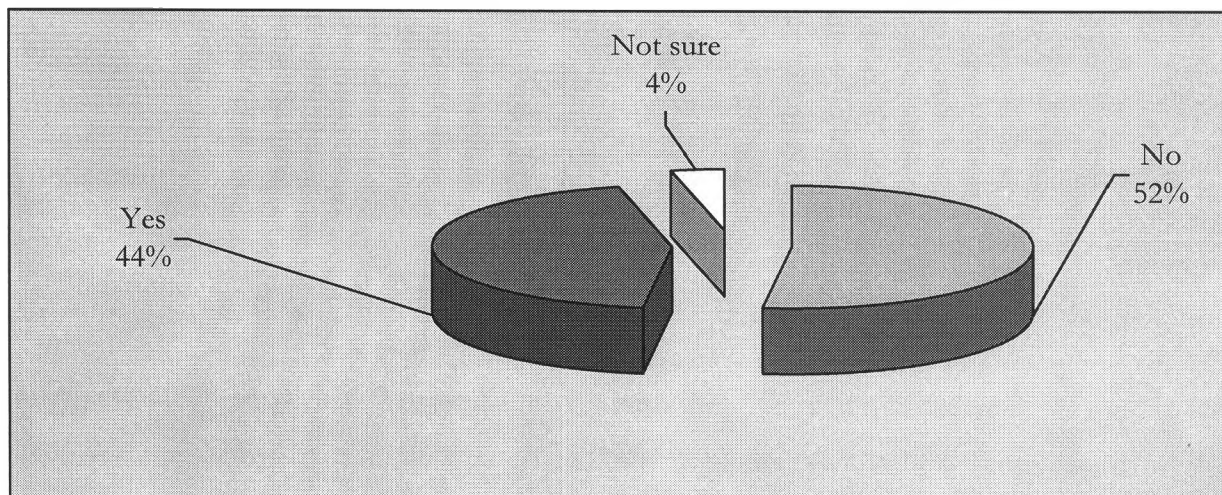
4.4 INFLUENCE OF SPONSORSHIPS ON BRAND CHOICE

Generally, less than half (44%) of the respondents interviewed agreed that sponsorship influenced their choice of brand for the first time. However, it is important to note that sponsorships influenced the choice of brands among the ABs (62%) more than any other social class.

Table 14: Influence of sponsorships on brand choice

	TOTAL		Class					
	Freq	%	AB		C1C2		D	
			Freq	%	Freq	%	Freq	%
BASE	81	100%	26	100%	30	100%	25	100%
No	42	52%	10	38%	21	70%	11	44%
Yes	36	44%	16	62%	9	30%	11	44%
Not sure	3	4%	0	0%	0	0%	3	12%

Figure 4.4.1: Does sponsorship influence your choice of brand for the first time?



4.4.1 Influence of Sponsorship on consumption and brand choice/brand switching

33% of the respondents said they switched to Dettol soap because the company sponsored Dettol Heart Run. Others consumed Tusker after attending Safari Sevens (33%) while 14% bought scratch cards because of Lewa Marathon which is sponsored by Safaricom. This indicates that sponsorship influences the choice of brand to some extent.

Table 15 *Influence of Sponsorship on consumption and brand choice/brand switching*

	TOTAL		Class					
	Freq	%	AB		C1C2		D	
			Freq	%	Freq	%	Freq	%
BASE	36	100%	16	100%	9	100%	11	100%
Bought Dettol soap for the first time because they sponsored Dettol heart run	12	33%	2	13%	5	56%	5	45%
Switched to Tusker after attending the Tusker Safari sevens	12	33%	10	63%	2	22%	0	0%
Subscribed to Safaricom after they sponsored a football match	5	14%	3	19%	1	11%	1	9%
Opened an account with KCB during the KCB rally	4	11%	2	13%	0	0%	2	18%
Consumed Coca Cola products after Popstar show/after sponsoring a football match	4	11%	1	6%	0	0%	3	27%
Opened an account with Standard Chartered Bank after Nairobi international marathon	3	8%	3	19%	0	0%	0	0%
Started consuming Malta Guinness after they sponsored volley ball tournament in Kasarani	2	6%	1	6%	1	11%	0	0%
Used Geisha soap after a volley ball tournament they sponsored	1	3%	0	0%	0	0%	1	9%

4.4.2 Detailed image of sponsorships

To understand the image of sponsorship in finer details, respondents were asked how much they agreed or disagreed (where 1 is strongly disagree and 5 is strongly agree) with a series of statements about sponsorship. They are summarized on the table below.

From the findings, respondents agreed strongly with the statement that “*companies that sponsor events are supportive to Kenyan talent*” ranking it the highest with a mean score of 4.33. Companies that sponsor events were also respected (4.28). Respondents also agreed that sponsorship increased ones memory about brands (4.25) and creates awareness (4.21). Sponsorship was found to influence one’s decision to buy certain brands to a small extent.

However, respondents disagreed with the statement that some sponsorships are a waste of resources and that they dislike commercial sponsorships.

Standard deviations were interpreted to be high if they are greater than 1 and to be low if less than one. High standard deviation figures were interpreted to mean that respondents varied significantly in their responses while low deviations mean there was agreement among respondents.

From the findings, half of the respondents were in agreement as can be seen from the low deviations which are less than 1.

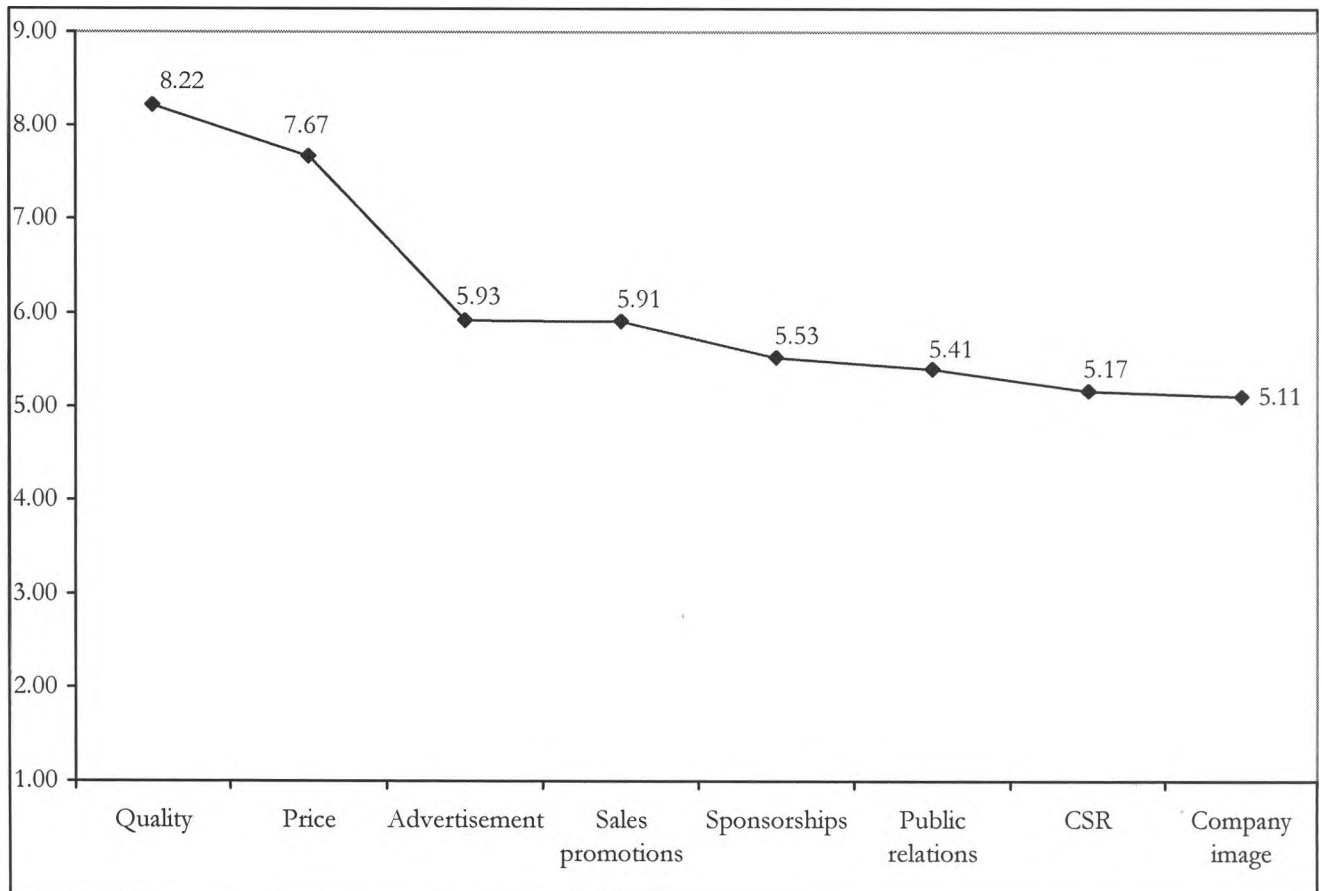
Table 16: Detailed Consumer Attitudes towards sponsorships and sponsoring brands

	Mean	Standard Deviation
Companies that sponsor events are supportive to Kenyan talent	4.33	0.77
I respect companies that sponsor events	4.28	0.69
Sponsorship increases my memory about brands	4.25	0.81
Sponsorship makes me aware of brands	4.21	0.72
Sponsorships are value for money to the sponsors	3.99	0.86
I support brands that sponsor events	3.88	0.90
Sponsorship enhances pleasant feelings about a brand	3.77	0.95
I prefer brands that are consistent in sponsorships	3.75	1.02
I recommend brands that sponsor events to others	3.75	0.93
I prefer the brands that sponsor events to those that do not	3.52	1.19
Sponsorship influences my decision to try a new brand	3.46	1.10
Brands that sponsor are trendy/fashionable	3.44	1.02
When deciding on products or services to use it doesn't matter to me whether they sponsor any activity or not	3.40	1.04
I can change my mind about a brand due to sponsorships of events that I like	3.35	1.10
Sponsorships has influenced my loyalty to sponsoring brands	3.28	0.98
Sponsorships are for people like me	3.27	1.05
Sponsorship influences my decision to buy certain brands	3.10	1.14
Some sponsorships are a waste of resources/money for a company/brand	2.86	1.26
I dislike commercial sponsorships	2.28	1.11

4.5 IMPORTANT FACTORS INFLUENCING FAVOURABLE DECISIONS IN THE CHOICE OF BRANDS

Respondents were asked to rate the factors that influence their decisions in choice of brands on a rate of 1 to 10 where 10 was most preferred and 1 was the least preferred. From the graph below, the most important factor that influences consumers' decisions in the choice of brands is quality followed by price. Advertisement was ranked as the third most important factor followed by sales promotion. Sponsorship was ranked fifth, public relations sixth while CSR (Corporate Social Responsibility) was ranked seventh. The company image was found to be the least most important factor.

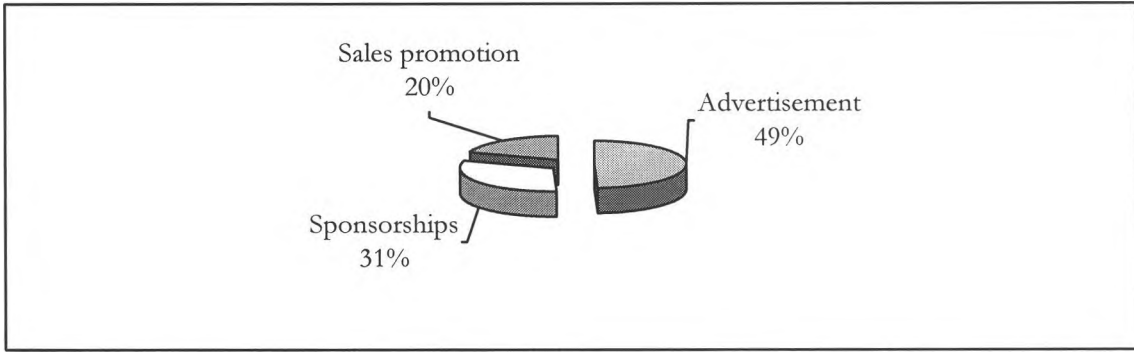
Figure 4.6 Factors influencing decisions in the choice of brands



4.6 FACTORS STRONGLY INFLUENCING BRAND LOYALTY

Advertisement (49%) was found to strongly influence loyalty towards brands. Others include sponsorship (31%) and sales promotion with 20%.

Figure 4.7: Factors influencing loyalty towards brands



4.7 PEARSON CORRELATION COEFFICIENT

Pearson correlation coefficients and matrices were conducted to test the correlation among variables and demographics. They were used to test whether the difference in responses on influence of sponsorship on consumer attitudes towards brands across social class and age groups were statistically significant. The Pearson correlation coefficient measures the linear association between two scale variables.

Table 17: Pearson correlation coefficient

Pearson correlation coefficient			
		Social Class	Age
Social class	Pearson Correlation	1	-0.173
	Sig. (2-tailed)		0.123
	N	81	81
Age	Pearson Correlation	-0.173	1
	Sig. (2-tailed)	0.123	
	N	81	81
Sponsorship makes me aware of brands	Pearson Correlation	0.061	322(**)
	Sig. (2-tailed)	0.590	0.003
	N	81	81

Pearson correlation coefficient			
		Social Class	Age
Sponsorship increases my memory about brands	Pearson Correlation	0.149	-0.158
	Sig. (2-tailed)	0.184	0.159
	N	81	81
I recommend brands that sponsor events to others	Pearson Correlation	-0.164	0.195
	Sig. (2-tailed)	0.143	0.081
	N	81	81
Sponsorship influences my decision to try a new brand	Pearson Correlation	-0.164	0.191
	Sig. (2-tailed)	0.144	0.088
	N	81	81
I prefer the brands that sponsor events to those that do not	Pearson Correlation	-0.089	0.115
	Sig. (2-tailed)	0.431	0.305
	N	81	81
Sponsorships has influenced my loyalty to sponsoring brands	Pearson Correlation	-0.133	-0.049
	Sig. (2-tailed)	0.238	0.661
	N	81	81
I respect companies that sponsor events	Pearson Correlation	-0.029	-0.044
	Sig. (2-tailed)	0.797	0.695
	N	81	81
Sponsorship influences my decision to buy certain brands	Pearson Correlation	0.054	0.101
	Sig. (2-tailed)	0.633	0.372
	N	81	81
I prefer brands that are consistent in sponsorships	Pearson Correlation	-0.135	-0.064
	Sig. (2-tailed)	0.231	0.570
	N	81	81
I can change my mind about a brand due to sponsorships of events that I like	Pearson Correlation	-0.190	0.051
	Sig. (2-tailed)	0.089	0.650
	N	81	81
Companies that sponsor events are supportive to Kenyan talent	Pearson Correlation	.276(*)	-0.091
	Sig. (2-tailed)	0.013	0.419
	N	81	81
Sponsorships are for people like me	Pearson Correlation	0.011	-.368(**)
	Sig. (2-tailed)	0.923	0.001
	N	81	81
Brands that sponsor are trendy/fashionable	Pearson Correlation	-0.022	-.401(**)
	Sig. (2-tailed)	0.845	0.000
	N	81	81
Sponsorships are value for money to the sponsors	Pearson Correlation	-0.036	-0.045
	Sig. (2-tailed)	0.748	0.691
	N	81	81
I support brands that sponsor events	Pearson Correlation	-0.067	-0.095
	Sig. (2-tailed)	0.550	0.399
	N	81	81
Sponsorship enhances pleasant feelings about a brand	Pearson Correlation	-0.062	0.101
	Sig. (2-tailed)	0.583	0.367
	N	81	81

Pearson correlation coefficient			
		Social Class	Age
When deciding on products or services to use it doesn't matter to me whether they sponsor any activity or not	Pearson Correlation	-0.156	0.083
	Sig. (2-tailed)	0.165	0.461
	N	81	81
Some sponsorships are a waste of resources/money for a company/brand	Pearson Correlation	-0.110	0.027
	Sig. (2-tailed)	0.329	0.808
	N	81	81
I dislike commercial sponsorships	Pearson Correlation	-0.020	-0.121
	Sig. (2-tailed)	0.860	0.281
	N	81	81
*. Correlation is significant at the 0.05 level (2-tailed).			
**. Correlation is significant at the 0.01 level (2-tailed).			

From the table above, it is evident that of all the variables under study, only one variable 'companies that sponsor events are supportive to Kenyan talent' is significant with the social class. This implies that social class is irrelevant in determining the influence of sponsorships on consumer attitudes towards brands.

However, in terms of age, most of the variables were positive when correlated with age implying that age is an important factor in determining the influence of commercial sponsorships on consumer attitudes towards brands.

CHAPTER FIVE

5.0 SUMMARY AND CONCLUSIONS

5.1 INTRODUCTION

This chapter outlines summary, conclusions, limitations of the study and recommendations for further research. The objective of the study was to determine the influence of commercial sponsorships on consumer attitudes towards brands.

5.2 SUMMARY OF FINDINGS

Commercial sponsorships are viewed positively by consumers as important activities for companies to engage in and thus they influence their attitudes towards the sponsoring brands. Most of the respondents agreed strongly to the statement that 'I respect companies that sponsor events'. This implies that sponsorships provide a vehicle for companies to establish lasting relationships with consumers.

The study findings confirmed that sponsorships not only influenced consumer attitudes towards brands but also increase the desire to purchase brands involved in sponsorships. Participating in a sponsorship made a lot of significant difference in how consumers rated brands and some of them cited cases of brand switching in favour of the sponsoring brand after attending the sponsored events.

The study findings confirmed that commercial sponsorships do actually influence consumer attitudes both favourably or unfavourably towards brands and hence are worthy investments and very important in brand building strategies that firms may undertake.

5.3 CONCLUSIONS AND MANAGEMENT IMPLICATIONS

There is a high level of awareness of commercial sponsorships across all social classes with Mater heart run being the most popular followed by Stan chart Nairobi International marathon and Tusker Safari Sevens. This implies that sponsorships do increase awareness of the sponsoring brands. Since the commercial sponsorships increase high level of awareness of the sponsoring brands, management needs to include sponsorships in their marketing plans and brand building strategies.

Most of the respondents interviewed were well aware of the sponsors of different events and associate the brands with the sponsorships. This was largely because most sponsors use the brand names for the sponsored events. Some of the most identifiable brands were Tusker which was associated with the Safari Sevens, KCB with the rallies and Dettol with the heart run among others. The management implication is to ensure that their brands is recognized as a sponsor for an even by avoiding 'ambush marketing'. Therefore, it is important for the sponsorships to carry the brand name along which creates a direct relationship in the mind of consumers.

There is substantial attendance to sponsored events. However, some respondents cited lack of time to attend the events a main reason for lapsed attendance, while others stopped attending some events due to insecurity and rowdiness. Management needs to protect any negative associations towards the sponsoring brand, therefore, there is need to carefully plan the sponsored events as well as control the fans to avoid the negative associations that occur with cases of rowdiness and insecurity as these are transferred to the brand and may affect the brand negatively in future

Sponsorships have influenced choice of brands and brand switching after consumers' participation in the sponsored events. Management thus needs to observe consistency in sponsoring a particular event. Lack of consistency in event sponsorships may lead to confusion in the minds of consumers and thus lack of any commercial benefit from the investment.

Sponsorships have a long term carry over effects in the minds of consumers. From the findings, the case of the Heart Run which was sponsored by Dettol (Reckitt Benckisser) initially and now by the Mater Hospital has not commercially benefited the hospital yet as consumers still associate the sponsorship to Dettol brands. Management needs to put into consideration the carry over effects that sponsorships have while determining the period of sponsoring a certain event so as to benefit the sponsoring brand effectively.

5.3 LIMITATIONS OF THE STUDY

This study faced several limitations. The target respondent's particularly the AB social class category were very busy individuals who were hard to access. This made the research to take quite a long time- in some cases the respondents had to be given a questionnaire more than once. Due to time and financial constraints the study covered only Nairobi .A wider regional representation would have been more comprehensive. The research is based on self reported information and hence there was a risk of bias.

5.4 RECOMMENDATIONS FOR FURTHER RESEARCH

Further research is required in the area of commercial sponsorships which would sample from a wider scope and including rural areas and other towns apart from just Nairobi.

A research study should be carried out to measure the effect of sponsorships on brand image.

Further research is needed to establish the influence of sponsorships on consumer purchase decisions.

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APPENDIX 1:
LETTER OF INTRODUCTION

University of Nairobi,
School of Business,
P.O. BOX 30197,
Nairobi.

Dear Respondent,

RE: COLLECTION OF RESEARCH DATA

I am a postgraduate student in the above mentioned University undertaking a Management Research Project on **“The Influence of Commercial Sponsorship on Consumer attitudes towards brands”**

You have been selected to form part of this study. You are kindly requested to assist in data collection by responding to the questions in the accompanying Questionnaire. The information provided will exclusively be used for academic purposes only and will be treated with utmost confidence.

You will also be provided with a copy of the final report upon your request.

Your cooperation is highly appreciated.

Yours faithfully,

Edna E.N. Thiong’o.

APPENDIX II:
QUESTIONNAIRE

STUDY ON THE INFLUENCE OF COMMERCIAL SPONSORSHIPS ON CONSUMER ATTITUDES TOWARDS BRANDS

PART A: CONSUMER'S PERSONAL PROFILE:

Tick Where Applicable

INTERVIEWEE PROFILE

Respondent's Name				Interviewer's Name	
Place of residence (Estate)					
Telephone Contact					
Landline					
Mobile,.....					
Marital status		Respondent's Age		Gender	
Single	1	Up to 18 years	1	Male	1
Married	2	19-28 years	2	Female	2
Divorced	3	29-38 years	3		
Widowed	4	39-48 years	4		
		49-58 years	5		
		59 years and above	6		
Occupation			Highest level of education		
Business	1			Primary	1
Government	2			Secondary	2
Unemployed	3			Diploma	3
Student	4			Degree	4
				Post graduate	5
Employed	5			No education	6
Others (Specify)					
Monthly household expenditure					
Less than 10000	1				
2000-39999	2				
40000-59999	3				
60000-79999	4				
80000-99999	5				
100000 and above	6				

PART B: INFLUENCE OF COMMERCIAL SPONSORSHIPS ON CONSUMER ATTITUDES TOWARDS BRANDS

1. Have you ever heard about commercial sponsorships of events or activities?

(a) Yes

(b) No

2 (i) Which corporate sponsorships are you aware of?

(a) Spontaneous – **do not show list.** (Record in the table below. Tick as appropriate)

(b) Aided - **Show card** (Record in the table below. Tick as appropriate)

2 (ii) Which of these sponsorships have you ever participated or been involved in, in Kenya? (any Sponsorship for any company)

2 (iii) Is there any sponsored events that you used to attend and have now stopped? (Probe for reasons why?)

Sponsorship		Spontaneous	(b) Aided	Q2(ii) Ever attended	Q2(iii) Lapsed attendance	Reasons for lapsed attendance
Lewa marathon	01					
Heart run	02					
Safari sevens (Rugby)	03					
Concour de elegance	04					
Safari rally	05					
Nairobi International Marathon	06					
Cricket	07					
Athletics	08					
Popstars	09					
Golf	10					
Local football (league)	11					
Others (specify)	12					
	13					

3. Among the above sponsored activity/events that you mentioned, do you/would know who the sponsor was?

Sponsored event/activity	Sponsor

4 (i). Does sponsorship influence your choice of brand for the first time?

(a) Yes

(b) No.

4 (ii). If yes in Q 4 i, in which specific case did you choose to use a brand because it sponsored an activity/supported a course?

Specific case	Brand used

5. To what extent do you agree to the following statements about sponsorships? (Tick only one box in each statement)

Statement	Strongly Agree 5	Agree 4	Undecided 3	Disagree 2	Strongly Disagree 1
a) Sponsorship makes me aware of brands	5	4	3	2	1
b) Sponsorship increases my memory about brands	5	4	3	2	1
c) I recommend brands that sponsor events to others	5	4	3	2	1
d) Sponsorship influences my decision to try a new brand	5	4	3	2	1
e) I prefer the brands that sponsor events to those that do not	5	4	3	2	1
f) Sponsorships has influenced my loyalty to sponsoring brands	5	4	3	2	1
g) I respect companies that sponsor events	5	4	3	2	1
h) Sponsorship influences my decision to buy certain brands	5	4	3	2	1
i) I prefer brands that are consistent in sponsorships	5	4	3	2	1
j) I can change my mind about a brand due to sponsorships of events that I like	5	4	3	2	1
k) Companies that sponsor events are supportive to Kenyan talent	5	4	3	2	1
l) Sponsorships are for people like me	5	4	3	2	1
m) Brands that sponsor are trendy/fashionable	5	4	3	2	1
n) Sponsorships are value for money to the sponsors	5	4	3	2	1
o) I support brands that sponsor events	5	4	3	2	1
p) Sponsorship enhances pleasant feelings about a brand	5	4	3	2	1
q) When deciding on products or services to use it doesn't matter to me whether they sponsor any activity or not	5	4	3	2	1
r) Some sponsorships are a waste of resources/money for a company/brand	5	4	3	2	1
s) I dislike commercial sponsorships	5	4	3	2	1

6. Which factors in order of importance influence your favorable decision in the choice of brands (*where 1 is most preferred and 10 the least preferred.*) *Instruction: assign a number only once for each factor.*

Factor	Rank Order (1-10)
Quality	
Price	
Advertisement	
Sales promotions	
Public relations	
Sponsorships	
CSR(Corporate social responsibility)	
Company image	

7. Which factors strongly influences your loyalty towards brands

(a) Sponsorships (b) Advertisement (c) Sales promotions

Thank you for your co-operation.