INFLUENCE OF IDENTIFICATION OF PROFESSIONAL BASKETBALL ON SPONSOR-EVENT FIT, SPONSOR IMAGE AND ATTITUDE TOWARD BRAND

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Abstract

It is reported that the harmony and consistency between sponsors supporting each event with spectators spread to spectators' positive attitude(Gwinner, 1997). On the basis of this, this research aims at empirically inquiring into the professional basketball spectators' identification of professional basketball with themselves, relationship between a sponsor and event fitness, and the relationship between sponsor image and brand attitude through structural equation model analysis.

This research selected a title sponsor of professional basketball- Hyundai Mobis- as its survey target. As for sampling and respondents, this research finalized a total of 300 female and male home spectators, aged over 20, with 100 spectators per the Busan KT, Incheon etland Elephants and Jeonju KCC which rank first, second, and third respectively in "the 2010-2011 Hyundai Mobis Professional Baseketball."

This research used convenience sampling and had the 300 respondents draw up the questionnaire through a self-administered method.
In addition, this research composed all questionnaire items based on the precedent research and theory that correspond with the research objective. In detail, this research composed the questionnaire items through the revision of Fisher(1998)'s 7 items for Identification of Professional Basketball, of Speed & Thompson[2000]'s 5 items for sponsor-to-event fit of the 5 items used by Javalgi, Traylor, Gross & Lampman(1994)and Pope & Voges(2000]for sponsor image, and the revision of Speed & Thompson(2000)'s 4 items for brand attitude respectively

to fit in with this research.

For data processing, this research used SPSSWIN Ver. 15.0 and AMOS 7.0.

In addition this research conducted confirmatory factor analysis in order to examine the discriminant validity of criteria of components used in this study. As for the goodness of fit index of measuring model, it produced generally satisfactory goodness of fit by showing X2=284.629, df=162, p=.000, GFI=.907, CFI=.974, NFI=.941, TLI=.969, RMR=.045. In addition, the discriminant validity between composing concepts was confirmed as 1.0 wasn't included in the reliability section of correlation matrix. As a result of examining average variance extract [AVE]in order to verify the convergent validity, the square value(.423: .6502) of correlation coefficient between the two composing concepts was measured high, and this research was able to confirm the convergent validity of each item by drawing more than .5 in AVE.

In order to verify research hypotheses, this research verified model fit composed of identification of professional basketball, overall causal relationship between sponsor-to-event fit and brand attitude; as a result, it was found to comparatively meet the goodness of fit of model by showing X2(df=163)=284.744, p=.000, GFI=.907, CFI=.974, NFI=.941, TLI=.969, RMR=.045.

As a result of hypotheses verification, first, identification of professional basketball was found to have a positive effect on sponsor image. Second, sponsor-event fit was found to have a positive effect on sponsor image. Third, sponsor image was found to have a positive effect on brand attitude. Fourth, sponsor-event fit was found to have a significant effect on brand attitude.

Such results suggest that a title sponsor business is advised to make efforts for marketing promotion strategy so that consumers can perceive the professional basketball-sponsor fit, and can operate positively in sponsor image and brand attitude by doing events or campaign related to professional basketball.

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