

# PERSUASIVE MEDIA EFFECTS OF SPONSORSHIPS AT THE 2010 FIFA WORLD CUP: A TEST OF THEORY OF PLANNED BEHAVIOR AND INVOLVEMENT

Author:  
Soonhwan Lee

email:  
lee291@iupui.edu

Co-authors:  
Kang, Seok (University of Texas at San Antonio; U.S.A) Kwon, Oh-Ryun (Pusan National University; South Korea) Eagleman, Andrea (Indiana University Purdue University Indianapolis; U.S.A) Hwang, Youngseong (Pusan National University; South Korea) Park, Jung-Jun (Pusan National University; South Korea)

University:  
Indiana University Purdue University Indianapolis (IUPUI)

Faculty:  
School of Physical Education and Tourism Management

intention of sponsored product purchase.

This model tested in the current study could be used in future research. For example, the role of involvement was significantly marked indicating that a linear model from media exposure through involvement, attitude, and subjective norm to intention would have potential to be built as a testing model in other sport communication and management research. A further study of cultural or gender differences in the FIFA World Cup would be worthy to provide both a theoretical and practical contribution as the role of moderator can be discovered in media audiences' processing of sponsor messages.

Mega-sporting events such as the FIFA World Cup or Olympics have been used as essential channels for marketers and sponsors to promote product brands (Horne, 2010; Mullman, 2010). The current study takes an empirical approach to answering the simultaneous processing of persuasive messages of sponsorships in media with the role of involvement during the 2010 FIFA World Cup. This approach attempts to understand how and why consumers process persuasive sponsor messages in the multimedia consumption setting. This study employs the Theory of Planned Behavior (TPB), which sets the psychosocial states including attitude toward behavior, subjective norm, and perceived behavioral control as factors affecting behavioral intention. The Elaboration Likelihood Model (ELM) was also employed to explain the role of involvement added to the TPB.

Data were collected from two universities in the Midwestern (N = 6,200) and Southern (N = 2,452) regions in the U.S. After sorting out and eliminating incomplete questionnaires, a total of 650 responses: 539 and 111 from each university were used for main analysis. The model testing confirmed that involvement was an important component in persuasion process generally and in sports sponsorship information particularly with two psychosocial states (attitude and subjective norm). This study results provide a new approach in sports sponsorship research that human process of information in persuasion demonstrates components contributing to purchase intention of sponsored sports products. The model testing results provide an empirical support for the TPB, as well as outlining a mobilizing vehicle-involvement-for facilitating the purchase of sponsored products as a result of exposure to the FIFA World Cup through a variety of media. In addition to attitude and subjective norm, heightened involvement with the sponsor information fuels purchase intention. This study offers the role of involvement in terms of how and why FIFA World Cup audiences develop their

References (limited to 5).

Horne, J. D. (2010). Cricket in consumer culture: Notes on the 2007 Cricket World Cup, *American Behavioral Scientist* 53(10), 1549-1568. DOI: 10.1177/0002764210368084.

Mullman, J. (May 17, 2010) World Cup kicks off international marketing games on epic Scale, *Advertising Age* 81(20), 4.

Olson, E. L., & Thjomoe, H. M. (2009) Sponsorship effect metric: assessing the financial value of sponsoring by comparisons to television advertising, *Journal of the Academy of Marketing Science* 37(4), 504-515. DOI: 10.1007/s11747-009-0147-z.

O'Reilly, N., Lyberger, M. McCarthy, L. Séguin, B., & Nadeau, J. (2008) Mega-special event promotions and intent to purchase: A longitudinal analysis of the Super Bowl, *Journal of Sport Management* 22(4), 392-409.

Patwardhan, P. (2004) Exposure, involvement, and satisfaction with online activities: A cross-national comparison of American and Indian Internet users, *Gazette: International Journal for Communication Studies* 66(5), 411-436. DOI: 10.1177/0016549204045920.