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

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A thesis submitted in partial fulfillment of the requirements

for the degree of

Master of Philosophy

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Hong Kong Baptist University
September 2006
ABSTRACT

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

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

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