An Investigation of Television and Sport Sponsorship in the Irish Market

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Submitted in partial fulfilment of the requirements of the award of
BA (Hons) Marketing with Event Management

Dublin Business School
March 2008

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Declaration

This is an original work. All references and assistance have been acknowledged.

Signed: [Signature]
Date: 18.02.08
Word count: 14,786
I would like to acknowledge and sincerely thank the following people for their help and support in this study.

This thesis would not have been made possible if it had not been for a number of people; First I would like to take the opportunity to thank my mentor, Gavin McAllister for his help and guidance throughout the process of this thesis. I would also like to thank those who helped me finalizing the questionnaire and gave me concrete feedback in how to modify the questionnaire to perfection. Also I would like to thank all of the 100 respondents who took time out of their busy schedules to participate in this study and therefore made this thesis possible.

Finally, I would like to thank my friends and my family for supporting me during this time. Thank you for all your help.
Abstract

The use of sponsorship is rapidly growing in the Irish market. Sponsorship has grown to be an important part of the marketing communication mix for companies over the past decade and has been inserted significantly into our everyday lives.

The aim of this study was to investigate, in the television and sport sponsorship. Are people aware of sponsorship and do different television and sport preferences and habits influence peoples knowledge of sponsorship? In order to reach this purpose the research question is focusing on the objectives of sponsorship. Based on the research question, a review of the relevant literature was conducted resulting in a conceptual framework, which then guided the study's data collection.

In order to collect the data the quantitative approach was used, using questionnaires as the data collection tool. 100 questionnaires were handed out asking respondents to give feedback on their knowledge of sponsorship. The set target market for this research was 18-25 years.

In the study, the researcher discovered that, brand awareness, image building and reaching target markets are three important objectives for sponsorship, the relevance and long-term impact are major selection criteria for sponsorship and furthermore evaluation methods of the sponsorship tends to be more informal than described in theory.
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Chapter 1

Introduction
Introduction

An Investigation of Television and Sport Sponsorship in the Irish Market

1.1 Introduction

This topic was chosen by the researcher to identify the difference between television and sport sponsorship knowledge. Due to the growing use of sponsorship, the author wants to find out if it is as successful as desired by companies using this tool. The author will introduce the topic and show different discussions and opinions that have been held by previous researchers, to give a general knowledge about the two different sponsorship topics. And also to find out what other researchers found in their research studies. In chapter three, the author will introduce different research strategies and justify why or why not different types are going to be used in this study. Later on in the study the data analysis and findings will be discussed, showing an overall outcome and result of this study. In the conclusion the researcher will give future recommendations and limitations that have been found in this study.

1.2 Background

According to Dolphin (2003), the concept of sponsorship originates in the Greek and Roman era and the word is derived from the Greek word horigia, meaning guarantor.

Jobber (2004) argues that sponsorship is an increasingly used element of the marketing communication mix. These tools of promotion in the promotional mix are used by companies to deliver and communicate a message to their customers about a product. The different types for marketers to communicate a brand are television, radio or sponsorship (Kotler and Keller, 2006).

1.3 Purpose of this Research Project

The use of general sponsorship is becoming bigger and more common than it has ever been before. Zyman (2002) states that in 2001, worldwide $25 billion have been spent on sponsorship alone, this is from less than $6 billion in 1987. Many of the companies are sponsoring sports due to the fact that teams and sport events tend to draw a very variable audience. The motives for companies to sponsor can be strengthening their image or increase
awareness of the companies. However, for teams sport sponsorship is quite important, as lot of the money coming from sponsorship is used to pay new players of a team. Sponsorship must be in line with the other promotion activities, which are conducted, to be successful with the corporation. As in television program sponsorship, where the fit of the sponsoring company should somehow match the program sponsored. Television program sponsorship is becoming increasingly common and successful. As well as in sports sponsorship, different target markets, age-groups and genders are reached through television sponsorship.

The research purpose of this thesis can be stated as follow: "To gain a better understanding of sport and television sponsorship, and investigate how well people recognize different sponsorship corporation."

1.4. Objectives

(i) Investigate in the awareness of sport and television program sponsorship in Ireland.

(ii) To examine if consumers general television and sport preferences and habits influence their perception of sponsorship.

(iii) Male vs. female: Are males more aware of sport sponsorship and females more aware of television sponsorship?
1.5 Research methodology

In the research methodology chapter of this research, the researcher introduces the different research designs available and justifies why or why not some of them are used. The three different research types are explained and justified this includes exploratory, descriptive and causal research. The research approach is discussed stating all types of qualitative and quantitative research including focus-groups, in-depth interviews, projective techniques for qualitative research and surveys, observation and panels for quantitative research. The data collection method chosen for the research is discussed in-depth, to give an understanding of why it is been used. The researcher gives an introduction to the probability and non-probability sampling selection, explaining and justifying what is used. The final section on that chapter discusses the data analysis and the four tasks that need to be undertaken.

1.6 Overview

The following chapter focuses on the literature review of the chosen topic where the author gives an outline of what has been found in earlier researches. In the literature review different types of sponsorship are being elaborated as well as main objectives and sponsorship threats. Moreover, television sponsorship and sport sponsorship is discussed in depth, what different author’s opinions on these two topics are. After the literature review the researcher states the methodological issues, identifying which type is the most appropriate, and justifying why it is been used. Chapter four analyses the primary research data in order to find possible answers to the research objectives and question. In the conclusion of this research the author suggests recommendations for future research and limitations in this research.
1.7 Conclusion

The researcher outlined in this chapter why this topic was chosen. Introducing the general research and outlined in a few sentences the background of sponsorship. The purpose of this research is identified as: *To gain a better understanding of sport and television sponsorship, and investigate how well people recognize different sponsorship corporation.*

The three main objectives have been stated as a base of the entire study being researched. The introduction of this research showed what the researcher is going to be doing in this study. Every chapter will go into depth to give a clear understanding of the research.
Chapter 2

Literature Review
2.1 Introduction

The aim of this literature review is to give an understanding of the subject and display the differences between sponsorship, to allow the reader understand how different sponsorship can influence the product, brand and customer. Through secondary research the author has developed an understanding on how others define and differentiate sponsorship. This chapter will go through different steps starting with the definitions, advantages and disadvantages, sponsorship types, different objectives and finally threats of sponsorship. The main focus of this literature review is based on sport and television program sponsorship. This chapter will critically explore the different impacts on sponsorship.

2.2 Definition: What is Sponsorship?

Sponsorship is an in-kind fee where in return a commercial potential is associated with (Sonder, 2004), an event, team, athlete or sport facility (Keegan and Green, 2005). Sponsorship is a business relationship (Jobber, 2004) between two parties who are the sponsor and its stakeholders and the sponsored and its stakeholders (Olkkonen, 1999). Sponsorship is an activity that is associating the organisation with a third party, designed to achieve a set of objectives Dolphin (2003), as well as support to an advantageous of gaining advertisement, public relations or marketing advantages (Jefkins and Yadin, 2000). For this research the most appropriate definition is: Investigate in a sports unit (athlete, league, team or event) to maintain general organizational objectives, marketing goals and or promotional strategies (Shank, 1999).

An association entered by a broadcaster where a direct or indirect donation is made to the programme in return for promotion, trade mark, image or activities (RTE, 2004).
2.3 Advantages

Nicholls et al. (1999) propose that through sponsorship a company can reach customers through their hearts and minds, Smith and Taylor (2002) are supporting this opinion highlighting that through sponsorship there is an opportunity to be creative, to connect with the audience when they are relaxed and create a channel of communication that would not normally be achieved.

Sponsorship offers a proper alternative for advertising or Public Relations (PR) (Adcock, Halborg and Ross, 2001). A company should spend just as much on sponsorship as they do on publicity (Adcock, Halborg and Ross, 2001). The level of “fit” between the corporations should be an advantage. A customer responding positively to a sponsorship shows that there is a willingness to consider the sponsors product (Speed and Thompson, 2000). This is in line with McDonald (1991), who is drawing attention to the importance of fit between the sponsor and the event, if the fit is not suitable it will have a negative effect on the sponsoring company.

2.4 Disadvantages

Cornwell and Maignan (1998) identified that there is little knowledge about how sponsorship should be managed, whereas Walliser (2003) found that sponsorship could be very risky, because a company does not know what the outcome of the corporation might be. Quester and Thompson (2001) stated that sponsors are becoming worried, about the problems of ethical risks such as athletes taking drugs and the commercial risk of being linked with it. Also Arens (1999) believes that sponsorship of all kinds can be very expensive, that is why most companies participate in co-sponsored events, which divide the cost among contributors. Another disadvantage Wright (2000) points out is that if there are too many different kind of sponsorship it can easily result in a clutter between sponsors, he also points out that there is always a risk that a successful event can simply overshadow a sponsor.
2.5 Types of Sponsorship

2.5.1. Corporate Social Responsibility

Belch and Belch (2004) argue that corporate sponsorship of charities and others has become a common form of public relations whereas Lane et al., (2005) claim that the groups targeted mostly are stockholders, financial community, ultimate consumers and employees. Belch and Belch (2004) stated that advantages from corporate advertising are for example; an excellent vehicle for positioning the company and it also takes advantages of the benefits developed from public relations.

Varadarajan and Menon (1988) defined a type of cause-related marketing (CRM) being corporate charitable donation, this is where a partnership between a sponsoring firm and a non-profit cause to raise money through product sales. Shell (1989) argues that cause-related marketing can create positive purchase intention or choice with the sponsoring firm. Okunniwa (2007) defines corporate social responsibility as directing any kind of impacts on company’s activities that may occur as well as being reactive to stakeholders. Cause-related marketing (CRM) is a mixture of public relations, sales promotion, and corporate philanthropy; the idea is that every time the customer undertakes some action, the company will contribute to a cause (Shimp, 2000).

An example for a company using CSR is Vodafone: Vodafone does not see CSR as an “addon” but guarantee that it is integrated to the core business process such as marketing. Sponsorship activities are global supporting Formula 1, football or cricket events; regionally Vodafone sponsors different organisations, charities and events.
2.5.2 Philanthropy

Meenaghnan (1991) describes philanthropic sponsorship as a business donation, where the business is looking for social acknowledgement in general, and not the donating firm, before that Carbajo (1989) classified philanthropic sponsorship as having a non-lucrative character without return. Philanthropy is about feelings and reception a firms wants a customer to have towards it (D’Astous and Bitz, 1995) whereas Quester and Thompson (2001) argue that philanthropy sponsorship is objective related, the company wants social recognition and an improvement of corporate image in the society. The popularity of philanthropy sponsorship has been increasing over time the only negative area is that it is hard to determine its effectiveness and measurements of return (Caldern-Matnez et al, 2005).

Wright (2000) described cause-related sponsorship as the commercial sponsorship association among organisations and charities that can be developed to improve profiles and there for attain corporate objectives. Cornwell and Coote (2005) found with non-profit organisations that consumers have a more positive feeling about the organisation and are more likely to purchase the product. Philanthropy is a donation from which one does not expect to make a profit.

The foundation, Atlantic Philanthropies, has given away over $4 billion since its creation. Yet for nearly 20 years the foundation managed to keep wealth and the secret, until forced to reveal the information in a 1997 court case. Feeney’s biography and the reasons why he chose to be an anonymous funder, provides a valuable lesson (http://atlanticphilanthropies.org).

2.5.3. Corporate Sponsorship

Corporate Sponsorship is an agreement which is more business rather than philanthropy, sponsors specifically wants to know what the costs are and the benefits they will be given in return (Holt, 2006). Wise and Miles (1997) state that corporate sponsorship of sporting and cultural events for instance the Olympics, Tour de France, and the Rugby World Cup has developed to become an important part on many organizations comprehensive promotion strategy. Gwinner (1997) defines objectives of corporate sponsorship to be brand image, increased goodwill and brand awareness. He also states that brand image is achieved through
association with positively perceived events, increased goodwill through awareness of corporate generosity and brand awareness through increased publicity. Corporate sport sponsorship is the fastest growing kind of sponsorship, to reach the right target audience these days (Roy and Cornwell, 2003).

McDonalds, Johnson & Johnson, GE, & Coca Cola are all major corporate sponsors of the 2008 Olympics. This means they are the financial endorsers, they give money in exchange for publicity and/or other benefits.

2.6 **Television vs. Sport Sponsorship**

The researcher is going to concentrate on Television/Broadcast and Sports sponsorship, as the ongoing research is concentrating on these two types.

2.6.1 **Sport Sponsorship**

“Sport can deliver passion. It can make hard men weep. Sponsors like that” (MII Quarterly, 2006).

Sport sponsorship is not a recent phenomenon, back in ancient Rome gladiatorial games were sponsored by Roman patriarchs in order to create public appreciation (Shannon, 1999). Even these days sport sponsorship is probably the most used sponsorship out of all, especially because it gets covered via television attracting millions with it (Gunning, 2003). Whenever an event is mentioned in the news, newspapers, television, or fans talking, the sponsor is pointed out too (Caywood, 1997). Twaites (1995) argues the most major objectives in sponsorship are in the sports section. When being active during a sports event the company is able to test and modify products with consumers face to face (Yadin, 2007). Earl (2002) also suggested that though sponsorship brands communicate with their target audience, by being present at the event and interfere with the audience. Miyazaki and Moran (2001) distinct that sponsorship is the tool of choice for global marketers, more than any other communicational tool it can go over the borders of cultural boundaries. For Wells et al. (2000) sponsorship is attempting to raise the perceived level of the sponsors brand in the consumers mind. Companies investigating heavily in target market sponsorship activities are able to reach and
communicate with the wanted audience in an effective way by working directly with a customer's lifestyle and attitude (Davies and Quattrocchi, 2002). Since 2004, commercial sponsorship (horse racing) revenue has increased from €5 million to €8 million, according to Michael O'Rourke, chief executive of Horse Racing Industry (O'Connell, 2007).

There are different types of sport sponsorship the main three ones are:

i) **League:** Sponsoring organizations such as federations, leagues and competition was, according to Lagaie (2005), the most significant sport sponsorship group in 2002. League sponsorship is the most expensive one of the three mentioned in this research. For example: Heineken is sponsoring the European Rugby Cup, which is very expensive but at the same time everyone associates the Cup with Heineken, and at this stage it is even called the Heineken Cup. Therefore Heineken is getting a lot of promotion due to sponsoring the league.

ii) **Team:** Gunning (2003) also states in her book that sponsor pay millions, especially in football to have their name or brand name written on a jersey. This is not the most expensive type of sponsorship but the sponsor will only gain a maximum in return if for the team wins. For example Munster and Toyota. If Munster is not doing well, Toyota will not get a maximum in return out of the corporation.

iii) **Individual:** Athletes that are professional are related to commitment, brilliance and loyalty, which is exactly what a sponsor is seeking, and wants to be associated with (Caywood, 1997) Sponsoring a particular athlete, for example Nike sponsoring the golfer Tiger Woods or the Tennis player Andre Agassi, is a successful way of catching the attention of customers (Medcalf, 2004). Sponsoring an individual is the most risky type of sponsorship, when that one person is injured the sponsor will not get any revenue as the individual will not be seen. As well when an individual is taking drugs and that is published the sponsored firm will get associated with the individual that is taking drugs.
2.6.2 Television/ Broadcast Sponsorship

The most successful broadcast sponsorship has been the association of Linemans wines with the TV show *Desperate Housewives* (MII Quarterly, 2006). Whereas Freyne (2007) thinks that in Ireland the broadcast sponsorship phenomenon most lightly took off after Baileys’ sponsorship of Friends on RTE around five years ago.

The main motivation for broadcast sponsorship is to achieve a stronger effect on target markets, but at the same time it is common for ambush marketers (Walliser, 2003). Doole and Lowe (2004) stated that the television radio and program sponsorship is increasing which might be a less sponsoring clutter around events sponsorship. Peter and Donnelly (2007) identified television sponsorship advantages being that it has sight, motion and sound at once and it also covers mass audience; the negative side they discovered is a non-selected audience that it is expensive and of short-life. Bloxham, (1998) argues that TV program sponsorship is seemingly treated with more respect than advertising because 'sponsorship' creates the images of humanity, selflessness and value that viewers bring with them from their experience to the sponsorship of sport, the arts, etc. D’Astous and Blitz (1995) stated that the program audience is looking for all kind of links between the sponsor and the sponsored program. Jagre et al (2001) argues that in some cases a moderate inconsistency of sponsorship is more effective than a perfect fit but Crimmins and Horn (1996) disagreed with that statement saying that the impact of fit is what makes a sponsorship successful. Whereas Masterson (2005) found that a lack of fit did seem to improve recall of a sponsor and that it at the same time does not affect attitudes towards the sponsor, also the only fit that matters in broadcast sponsorship is the fit with the audience. Bloxham (1998) debates that viewer’s have strong feelings, emotional attachments and loyalty towards a program due to the sponsor being associated with it and the audience being associated to the product. TV sponsorships have the clear advantage of guaranteed viewer attention from start to finish, by simply asset of the fact that the sting appears as an element of the TV program (Freyne, 2007). Cooper (2003) states that due to the wealth in the television media channel sport events are increasingly getting transmitted to fill airtime. He also mentions that broadcast sponsorship allows sponsors not only to expose their name associated with the program but also to have a little story-board around the corporation. McNeil and Ji (1999) determine that in comparison to other mass media tools, television is the
most significant base for new product information for young people and its importance is adding to when people are getting older. Medcalf (2004) stated in his book that in October 2001, 73% of Irish people aged 15-74 knew that RTE’s weather forecast was sponsored by Eircom and 72% recognized that Coronation Street on UTV was sponsored by Cadburys Chocolate. A sponsor gets around 14 stings in a two hour show; this is a consistent message that builds over time (Freyne, 2007).

2.7 Objectives of Sponsorship

Sponsorship Objectives

- Enhance corporate image
- Increase awareness of brands
- Stimulate sales of products or services
- Leveraging corporate reputation

Figure 1.1 Organisations objectives with sponsorship. Dolphin (2003)

Sponsorship objectives move over periods of time (Armstrong, 1988), and they seem to be unclear (Javalgi et al., 1994).

Fill (2005) stated that primary reasons for sponsorship is brand awareness, result customer loyalty, and enhance the image of the brand of organisation. Surveys that have been done in Europe established that the two main objectives regarding to sponsorship are; increasing consumer awareness and improving corporate image (d’Astous, Bitz, 1995). Chadwick and Twaites (2005) identified that the most important objective to remember in well organised sponsorship is to successfully communicate with each other.
Smith and Taylor (2004) in their book suggested that the following objectives are the most successful for effective sponsorship;

1. Increase awareness
2. Image building
3. Improve or maintain awareness
4. Increase sales and open closed markets
5. Increase sales (sampling and direct sales)
6. Attract distributors/agents
7. Create promotional material
8. Circumventing advertising bans

Further, the Institute of Sports Sponsorship (www.sports-sponsorship.co.uk) states the most common objectives for sports sponsorship to be:

- Brand or corporate awareness - brand recognition.
- Brand or corporate image - company creates a different style to stand out.
- Customer relation - a creation of dialogue between company and customer.

Zyrman (2002) highlights that the main reasons why companies would want to sponsor are to increase customer loyalty, increase awareness and change or strengthen their image.

Based on the different objectives found in the literature review, the author will discuss a number of the objectives that are most relevant to the study;
2.7.1 Increase Awareness

Cornwell et al. (2001) acknowledged that little research has been done in finding how sponsorship helps a company or brand, but strategies are used to achieve a diversity of objectives.

Meenaghan (1991) suggested when entering a sponsorship contract, rising public knowledge about that brand or company, and alter image and reputation will be the most important factors. Whereas Walliser (2003) argues that the most important objectives in sponsorship are increasing brand and company awareness. He also identified three general approaches being the identification of:

i) To what extend the audience takes notice of the sponsoring brand or company
ii) Aspects influencing recall or recognition,
iii) Analyzing the process of the spectators mind.

Moor et al (1999) argues that brand awareness is dependent on a lot of different factors where Cornwell et al. (2001) highlighted that with sponsorship brand awareness is automatically created. Integrating communication tools such as broadcast or classical advertisement is a successful way to gain brand recall and awareness of a sponsor (Quester and Thompsen, 2001). Also Masterson (2005) argues that supporting brand recall and images through sponsorship depends heavily on how it is integrated with other promotional tools.

If a brand already has a certain standard, it is in most cases unreasonable trying to change anything with it, only if the brand is becoming international, and the name needs to be reconsidered it really makes sense (Mühlbacher, Leihs and Dahringer, 2006).

Hayler (2007) states in his article that a sponsor of national events can be certain of getting global brand publicity where Cooper (2003) also highlights that brands are able to have their name exposure to millions, caused by the media coverage of the events, especially in sports, through media coverage a company is saving major money for advertisement. Marketers intensify the use of sponsorship and events to launch strong brands, making existing and potential customers aware of it (Close et al. 2006).
2.7.2. Image Building

Keller (1998) suggests that consumer based brand equity is composed of two dimensions: brand equity and brand image. In cooperation with advertisement, sponsorship is able to increase the image of a company in a positive way (Stipp and Schiavone, 1996). Belch and Belch (2004) also argue that marketers develop programs that incorporate different promotional tools which generate experience for customers whereas their brand will be associated with certain lifestyle and activities. Sport sponsorship, in the past, has been identified as a successful tool especially in generating good image and reception (Slack and Berrett, 1999). The “fit” or having logical or matched ties to the activity supported (Cornwell et al. 2001), is where the sponsor can increase the value of the firm (Miyazaki and Morgan, 2001). Clow and Baack (2007) believe that people attending a sponsored events or activities already have favourable feelings about the activity. Clow and Baack (2007) propose that sponsoring local events such as the Special Olympics provide the company with free publicity also the company might even boost its image in the residential community. Every sponsorship commitment has its own image and values (Meenaghan and Shipley, 1999) which can be passed on to internal and external audience (Grimes and Meenaghan, 1998). As well Slack and Berrett (1999) mentions that image and reputation are resources that could be beneficial for a company over their competition but a negative impact that Merbold (1989) identifies is that most of the time the image and effects are only shown temporary. Pham and Johar (2001) pointed out that consideration towards brand influence need to be thought of for example; sponsor identification. Bal et al (2007) stated that sponsorship marketing is an emotional tactic, where words cannot describe the relationship between the three different parties of a sponsor, an event and a person.
2.7.3. Competition

Kotler and Keller (2006) defined a competitive advantage as a firm performing better than the competitors is one way or another and where the competitor cannot match its performance. Amis et al. (1997) reports that sponsorship is one of the resources that is capable of winning competitive advantage. A sponsorship arrangement, should be used with one or more resources, which than can be developed into distinctive competence, which might help gaining competitive advantage (Slack and Berrett, 1999). “As the market for sponsorship itself becomes intensely competitive and challenging in order to attain a competitive advantage, it is essential that sponsorship investments be carefully managed in order to ensure their effectiveness” (Fahy, Farrelly and Quester, 2002 p. 1013). The growth of cheap competition trying to serve markets that are higher in value, have marketers started to rethink strategies to help themselves against low price competitors, starting to serve their market segments (Butscher and Kalsi, 2004). To realise competitive change from the beginning, it is important for marketers to do competitive research and market screening, to find out about competitors actions at an early stage (Doole and Lowe, 2004). Bell et al, (2007) states that the information is travelling faster and more successful than ever, consumers are living in a fast moving environment, the decision making process is immediate, that also on high value purchases which makes competition hyper competitive.

2.7.4. Reaching Target Markets

The use of sponsorship may boost awareness of key audience in local and different markets (Dolphin, 2003). The audience that notices the fit between the event and sponsor are normally more responsive to the sponsor and sponsorship (Johar and Pham, 1999). If consumers are unable to identify sponsorship of a company or firm, they will not be able to see that particular company, the way the company wanted to be seen (Johar et al. 2006). “Objectives are consumer based outcomes that a sponsor can measure to determine a sponsorship’s effectiveness in communicating with the target audience(s)” (Roy and Cornwell, 2003, pg. 379). Walliser (2003) proposed that sponsorship normally raises awareness and opinion of the sponsoring product and makes a consumer more likely to purchase the product. Connecting a
brand or company with an event through sponsorship allows the firm to gain consumer attention and interest by associating the brand with an event that seems important to them (Roy and Cornwell, 2003). When choosing a sponsor or an event it is important that both the target market and the audience are the same and match each other (Clow and Baack, 2007). Spending on sponsorship is set to increase in the Irish market, as marketers turn away from traditional media and look for effective association with their customers (Trainor, 2005).

2.7.5. Relationship Marketing

“No research has been undertaken that seeks to identify critical business-to-business relationship concepts such as the level of market orientation of both sponsors and properties (that is, the extent to which they are market driven) or commitment and trust” (Farelly and Quester, 2003 pg.349). Both parties (sponsors and recipients) of the sponsorship have successfully become used to their parts and maintaining their maturity of relationship (Adcock, Halborg and Ross, 2001). Through sponsoring an event, especially sport, the sponsoring company commonly increases public opinions but mostly do not make them purchase the product (Walliser, 2003). Also Chadwick and Thwaites (2005) highlighted that Sponsorship, different than other communication tools, can complete a much stronger strategic, system and relationship marketing position. Lafferty et al, (2004) suggest that the consumer’s feelings for the sponsoring company are significant in effecting purchase on the sponsoring brand. This is supporting Bergami and Bagozzi (2000) that a person can identify if a company has an emotional (attitude towards the company) and a cognitive (company-customer fit) component. A person that is more knowledgeable, active and enthusiastic about something that is sponsored, is more likely to appreciate a sponsor’s community involvement (Close et al., 2006).
2.8 Ambush Marketing

Ambush marketing is where companies that are not the approved sponsor of a particular event carry out marketing efforts to make attendees and customer belief that they are (Sandler and Shani, 1989). Sponsors take security from ambush marketing with adopting highly sophisticated strategies from seeking the most out of their investment (Fahy, Farrelly and Quester, 2004). The event marketer is responsible for the fast growing use of ambush marketing (Shani and Sandler, 1998). There are several ambush marketing techniques, for example a competitor of a brand is buying all the spaces of billboards around a stadium, making the attendee think that that company is the sponsor (Arens, 1999). Banes, Egan and Jefkins (2005) highlighted that ambush marketing is a kind of abuse to sponsorship, this often happens during major events such as the Olympics or the World Cup where the paying sponsor has to compete against a private company who wants to seek publicity. Zyman (2002) states that the main goal of ambush marketers is to get consumers confused about who the real sponsor is.

2.9 Conclusion

Successful companies know the vital importance of constantly watching and adapting to the changing environment. The purpose of this chapter was to get an understanding what previous researcher investigated look at the general definition of sponsorship and what it means, a lot of research has been done on sponsorship, but most of it has been broad. The researcher noticed that objectives for sponsorship differ in every way. Therefore the author decided to take the objectives that seemed to be most appropriate and relevant to the research question and objectives.

With this overview of the literature review completed, in order to fulfil the stated research objectives, the author will process in giving a full account of the chosen primary research design in Chapter 3.
Chapter 3

Methodology
3.1 Introduction

In the previous chapter relevant literature and theories for the research was presented that resulted in a conceptual framework for the research question. In this chapter the author will present the methodology used in this thesis, it will show how the study will be approached. Methodological considerations and choices will be stated, as well as the research design, research types, approach sample selection and data collection.

3.2 Methodology:

In this chapter the author will present and discuss methodological issues connected to the research. Methodological considerations and choices will be stated, as well as the research design, approach, purpose sample selection and data collection. The research designed applied in order to fulfil the objectives will be quantitative.

3.3 Methodology Hypothesis:

To investigate what kind of sponsorship (Television or Sport) will be more successful in the Irish market.

For the purpose of this discussion those deemed as having interests are outlined as:

- The customer who is interested in sports,
- The customer who is actively watching television,
- And people who generally follow sports and watch television programs when they find time.
3.4 Research Design

According to Domegan and Fleming (2003) there are three main stages in research, exploratory, descriptive and causal.

3.4.1 Exploratory: This is about establishing unknown trends, activities, patterns and ranges of behaviour. This kind of research is where information, that is unknown and undocumented gets discovered. This type of research is especially useful when trying to launch a new product, or advertising for new products. Churchill and Brown (2004), state
that exploratory research is useful in breaking problems into smaller sub-problem statements. The main objective is to present an understanding of marketing phenomena (Malhotra and Birks, 2003)

This method is not going to be used as there is no new product or unknown trend in the research question and objectives. This research method is not appropriate for this research.

3.4.1.2 Descriptive: The object of descriptive research is to portray exact profiles of individuals, events or situations. Descriptive research measures known consumers, markets and known marketing issues (Chisnall, 2001). This measures numbers and amounts. Descriptive research can be divided into two sections; longitudinal (express elements and variables relationship over a time-span, panels and Electronic point of sales are used.) and cross-sectional (variables and their relationship at just one point of time, this is a once-off measurement) data. The identification of where, who, what, when, why and how need to be specific and clear for this type of research.

The researcher is more likely to be using descriptive research as the research wants to establish a connection between the sponsor and customer, the number of people recognizing sponsors and to find this out numbers are necessary. So this type of research is recommended for the information the researcher wants to find out.

3.4.1.3 Causal: This is where data establishes a cause and effect association between two or more variables. The emphasis here is on studying a situation or a problem to give explanation to the relationship among variables (Proctor, 1997). This study recognizes aspects that cause market behaviour and to evaluate their relationship and communication. Causality states a change in one variable most probably causes a change in another variable.

Causal research will not be used in this research as one of the main limitations will be that it is not relevant for the findings the researcher is searching for.

The purpose of this study is to uncover the relationship between sponsors and customers. The question is; “Through what kind of sponsorship does a consumer recognize a brand or
company?" The researcher is going to use descriptive approach for this research, as it is a more appropriate research technique for the question and objectives set. The research design used throughout this research is essentially descriptive, as it is concerned with associations in relation to sponsors, sponsored property and the audience. It will challenge to measure and calculate known issues.

3.5 Research Approach

Depending on what kind of information is examined, the qualitative or quantitative method is used. With a quantitative research the author aims to transform the collected data into written words.

3.5.1 Qualitative Research

The qualitative method does not strive to generalize the problem; instead, the purpose is to give a deeper understanding of the problem (Chisnal, 2001). The method is flexible, and researchers can correct possible weaknesses and add lacking questions. Domegan and Fleming (2004) define qualitative research as information that is open for understanding standpoints and beliefs, which might not be applicable statistically. But it does not provide statistical answers.

There are three different types in qualitative research;

3.5.1.1 Focus Groups: Focus groups can be divided into three different types; exploratory, clinical and experiencing. A focus group is where a small group of selected people sit together and discuss for example about a product, advertisement or feelings (Kinnear and Taylor, 1996). A moderator is providing a discussion guide, with prepared questions for the group. This way a discussion can be started where the focus group talks about experiences thoughts and feelings about the particular subject (Kumar, 2000).

3.5.1.2 In-depth Interviews: Just as in the focus group this research is an unstructured and direct way of obtaining information and is most likely to be used in exploratory research. An in-depth interview is where a single person gets interviewed to reveal motivations,
beliefs, attitudes and feelings on a specific topic. Here a researcher finds out a lot and very specific information (Wright and Crimp, 2000).

3.5.1.3 Projective Techniques: This research is often used in corporation with in-depth interviews; the difference is in this case to investigate below surface responses to gain true feelings, beliefs or motivations (Churchill and Brown, 2004).

This approach is not going to use as the research question is seeking to quantify the primary data. With qualitative research, a researcher finds out information in more depth but with less people. That is not the objective of this study.

3.5.2. Quantitative Research

The quantitative method deals with the problem in a wider perspective, usually through questionnaires (Malhotra, 2002). The gathered material is expressed in figures. Primary purpose of this methodological approach is to be able to generalize the information that has been gathered. The quality approach in the research seems to be more appropriate, since the researcher wants to obtain a deeper knowledge and understanding of different issues regarding to the research question. Survey research relies on a questionnaire, or some evidence of recorded responses.

3.5.2.1 Surveys: There are different types of surveys; which all have advantages and disadvantages, the researcher will broadly go into each of them.

3.5.2.1.1 Telephone Interview: This interview is probably the quickest way to get information, and it also is most likely to be cheaper that other interviews (Dillon et al., 1994). A disadvantage of this survey is that only a limited amount of information can be collected, the survey should not be too long as participants do not like being on the phone for long. Due to the fact that there is no visual opportunity certain research cannot be used here such as print advertising, packaging. One kind of Telephone interviewing is; computer assisted telephone interview (CATI): Here a computer is used to guide the interview, the
computer is randomly dialling a number, and questions are shown on the monitor. The answers are automatically stored in the computer when the respondent answers (Malhotra and Peterson, 2006).

3.5.2.1.2 Postal Interview: This is a self-administrated questionnaire sent to respondents by post. An advantage of this type is that it reaches all type of people; there is usually a cost advantage in this survey. Another advantage is that respondents have in general more time to respond. But also in Postal surveys there are limitations, the main one is non-response. But also sequence bias is a threat, where respondents can change answers.

3.5.2.1.3 Personal Interview: Here the interviewer is flexible, due to a good interaction between the interviewers and respondent (Zinkmund, 1999). The interviewer is able clarify questions and problems as it is face to face, it also is harder to say no to the interviewer. A problem with telephone interviews is that it is costly and not regional, it is interlinked with travelling there also is a high potential for interviewers to be bias (Lehmann et al., 1998).

3.5.2.1.4 Internet Survey: These surveys have less non-response and can be coded in a simpler way. In a web survey a lot of different things can be included to make it more attractive for example; graphics, sound, video clips (Kumar et al., 2002). Advantages are immediate delivery, low cost and direct return of undelivered surveys. But disadvantages are lack of anonymity, hard in offering particular motivation on-line.

3.5.2.2 Observation: This is the second way of carrying out descriptive research. Observation means recording people's behaviour and prototype, but without communicating them. Observation is quite low in cost yet it is one of the most under-utilised methods of collecting research data (Domegan and Fleming, 2003). Normally this approach is used with other data collecting methods. An advantage is that people do not know that they are being observed so they actually behave normally.
3.5.2.3 Panels: A panel research is where a continuous research is reporting behaviours of a respondent over time. For example; what they buy, where they buy it, how much they spent and so on, that over a period of time. Most panels are like a diary where everything is written in detail (Malhotra, 2006). A main advantage of panel research is that a researcher can see the changes of a respondent over time. But at the same time the biggest weakness is panel member dropping out or not doing it properly.

Based on the description of quantitative research the purpose and research question of this paper, the author decided to use a quantitative approach when conducting the research. This is due to, when using a big-scale study, the author can look at many different variables and will therefore gain a better understanding of people who are confronted with sponsorship and how they understand and recognize different types of it. The primary research collected will be quantitative; this data will be in the form of questionnaires handed out to the right target market for this research. The sampling design process includes five steps; define the population, determine the sampling frame, select sampling Technique, determine the sampling size and execute the sampling process (Malhotra, 2002). Lehmann, Gupta and Steckel (1998) highlighted that the six keys to a successful design are; common sense, logic, knowledge of the problem, attention to detail, effort and luck.

3.6 Data Collection Method

After identifying the most appropriate strategy, it is necessary to identify the best method on how to collect the right data. There are two types of data collection; primary and secondary, where secondary research is data already collected by other researcher, primary research is data gathered by a person with his/her own specific purpose in mind. According to Kumar, Aaker and Day (2002) primary research is “data collected to address a specific research objective”. Also Dillon, Madden and Firtle (1994) define primary data collection as, a specific collection of data relevant and customized to the study.
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The data gathered in order to answer the research question and reach of the research purpose of this study are gathered by both primary and secondary research source. The source of evidence used in this study is through questionnaires which is qualitative research.

3.6.1 Questionnaire

3.6.1.1. Unstructured Questions

Unstructured questionnaires are open-ended questions where respondents can give their own opinion.

3.6.1.1.1 Open-ended questions

An open-ended question requires a respondent to give their own answer to the question, where space is given by the researcher for the respondent to answer in their own words (Kinnear and Taylor, 1996). An advantage of open ended questions is that respondents can give their attitudes and provide the researcher with insights. A disadvantage is the high time involvement analysing open-ended questions. The researcher will have two open-ended questions on the questionnaire, where respondents, are able to specify their answers.

3.6.1.2 Structured Questions

Structured questions have a set of alternatives to response and a format, this may be multiple-choice, dichotomous or a scale.

3.6.1.2.1 Multiple-Choice Questions

Malhotra and Birks (2007) describe multiple-choice questions as a choice of answers the researcher is providing to the respondent, where the respondent has to choose one or more of the options given. From a provided list with possible answers a respondent has to choose the answers that most likely express their opinion (Domegan and Fleming (1999). The main type of questions in this research will be multiple-choice questions, as for this type of research the researcher wants to find out how old respondents are, what type TV they watch and how many sponsors they are aware of.
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3.6.1.2.2 Dichotomous Questions
Malhotra and Birks (2000) explain that dichotomous questions are questions where there are only two response alternatives. This type of question is mostly used to collect demographic and behavioural data, where there are only two possible answers just like ‘yes’ or ‘no’ (Kumar, Aaker and Day, 2002). This type of question will be used to find out the respondents gender as well as if they go to pubs to watch sport events.

3.6.1.2.3 Scale Questions
There are four different types of scale questions, those being normal ordinal, interval and ratio (Malhotra and Birks, 2007). Normal scales are the easiest type of scale where data gets divided into categories and every individual or object fits into one of the categories (Domegan and Fleming, 2003).
Ordinal scale is a ranking scale, where numbers are allocated to objectives to find if one objective has more characteristics than another (Malhotra and Peterson, 2006).
Interval scale is where the numbers used to rank objects also stand for equal increase in attributes being measured where differences can be compared. Interval scales do not have a fixed zero point, as it does not point out nonattendance of a characteristic (Kumar, 2000). “Ratio scales assign absolute rather than relative quantities.” (Zikmund, 1999 pg. 221). It has the entire characteristic of normal, ordinal and interval scales and in addition an absolute zero point. At the zero point none of the characteristics are being measured (Domegan and Fleming 2003).
Different types of scale will be used in the questionnaire the researcher will be handing out.

One of the main objectives of a questionnaire it to “uplift, motivate and encourage the respondent to become involved in the interview, to cooperate and compete the interview”, (Malhotra 2004, p. 281). This will be achieved through asking interesting questions, in combination with that the researcher will try and make the questionnaire look like a quiz. Using a questionnaire allows the researcher to gather specific information on how different consumers perceive sponsorship, how they are influenced by it, and what type of sponsorship they recognize. The questionnaire was divided into structured and
unstructured questions. A structured question may either result in multiple choices, dichotomous questions, or a scale, whereas an unstructured question is an open-ended question, which implies that the respondents answer in their own words. Through the diversity of questions the respondent will not get uninterested in the questionnaire. After the first draft of a questionnaire has been finalised it will be pre-tested to identify potential mistakes just like the wording, lack of continuity, question content.

The questionnaire will be designed by the author. Particular care was taken by the author with regards to ethical guidelines. The issue of confidentiality was assured and participants are safeguarded, by means of non-association of names and details with raw data. The questionnaire will take approximately 5-6 minutes.

3.7 Sample Selection

According to Wright and Crimp (2000) there are two ways of selecting a sample; probability sampling, which means that the units are selected randomly, non-probability sampling is when some units do not have the same chance of being selected.

3.7.1 Probability Sampling is divided into four different types, simple random, systematic random, stratified random, and cluster sampling (Malhotra and Peterson 2006).

3.7.1.1 Simple Random Sampling: everyone in the population has the same equal probability of selection.

3.7.1.2 Systematic Sampling: using a list of members of the of the population, a sample is chosen by selecting a random starting point and then choosing for example every fifth one out of them all (Malhotra and Peterson, 2006).

3.7.1.3 Stratified Sampling: this is a structure of probability sampling, which allows the researcher to account for differentiations within the total population. Market segmentation is reflected in stratified sampling (Domegan and Fleming 2003). Here accuracy and efficiency is improved in comparison to simple random sampling.
3.7.1.4 **Cluster sampling:** an economical sampling technique, the population is sub-divided into manageable clusters or groups, as opposed to individuals, simple random sampling is used to select the clusters or groups it involves sampling from a sample of the population (Kumar, 2000).

3.7.2 **Non-Probability sampling** technique is divided into another four sampling types, which are, convenience sampling, judgemental sampling, quota sampling and snowball sampling (Burns and Bush, 2000).

3.7.2.1 **Convenience Sampling:** this type of sampling tries to obtain a sample of convenience elements.

3.7.2.2 **Judgemental Sampling:** this is a type of convenience where a part of the population is selected established on the ruling of the researcher.

3.7.2.3 **Quota Sampling:** this is a two-stage limited judgemental sampling, first it consist of building up control categories of population components second, selection is based on convenience or judgment.

3.7.2.4 **Snowball Sampling:** A randomly selected group of respondents are chosen, and selected by information they are giving.

The population the researcher chose to investigate, in order to reach the purpose was the local market; Irish consumers. Therefore the method that will be used is judgemental, as the researcher set a target market for this study, which means only a part of the population will be selected to answer the questionnaires. Not everyone will have the same chance to be selected.
3.8 Data Analysis

Analysing is done with the aim to answer the objectives that have been set in this study. The data analysis process is unique in each study. Domegan and Fleming (2003) said that there are four tasks to be done; editing, coding, tabulation and Summarisation.

3.8.1 Editing is where the questionnaires are reviewed to check on completeness, consistency and legibility of data. Careful editing makes the next steps of the analysis easier.

3.8.2 Coding is where data gets allocated into categories; this is to speed up tabulation. Coding stands for assigning a code, a number to each answer that is possibly given by a participant (Malhotra and Birks, 2003)

3.8.3 Tabulation is where the response to each category gets counted. There are two different types of tabulation; simple tabulation and cross-tabulation. Simple tabulation can be done manual or per computer, here single variables are getting counted where every variable is independent to another tabulated variable which results a frequent distribution. Cross-tabulation describes two or more variables at the same time. Cross tabulation is one of the most common ways in analysing marketing research.

3.8.4 Statistical Summarisation, there is two types in statistical summarisation, measure of central tendency and measure of dispersion. Measure of central tendency provides measure of the midpoint of the distribution the three most common ways are mean, median and mode. Measure of dispersion gives some sign of the amount of variation in the data comparison process. This includes the range, variance and standard deviation.

Data analysis is an important and significant part; here is where the information gets translated to give the researcher an understanding of the data collected.
3.9 Questionnaire Design

The author is going to explain the questionnaire and the different questions that are asked in the conducted primary research. The full questionnaire is in Appendix One.

Question 1-4 in the questionnaire are demographics this is where the researcher looks at the background of the population. The four questions are about gender, age, where the respondents live and whom they living with. These questions are very general but had a big impact at a later point.

Question 5-9 of the questionnaire are about different television habits and television packages respondents have. The researcher is asking about different television packages, how many hours of TV the respondents are watching and what their favourite programmes are. With the information of the last nine questions, the researcher will have a profile of different respondents. With these answers the researcher could with later answers see if people who watch more TV will know more television sponsors as well as finding out if people know the sponsors of their favourite programs.

Question 10-12 of the questionnaire is about general sport questions, investigating if respondents watch sport on TV, if they go to a pub to watch sport events and if they play sports. These questions had given an insight to the author to investigate if people who play or watch sports at a general base will know more sport sponsors than others who do not play or watch sport as much.

Question 13-16 of the questionnaire is asking actual sponsorship questions, two will be about television sponsorship and two will be about sports sponsorship. Each of the four questions has nine questions in it asking about sponsorship. The two questions about television sponsorship have the exact same questions the only difference between them is that one of them is prompted and the other one is unprompted. In the unprompted questions the respondent has to write down the sponsor of the asked program. Where in the prompted questions the researcher gave the respondent an option of three different sponsors and the respondent had to tick the right answer. As far as it was possible the researcher stated the current and two previous sponsors. This was not possible for all programs as for example Lost on RTE2 has always been sponsored by Lucozade, but on Sky it is sponsored by 118
118 still the researcher used this as a choice. As a third possibility the researcher put KitKat as an answer as Prison Break is sponsored by it and it is the same kind of program. For the sport sponsorship questions the researcher did the same style of questions. The first of the two questions was unprompted and the second was prompted. Again the researcher tried in the prompted questions to state a current and two previous sponsors, but as well as in the television program sponsorship questions there were a few which did not have two previous sponsors. Therefore the researcher again tried to put down a sponsor that has somewhat something to do with that league, team or individual.

Every question in the questionnaire is interlinked with another one and when analysing the data found, the researcher illustrates why every question was helpful to get valid data. Every question is been used and has been helpful to find answers to the research question and objectives.

3.10 Limitations

One of the main limitations criteria of this research are time and money to investigate the research to its full extend, as well as access to the population. The sample size is quite small, thus the sample size does not warrant generalizations across the population of Ireland. Also the researcher analysed the data, with only having one year experience of marketing research in college, the outcomes will not be as professional as it would have been if the researcher would have more experience. The sponsorship area is a large area with many different factors to investigate in.

3.11 Validity and Reliability

When doing research it is crucial to judge the quality of the research. The criteria for testing whether a study has high quality or not is done by looking if the researcher’s instruments are neutral and if other researchers could draw the same conclusion. These criteria are known as validity and reliability (Chisnall, 2005).
3.12 Conclusion

In this chapter the researcher introduced all different approaches that can be used in the methodology and also explained the methods that will be used in detail to the reader. Justifying and explaining why quantitative research is a better approach to use in this study than qualitative research. As well as giving an in-depth into the questionnaire that has been giving out.

With this overview of methodology completed, in order to fulfil the stated research objectives, the author will process in giving a full account of the findings of the primary research in Chapter 3.
Chapter 4

Data Analysis and Findings
4.1 **Introduction**

After introducing the research methodology in the last chapter the researcher in this chapter will analyse the findings of the primary research. The set objectives in this research will be discussed and with the information provided by the primary research the findings will be analysed. The researcher will start this chapter with stating the set objectives followed by how the primary research was undertaken and data analysed. The general demographic information found in the research will be stated and finally every objective will be discussed by the researcher.

4.2 **Objectives**

(i) Investigate in the awareness of sport and television program sponsorship in Ireland.

(ii) To examine if consumers general television and sport preferences and influence their perception of sponsorship.

(iii) Male vs. female: Are males more aware of sport sponsorship and females more aware of television sponsorship?

4.3 **Questionnaires**

After the researcher handed out the pilot questionnaires and finalised them. One-hundred questionnaires were handed out to respondents, the researcher handed them out to friends colleagues, students in DBS and other colleges. Most of the questionnaires were handed out to students. The pilot-questionnaire is in Appendix Two.

4.4 **Data analysis**

The raw data from the questionnaires was analyzed through the research program SPSS (Statistical Package for the Social Sciences). SPSS is a computer application that provides statistical analysis of data. It allows for in-depth data access and preparation, analytical
reporting, graphics and modelling. This way the researcher will be able to get valued information and statistics. As well as SPSS the researcher used Microsoft Excel for the research, as in some occasions it was easier to analyse data and get a clear result.

4.5 Demographic of Respondents

To get a general demographic overview of the respondents the researcher is going to give a short insight of what has been found in the research. Graphs of the demographic findings are shown in Appendix Three.

Out of the 100 questionnaires that were handed out, 67% were male and 33% were female participants. When analysing the data it was found that 32% of the respondents were 18-20 years old, 54% were 21-23 years old, 11% were 24-25 and 3% were 26+. Most of the respondents were from the area of Dublin. When asking the respondents whom they live with a total of 64% respond that they are living with their parents, 27% are living with friends and 3% are living alone, with their partner (3%) or other (3%).

4.6 Objective One

"Investigate in the awareness of sport and television program sponsorship in Ireland."

To investigate in the awareness of sponsorship the researcher asked specific questions in the questionnaire, asking respondents to state sponsors. The following data was collected and will show a result for the first objective.

4.6.1 Literature Theory

Sponsors of national events can be certain of getting global brand publicity (Hayler, 2007) different brands are able to have their name exposure to millions caused by the media coverage of the events, especially in sports (Cooper, 2003). Through sponsorship brand awareness is automatically created (Cornwell et al., 2001). The use of sponsorship may boost awareness of key audience in local and different markets (Dolphin, 2003). If consumers are
unable to identify sponsorship activities of a company, they will not see the company, the way the company wants to be seen (Johar et al. 2006).

4.6.2 Research Findings

4.6.2.1 TV Program Sponsorship Unprompted:

4.6.2.1.1 Correct Sponsors

Figure 1.1 is illustrating how many people got the current sponsor of the programs stated by the researcher right. In the first question the researcher stated nine different TV programs, where the respondent had to answer the unprompted question.

In figure 1.1 the results of respondents who got the sponsor right are shown. 86% of the respondents knew the current sponsor for *The Simpsons* (Dominos Pizza). This was the highest result found in the research, followed by *Lost* where 43% of the respondents knew that the current sponsor is Lucozade. The sponsor, respondents were least aware of, was *Coronation Street* with 14% (Reads Furniture). These figures show that there was not a single result were all 100 respondents knew the sponsor. Overall 32.1% of male and female respondents were aware of current sponsors of TV programs.
4.6.2.1.2 Incorrect Sponsors

In figure 1.2 the researcher illustrated were respondents got the sponsor wrong or did not know the answer at all. 78% of the respondents did not know that that Scrubs is sponsored by Fish4Jobs. As seen before 86% of respondents got the current sponsor for the Simpsons, and only 13% as seen in figure 1.2 did not know the sponsor. Overall 57.3 % of respondents were not aware of sponsors.

4.6.2.1.3 Previous Sponsors
As shown in figure 1.3, 44% of the respondents stated a previous sponsor for *Coronation Street*, every single one of the answers stated Cadburys Chocolate. For the programs *Lost* (Lucozade) and *Scrubs* (Fish4Jobs) there have never been previous sponsors. As for Home and Away not a single respondent stated a previous sponsor. Overall 10.4% were stated previous sponsors.

The next part of the questionnaire asked the respondent to state current sport sponsors again the researcher stated nine different unprompted questions including leagues, teams and individuals.

Out of the findings the researcher in figure 1.4 made a graph with the correct answers of the question.

4.6.2.2 Sport Sponsorship Unprompted:

4.6.2.2.1 Correct Sponsors

As shown in figure 1.4, 56% of the respondents were aware that AIG is sponsoring *Manchester United* the same amount of respondents (56%) knew that Eircom is sponsoring the *Irish Soccer Team*. The least amount of people knew that MasterCard is sponsoring the *Champions League*. Overall 41.6% were aware of the correct sponsorship.
4.6.2.2.2 Incorrect Sponsors

When analysing the data the researcher found that 73% of the respondents did not know that the Champions League is sponsored by MasterCard, whereas 36% of the 100 respondents did not know that AIG is sponsoring Manchester United. Overall 51.1% of the male and female respondents did not know current sponsors of the asked leagues, teams and individuals as shown in figure 1.5.

4.6.2.3 Previous Sponsors
Figure 1.6 is showing in percentage how many respondents stated a previous sponsor instead of the current. 14% were giving a previous sponsor of the *Leinster Rugby Team*. And 1% of the respondents named a previous sponsor of the *GAA Hurling Championship*. Overall 6.4% of the respondents named a previous sponsor.

The last six graphs were explaining the awareness of respondents when asked about sponsorship. In the first three graphs the analysis of the TV program sponsorships are stated showing that overall 32.1% of the respondents were aware of sponsorship corporations. With 86% respondents were most aware of the *Simpsons* (Dominos). The researcher found that overall 57.3% of the respondents were not aware of current sponsors of programs, the highest unknown sponsor was *Scrubs* (Fish4Jobs, 78%). 10.4% named previous sponsors instead of the current. In the last three graphs the researcher analysed how aware respondents are of sport sponsorship. It was found that overall 41.8% of the respondents were aware of current sport sponsors. Compared to 51.5% that were not aware of current sport sponsors, 6.7% of the respondents named a previous sponsor.

4.6.2.3 TV Program Sponsorship Prompted:

The respondents are given the exact same television programs and sport sponsorship questions as in the unprompted questions. The only difference is, two previous sponsors and the current sponsor are stated and the respondent had to state the current sponsor out of the options available. Stating two different previous sponsors was not possible for all nine sponsorship questions. With the prompted questions the researcher wants to find out if respondents, when seeing the correct sponsor will remember and state the right answer.
4.6.2.3.1 Correct Sponsors

As shown in figure 1.7 the most recognized sponsor out of the questions available was Dominos Pizza (*Simpsons*) with 96%. The least known sponsor was Reads Furniture (*Coronation Street*) with 14%. Overall 48.4% of the respondents were aware of TV program sponsors in the prompted questions (Figure 1.7).

4.6.2.3.2 Incorrect Sponsors

As shown in figure 1.8 the most recognized sponsor out of the questions available was Scrubs with 52%. The least known sponsor was Desperate Housewives with 1%. Overall 61.2% of the respondents were aware of TV program sponsors in the prompted questions (Figure 1.8).
As shown in figure 1.8, Scrubs with 52% was the program, most respondents did not know the current sponsor for. Compared to The Simpsons and ANTM (Americas Next Top Model) were 0% got the wrong answer. The results of the figure 1.8 do not take into account the answers where respondents ticked a previous sponsor, the answer only takes the data into account that was completely wrong. Overall 17.7% did not know the sponsors of the TV programes.

4.6.2.3.3 Previous Sponsors

As said previous the researcher tried to state two previous sponsors in the questionnaire, to analyse this and show the exact answers the researcher will divide them up in the order respondents answered the questions.

Coronation Street: 78% ticked Cadburys Chocolate, thinking that they are still the sponsor.

Big Brother: 57% stated Carphone Warehouse and 7% ticked Ask.com as the sponsor instead of Virgine Media.

Desperate Housewives: 23% ticked Lindemans and 33% ticked Herbal Essences instead of the current sponsor Baileys.

Americas next Top Model (ANTM): 19% ticked ASOS as the sponsor and 18% ticked Sheelas Wheels instead of Tigra, which is the current sponsor.

Home and Away: 37% of the respondents ticked Heroes Chocolate as the sponsor instead of the current sponsor Weetabix.
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X-Factors: the current sponsor is Carphone Warehouse but 28% of the respondents ticked Nokia.

The Simpsons: 4% ticked the previous sponsor Smarties.

The programmes Scrubs (Fish4Jobs) and Lost (Lucozade) never had a different sponsor than the current one. Overall 33.7% of the respondents stated a previous sponsor instead of the current sponsor.

4.6.2.3 Sport Sponsorship Prompted:

The next three diagrams will analyse the prompted sport sponsorship questions. Again the author tried to name the current and two previous sponsors, which also in the sport sponsorship questions, was not possible throughout.

4.6.2.3.1 Correct Sponsors

![Bar chart showing the percentage of respondents who correctly identified the current sponsors for various sports teams.

Respondents seemed to find these questions much easier than the previous ones as to be seen in the results in figure 1.10. When analysing the prompted questions 80% of the respondents knew that Bank of Ireland is the current sponsor of the Leinster Rugby Team. The least known sponsor was Kartel for Padraig Harrington with 36%. Overall 63.4% of the respondents knew the sponsor in the prompted questions.
4.6.2.3.2 Incorrect Sponsors

In figure 1.11 the researcher found that 28% of the respondents did not know the current sponsor of Padraig Harrington (Kartel) and 6% could not respond to the current sponsor of the GAA Hurling Championship (Guinness) and the Irish Rugby Team (O2). Overall 12.4% of the respondents got the sponsors wrong. Figure 1.11 does not take into account the answers were respondents stated a previous sponsor, it only takes into account the answers that were completely wrong.

4.6.2.3.3 Previous Sponsors
Overall 25.2% of the respondents did not tick the right sponsor but a previous one. 

**Champions League**: 42% ticked Amstel and 2% ticked Continental instead of MasterCard. 

**Padraig Harrington**: all of the 36% ticked O2 instead of Kartel. 

**Leinster Rugby Team**: 29% ticked RBS and 2% ticked Nivea for Men instead of Bank of Ireland. 

**Irish Rugby Team**: 26% ticked Permanent TSB and 7% ticked Irish Permanent instead of O2. 

**Manchester United**: 24% ticked Vodafone and 1% ticked AirAisa instead of AIG. 

**GAA Hurling Championship**: 22% ticked AIB and 3% ticked Emirates instead of Guinness. 

**Six Nations**: 11% ticked Heineken and 10% ticked AIB instead of RBS. 

**Irish Soccer Team**: all the 12% all respondents stated Opel instead of Eircome. 

**European Rugby Cup** does not have a previous sponsor.

After analysing the questions to find out if respondents are aware of sponsorship the researcher finds that when the question is unprompted it is harder for respondents to think about the actual sponsor. 

When asking unprompted television program sponsorship questions 32.1% of the respondents know the current sponsors, when they answered the prompted questions respondents got an overall of 48.4% of the current sponsors right. Which is a difference of 16.3%. That means when respondent were able to see the sponsor, 16.3% of the respondent who before could not remember the sponsor, remembered when they saw the sponsor. When asking unprompted questions 10.4% of the respondents stated previous sponsors but when asking prompted questions 33.7% of the respondents answered previous sponsors. This is a difference of 23.3%. Showing that they have knowledge of sponsorship but maybe can not differentiate between all the different sponsors. 

Also asking sport sponsorship questions respondents find it more difficult to answer unprompted questions. When asking the first questions about sport sponsorship (unprompted) 41.6% stated current sponsors compared to the prompted questions where 63.4% of the respondents stated the correct sponsor, which is a difference of 21.8%. When analysing the results for previous sponsors respondents in the unprompted questions stated 6.4% whereas is the prompted sport sponsorship questions 25.2% of the respondents stated previous sponsors.

In general it is hard to say to what extent respondents know about sponsorship. It seems that there is a general knowledge and when giving prompted question, respondents find it easier to remember who the actual sponsor is. But when thinking about them of the top of their head, it seems to be much harder.
4.7 Objective Two

To examine if consumers' general television and sport preferences and habits influence their perception of sponsorship.

In this question the researcher wants to find out if different habits of respondents have an impact on their knowledge of sponsorship. To start and investigate with this question the researcher will state the findings from the secondary research.

4.7.1 Literature Theory

A person that is more knowledgeable, active and enthusiastic about something that is sponsored, is more likely to appreciate a sponsor's community involvement (Close et al., 2006). Research has not yet assessed how an event attendee's activeness in or enthusiasm for sports relates to how sponsorship is perceived.

4.7.2 Research Findings

The respondents in the questionnaire had to state their favourite television program, if they play sports and if they watch sport events on TV. Finding out all these different habits the researcher is able to see how different preferences and habits influence respondents' knowledge of sponsorship.
38% of the respondents have extra sport packages. Respondents that have an Aerial (6%) TV package do not have any extra sport packages at all. Out of 49% respondents that have NTL as their TV package 8% have extra sport packages. Whereas 39% of the respondents having Sky have out of those 28% have extra sport packages. Other TV packages (6%) owners have extra sport packages (2%).

One of the questions the researcher asked the respondents was to state how many hours of television they watch a day. After analysing the results the researcher finds that out of the one-hundred respondents 25% watch 0-1 hour a day, 30% watch 1-2 hours a day, 36% watch 2-3 hours a day, 6% watch 4-5 hours a day and 3% watch 6+ hours of TV a day. Shown in figure 2.2
Respondents were able to pick their most watched programs, with twelve possible boxes they were able to tick and respondents were able to tick as many boxes as they wanted. The researcher is going in-depth with the answers at a later point.

Another question asked the respondent whom they watch TV with, this resulted that most people that filled out the questionnaire watch television with their family. This was after analysing question four “Who do you currently live with”, which was 64% live with their family quite foreseeable.
The findings in figure 2.4 are that 35% of the respondents watch TV with their families, 26% with their friends, 18% alone, 10% with their flat mates, 9% with their partner and 2% watch it in another way than the options listed.

When the researcher compares whom respondents live with and whom they watch TV with, the statistics show that a lot of participants living with their families watch television on their own or with friends as shown in figure 2.5.

Figure 2.5 listes where respondents live and whom they most often watch TV with.

Two questions in the questionnaire asked the respondent to state if they generally watch sports on TV and if they go to pubs to watch major sport events. When analysing it was found that 40% of the respondents watch sports on TV all the time, 23% watch major events.
23% watch sports occasionally and 14% never watch sports on TV. Crosstabulating those results against the questions if people go to the pub to watch events.

**Bar Chart**

The researcher finds that out of the respondents that watch sports on TV all the time 36% go to the pub to watch matches, 4% stated that they do not go to pubs. 15% of the respondents who said they watch mayor events on TV go to pubs to watch matches whereas 8% state they do not. Of the respondents that state they only watch sports on TV occasionally 11% state they go to watch matches in a pub whereas 12% do not go to pubs. Respondents who never watch sports on TV, 1% state they go to pubs to watch TV whereas 13% do not.

When asking the respondent if they play sports 62% of state that they are playing some kind of sport, where as 38% do not play sports at all. The different types respondents are playing is stated in figure 2.7.
Data Analysis and Findings

An Investigation of Television and Sport Sponsorship in the Irish Market

<table>
<thead>
<tr>
<th>Sport</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaelic Football</td>
<td>7</td>
<td>7.0</td>
<td></td>
</tr>
<tr>
<td>Golf</td>
<td>6</td>
<td>6.0</td>
<td></td>
</tr>
<tr>
<td>Basketball</td>
<td>2</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>Horse-riding</td>
<td>5</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
<td>62.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>38</td>
<td>38.0</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Fig. 2.7

The researcher wanted to find out how many people stated that their favourite program is sports and than how many of them actually play sports the answer is shown in figure 2.8.

<table>
<thead>
<tr>
<th>Favourite Program (Sport)</th>
<th>Play Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Sport</td>
<td>31</td>
</tr>
<tr>
<td>Total</td>
<td>31</td>
</tr>
</tbody>
</table>

Fig. 2.8

The next graph is comparing, whom people live with and how many hours of television they watch a day. The outcomes are shown in figure 2.9 and the researcher notices that respondents that live with their parents watch more television than others.

<table>
<thead>
<tr>
<th>Live with</th>
<th>How many h TV a day</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-1</td>
</tr>
<tr>
<td>Parents</td>
<td>13</td>
</tr>
<tr>
<td>Friends</td>
<td>8</td>
</tr>
<tr>
<td>Alone</td>
<td>1</td>
</tr>
<tr>
<td>Partner</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
</tr>
</tbody>
</table>

Fig. 2.9

To answer the objective it is going to be analysed if respondents who state that their favourite programe is sport know about sport sponsorship. Results are shown in figure 2.10.
An Investigation of Television and Sport Sponsorship in the Irish Market

Data Analysis and Findings

Wich shows that most respondents paying sport and stating that their favourite program is sport knew that AIG is sponsoring Manchester United.

Also the researcher wants to investigate if respondents who play sports know sport sponsorship better than respondents who do not play sports the outcomes are shown in figure 2.11.

This shows that 38% of the respondents knew the sponsors of the Irish Rugby Team is Bank of Ireland, Manchester United is sponsored by AIG and that the Irish Soccer Team is sponsored by Eircom. Only 18% of respondents that play sports know that the Champions League is sponsored by MasterCard and that Padraig Harrington is sponsored by Kartel. Overall 30.5% of respondents that play sports know current sport sponsorships. Knowing
soccer sponsorship that well could be due to the fact that most people playing sports, play soccer.

Figure 1.12 is investigating in people who do not play sports and the knowledge they have of sport sponsorship.

Figure 1.12 shows that 18% of the respondents that do not play sports knew that the European Rugby Cup is sponsored by Heineken, the Irish Soccer Team by Eircom and Manchester United by AIG. Overall 12.1% of the respondents that do not play sports knew the right sport sponsors. This shows that respondents that do not play or watch sports do not know the different sponsors as well as the respondents who are more interested in sports.

In total the researcher found that participants of this researcher playing sport, overall have a 30.5% knowledge of sport sponsorship. 12.1% of the respondents that do not play sports still know current sponsors. This is a difference of 18.4% between participants playing sports and participants not playing sports.

In the next part the researcher is going to investigate if people who say their favourite television program is soaps, knew the sponsors for soaps stated in the questionnaire.
12% knew the sponsor of Home and Away (Weetabix).
18% did not know the current sponsor.
0% did not state a previous sponsor.
7% knew the current sponsor of Coronation Street (Reads Furniture).
13% did not know the current sponsor.
10% stated a previous sponsor.

In figure 2.14 the researcher is analysing to find out if people who watch Reality Shows know actual sponsors of those shows.

Figure 2.14 states that 9% of the respondents that watch Reality Shows know the current sponsor of Americas Next Top Model (ANTM) (Tigra) and the current sponsor of X-Factor
Data Analysis and Findings
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(Carphone Warehouse). 8% of the respondents knew the sponsor of Big Brother Celebrity (Virgin Media).

![Graph showing sponsorship knowledge for different shows]

27% of the respondents who state that their favourite program was entertainment know the sponsor for The Simpsons (Dominos) as shown in figure 2.15.

The author wanted to investigate what the difference between the amount of people watching TV and the knowledge of sponsorship is. The graphs are are shown in the Appendix four.

In figure 2.16 the researcher only pointed out the answers were the respondent got the current sponsor right.
Data Analysis and Findings
An Investigation of Television and Sport Sponsorship in the Irish Market

<table>
<thead>
<tr>
<th>Scrubs</th>
<th>14%</th>
<th>17%</th>
<th>14%</th>
<th>0%</th>
<th>3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home and Away</td>
<td>11%</td>
<td>13%</td>
<td>19%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>X-Factor</td>
<td>7%</td>
<td>13%</td>
<td>15%</td>
<td>4%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Fig. 2.16

The overall findings to this objective are that even though respondents watch a lot TV or play a lot of sports they still do not know all the sponsors. But the results show that respondents who play more sports have a better knowledge about sport sponsorship as the overall knowledge is 30.5% compared to respondents who do not play sports they had an overall knowledge of 12.1% of sport sponsors. The findings also show that respondents that watch more television have a better knowledge about television sponsorship.

4.8 Objective Three

"Male vs. female: Are males more aware of sport sponsorship and females more aware of television sponsorship?"

In general people say that males have more knowledge about sport sponsors and females have more knowledge about TV program sponsors, the researcher wants to investigate with this research if that is the case.

4.8.1 Literature Theory

The world of the arts, education or entertainment is an important area for female audiences and that is where marketers should try and reach them. Female sponsorship is a niche market. So far the most dominant female broadcast sponsorship has been the association of Lindemans wines with the TV show Desperate Housewives (MII Quarterly, 2006).

4.8.2 Research Findings

The following data was collected to find the results to this objective of the research. Television program sponsorship will be the first part discussed in the analysis and will compare male vs. female to get an insight of the knowledge of sponsorship.
In figure 3.1 the researcher finds that overall 31.4% of the male respondents and 66.7% of the female respondents got the correct sponsor for *Desperate Housewives* (Baileys) right.

In figure 3.2, the researcher finds that overall 95.5% of the male respondents and 96.9% of the female respondents got the current sponsor of *The Simpsons* (Domino's Pizza) right.

In figure 3.3 the researcher finds that 55.3% of the male respondents and 78.8% of the female respondents got the current sponsor of *ANTM* (*Americas Next Top Model*) (Tigra) right.
In figure 3.4 the researcher finds that 23.9% of the male respondents and 30.4% of the female respondents got the current sponsor of *Big Brother Celebrity Hijack* (Virgin Media) right.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>23.9%</th>
<th>61.2%</th>
<th>9.0%</th>
<th>6.0%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>30.4%</td>
<td>48.5%</td>
<td>3.1%</td>
<td>18.2%</td>
<td>100%</td>
</tr>
</tbody>
</table>

In figure 3.5 the researcher finds that 7.5% of the male respondents and 27.3% of the female respondents got the current sponsor for *Coronation Street* (Reads Furniture) right.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>7.5%</th>
<th>85.1%</th>
<th>7.5%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>27.3%</td>
<td>63.7%</td>
<td>9.1%</td>
<td>100%</td>
</tr>
</tbody>
</table>

In figure 3.6 the researcher finds that 56.8% of the male respondents and 63.7% of the female respondents got the current sponsor for *Lost* (Lucozade) right.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Correct</th>
<th>Incorrect</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>56.8%</td>
<td>43.3%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>63.7%</td>
<td>36.3%</td>
<td>100%</td>
</tr>
</tbody>
</table>

In figure 3.6 the researcher finds that 56.8% of the male respondents and 63.7% of the female respondents got the current sponsor for *Lost* (Lucozade) right.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Scrubs</th>
<th>Incorrect</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>44.8%</td>
<td>55.2%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>54.6%</td>
<td>45.4%</td>
<td>100%</td>
</tr>
</tbody>
</table>
In figure 3.7 the researcher finds that 44.8% of the male respondents and 54.6% of the female respondents got the current sponsor for *Scrubs* (Fish4Jobs) right.

<table>
<thead>
<tr>
<th></th>
<th>Correct</th>
<th>Previous 1</th>
<th>Previous 2</th>
<th>Incorrect</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>46.3%</td>
<td>19.4%</td>
<td>10.9%</td>
<td>23.4%</td>
<td>100%</td>
</tr>
<tr>
<td>Female</td>
<td>51.6%</td>
<td>30.4%</td>
<td>0.0%</td>
<td>18.2%</td>
<td>100%</td>
</tr>
</tbody>
</table>

In figure 3.8 the researcher finds that 46.3% of the male respondents and 51.6% of the female respondents got the current sponsor for *Home and Away* (Weetabix) right.

<table>
<thead>
<tr>
<th></th>
<th>Correct</th>
<th>Previous 1</th>
<th>Incorrect</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>43.3%</td>
<td>29.9%</td>
<td>26.7%</td>
<td>100%</td>
</tr>
<tr>
<td>Female</td>
<td>30.3%</td>
<td>24.3%</td>
<td>45.4%</td>
<td>100%</td>
</tr>
</tbody>
</table>

In figure 3.9 the researcher finds that 43.3% of the male respondents and 30.3% of the female respondents got the current sponsor for *The X-Factor* (Carphone Warehouse) right.

After analysing the data, it is clear that female respondents in this researcher had a better knowledge about television program sponsorship than male respondents. Overall the male participants had a knowledge of 44.9% of current sponsors and female participants had a knowledge of 55.5% of current sponsors.

The next nine figures will illustrate the differences between gender and the knowledge of sport sponsorship.
Data Analysis and Findings
An Investigation of Television and Sport Sponsorship in the Irish Market

<table>
<thead>
<tr>
<th>Leinster Rugby Team</th>
<th>Correct Sponsor</th>
<th>Incorrect Sponsor</th>
<th>Previous Sponsor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>35.9%</td>
<td>47.8%</td>
<td>16.2%</td>
<td>100%</td>
</tr>
<tr>
<td>Female</td>
<td>30.3%</td>
<td>60.6%</td>
<td>9.1%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Fig. 3.10

In figure 3.10 the researcher finds that 35.9% of the male respondents and 30.3% of the female respondents knew the current sponsor of the Leinster Rugby Team (Bank of Ireland).

<table>
<thead>
<tr>
<th>Irish Rugby Team</th>
<th>Correct Sponsor</th>
<th>Incorrect Sponsor</th>
<th>Previous Sponsor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>53.8%</td>
<td>35.7%</td>
<td>10.5%</td>
<td>10%</td>
</tr>
<tr>
<td>Female</td>
<td>45.4%</td>
<td>54.6%</td>
<td>0.0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Fig. 3.11

Figure 3.11 shows that 53.8% of the male respondents and 45.4% of the female respondents were aware of the current sponsor of the Irish Rugby Team (O2).

<table>
<thead>
<tr>
<th>Manchester United</th>
<th>Correct Sponsor</th>
<th>Incorrect Sponsor</th>
<th>Previous Sponsor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>62.7%</td>
<td>35.6%</td>
<td>1.5%</td>
<td>100%</td>
</tr>
<tr>
<td>Female</td>
<td>42.4%</td>
<td>36.4%</td>
<td>21.2%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Fig. 3.12

In figure 3.12 the researcher finds that 62.7% of the male respondents and 42.4% of the female respondents knew the current sponsor of Manchester United (AIG).
## Data and Findings

**An Investigation of Television and Sport Sponsorship in the Irish Market**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Correct Sponsor</th>
<th>Incorrect Sponsor</th>
<th>Previous Sponsor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>67.2%</td>
<td>29.8%</td>
<td>3.0%</td>
<td>100%</td>
</tr>
<tr>
<td>Female</td>
<td>33.4%</td>
<td>57.6%</td>
<td>9.0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Fig. 3.13**

Figure 3.13 shows that 67.2% of the male respondents and 33.4% of the female respondents are aware of the current sponsor of the *Irish Soccer Team* (Eircom).

<table>
<thead>
<tr>
<th>Gender</th>
<th>Correct Sponsor</th>
<th>Incorrect Sponsor</th>
<th>Previous Sponsor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44.8%</td>
<td>53.7%</td>
<td>1.4%</td>
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</tr>
<tr>
<td>Female</td>
<td>33.4%</td>
<td>66.7%</td>
<td>0.0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Fig. 3.14**

Figure 3.14 shows that 44.8% of the male respondents and 33.4% of the female respondents are aware of the current sponsor of the *GAA Hurling Championship* (Guinness).

<table>
<thead>
<tr>
<th>Gender</th>
<th>Correct Sponsor</th>
<th>Incorrect Sponsor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>52.3%</td>
<td>47.7%</td>
<td>100%</td>
</tr>
<tr>
<td>Female</td>
<td>39.4%</td>
<td>60.6%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Fig. 3.15**

In figure 3.15 the researcher finds that 52.3% of the male respondents and 39.4% of the female respondents knew the current sponsor of the *European Rugby Cup* (Heineken).
Data Analysis and Findings
An Investigation of Television and Sport Sponsorship in the Irish Market

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49.3%</td>
<td>33.4%</td>
</tr>
<tr>
<td></td>
<td>46.3%</td>
<td>57.5%</td>
</tr>
<tr>
<td></td>
<td>4.5%</td>
<td>9.1%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Fig. 3.16

Figure 3.16 shows that 49.3% of the male respondents and 33.4% of the female respondents are aware of the current sponsor of the *Six Nations* (RBS).

<table>
<thead>
<tr>
<th>Champions League</th>
<th>Correct Sponsor</th>
<th>Incorrect Sponsor</th>
<th>Previous Sponsor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>26.9%</td>
<td>68.7%</td>
<td>4.5%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>22.4%</td>
<td>68.7%</td>
<td>8.9%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Fig. 3.17

In figure 3.17 the researcher finds that 26.9% of the male respondents and 12.9% of the female respondents knew the current sponsor of the *Champions League* (MasterCard).

<table>
<thead>
<tr>
<th>Padraig Harrington</th>
<th>Correct Sponsor</th>
<th>Incorrect Sponsor</th>
<th>Previous Sponsor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>22.4%</td>
<td>68.7%</td>
<td>8.9%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>24.3%</td>
<td>57.6%</td>
<td>18.2%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Fig. 3.18

In figure 3.18 the researcher finds that 22.4% of the male respondents and 24.3% of the female respondents knew the current sponsor of *Padraig Harrington* (Kartel).

After analyzing the data the researcher finds that male respondents in this researcher were more aware of sport sponsorship than female respondents. Overall 45.6% of the male participants and 32.2% of the female participants were aware of current sport sponsors.
Objective 3 can be seen as true, as female respondents were better in stating current television programme sponsors and male were in general better in stating sport sponsors.

4.9 Conclusion

After analysing the data the researcher found for the first objective that it is complicated to see how aware respondents are of sponsorship. There is a general knowledge but in this research the researcher will not be able to go into depth with the objective. Even though it is clear to see that respondents have a general knowledge about television and sport sponsorship.

For the second objective the researcher will be able to say that respondent’s general television and sport preferences and habits influence their perception of sponsorship. Respondent playing sports have a better knowledge about sport sponsorship and as well as respondents watching sports on TV. The same can be said about respondents that watch more TV or have a favourite program.

The third objective differentiated between male and female, stating that female respondents know better about television program and male better about sport sponsorship. After analysing gender with the two sponsorship types the author found that the objective is true. Female respondents did have a better knowledge about TV program sponsorship, whereas male respondents had a better knowledge about sport sponsorship.
Chapter 5

Conclusion and Recommendations
Conclusion and Recommendations
An Investigation of Television and Sport Sponsorship in the Irish Market

5.1 Introduction
After analysing the findings in the last chapter, in the following chapter the researcher is going to conclude this research and give future recommendations. Giving recommendation for future research and for company’s using sponsorship as one of their promotional tools.

5.2 Findings
This research investigated in television and sport sponsorship. The aim of this research was to find if respondents have a better knowledge of television or sport sponsorship and if they are aware of the different sponsors as well as if there is a difference between male and female respondents. As shown in the last chapter people are aware of sponsorship, there was no sponsor where none at least a few of the one-hundred respondents knew the answer. But also there was not a single television program, league, team or individual were all the respondents knew the current sponsor. This research found that different preferences and habits of respondents have an influence of their knowledge of sponsorship. It was assumed that male respondents would have a better knowledge about sport sponsorship and female would have a better knowledge about television program sponsorship. After analysing, it was found that the assumption was right, male respondents overall knew more sport sponsors and female knew more television program sponsors.

5.3 Limitations
5.3.1 Time: Due to the limited time with this research, the researcher was not able to go as much into depth with the research as it was hoped for. The researcher would have liked to have a focus group, where different people with different interests would have been able to express their feelings towards sponsorship.

5.3.2 Research: The researcher does not have the knowledge of marketing research, a qualified researcher would have. That means that to a certain point, this research would have been more professional if a qualified researcher or research company would have done the work.

5.3.3 Sample size: The sample size of this research is one-hundred people, due to the time and money concerns the researcher was not able to have a bigger sample size. The results of
Conclusion and Recommendations
An Investigation of Television and Sport Sponsorship in the Irish Market

this research do not stand for the whole of Ireland just for a very small part of it thus the sample size does not warrant generalizations across the population of Ireland.

5.3.4 Sponsorship: Sponsorship is a big area where the researcher could have gone into many different types of it and would have gotten an even better insight of sponsorship. Due to a word limit in this research, that was not possible, and the research was reduced to investigate in television vs. sport sponsorship.

5.4 Implications for Theory

Different researchers found that there is little knowledge about how sponsorship should be managed. There are not many researchers concentrating on how people perceive sponsorship and what makes them recognize the sponsor. Asking respondents if they know sponsorship is one part of the process, but trying to find what makes them remember has not yet been researched, this might be an area quite interesting and helpful to know for sponsors. Quite a lot of sponsorship researches are concentrating on big sponsorship corporations just like the Olympics and World Cup. The researcher has not found as much on local or regional sponsorship, concentrating on smaller sponsorship corporations and investigating if locals know about them, might encourage local business to get involved in sponsorship. Philanthropy is said to be more common, but there is not much information on it from previous researcher, which makes the knowledge of it not as great as it could be.

5.5 Implications for Future Research

Even though sponsorship has been used as a marketing communication tool for a long time, the area of research within sponsorship is still limited. Moreover, sponsorship provides a company the possibility to avoid the present problem with media clutter within traditional advertising. For future research one main investigation would be to find respondents thoughts and feelings about sponsorship. To study why they know some sponsors and why they do not know others. Having focus groups focusing on people with different interests and what they like or dislike about sponsorship, trying to discover what makes different people remember different sponsors. Another way of finding out more about awareness could be observation, asking attendees after a match if they remember who the major sponsor of that match, team or
individual was. The same could be done for program sponsorship, asking viewers after a program if they remember the sponsor. Questionnaires could be done in a different way such as handing out questionnaires before and after the match. That way the researcher will get a better insight of how aware respondents are of sponsorship.

5.6 Implications for Management

Sponsorship is a good way of promotion, if the sponsor stands out, the attendees and or viewers will recognize the sponsoring brand. Sponsors should have a clear understanding of their target market and the target market of the sponsored. If they do not match, the sponsoring brand will not get anything out of the corporation. Managers should have a clear understanding of what they want to achieve with sponsorship. Communicating with the target market and the sponsored is important, as through communication everyone knows what currently is happening.

5.7 Summery

In this final chapter of the thesis, the author stated the findings and conclusions of the research and the end of the chapter, the implications for theory, future research and management.


76. O’Connell, Siobhan. 2007. Under starter’s orders as sponsorship race hots up, 06.12.1007. The Irish Times. Retrieved 07.01.08


87. Shank
An Investigation of Television and Sport Sponsorship in the Irish Market


http://www.csr globe.com/login/companies/vodafone.html


Appendix One

Television vs. Sport Sponsorship

As part of my final project for a BA in Marketing and Event Management in Dublin Business School, a study about television and sport sponsorship will be carried out to gain an insight into this topic.

The following questionnaire will only take a few minutes to complete, but will provide the researcher with valuable information. There is no right or wrong answer, but it is important that you respond to each of the questions, please make sure you answer all of them. The questionnaire is completely confidential and your answers will be used for research purposes only. Thank you very much for your co-operation.
1. Gender?
   Male ☐ Female ☐

2. How old are you?
   18-20 ☐ 21-23 ☐ 24-25 ☐ 26+ ☐

3. Where do you currently live in Ireland?
   (Please state specifically)

4. Who do you currently live with?
   Parents ☐ Friends ☐ Alone ☐ Partner ☐ Other ☐

5. What television package do you have?
   Aerial ☐ NTL ☐ Sky ☐ Other ☐

6. Do you have any extra sport packages on your TV?
   Yes ☐ No ☐

7. Approximately how many hours of TV do you watch a day?
   0-1h ☐ 1-2h ☐ 2-3h ☐ 4-5h ☐ 6h+ ☐

8. Please tick out of the options below your favourite television programmes.
   Comedy ☐ Music ☐ Film ☐
   Sport ☐ Documentary ☐ Crime ☐
   Soaps ☐ Entertainment ☐ News ☐
   Drama ☐ Reality TV Shows ☐ Other ☐

9. Whom do you most often watch your favourite television programmes with?
   Alone ☐ Family ☐ Friends ☐ Flat mates ☐ Partner ☐ Other ☐
10. Do you watch sport on TV?
   - All the time 
   - Major events only 
   - Occasionally 
   - Never 

11. Do you go to Pubs to watch sport events and matches?
   - Yes 
   - No 

12. Do you play any kind of sport?
   - Yes 
   - No 

   If ‘yes’ what kind of sport do you play?
   - Soccer 
   - Rugby 
   - Hockey 
   - Hockey 
   - Tennis 
   - Hurling 
   - Gaelic Football 
   - Other: 

13. Who, to the best of your knowledge, sponsors the following television programmes? (Please try and state as many as you can)
   - Desperate Housewives (RTE2) 
   - Simpsons (Sky One) 
   - Americas Next Top Model (Living TV) 
   - Big Brother Celebrity Hijack (E4) 
   - Coronation Street (TV3) 
   - Lost (RTE2) 
   - Scrubs (E4) 
   - Home and Away (RTE2) 
   - X-Factor (Season 4/2007) (TV3)
14. Who, to the best of your knowledge, is the main sponsor of the following? (Please try and state as many as you can)

Leinster Rugby Team
Irish Rugby Team
Manchester United
Irish Soccer Team
GAA Hurling Championship
European Rugby Cup
Six Nations
Champions League
Padraig Harrington

15. Who is the current sponsor of each program listed below? (Please select one of the following options available for each question).

Desperate Housewives (RTE2): Lindemans □ Baileys □ Herbal Essences □
Simpsons (Sky One): Dominos Pizza □ Smarties □ Pizza Hut □
Americas Next Top Model (Living TV): Sheelas Wheels □ Tigra □ ASOS □
Big Brother Celebrity Hijack (E4): Carphone Warehouse □ Ask.com □ Virgin Media □
Coronation Street (TV3): Cadburys Chocolate □ Reads Furniture □ Morrison □
Lost (RTE2): Lucozade □ 118 118 □ KitKat □
Scrubs (E4) Fish4Jobs □ Volvic □ FBD Insurance □
Home and Away (RTE2) Weetabix □ Heroes □ Smarties □
X-Factor (Season 4/2007) (TV3): Carphone Warehouse □ Nokia □ Coca-Cola □