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SPONSORSHIP: A BEHAVIOURAL ANALYSIS

**A Thesis presented in partial fulfilment of the requirements
for the degree of Masterate of Business Studies at
Massey University**

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1999

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ABSTRACT

There has been spectacular growth in the use of sponsorship as a communication medium over the last two decades that has not been accompanied by increased knowledge of evaluation methods. Studies documenting management practice have revealed widespread use of informal sponsorship feedback measures, such as awareness and image, which suggests that sponsorship managers have relied heavily upon cognitive information processing models, in which these measures are assumed to have a sequential relationship with behaviour. This cognitive approach has attracted increasing criticism, with some studies suggesting that most marketing actions are undertaken to change, modify or reinforce consumers' behaviour. Therefore, it is logical to examine whether sponsorship has any behavioural consequences. The research reported in this thesis outlines a choice modelling experiment designed to investigate how sponsorship affected consumers' choice behaviour for two products: milk and bank investments. In both categories, sponsorship had a strong influence on the behaviour of a small group of consumers, however, overall, its influence was slight compare to the other attributes examined, and depended heavily on the cause promoted. The key implication that arises from these findings is that managers who hope to attract new customers via the sponsorship vehicle need to carefully consider the cause they support.

ACKNOWLEDGEMENTS

In the preparation of this thesis I have had the assistance of many people to whom I am indebted.

Special thanks are due to thank my supervisor, Janet Hoek, for her direction, enthusiasm and encouragement throughout the year. Her guidance and critique has been invaluable.

I would also like to extend my gratitude to Duncan Hedderley, from the Applied Statistics Consulting Centre, Massey University and to James Riley, from AC Nielsen Ltd. Their assistance in clarifying the intricacies of discrete choice models was invaluable.

I am also grateful for the assistance and support I received from Heather Newell, of Foresee Communications Ltd.

Finally, I would like to acknowledge the support and encouragement of my family and dedicate this work to my daughters, Victoria and Margaux.

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