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SPONSORSHIP EVALUATION SCALE (SES): A VALIDITY AND RELIABILITY STUDY

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ABSTRACT

Although sponsorship is one of the main fund-raising methods available to sports organizations, and a useful marketing communication tool for a company as sponsor, selecting a suitable partner is a difficult issue for any company. Therefore, an understanding of the views of the people who consume sports is vital. The evaluation of consumer response to sport sponsorship is limited in the academic literature. This research was aimed to conduct a dimensionality, validity and reliability study of the Speed and Thompson Sponsorship Questionnaire in Turkey (2000). Eight hundred and fifty-two (852) university students participated in the study. The validity of the instrument was established by face validity and through construct-related evidence. The reliability of the instrument was tested by Cronbach Alpha which was in the range of .93 to .97 for all subscales (p<.01). Results indicated that the 55-item-11-component version of the Sponsorship Evaluation Scale is valid and reliable in measuring effects of sponsorship on the Turkish consumers' with respect to their sponsorship response.

Key words: Sponsorship; Sports; Consumer response; Attitudes; Sponsorship evaluation; Sponsorship effect.

INTRODUCTION

Sponsorship funding has recently become one of the most important and widely used tools of humanitarian and social events, sports and the arts. It is the provision of resources (e.g., money, people, equipment) by an organization (the sponsor) directly to an individual, authority or organization (the sponsored) that enables the latter to pursue some activity in return for benefits contemplated in terms of the sponsor's promotion strategy, and which can be expressed in terms of its corporate, marketing or media objectives (Pope, 1998). Increasing economic difficulties affect sponsor organizations to continue sponsorship. At this point, the evaluation of sponsorships becomes an issue with respect to an organization's sponsorship objectives and the evaluation of return on investment (Karakılıç & Koçak, 2002). One of the confusions around sponsorship is how to evaluate it. In fact, the issue of the evaluation of sponsorship is the most controversial and argued subject in the marketing literature because of a lack of universally accepted techniques by which sponsorship effectiveness can be evaluated or not (Shanklin & Kuzma, 1992; Thwaites, 1994).

The literature reveals that media exposure monitoring, sponsor name awareness, and sponsor-sponsored event associations (Crimmins & Horn, 1996; Easton & Mackie, 1998; Meenaghan, 1996; Nicholls *et al*., 1999; Otker & Hayes, 1987; Parker, 1991; Quester, 1997; Stotlar, 1993)

are the most widely used evaluation techniques of the effectiveness of sponsorships. Despite their considerable corporate popularity, these techniques are the first line measurements of sponsorship effectiveness and they do not serve to facilitate the understanding of consumer engagement with sponsorship (Meenaghan, 2001). As the main focus of sponsorship is to affect individuals or society, the effectiveness of sponsorships should be measured in relation to the consumers. The research on the evaluation of sponsorship effectiveness in relation to the consumer response to sponsorship and the factors that affect consumers response to sponsorship is inadequate and the measurement instruments, too (Gardner & Shuman, 1987; Meenaghan, 2001; Speed & Thompson, 2000).

When the literature is examined, the most extensive approach to measure the effectiveness of sponsorship in relation to consumers' response to sponsorship and the factors that affects consumers' response to sponsorship is the Speed and Thompson model (2000). The evaluation of sponsorships was conducted by means of a Sports Questionnaire which examines the effects of consumers' attitudes towards sporting events, their perceptions of sponsor-event fit and their attitudes towards the sponsor on a multidimensional measure of sponsorship response (interest, favour and use of the sponsor's product). This questionnaire has two components. The first component measures the factors affecting consumers' responses to sponsorship, namely status of the event, liking the event, sponsor-event fit, attitudes toward sponsor, sincerity of sponsor and, ubiquity of sponsor. The second component measures the sponsorship response of consumers by subscales of interest, favour, and the use of a sponsors' product.

Speed and Thompson (2000) conducted semi-structured personal interviews with a judgment sample of managers responsible for sponsorship decision making within a group of Australian companies. With these interviews and a literature survey, they generated an initial conceptual framework, and a first item pool for a questionnaire. The researchers then collected data with the participation of two-hundred and thirty seven (237) undergraduate and postgraduate students with an age ranging from 18 to older than 50. The participants answered the questionnaire for certain identified events and potential companies that could sponsor these events. The products and services offered by these companies were all familiar to the student sample and were appropriate for purchase by this group. By this way, Speed and Thompson (2000) validated the questionnaire and then carried out a reliability test.

As the validity and reliability of Speed and Thompson's questionnaire was conducted for identified events and companies that possibly could sponsor these events, the actual sponsors and their sponsored event pairings were not used for the validity and the reliability of the questionnaire. As far as it is known the validity and reliability of this questionnaire was not conducted by any researchers for actual events and its sponsors, and also for a different cultural setting such as Turkey.

Besides the above, the literature on sponsorship emphasizes the importance of the evaluation of consumer responses to sponsorship and their reactions to it (Walliser, 2003; Cornwell & Maignan, 1998). These studies recommend that rigorously designed studies are needed to further the understanding of consumers' perceptions of, and reactions to sponsorship stimuli for the continuation of sponsorship investments. Therefore, this research was aimed at

conducting the validity and reliability study on the Speed and Thompson Sponsorship Questionnaire (SQ) (Speed & Thompson, 2000) in a developing country, in this case, Turkey.

METHOD

Participants

The sample of the study was undergraduate students at the Middle East Technical University in Ankara (Turkey), and the university setting was purposively selected. The reason being that the product promoted by the sponsor company during the sponsorship, was familiar to the student sample and was appropriate for purchase by them (Yiğit & Khorshid, 2006). The sample consisted of 1002 undergraduate students who were randomly selected. Their ages ranged from 18 to 30 with an average age of 22 years. They were from a wide range of departments from humanities to engineering; all were enrolled in elective courses that were open to all faculties and departments. Participants, who knew the sponsor of the Turkish National Football Team and followed the 17th FIFA Soccer World Cup, participated in the research project.

Measures

Both the Sponsorship Questionnaire (SQ) of Speed and Thompson (2000) and its first item pool were used to collect data. The SQ measures the factors affecting consumers' responses to sponsorship in terms of their interest, favour, and the use of a sponsors' product.

The first part of the questionnaire includes 21 items under six subscales which are Status of the Event (SE), Liking the Event (LE), Sponsor-Event Fit (SEF), Attitude Toward Sponsor (ATS), Sincerity of Sponsor (SS) and, Ubiquity of Sponsor (US). "Status of the Event" measures the perceived importance and significance of the event locally and internationally while "Liking the Event" measures the respondents' degree of liking the event. "Sponsor-Event Fit" measures the respondents' level of agreement on the sponsor and the event for the abstract notions of fit such as similarity, a logical connection, and making sense. "Attitude Toward the Sponsor" subscale is a semantic differential scale, and measures the respondents' attitudes to the sponsor company such as good-bad, like-dislike, pleasant-unpleasant, and favourable-unfavourable. "Sincerity of the Sponsor" measures the respondents' level of agreement on the sponsor's motivation (altruism versus commercial) and likely behavior while "Ubiquity of the Sponsor" measures the respondents' level of agreement on the sponsorship activities undertaken by the sponsor, and their degree of focus.

The second part of the questionnaire has three subscales consisting of three items in each namely Interest, Favour and, Use of the Sponsor's Product. While "Interest" measures the respondents level of attention to the sponsor and its promotions, "Favour" measures their favourability toward the sponsor, and "Use" measures the respondents' willingness to consider and use the sponsor's product.

The SQ is a paper-and-pencil self-report instrument that requests the respondent's to indicate their judgments on a 7-point Likert-type scale indicating their level of agreement for each item within a range of "strongly disagree" (1) to "strongly agree" (7).

Procedure

Data was collected nine months after the sponsored event. The original questionnaire's items (30 items) and the first item pool (31) was combined, and administered to the respondents in their departmental classroom settings. Participation in the study was voluntary. One thousand and two (1002) respondents participated in the data collection. As the main purpose of the SQ was to determine respondents' agreement on their perceptions of the sponsorship and their sponsorship response, only subjects who accurately wrote the name of the sponsor and were aware of the sponsored event were accepted in data analysis. Respondents who could describe themselves as TV viewers or spectators and knew the sponsor of the event in addition could write about the sponsors' services and products that were advertised during the sponsorship period were included in the study. Table 1 shows the distribution of the respondents' participation levels in the sponsored events.

TABLE 1. **PARTICIPATION LEVELS OF THE RESPONDENTS TO THE SPONSORED EVENT**

	n	**%**
I have attended this event more than once as a spectator	30	3.5
I have attended this event once before as a spectator	26	3.1
I watched this event on TV consistently the last time it was held	347	40.7
I watched this event on TV occasionally the last time it was held	260	30.5
I watched this event on TV, but I did not follow all of the matches	189	22.2
Total	852	100.0

Respondents who did not follow (75 respondents; 8%), or know nothing about the event (39 respondents; 4%) or sponsor were eliminated from the study. Additionally, incomplete questionnaires were excluded from the study (36 questionnaires; 4%). A total of 852 (417 females; 48.9% and 435 males; 51.1%) valid questionnaires were eventually included in this study.

The validity of the questionnaire was established by face validity with construct-related evidence. Because of potential cultural differences of the respondents, the items of the original SQ in its first item pool were subjected to face-validity. All the items were translated from English into Turkish independently by two English language specialists and the researcher, while the items were also validated by translation-back-translation to ensure that both versions are equivalent. The final Turkish version of the all items was also administered to 42 undergraduate students in order to minimize the possibility of misinterpretation. No misunderstood items were found. To analyze the factors associated with each section of the questionnaire, the items were subjected to a principal component analysis for construct validity. For the reliability of the scale, the Cronbach Alpha method was used.

RESULTS

Table 2 shows the descriptive statistics of the newly formed scale. It provides the mean score values and the standard deviations of total scales and their subscales.

TABLE 2. **MEANS AND STANDARD DEVIATIONS OF THE TOTAL SCALES AND THEIR SUBSCALES**

	Subscales	**n**	**x**	**sd**
Determinants of sponsorship response (x=4.76, sd=0.83)	Status of the event	852	5.67	1.23
	Attitude toward the event	852	5.66	1.30
	Personal liking of the event	852	5.19	1.64
	Attitude toward the sponsor	852	5.11	1.52
	Image of the sponsor	852	4.89	0.98
	Ubiquity of the sponsor	852	4.66	0.96
	Sponsor-event fit	852	3.96	1.40
	Sincerity of the sponsor	852	3.92	1.21
Consumers' response to sponsorship (x=4.27, sd=1.51)	Favour	852	4.47	1.59
	Interest	852	4.42	1.64
	Use	852	3.93	1.75

The first part of the questionnaire (21 items) and first item pool (28 items) (K=49; total number of items subjected to the principal component analysis) were subjected to a principal component analysis to test the construct validity. The application of the principal component analysis indicated that there were seven components with an Eigen value greater than one, which made it possible to interpret the number of factors that appeared on the screed plot. Items loading .40 or more were taken into consideration. Six items were deleted because of poor item loadings and high item cross loadings (Stevens, 1986) except for item F23 (see Table 3). Although the factor loading of this item was not .40, but close to the required value to be accepted, it was evaluated by the researcher as a necessary item to test the image of the sponsor. Therefore, F23 was not eliminated from the study. When the factor loadings on the rotated factor matrix are closely examined, it is clear that these factors represent a meaningful clustering. The seven-factor solution measured a 64.1% variation of the factors affecting consumers' responses to the sponsorship. Factor 1 (Status of the Event) and 2 (Linking the Event) account for 11.80%, 3 (Attitude towards the Event) with 6.94%, 4 (Sponsor-Event-Fit) with 12.04%, 5 (Attitude towards Sponsor) 8.18%, 6 (Sincerity of the Sponsor) 8.60%, 7 (Ubiquity of the Sponsor) 4.51%, and 8 (Image of the Sponsor) with 12.03% of the total variance.

Although factors 1 and 2 (see Table 3) were seen as one factor in the first principal component analysis, a 2-factor solution was also run (K=7) because of the conceptual distinction between the status of the event and its personal liking (Speed & Thompson, 2000). The application of the principal component analysis highlighted that there were two components with an Eigen value greater than one. The 2-factor solution measured a 77.80% of the total variation. Factor 1 account for 30.4%, and factor 2 for 47.4%. Eigen values of factor 1 and 2 were 2.13 and 3.31, respectively. This values shows that Factor 1 and 2 are acceptable. Analyses showed that each of the 8 factors could be interpreted. When the content of the each of the factors and the study of Speed and Thompson (2000) considered, factor 1 was named as "Status of the Event", factor 1 as "Liking the Event", factor 1 as "Attitude

toward the Event", factor 4 as "Sponsor-Event Fit", factor 5 as "Attitude Toward Sponsor", factor 6 as "Sincerity of the Sponsor", factor 7 as "Ubiquity of the Sponsor ", and factor 8 as "Image of the Sponsor".

TABLE 3. **DETERMINANTS OF SPONSORSHIP RESPONSE**

Factors (Total α=.93)		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
Status of the Event (SE): (α=.74) ($\alpha_{\text{Original Study}}$=.70)									
A 2	This event is important to where I live	.808							
F 1	This event has international significance	.748							
A 1	This is a significant sporting event	.694							
Liking the Event (LE): α=.93)			**($\alpha_{\text{Original Study}}$=.96)**						
A 5	I enjoy following coverage of this event		.897						
A 6	This event is important to me		.873						
A 4	I would want to attend this event		.824						
A 3	I am a strong supporter of this event		.807						
Attitude toward Event (ATE): (α=.90)									
F 2	My attitude to the event: dislike-like			.835					
F 3	My attitude to the event: unpleasant-pleasant			.825					
F 4	My attitude to the event: bad-good			.813					
F 5	My attitude to the event: unfavourable - favourable			.658					
Sponsor-Event Fit (SEF): (α=.92) ($\alpha_{\text{Original Study}}$=.95)									
D 2	The image of the event and the image of the sponsor are similar				.860				
D 1	There is a logical connection between the event and the sponsor				.779				
D 3	The sponsor and the event fit together well				.778				
D 4	The company and the event stand for similar things				.757				
F 8	Skills required to participate in the event are skills the sponsor has				.713				
F 9	The skills required to stage the event are skills that the sponsor has				.711				
D 5	It makes sense to me that this company sponsors this event				.595				
Attitude toward Sponsor (ATS): (α=.95) ($\alpha_{\text{Original Study}}$=.97)									
B 2	My attitude to the sponsor: dislike-like					.830			

Factors (Total α=.93)		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
B 3	My attitude to the sponsor: unpleasant-pleasant					.827			
B 4	My attitude to the sponsor: unfavourable-favourable					.793			
B 1	My attitude to the sponsor: bad-good					.764			
Sincerity of Sponsor (SS): (α=.76) ($\alpha_{\text{Original Study}}$=.88)									
E 3	This sponsor would probably support the event even if it had a much lower profile						.779		
F13	I think this company would be sincere in their support for this event						.746		
E 2	This sponsor would be likely to have the best interests of the sport at heart						.744		
F14	Commercial motives would not be the most important reasons why this company undertook this sponsorship						.705		
E 1	The main reason the sponsor would be involved in the event is because the sponsor believes the event deserves support						.622		
F16	This company only wants to make money						-.491*		
Ubiquity of Sponsor (US): (α=.57) ($\alpha_{\text{Original Study}}$=.85)									
F 7	This company is very selective in what sports events it sponsors							.704	
F 6	This company's sponsorship is clearly focused on certain sports							.631	
C 2	It is very common to see this company sponsoring sports events							.610	
C 1	This company sponsors many different sports							.436	
Image of the Sponsor (IS): (α=.85)									
F18	This company has good products and services								.751
F17	This is a major company								.707
F19	This company is well managed								.699
F22	This company is a good company to work for								.685
F24	I have a favourable attitude to this company								.677
F21	This company responds to customer needs								.646
F25	This company is a credible sponsor of this event								.587
F20	This company is involved in the community								.506
F28	Sponsorship of this event by this company will enhance the image of the event								.477
F27	Sponsorship of this event by this company will enhance the company's reputation								.465
F23	This company behaves in an unethical way								-.372*
Eigen value		5.07	2.99	5.18	3.52	3.70	1.94	5.17	
Explained Variance (%)		11.8	6.94	12.04	8.18	8.60	4.51	12.03	
Cumulative Variance (%)		11.8	18.74	30.78	38.96	47.56	52.07	64.09	

* These items were reverse scored. Item loading: .40 or more

Table 4 shows the sponsorship response section of the scale. Items from the original questionnaire (9) and items from its first item pool (3) were subjected to a principal component analysis to test the construct validity. The application of the principal component analysis (K=12) demonstrated that there were three components with an Eigen value greater

than one which made it possible to interpret the number of factors that appeared on the screen plot. All the items were clustered in three meaningful clusters. The three-factor solution measured an 86.69% variation. Factor 1 (Interest) accounts for 28.16%, factor 2 (Favour) for 29.11% and factor 3 (Use) for 29.43% of the total variance. When the content of the each of the factors and the study of Speed and Thompson (2000) considered, factor 1 was named as "Interest", factor 1 as "Favor", and factor 3 as "Use".

TABLE 4. **SPONSORSHIP RESPONSE OF CONSUMERS**

Factors (Total **α=,97**)		Factor1	Factor2	Factor3
Interest (α=.95) ($\alpha_{\text{Original Study}}$=.91)				
H 2	This sponsorship would increase my interest in the sponsor's advertising	.820		
H 3	This sponsorship would make me more likely to remember the sponsor's promotion	.799		
H 1	This sponsorship would make me more likely to notice the sponsor's name on other occasions	.788		
J 2	This sponsorship would make me more likely to pay attention to the sponsor's advertising	.740		
Favour (α=.95) ($\alpha_{\text{Original Study}}$=.95)				
G 3	This sponsorship would make me like the sponsor more		.824	
J 1	I would feel more positive about the sponsor as a result of this sponsorship		.823	
G 1	This sponsorship makes me feel more favourable towards the sponsor		.787	
G 2	This sponsorship would improve my perception of the sponsor		.786	
Use (α=.95) ($\alpha_{\text{Original Study}}$=.94)				
I 3	I would be more likely to buy from the sponsor as a result of this sponsorship			.849
I 2	This sponsorship would make me more likely to consider this company's products the next time I buy			.801
J 3	Were I in need of the type of product the sponsor supplies, this sponsorship would increase the chances of me choosing the sponsor's product			.794
I 1	This sponsorship would make me more likely to use the sponsor's product			.764
Eigen value		3.38	3.49	3.53
Explained Variance (%)		28.16	29.11	29.43
Cumulative Variance (%)		28.16	57.27	86.69

Item loading: .40 or more

Table 5 shows the correlation matrix for the resulting measures. High and meaningful correlations of factors with each other were very satisfactory for the construct validity.

TABLE 5. **CORRELATION MATRIX FOR SPONSORSHIP EVALUATION SCALE'S SUBSCALES**

	SEF	IS	SS	ATS	ATE	US	LE	SE	Use	Favour	Interest
SEF	1										
IS	.594*	1									
SS	.624*	.554*	1								
ATS	.429*	.598*	.373*	1							
ATE	.216*	.202*	.135*	.313*	1						
US	.302*	.430*	.277*	.334*	.107*	1					
LE	.240*	.240*	.205*	.247*	.599*	.196*	1				
SE	.204*	.241*	.149*	.199*	.449*	.181*	.692*	1			
Use	.575*	.526*	.510*	.418*	.195*	.221*	.235*	.155*	1		
Favour	.581*	.634*	.502*	.495*	.270*	.318*	.327*	.266*	.739*	1	
Interest	.545*	.556*	.429*	.346*	.236*	.259*	.264*	.204*	.765*	.752*	1

* $p<0.01$

SEF: Sponsor Event Fit, IS: Image of the Sponsor, SS: Sincerity of the Sponsor, ATS: Attitude Towards the Sponsor, ATE: Attitude Towards the Event, US: Ubiquity of the Sponsor, LE: Liking the Sponsor, SE: Status of the Event.

Reliability of the scale was addressed by using Cronbach Alpha. Tables 2 and 3 pointed out Cronbach alpha coefficients or internal consistencies for all subscales as well as the total scale. Results showed that the newly formed, and named as the "Sponsorship Evaluation Scale (SES)" had 55-items under 11 components with the range of $\alpha=.57$ to $\alpha=.95$ for all subscales ($p<.01$).

DISCUSSION

Results showed that a total of 11 factors and 55 items questionnaire were formed. Thus, two additional dimensions were added to the Speed and Thompson (2000) model of sponsorship which were the "Image of the Sponsor" and the "Attitude Toward the Event". Figure 1 shows the conceptual framework of the newly formed scale.

Face validity, construct validity, and the high and meaningful correlation of subscales with each other showed that the newly formed Sponsorship Evaluation Scale (SES) valid scale to measure consumers' response to sponsorship and those factors determining their responses. Although nine subscales among eleven were similar to the original scale (Speed & Thompson, 2000), two additional subscales were formed for the Turkish population.

The reliability of the instrument was tested by Cronbach Alpha (α) which was in the range of .74 to .95 for all subscales ($p<.01$) except for "Ubiquity of the Sponsor". As "Ubiquity of the Sponsor" subscale's internal consistency ($\alpha=.57$) was at an acceptable level, but close to the required value to be accepted, other subscales' α values were highly satisfactory. Alpar (2000) stated that scales with .60 to .80 internal consistency values were expressed as reliable. Newly obtained cronbach alpha values for each of the factors were approximately

similar to the original questionnaire (Speed & Thomson, 2000), and cronbach alphas for newly added subscales were between .85 and .90 (see Table 2).

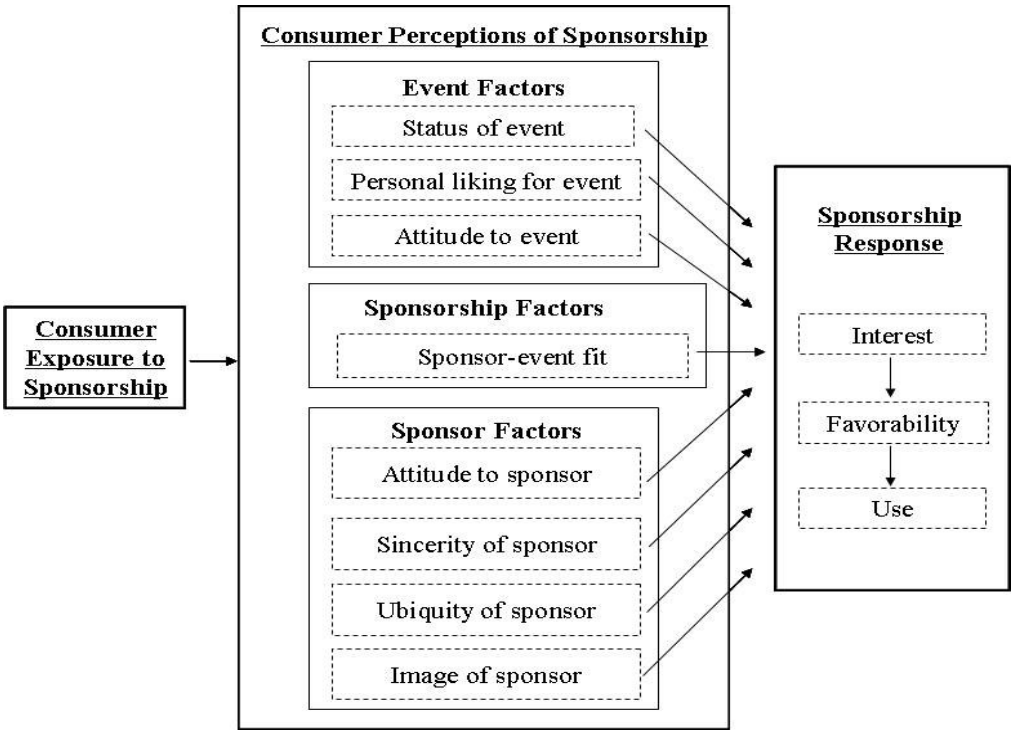

FIGURE 1: **CONCEPTUAL FRAMEWORK FOR THE CURRENT STUDY**

The results of the Principal Component Factor analysis for the first part of the scale indicated that all the items from the original questionnaire, except for "I expect this company to sponsor major events", could be interpreted under the same subscales of the original questionnaire. The factor analysis measured "Liking the Event", and "Attitude Towards the Sponsor" as similar to the original questionnaire, while two items each for "Fit" and "Ubiquity of the Sponsor", three for "Sincerity of the Sponsor", and one for "Status of the Event" were incorporated from the first item pool. In addition, two new subscales were formed. When the items under these subscales were assessed, they were labeled as "Image of the Sponsor (IS = 11-items)", and "Attitude toward the Event (ATE= 4-items)". All the items loaded under IS and ATE were from the first item pool. It can be concluded that the image of the sponsor and attitude towards the event are two further determinant factors of the sponsorship response in Turkey. In conclusion, 49 items were subjected to the principal component analysis, of which five of them from the first item pool and one from the original questionnaire were not loaded meaningfully under any subscale.

For the second part of the scale, the results of Principal Component Factor analysis revealed that all the items of the original questionnaire were loaded meaningfully, and could be

interpreted under the same subscales of the original questionnaire. One item from the first item pool of each of the subscales was loaded.

Consequently, it can be stated that the adjusted instrument called "Sponsorship Evaluation Scale" is a valid and reliable scale, and provides the opportunity to make meaningful interpretations of consumers' responses to sponsorship in terms of interest, favour and use of the sponsor's product, and those factors determining these responses. Besides, the conceptual framework of SES could provide insights to both the managers responsible for preparing sponsorship proposals to apply to potential sponsors as well as the managers of the companies planning and/or conducting sponsorship of any event in terms of sponsorship decision making. Event managers could increase the opportunities of sponsors to add value to their sponsorship. Sponsorship managers could make use of the factors included in the SES during the sponsorship selection decision process and the development of the sponsorship-leveraging strategy. They could select the best sponsorship proposal among the existing alternatives, and begin additional promotions to raise the response to sponsorship.

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