

ANALYZING THE INFLUENCE OF ATTITUDE TOWARDS SPONSOR AND SPONSORSHIP AWARENESS TO PURCHASE INTENTION IN MANADO (CASE STUDY: MOTOGP)

ANALISIS PENGARUH SIKAP TERHADAP SPONSOR DAN KESADARAN AKAN SPONSOR PADA MINAT BELI DI MANADO (STUDI KASUS: MotoGP)

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ABSTRACT

The use of Sponsorship has increased in recent years, especially in Sports Sponsorship. Several teams participating in MotoGP were sponsored by local Indonesian companies as majority of the audience were from Indonesian. In order to determine how consumer's attitude towards sponsor and sponsorship awareness would affect consumer's purchase intention, MotoGP was used as a case study. A survey research was conducted in Manado, with sample size of 70 respondents that consist of 51 male respondents and 19 female respondents. Research data was quantitative analyzed and presented. The result of this research shows that there is partial and simultaneous influence from consumer's attitude towards sponsor and sponsorship awareness on consumer's purchase intention in Manado.

Keywords: Purchase Intention, Attitude towards Sponsor, Sponsorship Awareness, MotoGP.

ABSTRAK

Penggunaan Sponsorship pada dewasa ini, menunjukkan peningkatan yang signifikan, terlebih khusus terhadap Sponsor ajang olahraga. Beberapa tim yang berpartisipasi dalam balapan MotoGP disponsori oleh perusahaan lokal dari Indonesia, karena diketahui mayoritas penggemar dan penonton ajang balap ini berasal dari Indonesia. Dalam menentukan bagaimana sikap terhadap sponsor oleh konsumen dan kesadaran adanya sponsor akan mempengaruhi minat beli konsumen, ajang MotoGP pun dipilih sebagai bahan studi kasus. Penelitian ini melibatkan 70 narasumber yang terdiri dari 51 pria dan 19 perempuan. Data dari penelitian ini menggunakan metode kuantitatif dan uji regresi linear ganda. Hasil dari penelitian ini menunjukkan bahwa adanya pengaruh secara bersamaan maupun secara terpisah oleh sikap terhadap sponsor dari konsumen dan kesadaran adanya sponsor terhadap minat beli konsumen di kota Manado.

Kata Kunci: Minat Beli, Sikap terhadap Sponsor, Kesadaran adanya Sponsor, MotoGP.

1. INTRODUCTION

Competition in business world can be a driving force for companies to improve or a deadly force that crushes companies. Every existing business needs to reassess their products or services. One of the ways to remain competitive and stand out among others is that every company must be maintaining a positive relationship with consumers to maximize profits and benefits from their target audience. In this era, there are so many business strategies to introduce their products or services. Several strategies have been repeatedly used by now, so each company need fresh thinking on how to operate and compete in the market. More creative and innovative communication strategies are required to appeal to consumers these days as consumers are faced with a large variety of choices.

In every company that engaged in trade sales of products or services, using promotion is something very important and cannot be abandoned. Promotional strategies are increasing and becoming popular over the years, as the advancement of technology, allows us to produce media campaign that proved successful in increasing sales. Furthermore, by looking at the opportunities to remain in operation, the company and businessman requires the proper things in using promotion. One form of promotion that is receiving more attention and funding today is sponsorship. Sponsorships have emerged as an element of promotional mix. MotoGP or Motorcycle Grand Prix is one of the most popular events in the world. The competition attracts millions of spectators around the world and combines world's best motorcycle riders and with the world's premier motorcycle manufacturers.

In Indonesia, MotoGP is very popular and well-known even among children and elderly, despite not being one of the hosts since last 1997 but could return to the MotoGP calendar again. The existence of sponsors is a major contribution in MotoGP. Some of Indonesian companies also provide sponsorship to the team that participates in MotoGP. Moreover, they also created event called "Goes to MotoGP" as a reward for their consumers and also aim to attract new consumers in order to purchase their products or service.

This study inspired based on own experienced to became a guest in one of MotoGP live race in 2014 and reward sponsorship provided by one of Indonesian local company that participated as sponsor in Moto2 team, and finally formed an analyzing the influence of Consumer's Attitude towards Sponsor and Sponsorship Awareness to Consumer's Purchase Intention in Manado with case study of MotoGP.

Research Objective

There are five main objectives in this research, including analyzing:

1. The influence of Attitude towards Sponsor and Sponsorship Awareness to purchase Intention Simultaneously
2. The influence of Attitude towards Sponsor to Purchase Intention Partially
3. The influence of Sponsorship Awareness to Purchase Intention Partially.

2. THEORITICAL REVIEW

Promotion

Promotion defined as communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence an option or elicit a response as mentioned by McDaniel et al (2011: pp.526).

Sport Sponsorship

Sports sponsorship offers a type of advertising that receives approval from consumers, According to Javalgi et al (1994), cited by Olejniczak and Alcher (2010), Sport sponsorship has been explained as the attempt to form a strategic link between a company and a sporting property as a means of communicating brand messages to the vast audience of a particular team, player or event. Sport sponsorship also can be description as a business relationship between a sponsor and a sports entity for mutual benefits.

Consumer Behavior

The field of consumer behavior covers a lot of ground: It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products or services, ideas or experiences to satisfy needs and desires, Solomon (2011: pp.33).

Purchase Intention

Purchase intention is part of consumer behavior based on the consumer value. Intention refers to a person’s motivation to carry out an effort, according to Crompton (2004), cited by Biscaia et al (2013) from a sponsor's perspective, consumer purchase intention is the most useful indicator of sponsorship effectiveness given its impact on future sales.

Previous Research

Biscaia *et al* (2013) in their study about Sport Sponsorship: The Relationship Between Team Loyalty, Sponsorship Awareness, Attitude Toward the Sponsor, and Purchase Intentions. The results showed that not all of hypothesis proposed supported, the attitude of the sponsors was the strongest predictor of intention to buy its products. Woodside and Summers (2009) in their study about Consumer Awareness of Sponsorship – a FMCG context find results which indicate that sponsorship leveraging on FMCG packaging significantly impacts consumer response to sponsorship, however prior awareness of the sponsorship appears to have little impact. Speed and Thompson (2000) in their study about Determinants of Sport Sponsorship Response found that all three dependent variables which are, attitudes toward the event, attitudes toward the sponsor, and perception of congruence between sponsor and event, positively associated with response to sponsorship.

Research Hypothesis

- H₁ : The Attitude towards Sponsor and Sponsorship Awareness influence Purchase Intention Simultaneously
- H₂ : The Sponsorship Awareness influence Purchase Intention Partially
- H₃ : The Sponsorship Awareness influence Purchase Intention Partially.

Conceptual Framework

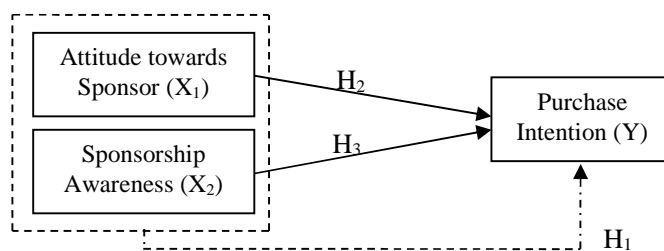


Figure 1. Conceptual Framework
Data Processed 2015

3. RESEARCH METHOD

Type of Research

This research is a causal type of research. In this research is to analyze the influence of Attitude towards Sponsor and Sponsorship Awareness to Purchase Intention. The researcher attempts to determine the cause, or reason, for preexisting differences in groups of individuals

Place and Time of Research:

This study was conducted during May to July 2015.

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate Sekaran and Bougie (2009: pp.262) the population of this research is mainly observed to entire units of people who currently can be defined as MotoGP Audiences around Manado.

Data Collection Method

This research uses primary and secondary data. When we collect our own data, these are called Primary Data Dewhurst (2006: pp.90). Data Primer refers to information that is developed or gathered by the researcher specifically for the research project at hand Burns and Bush (2006: pp.146). Data Primer is obtained by Questionnaire results.

Operational Definition of Research Variable

1. Independent Variable (X_1) is Attitude towards Sponsors, defined as the act when consumer treat and give feedback to Sponsor.
2. Independent Variable (X_1) is Sponsorship Awareness, defined as how consumer realize and notice the products or services or a brand itself from company that is certainly sponsor.
3. Dependent Variable (X_1) is Purchase Intention, defined as consumers thinking in their own mind about their interest to products or services.

Data Analysis Method

Validity and Reliability Tests

Validity is the most important characteristic a test or measuring instrument can possess Gay and Airasian (2000: pp.161). Validity test concerning of what is being measured in test and how well the test can be measured. Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Reliability is the degree to which a test consistently measures whatever it is measuring. The more reliable a test is, the more confidence we can have that the scores obtained from the test are essentially the same scores that would be obtained if the test were readministered to the same test takers as stated by Gay and Airasian (2000: pp.167)

Multiple Regression Analysis

Multiple Regression Analysis are being used in attempt to answer the problem in this research. once identified how these multiple variables related to your dependent variable, you can take

information about all of the independent variables and use it to make much more powerful and accurate predictions about why things are the way they are.

$$Y = a + b_1x_1 + b_2x_2$$

Description:

- Y = Purchase Intention
- a = intercept
- b₁, b₂ = the regression coefficient
- x₁ = Attitude towards Sponsors
- x₂ = Sponsorship Awareness

4. RESULTS AND DISCUSSION

Result Validity

Table 1. Validity Result

Variables and Indicators	Pearson Correlation
X ₁ Attitude towards Sponsor	
X ₁₋₁	0,546
X ₁₋₂	0,516
X ₁₋₃	0,692
X ₁₋₄	0,677
X ₁₋₅	0,758
X ₂ Sponsorship Awareness	
X ₂₋₁	0,783
X ₂₋₂	0,747
X ₂₋₃	0,826
X ₂₋₄	0,877
X ₂₋₅	0,777
Y Purchase Intention	
Y ₋₁	0,721
Y ₋₂	0,795
Y ₋₃	0,924
Y ₋₄	0,882
Y ₋₅	0,851

Source: SPSS Data Analysis, 2015

Table 1 shows the validity test of variable X₁, X₂, and Y. All the indicators are above 0.3 means that the indicators are valid.

Reliability

Table 2. Reliability Result

Variable	Cronbach's Alpha
X ₁ Attitude towards Sponsor	0,742
X ₂ Sponsorship Awareness	0,742
Y Purchase Intention	0,742

Source: SPSS Data Analysis, 2015

Table 2 shows the Cronbach's Alpha > 0.5, indicated that all research instrument indicators of variable are reliable.

**Classical Assumption
Multicollinearity Test**

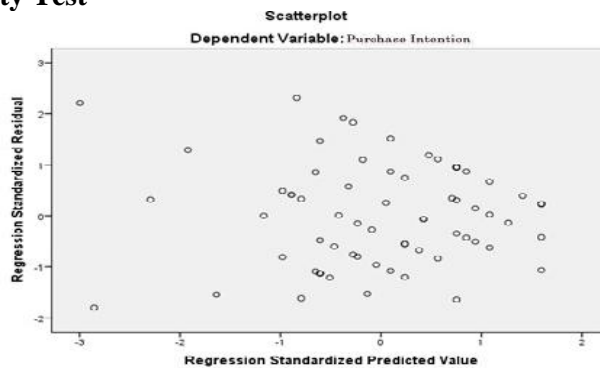
Table 3. Multicollinearity Result

Model	Collinearity Statistic	
	Tolerance	VIF
X ₁	0,810	1.235
X ₂	0,810	1.235

Source: SPSS Data Analysis, 2015

Table 3 shows the calculation of Multicollinearity. based on the results in the table above can be seen by SPSS output does not occur because the symptoms of multicollinearity VIF value of Attitude towards Sponsor (X₁), Sponsorship Awareness (X₂), was below numbers < 10. Tolerance Value of all independent variables is below 0.10 which means free from multicollinearity.

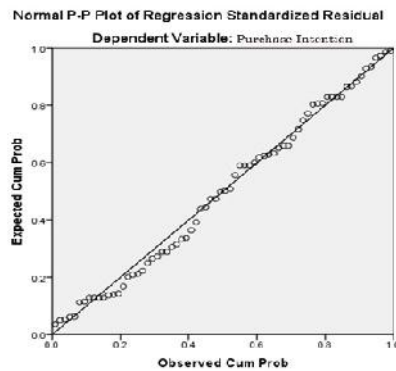
Heteroscedasticity Test



Graph 1. Heteroscedasticity Result
Source: SPSS Data Analysis, 2015

Based on the graph above, it is clear that there is no certain pattern formed because all dots are spread randomly above and below 0 on Y axis. Hence, it can be concluded there is no heteroscedasticity.

Normality Test



Graph 2. Normality Test
Source: SPSS Data Analysis, 2015

The graph above shows that the plots follow the diagonal line which means that the data distribution is normal. The figure shows that the data is represented by the dots are spreading near the diagonal line.

Multiple Regression Analysis

Table 4. Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1. (Constant)	1.531	.451		3.396	.001
Attitude towards Sponsor (X ₁)	.246	.102	.247	2.411	.019
Sponsorship Awareness (X ₂)	.433	.087	.509	4.946	.000

a. Dependent Variable: Purchase Intention

Source: SPSS Data Analysis, 2015

Multiple Regression equation as follows:

$$Y = 1.531 + 0,246 X_1 + 0,433 X_2$$

The explanation of the equation as follows:

1. Variables of Attitude towards Sponsor, and Sponsorship Awareness have a positive direction coefficients on Purchase Intention
2. Constant Value is 1.531 means if the independent variable, X₁, X₂ are constant, the value of dependent variable (y) is 1.531
3. Attitude towards Sponsor (X₁) is 0.246 it means Attitude towards Sponsor has a positive influence to Purchase Intention. Sponsorship Awareness (X₂) is 0.433 it means that Sponsorship Awareness has a positive influence to Purchase Intention.

Multiple Regression Coefficient of Correlation (R) and Determination (R²)

Table 5. Table R and R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.656 ^a	.430	.413	.308	2.078

a. Predictors (Constant), Attitude towards Sponsor, Sponsorship Awareness

b. Dependent Variable: Purchase Intention

Source: Data Analysis, 2015

The results on R with the result of 0.656 Indicates that there is a strong relationship between all of the variables with Purchase Intention and with 43% influenced from the whole variables while the rest which are 57% influenced by other factors that are not included into this research.

Hypothesis Testing

F-Test

Table 6. Simultaneously Test Analysis (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.803	2	2.401	25.249	.000 ^b
	Residuals	6.372	67	.095		
	Total	11.175	69			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Sponsorship Awareness, Attitude Toward Sponsor

Source: SPSS Data Analysis, 2015

Table 6 shows the value of F count > F table (F count is larger than F table), then the regression model of F-test can be defined $25.249 > 3.13$ which means H_0 is rejected and H_1 is accepted. The regression model can be used to explain that independent variable such as X_1 (Attitude towards Sponsor), X_2 (Sponsorship Awareness) simultaneously influence the dependent variable which is Y (Purchase Intention).

T-Test

Table 7. T-Test

	Model	t	sig
1.	(Constant)	3.396	.001
	Attitude towards Sponsor	2.411	.019
	Sponsorship Awareness 4.964	.000	

a. Dependent Variable: Purchase Intention

Source: SPSS Data Analysis, 2015

If the significant result below 0,05 then the hypothesis is accepted and if the significant result more than 0,05 then the hypothesis is rejected

T-test analysis results shows are as follows:

1. T count value of Attitude towards Sponsor (X_1) is equal to 2.411 with a significance level of 0.019 while the t table is 1.996 it means H_0 is rejected.
2. T count value of Sponsorship Awareness (X_2) is equal to 4.964 with a significance level of 0.000 while the ttable is 1.996 it means H_a is accepted.

Discussion

This research has been conducted to analyze if there is significant influence of Consumer’s Attitude towards Sponsor and Consumer’s Sponsorship Awareness to Consumer’s Purchase Intention in Manado from case study of MotoGP with major sponsors around the world including several Indonesian companies.

Based on the statistical result from previously, it can be defined that all the independent variables simultaneous and partially influence the dependent variable. The independent variables have a positive influence which means the higher Attitude towards Sponsor and Sponsorship Awareness will be increasing the Purchase Intention. These results are consistent with the hypothesis proposed. The results of this study also same compare with the results of the previous studies.

Attitude towards sponsor has a significant influence with consumer’s purchase intention. It means that Attitude towards Sponsor variable have influence Purchase Intention in Manado. This result also support the previous research that can be found from Speed and Thompson (2000) with the analysis result for Attitude toward the Sponsor have positively influence on Purchase Intention. Respondents surely believe that they just had enough knowledge about MotoGP and somewhat admired local products and production and more excited if there are local products or even local companies that participates to become sponsors in MotoGP. Respondents also positively believe if products from each local company as sponsors in several teams in MotoGP are good quality products and they are highly respects to each sponsor.

The regression analysis also proves that Sponsorship Awareness has strongly influenced consumer’s purchase intention. It means that Sponsorship Awareness variable have influence Purchase Intention in Manado. In this research, the Sponsorship Awareness from consumers on

any brands or local products or even companies that participated in MotoGP was the strongest predictors to Purchase Intention from MotoGP case. This finding is slightly different by the previous research from Woodside and Summers (2009) from a different case study that mentioned about the awareness of the sponsorship appears to have little impact. Respondents in Manado described for knowing each local company and products even before doing Sponsorship to MotoGP. And respondents also more familiar to those products or local companies after being sponsors to several MotoGP team. And most of the respondents finally more recognized and aware and easily noticed after saw those popular tagline in "Bahasa" by each local products and companies while getting spotted by the television in MotoGP event.

5. CONCLUSION AND RECOMMENDATION

Conclusion

The final conclusions of this research are:

1. Attitude towards Sponsor and Sponsorship Awareness influence to Purchase Intention simultaneously.
2. Attitude towards Sponsor influence to Purchase Intention partially.
3. Sponsorship Awareness influence to Purchase Intention partially.

Recommendation

Based on the results that have been obtained, Attitude towards Sponsor and Sponsorship Awareness from Sport Sponsorship had influenced the Consumer's Purchase Intention. Sports sponsorship was found to be utilizable as an effective instrument of Marketing Communication. Furthermore, Attitude towards Sponsor and Sponsorship Awareness that took from Sport Sponsorship which as one of the promotional tools in the marketing communication should be treated as a powerful tool in order to gain benefits. Even though Sponsorship has been used as a marketing communication tool for a long time, but the area of research within sponsorship is limited. This study furthermore conducted in order to provide a better understanding of Attitude towards Sponsor and Sponsorship Awareness from Sport Sponsorship as a marketing communication tool. Sports marketers and academicians should continue in the quest to determine what exactly effect sports sponsorship can have on consumers. This research also was done with hope that it can be a contribution and recommendation for the future research with the wider area of subject to measure more accurately.

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