

The Effect of Involvement, Emotion, and Exposure on Sponsor Recall and Recognition: An International Comparative Study at the FIFA 2006 World Cup

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Abstract

This paper seeks to measure the effect of involvement, emotion, exposure and sociodemographic variables on sponsor recall and recognition, at the FIFA 2006 World Cup. Our quantitative investigation has been conducted on a sample covering 657 people in six African countries. The obtained results show that the effects of involvement, emotion on sponsor recall and recognition are stronger in the countries with low soccer culture. Sponsorship has experienced a surge in its development since the 1980s (Cornwell & Maignan, 1998; Walliser, 2003). It is one of the fastest-growing communication tools (Witcher et al, 1991). The growth of this type of communication both online and offline is accounted for by several factors. The sponsor's product captures the audience's attention more effectively since their cognitive defenses are weakened while they watch a program or attend an event of their choice. In addition, it profits from the positive affective state of the audience (their emotions), which can affect their reaction to sponsor stimuli (Pham, 1992; Walliser, 2003). The idea was to measure the effect of several classic explanatory variables on sponsor recall from an international sports event, in several different countries, with different levels of soccer culture and experience. The results show that there are significant differences regarding sponsor recall and sponsor recognition in the six countries investigated and in the two groups of countries. Our quantitative investigation has been conducted on a sample covering 657 people in six African countries. This study has the advantage of being conducted during a real worldwide event and of measuring the spontaneous reactions of TV viewers (a non-student group) under real-life conditions immediately after the end of the FIFA 2006 World Cup. It will thus have a better external validity than laboratory research (Pham, 1992, etc.). The obtained results show that the effects of involvement, emotion on sponsor recall and recognition are stronger in the countries with low soccer culture. Whatever the origin of the individuals, and no matter the country or the place of study - African or Western - there is a limit or a cognitive threshold to sponsor recall and recognition. We find that sponsor recall varies positively with enduring involvement and emotion, particularly arousal and pleasure. However, age has an effect only on sponsor recall in. In contrast to other studies, our research shows that older people memorize the sponsor better in aided. It also shows that younger women memorize the sponsor better than older women.

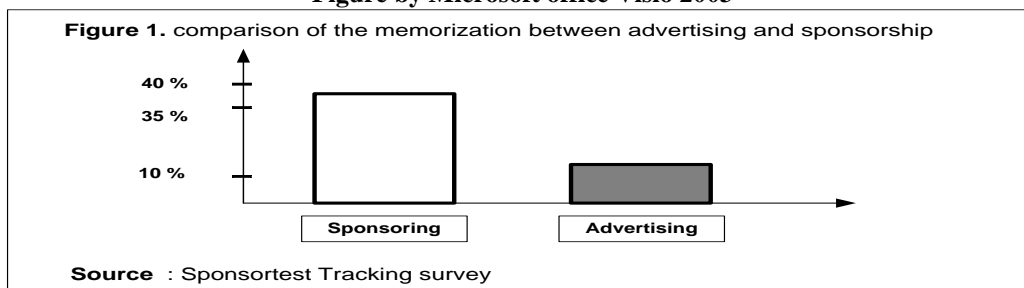
Key Words: Sponsorship, Fifa, Involvement, Emotion, Soccer Culture.

Introduction

Sponsorship has been used as a tool of communication ever since ancient Greek cities began to sponsor the athletes bearing their colors by offering them food and accommodation, which were even granted for life to

Olympic title holders. But sponsorship has experienced a surge in its development since the 1980s (Cornwell & Maignan, 1998; Walliser, 2003,). It is one of the fastest-growing communication tools (Witcher *et al*, 1991). Worldwide sponsorship expenditures have risen from US\$2 billion in 1984 to US\$48.7 billion in 2006 (Akaoui, 2007; Meenaghan, 1988). Moreover, sponsored events generate more money than the advertising media (Harvey, 2001). The growth of this type of communication both online and offline is accounted for by several factors. On the one hand, the increasing cost of advertising time on TV encourages advertisers to seek other forms of communication in order to reach their targets at lesser cost and with greater efficiency. When integrated into a given event, sponsorship enables advertisers to reach targets outside the crowded advertising displays. On the other hand, the sponsor’s product captures the audience’s attention more effectively since their cognitive defenses are weakened while they watch a program or attend an event of their choice. In addition, it profits from the positive affective state of the audience (their emotions), which can affect their reaction to sponsor stimuli (Pham, 1992; Walliser, 2003). (“insert Figure 1 about here”)

Figure by Microsoft office Visio 2003



Finally, the legitimization of sponsorship as an essential element of the communication mix has been increasingly confirmed in recent years. Sponsorship is an eclectic mode of communication (Fuchs, 1995) and also a versatile one, capable of reaching various goals or objectives (Walliser, 2003). In fact, the questions to be asked by sponsors should include the following: (1) what is the effectiveness of sponsorship, and how do consumers respond to sponsoring operations? (2) “how to maximize the impact of sponsorship?” (Rogers, 2004). Cornwell and Maignan (1998) suggest that despite the development of sponsorship, its effectiveness and mechanisms are still little known. In order to explain the effectiveness of sponsorship, scholars have applied the communication model of hierarchy of effects of Lavidge and Steiner (1961) and the information treatment model of McGuire (1978). Cornwell, Weeks, and Roy (2005) have presented a general model of the mechanisms found in consumer-focused sponsorship-linked marketing communications. This model present five groups of factors and contributes to a better understanding of sponsorship mechanisms and their effectiveness. Accordingly, most scholars have attempted to study and to measure the effects of sponsorship in terms of memorization, image (attitude), and purchasing intention, among other factors. Most of these studies have focused on the cognitive reaction of the consumer, particularly to sponsor recall and recognition (Cornwell, 2007; Pham and Johar, 2001; Wakefield, Becker-Olsen, and Walliser, 2003). “However, research continues to show that even frequent viewers and attendees confuse or forget the primary sponsors of major events” (Johar, Pham, and Wakefield, 2006, p.183). So far, no research has studied the effectiveness of the same sponsorship in different cultures, nor has any research investigated the exposure of different cultures to a worldwide event such as the soccer world cup. The primary goal in the present case is therefore to conduct a study in which we compare the reaction(s) of spectators in six different African countries to the sponsors of the FIFA 2006 World Cup.

Theoretical Background

Sports Sponsorship

Several definitions of sponsorship have been given. Quester and Thompson (2001, p. 34) have proposed a definition adapted from Meenaghan (1991), which states that sponsorship is “an investment, in cash or in

kind, in an activity, person or event (sponsee), in return for access to the exploitable commercial potential associated with that activity, person or event by the investor (sponsor)". By sponsoring an event, a firm can indeed target the consumer, the staff, the shareholders, the public authorities, and others (Gardner and Schuman, 1988). Thus a firm may sponsor a wide range of sporting, cultural, musical, artistic, or social events, or a combination of such types of events (Cornwell, Weeks, and Roy, 2005; Nicholls *et al.*, 1999). Sports sponsorship is of particular interest. It is the most popular form of sponsorship. In the United States "sponsorship expenditure is evaluated at \$10 billion, of which 70 percent were accounted for by sports sponsorship" (Akaoui, 2007, p. 147). Thwaites (1995) puts forward the idea that sports sponsorship is the most commonly used medium, since three quarters of sponsorship expenditures in the USA and Great Britain are allocated to sport. As noted by Poon and Prendergast (2006, p. 472) "This can be explained by the fact that, traditionally, sports have been widely covered in the mass media (Sleight 1989), and that sports have an inherent ability to overcome cultural and linguistic barriers (Quester & Thompson 2001)". According to Chadwick and Thwaites (2004) the importance of soccer sponsorship will continue to grow. As shown in the table below, sports in general, and particularly soccer, comprise the most sponsored events.

Table 1. Relative importance of the kinds of sponsorship in Québec

| TYPE OF SPONSORSHIP | % |
|---------------------|-----|
| Sporting events | 45 |
| Culture | 20 |
| Education | 10 |
| Health | 10 |
| Humanitarian causes | 10 |
| Environment | 2.5 |
| Business | 2.5 |

Source: The Sponsorship Report, in Colbert *et al.* (2002, p. 366)

Table 2. Allocation of sponsorship investments by sports activity

| SPORT | % |
|--------------|----|
| Football | 32 |
| Cycling | 14 |
| Tennis | 14 |
| Sailing | 10 |
| Athletics | 9 |
| Golf | 5 |
| Horse-riding | 5 |

Source: Marcenac *et al.* (2002), p. 449

First, "Sport is a natural area for sponsorship as it can carry very strong images, has a mass international audience, and appeals to all classes" (Abratt *et al.*, 1987; Ferrand and Pages, 1996, in Gwinner & Swanson, 2003). Second, "the absence of sponsorship from contemporary sport is now inconceivable" (Amis, Slack, and Berrett, 1999). In fact, we find several applications of sport sponsorship. A firm can take part in tournaments and/or championships and/or cup matches, etc. In this case a firm can profit from an association with a celebrity endorser (a famous athlete) who acts as the spokesman for its brand (Keller, 1993; Friedman and Friedman, 1979; Petty *et al.*, 1983, in Amis, Slack, and Berrett, 1999). The choice of this athlete is made very carefully, since his/her performances, outer appearance, personality, congruence, etc. have a direct impact on the audience, and hence on their reaction to the brand. The association with sporting events provides the sponsor with several advantages, among which are the creation of a distinguished brand image (Javalgi *et al.*, 1994; Stipp and Schiavone, 1996), and the motivation and deeper involvement of the members of the product's distribution channel. As a result, the prestige of the event will have positive repercussions on the product and the brand.

Table 3. Characteristics of soccer world cups

| | FRANCE 1998 | KOREA/JAPAN 2002 | GERMANY 2006 |
|---|----------------|---------------------|-----------------|
| Cumulative total world audience in billions of spectators | 33.4 | 28.8 | 35.6 |
| Cumulative total world audience including China | 40 | 42.6 | 55 |
| Sponsorship revenues in millions of euros | - | 360 | 500 |
| Number of official sponsors | 12 | 15 | 15 |

Source: FIFA official web site (www.fifaworldcup.com)

It was by sponsoring the French cyclist Terront in 1891 that Michelin succeeded in launching its brand and its revolutionary product (Brochand and Lendrevie, 2001). Moreover, Pham (1992) emphasizes the fact that sporting events generally provide a very large media exposure and generate emotions and excitement that may have a favorable incidence on the reception of the sponsor’s stimuli. The TV revenues for the entire 2002 FIFA World Korea/Japan competition reached US\$28.8 billion in 213 countries (Akraoui, 2007, p.147).

Two important points must be mentioned. On the one hand, memorization is submitted to a cognitive limit since the audience for sports has a selective memory. On the other hand, the various sporting events do not generate the same interest for people in general as for advertisers.

The FIFA World Cup: The Leading Sporting Event for Sponsorship

The Soccer World Cup constitutes the world’s most important sporting event, particularly if we consider broadcasting rights (Piquet, 1999). But sponsorship is still expensive for the most important sporting events. To become a sponsor of the 1994 World Cup the price was \$10,000,000 to \$15,000,000 (Crimmins and Horn, 1996). Broadcasting fees are becoming more and more costly with each new edition of the soccer World Cup (see Table 4), which makes buying advertising space more and more difficult for advertisers and causes some brands to engage in ambush marketing¹ (Sandler and Shani, 1989). In addition, it certainly reduces the worldwide audience, since some local TV channels can no longer afford to broadcast the matches.

Table 4. Growth of TV broadcasting fees worldwide (in US\$ millions)

| Year | 1978 | 1982 | 1986 | 1990 | 1994 | 1998 | 2002 | 2006 |
|--------------------|-----------|-------|--------|-------|------|--------|-------------|---------|
| Organizing country | Argentina | Spain | Mexico | Italy | USA | France | Korea/Japan | Germany |
| Worldwide TV fees | 34 | 55 | 70 | 135 | 150 | 350 | 1 090 | 1 330 |

Sponsoring Outcomes

Cornwell and Maignan, (1998) and Walliser (2003) agree that companies that include sponsorship in their communications mix mainly follow two objectives: first, prompting sponsor recall; second, improving the corporate image. According to Dolphin (2003) sponsorship is intended to achieve several objectives: increasing brand awareness, creating and expanding the corporate image, adding value to the enterprise’s communication network, and increasing sales. In our study we will adopt, as the analytical variable, the cognitive objective that increases sponsor recall (measured by the number of sponsors memorized).

Cognitive Outcome

First of all, it should be observed that sponsorship effectiveness must be measured differently from advertising effectiveness (Hasting, 1984, in Cornwell and Maignan, 1998). Most researchers studying sponsorship effectiveness choose sponsor recall and recognition as dependent variables (Bennet, 1999; Lardinoit and Derbaix, 2001; Pham, 1992; Walliser, 2003; Wakefield, Becker-Olsen, and Cornwell, 2007). Authors propose two kinds of measurement in terms of cognitive reaction: *recall-test and recognition-test*. These tests are often used on the day of or a few days after an event; they are not specific to sponsorship. The typical methodology consists of measuring brand notoriety before (pre-test) and after (post-test) sponsoring an event. If the event takes place over a longer period (World Cup) we can also measure notoriety during the event. In order to measure a gain in notoriety, we must carry out at least one “before/after event” measurement within the same sample of target exposure.

¹ It should be noted that the official organizers such as IOC and FIFA use the term “parasite marketing” to describe this kind of behavior, which is contrary to ethics and must be condemned.

The Variables Studied and Hypotheses

Advertisers' growing interest in sponsorship coincided with the development of research aimed at a better understanding of its mechanisms. Most researchers have studied its impact on sponsor recall. They have identified various factors accounting for memorization. These are mainly sociodemographic variables, place, type, and duration of exposure, involvement, emotion, etc. For the purposes of our research, we will adopt the following variables:

The Effect of Exposure on Sponsor Recall and Recognition

In communications, and according to the Yale model of persuasion, exposure is necessary but not sufficient for communication effectiveness (Wakefield *et al.*, 2007). In fact, "the most commonly reported methodology for evaluating the results of sponsorship is based on measuring the quantity of exposure the sponsoring brand achieves through media coverage of the event" (Cortez, 1992 in Thjomoe *et al.*, 2002; Kate, 1996; Rosen, 1990). Measuring sponsorship effects in terms of exposure, "will not be sufficient to determine goal attainment at the later stages of sponsorship participation" (Meenaghan, 1991). Speed and Thompson (2000) suggest that "Measurement of exposure will not provide direct evidence of sponsorship's effect on a targeted audience's level of brand awareness or image". Exposure has been studied in terms of duration (Anne and Chéron, 1990; Drees, 1987; Quester, 1997) which is measured by the time of presence. All the research has shown that exposure has a positive effect on sponsor recall. Hence our first two hypotheses:

H₁: Exposure in terms of duration (time spent watching the event) has a positive impact on sponsor recall and recognition

H₂: Exposure in terms of number of matches watched has a positive impact on sponsor recall and recognition

Exposure has also been studied in terms of type of exposure or type of audience (Abassi and Chandon, 2007; Dekhil, 2005). Authors distinguish a direct audience (in situ exposure) from an indirect one (media exposure). Researchers have shown that sponsor recall is greater for the direct audience (Abassi and Chandon, 2007; Dekhil, 2005). It would therefore be interesting to study exposure in terms of place of exposure (Meir *et al.*, 1997; Walliser, 1996) i.e., in different countries that follow the same event (FIFA World Cup), to determine whether sponsor recall varies from one country to another. Walliser (1996) used citizenship (French and German) to measure the perceived importance of the Euro 1992 event. We may speculate whether sponsor recall, for the same event, is different in different countries, where soccer culture, perception, importance, and experience are different and where the national soccer teams are more or less important (FIFA classification, historical record and trophies, etc). Hence our hypotheses:

H₃: The place (country) of exposure has an impact on sponsor recall and recognition

H₄: The level of the soccer culture of the country has a negative impact on sponsor recall and recognition

The Effect of Enduring involvement:

Involvement is a determining factor of sponsorship effectiveness (Deimel, 1993; Lardinoit and Derbaix, 2001). Involvement encourages a person to attend a sporting event more frequently and thus to be more exposed to the sponsor's stimuli and thereby facilitate the information-treatment process. Scholars distinguish enduring and situational involvement. The two kinds of involvement also play a moderating role in the process of image transfer from the event to the sponsor (Didellon, 1998; Giannelloni, 1993; Lardinoit, 1999), and in the purchasing intention regarding the sponsor's product (Meenaghan, 2001). In fact, enduring involvement is considered more efficient than situational involvement (Didellon, 1998; Lardinoit, 1999). Among the several demographic and psychographic variables analyzed, Deimel (1993) has shown that involvement plays a key role in sponsor recall. The more the spectator is involved the greater is the sponsor recall, with an alteration of the sponsor image forming part of the process (Mayer and Christner, 1991). Hence our fifth hypothesis:

H₅: Enduring involvement has a positive impact on sponsor recall and recognition

The Effect of Arousal and Pleasure (Affective Reactions):

Sponsorship is an emotional communication intended to create membership and enthusiasm. Sponsorship enables the brand to reach consumers through their hearts and minds (Nicholls *et al.*, 1999). Mehrabian and Russell (1974) have shown that emotion has three dimensions: pleasure, arousal, and domination: "P.A.D." In the literature, it has been shown that emotion has a negative effect on sponsor recall (Pavelchak *et al.*, 1988; Pham, 1992; Walliser, 1996). However, Srull (1984) finds that the emotion aroused by a TV program has a positive effect on sponsor memorization. In fact, emotion aroused by sports increases the degree of attention paid to sporting action, while decreasing the attention assigned to sponsors (as peripheral stimuli), and this negatively affects sponsor recall (Nicholls *et al.*, 1999; Piquet, 1999). Emotion depends on interest in soccer, on the importance given to the event (Walliser, 1996), and on involvement. Pham (1992) showed that arousal is positively impacted by felt involvement. Hence our sixth hypothesis:

H₆: Emotion negatively affects sponsor recall and recognition

The Effect of Demography

Several authors have examined the effects of demography on sponsor recall (Cuneen and Hannan, 1993; Pham, 1990, 1992; Schumann, 1987; Tischler, 1981; Troll, 1983, Walliser, 1994). The results of their work are not uniform. In this study we will measure the effect of only two variables: age and gender. The results concerning the effects of these two variables are contradictory, moreover several studies have found no significant effect on sponsor recall (Daneshvary and Schwer, 2000; Quester, 1997).

The Effect of Age

It has been shown that sponsor recall is negatively correlated with age. On average, younger persons remember more of the sponsors than do their elders (Walliser, 1994). Thus Tischler (1981) and Troll (1983) (in Walliser, 2003) showed that the number of sponsors recognized falls with age. It seems that young persons accept and more readily become accustomed to sponsorship than do older persons. Hence our seventh hypothesis:

H₇: Sponsor recall and recognition are negatively affected by the age factor

The Effect of Gender:

As with the effects of age, the results of studies on the effect of gender on sponsor recall are far from uniform. According to the study by Pham (1992, p.90) females have less knowledge of soccer and its teams than males, so the degree of recognition is lower with females. Besides, McDaniel and Kenney (1998) and McDaniel (1999) have shown that women memorize sponsors better than men (Muller, 1983 in Walliser B., 2003; Schumann, 1987). Hence our eighth hypothesis:

H₈: Gender affects sponsor recall and recognition

METHOD

Sample

In order to test our hypotheses, we have chosen a quantitative method (field study). The collection of data took place between July 16 and 23, 2006 (one week after the end of the FIFA 2006 World Cup). The original sample consisted of 780 subjects (TV viewers) who had watched the FIFA 2006 World Cup. Respondents were directly interviewed in public places, in the capitals of six countries. The time allowed for completing the questionnaires varied from one country to another, but 10 to 20 minutes were enough to complete them correctly. 123 questionnaires were found to be incomplete and were thus discarded. The result was a final sample consisting of 657 respondents. The criteria adopted for the sample were age (73.5% of respondents were between 15 and 35 years old), gender (55.7% were male) and citizenship (country).

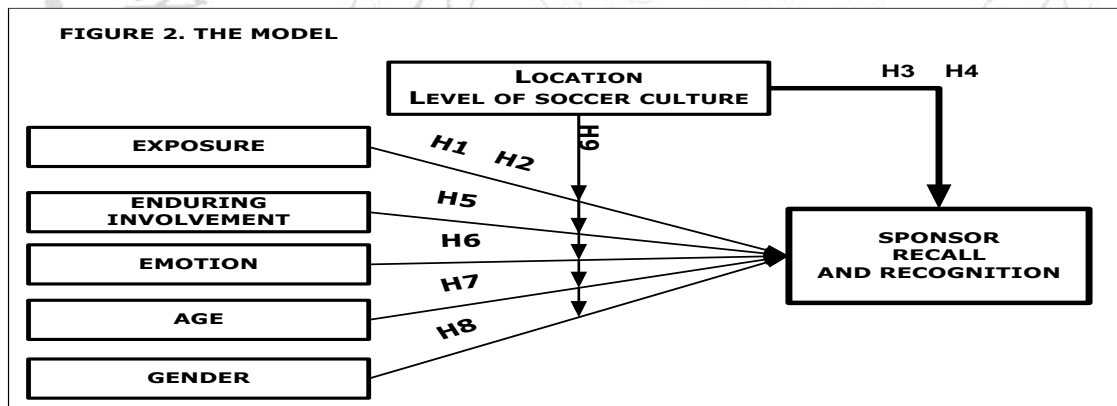
Table 5. Sample characteristics

| Countries | TUNISIA | CAMEROON | IVORY COAST | GABON | COMOROS | CHAD | TOTAL |
|------------------------|---------|----------|-------------|-------|------------|------|-------|
| Male | 71 | 67 | 24 | 46 | 82 | 76 | 366 |
| Female | 71 | 46 | 27 | 49 | 43 | 55 | 291 |
| 15 - 24 | 29 | 62 | 20 | 9 | 60 | 47 | 227 |
| 25 - 35 | 67 | 39 | 23 | 50 | 40 | 37 | 256 |
| 35 - 44 | 37 | 11 | 7 | 33 | 18 | 32 | 138 |
| + 45 | 9 | 1 | 1 | 3 | 7 | 15 | 36 |
| Total sample | 142 | 113 | 51 | 95 | 125 | 131 | 657 |
| FIFA ranking * | 31 | 12 | 20 | 96 | non classé | 128 | |
| Country soccer culture | High | | | Low | | | |

*. Source : <http://fr.fifa.com> * Classement FIFA in July 2006 -

The Moderating Effect of the Level of Soccer Culture

As shown in **Figure 2** below, **Hypothesis 9** predicted that the level of soccer culture in the various countries would moderate the effects of exposure (H9a), enduring involvement (H9b), emotion (H9c), age (H9d), and gender (H9e) on sponsor recall and recognition.



Measurement:

Enduring involvement in sponsorship is measured mainly by the Zaichkowsky (1985-1987) scale (Personal-Involvement-Inventory: P.I.I.), the Laurent and Kapferer (1985) scale (E.P.I.) and the Strazzieri (1993) scale (Relevance-Interest-Attraction). To measure enduring involvement, we used the Strazzieri (1994) six-item scale which has proved successful when used by several authors in other contexts (Abbassi and Chandon, 2006). Results of an exploratory factor analysis showed that all six items loaded on one factor with a high factor loading (0.77). This scale achieved very satisfactory reliability, with Cronbach's Alpha value ranging 0.92.

Emotion:

in the field of sponsorship, affective reactions are measured by the Mehrabian and Russell (1974) scale (Pleasure-Arousal-Domination: P.A.D.). However, some authors have used only two dimensions of this scale, omitting the domination dimension (Pham, 1992; Donovan and Rossiter, 1982; Walliser, 1994;

Walliser, 1996). These two dimensions were used in this study. The six-item arousal scale and the six-item pleasure scale are measured with semantic differentials at 7 points. This scale achieved a satisfactory reliability, with Cronbach's Alpha value ranging to 0.74.

Sponsor Recall and Recognition Measurement:

we employed the number of sponsors' brands correctly quoted in unaided (sponsor recall) and in aided (sponsor recognition), following several authors (Anne, 1992; Grohs et al. 2004; Quester and Farrelly 1998; Rodgers, 2004, in Trendel and Warlop, 2007; and Walliser and Nanopoulos, 1998).

Analyses and Findings

Sponsor Recall and Recognition

For the total sample, sponsor recall was 2.77 and sponsor recognition was 6.85. For all the countries, these numbers are close to the results of previous studies carried out in other countries.

Table 6. sponsor recall and recognition according to different studies

| | Roussel (1988) | Anne and Chéron (1991) | Anne (1992) | Walliser and Nanopoulos (1998) | Dekhil (2005) | Present study CMF 2006 |
|---------------------|----------------|------------------------|-------------|--------------------------------|---------------|------------------------|
| Sponsor recall | 3 | 1.45 | 1.24 | 2.59 | 2.93 | 2.77 |
| Sponsor recognition | 4 to 6 | 2.85 | 4.82 | 6.39 | 5.98 | 6.85 |

Recognition-Source of sponsor: the results of our research show that the sources of recognition of sponsors by respondents are mainly TV (49.6%) and displays in stadiums (40.5%).

Effect of Exposure on Sponsor Recall and Recognition

Exposure to or time of attendance at the FIFA World Cup was measured by the time spent watching the matches and the number of matches watched (Anne and Cheron, 1991).

Effect of Exposure In Terms Of Time Spent Watching the Matches

A one-way analysis of variance (ANOVA) shows that exposure in terms of time spent has a positive effect on sponsor recall and recognition. In fact, persons who watch the matches' full-time memorize more sponsors, 3.19 in unaided and 7.64 in aided respectively. H₁ is therefore supported. This finding confirms those of Anne and Chéron (1990), Drees (1987), and Quester (1997).

Table 7. Effect of exposure in terms of time spent watching the matches on sponsor recall and recognition

| TIME SPENT | Sponsor recall | Sponsor recognition |
|--------------------|-----------------------|-----------------------|
| Full time | 2.98 | 7.47 |
| Half time | 2.90 | 6.31 |
| 30 minutes maximum | 1.85 | 4.79 |
| ANOVA | (F= 16.570, p= 0.00*) | (F= 32.221, p= 0.00). |

* P < .05

Effect of Exposure In Terms Of Number of Matches Watched

An ANOVA shows that there is a positive effect of exposure in terms of number of matches watched on sponsor recall and recognition. The average number of sponsors quoted in unaided and aided is higher for persons who watch the matches full time. These numbers are respectively 3.37 in unaided and 8.23 in aided. These results thus confirm H₂.

Table 8. Effect of exposure in terms of number of matches watched on sponsor recall and recognition

| MATCHES WATCHED | Sponsor recall | Sponsor recognition |
|----------------------------------|----------------------|-----------------------|
| Every match | 3.37 | 8.23 |
| All matches of the national team | 3.15 | 7.64 |
| Interesting matches only | 2.42 | 6.07 |
| ANOVA | (F= 15.518, p= 0.00) | (F= 24.753, p= 0.00). |

Effect of Exposure in Terms of Location on Sponsor Recall and Recognition:

An ANOVA revealed a significant effect from the place of exposure on sponsor recall (F= 47.047, p=0.000 <0.05) and sponsor recognition (F= 53.199, p=0.000). Thus H₃ is also confirmed. It should be noted that Tunisia and the Ivory Coast were qualified for the 2006 Soccer World Cup. We suggest that the interest displayed by TV viewers for the World Cup owing to the presence of their national team will affect sponsor recall in these two countries. This is the case for the Ivory Coast, which has the highest level of memorization. However, it is not the case for Tunisia, perhaps because of the early elimination of the Tunisian national team from the games.

Table 9. Sponsor recall in the various countries

| Countries | Ivory Coast | Tunisia | Cameroon | Chad | Comoros | Gabon | Total sample |
|---------------------|-------------|---------|----------|------|---------|-------|--------------|
| Sponsor recall | 3.88 | 2.50 | 2.49 | 3.35 | 3.05 | 1.74 | 2.77 |
| Sponsor recognition | 7.58 | 6.96 | 6.36 | 7.04 | 7.57 | 5.64 | 6.85 |

Effect of the Level of Soccer Culture on Sponsor Recall and Recognition

On the other hand, the one-way ANOVA enables us to show that there is a significant effect from “the level of soccer culture in the country” on sponsor recall, but not on sponsor recognition. As shown in Table 10, people in countries having a strong soccer culture and teams participating in the FIFA World Cup memorize the sponsors less well than people in countries with a weak soccer culture. This can be explained by the fact that these persons (from a weak soccer culture) are more involved in the event than in the game itself. In this respect, Pham (1992) demonstrated a negative effect of felt involvement on sponsor recall.

Table 10. Sponsor recall according to the level of soccer culture

| | Sponsor recall | Sponsor recognition |
|---|---------------------------|---------------------|
| Countries with a strong soccer culture ² | 2.50 | 6.63 |
| Countries with a weak soccer culture ³ | 2.98 | 7.01 |
| ANOVA | (F =10.715, p=0.001<0.05) | (P =0.159> 0.05). |

² Tunisia , Cameroon, and the Ivory Coast

³ Gabon , Chad, and Comoros

The Moderating Effect of the Level of Soccer Culture (H10)

An individual Manova was performed for all respondents between the level of soccer culture, exposure in terms of number of matches watched, and sponsor recognition. Manova was significant, (F=13.807 p=.000). Sponsor recognition is higher for persons in countries with a weak soccer culture, however long the matches were watched Only partial support was found for H10_a. The Manova for age and gender are not significant; H10_d and H10_e were not confirmed.

Table 11. Means for the MANOVA: Level of soccer culture x Length of exposure x Sponsor recognition

| Level of soccer culture | Length of exposure | | |
|--|--------------------|-----------|--------------------|
| | Full time | Half time | 30 minutes maximum |
| Countries with a strong soccer culture | 2.82 | 2.02 | 1.67 |
| Countries with a weak soccer culture | 3.09 | 3.42 | 2.05 |

Effect of Enduring Involvement on Sponsor Recall and Recognition

Effect of Enduring Involvement on Sponsor Recall

the first regression shows that involvement has a significant effect on sponsor recall (P= 0.00 < .05). Whatever the level of enduring involvement, persons in unaided remember 2.775 sponsors on average. Moreover analysis of the coefficient of correlation shows that the percentage of variance explained is high, with R²= 0.973. Analysis of the coefficients of regression shows that enduring involvement has a positive effect on sponsor recall (p = .000, B= + 1.889).

Effect of Enduring Involvement on Sponsor Recognition

the second regression shows that involvement has a significant effect on sponsor recognition (P= 0.00). Whatever the level of enduring involvement, people remember **6.851** sponsors in unaided, on average. In addition, analysis of the coefficient of correlation shows that the percentage of variance explained is **weak**, with **R²=0.292**. Analysis of the coefficients of regression shows that enduring involvement has a positive effect on sponsor recognition (P= 0.00, B= 1.845). These results confirm hypothesis H₄. In fact, the more the individual is involved in soccer, the greater his/her tendency to memorize the sponsors of the FIFA World Cup. These results support those of Pham (1992). On the other hand, the study by Lardinoit (1999) shows a negative effect from enduring involvement on sponsor recognition.

Table 12. Regression Analysis: Results for Enduring involvement, Level of soccer culture, and Sponsor recall and Recognition

| | SPONSOR RECALL | | | SPONSOR RECOGNITION | | |
|--|----------------|----------------|------|---------------------|----------------|-------|
| | P | R ² | B | P | R ² | B |
| Countries with a strong soccer culture | .000 | 97.1 | .985 | .000 | 23.7 | +.489 |
| Countries with a weak soccer culture | .000 | 97.3 | .978 | .000 | 39.7 | +.631 |

Effect of Emotion on Sponsor Recall and Recognition

The application of regressions shows that the two dimensions of emotion - pleasure and arousal - have significant positive effects on sponsor recall and recognition.

The Effect of the Arousal Dimension

First, an analysis of the coefficient of regression shows that arousal has a positive effect on sponsor recall (P=0.00; β= +1.810). Analysis of the coefficient of correlation shows that the percentage of variance explained is high, with R² = **0.731**. Second, analysis of the coefficient of regression shows that arousal has a

positive effect on sponsor recognition ($P=0.00$; $\beta= +1.506$). Analysis of the coefficient of correlation shows that the percentage of variance explained is low, with $R^2 = 0.195$.

Table 13. Regression Analysis: Results for Arousal, Level of soccer culture, and Sponsor recall and recognition

| | SPONSOR RECALL | | | SPONSOR RECOGNITION | | |
|--|----------------|----------------|------|---------------------|----------------|------|
| | P | R ² | B | P | R ² | B |
| Countries with a strong soccer culture | .000 | 70.6 | .841 | .000 | 22.0 | .472 |
| Countries with a weak soccer culture | .000 | 74.0 | .860 | .000 | 17.3 | .419 |

($P < 0.05$)

The Effect of the Pleasure Dimension

First, analysis of the coefficient of regression shows that arousal has a positive effect on sponsor recall ($P=0.00$; $\beta= +0.677$). Analysis of the coefficient of correlation shows that the percentage of variance explained is low, with $R^2 = 0.124$. Second, analysis of the coefficient of regression shows that arousal has a positive effect on sponsor recognition ($P=0.00$; $\beta= +0.677$). Analysis of the coefficient of correlation shows that the percentage of variance explained is very low, with $R^2 = 0.051$. In fact, the stronger the emotion of the viewer, the more likely he/she is to spontaneously memorize soccer World Cup sponsor recognition as well as sponsor recall. These results thus confirm hypothesis H₅. Our results contradict those of Walliser (1999) and Pham (1992).

Table 14. Regression Analysis: Results for Pleasure, Level of soccer culture, and Sponsor recall

| | SPONSOR RECALL | | | SPONSOR RECOGNITION | | |
|--|----------------|----------------|------|---------------------|----------------|------|
| | P | R ² | B | P | R ² | B |
| Countries with a strong soccer culture | .000 | 03.4 | .194 | .000 | 04.5 | .221 |
| Countries with a weak soccer culture | .000 | 19.6 | .446 | .000 | 05.3 | .236 |

Effect of Age on Sponsor Recall and Recognition

The one-way ANOVA shows that there is no effect of age on sponsor recognition. However, age does have an effect on sponsor recall. In fact, persons over 45 memorize sponsors better than persons who are younger (between 15 and 24) in unaided. In the literature, however, the studies by Tischler (1981) and Troll (1983) in Walliser B. (2003) indicate that, on average, young people remember sponsors better than those who are older. Our results thus confirm hypothesis H₆. Manova was not significant for exposure. H_{9a} was not confirmed.

Table 15. Effect of age on sponsor recall and recognition

| Age | Sponsor recall | Sponsor recognition |
|-------------------|--------------------------|--------------------------|
| 15 - 24 | 2.92 | 7.05 |
| 25 - 35 | 2.69 | 6.87 |
| 35 - 44 | 2.42 | 6.35 |
| 45 years and over | 3.66 | 7.25 |
| ANOVA | ($F= 4.827, p= 0.002$) | ($F= 1.426, p= 0.234$) |

Effect of Gender on Sponsor Recall and Recognition

The ANOVA shows that there is a significant gender effect on sponsor recall. Table 12 shows that men memorize more sponsors than women (2.97 and 2.52 respectively). H₇ is thus corroborated. However, Anne (1992) found that women memorize more sponsors than men. It should be emphasized that the results of studies measuring the effect of gender are far from uniform in their conclusions.

Table 16. Effect of gender on sponsor recall and recognition

| Gender | | Sponsor recall | Sponsor recognition |
|--------|-------|----------------------|-----------------------|
| Men | (366) | 2.97 | 7.31 |
| Women | (291) | 2.52 | 6.26 |
| ANOVA | | (F= 9.191; p= 0.003) | (F= 15.826; p= 0.00). |

General Discussion

This study has the advantage of being conducted during a real worldwide event and of measuring the spontaneous reactions of TV viewers (a non-student group) under real-life conditions immediately after the end of the FIFA 2006 World Cup. It will thus have a better external validity than laboratory research (Pham, 1992, etc.). As noted by Cornwell, Weeks, and Roy, (2005), controlled field studies contribute little to an understanding of the relative effectiveness of sponsorship in a marketing context. In comparison with previous works, the contribution of this study is to compare the reaction of TV viewers in various African countries in terms of sponsor recall for the FIFA 2006 World Cup. The idea was to measure the effect of several classic explanatory variables on sponsor recall from an international sports event, in several different countries, with different levels of soccer culture and experience. The results show that there are significant differences regarding sponsor recall and sponsor recognition in the six countries investigated and in the two groups of countries. Other conclusions also emerge from our study. On the whole, our results support those reported in the literature and especially those of Cornwell and Maignan (1998) and Walliser (2003). The first result is the following: whatever the origin of the individuals, and no matter the country or the place of study - African or Western - there is a limit or a cognitive threshold to sponsor recall and recognition (even when the comparison with other studies is meticulous). Sponsor recall: a minimum of 1.24 in the study by Anne (1992) and a maximum of 3 in the study by Roussel (1988). In our research, the average is 2.77. Sponsor recognition: a minimum of 2.85 in the study by Anne (1990) and a maximum of 6.85 in our study. In the same way, we show the effect of personal variables, such as gender, age, and involvement, on sponsor recall and recognition. In this respect, some researchers, e.g., Strazzieri (1994), explain that women may attend matches under constraint and not by intention. What led these women to watch is peripheral to the issue, which is the stimuli provided by the sponsors (posters in stadiums, sportswear, etc.). We find that sponsor recall varies positively with enduring involvement and emotion, particularly arousal and pleasure. However, age has an effect only on sponsor recall in. In contrast to other studies, our research shows that older people memorize the sponsor better in aided. It also shows that younger women memorize the sponsor better than older women.

Limitations and Future Research

Our research includes a few limitations. First, our original objective was to conduct the questionnaire using 200 people per country, and in additional countries (France and Morocco), but the ground conditions made the number of people by country rather limited. Our study is still an exploratory one. Finally, we had little information about the previous notoriety of the FIFA 2006 World Cup sponsor.


Future investigations might study sponsorship effectiveness in terms of brand image and purchasing intention. It could be interesting to draw a comparison between African, American, Asian, and European spectators at the FIFA 2010 World Cup. In addition, future investigations could study the effectiveness of the e-sponsor of an event or team. Finally, the detection of a "national" or a "cultural" attitude (acceptance, rejection) vis-à-vis the sponsorship may constitute a promising avenue of research. Could this attitude have an impact on sponsor recall, on brand images, and on purchasing intention? In this case we may need to consider the notion of "sponsorship consumer identity". Also, it may be interesting to study sponsorship effectiveness in terms of type of sport (handball, tennis, cycling, etc.), or in terms of type of sponsor (team sponsors, event sponsors, sponsors of individual athletes, etc). We must also incorporate the advertising dimension, which is hidden here, and which plays a crucial role in sponsor recall.

In fact, most of the sponsors of the FIFA 2006 World Cup presented advertising during half time, as well as before and after the matches. Sponsor recall may therefore come from advertising as well as from sponsorship. For instance, an Adidas advertisement featuring Zidane or Beckham (as endorsers) may have a stronger impact than a simple logo on a team's uniform or on a stadium poster during a broadcast, because the full implication of the message is controlled.

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