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A STUDY OF THE EFFECTIVENESS OF MARATHON SPONSORSHIP AS AN ENABLER OF BRAND EXTENSION

By

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Dissertation submitted in partial fulfilment of the requirements for the degree

Master of Technology Marketing

in the Faculty of Business

at the Cape Peninsula University of Technology

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Cape Town
November 2010

DECLARATION

I, Yuan Zhou, declare that the contents of this dissertation represent my own unaided work, and that the dissertation has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

Yuan Zhou   **25 January 2011**

ABSTRACT

A total of R4.8 billion was spent on sports sponsorship in South Africa in 2008, while a remarkable increase in sports sponsorship indicates that research, which deals with studying effectiveness of sports sponsorship, is essential. Moreover, brand extension was considered as a means to assist brand revitalisation and revival; however, in order to render brand extension implementation successful proved another important aspect of this research. Therefore, this research answers the question: can marathon sponsorships help sponsors to achieve effective and successful brand extensions?

This study applied quantitative methodology as its research design. A self-administered questionnaire was designed for the survey and quota sampling was implemented in the research. A sample of 122 athletes who ran the full marathon at the Weskus Marathon was collected at the venue where athletes collected their running numbers on 5th of March 2010 for the following day's race. This process continued until the researcher had asked 122 athletes for their cooperation to complete the questionnaires.

The responses indicated that marathon athletes agreed that: first, a qualified marathon enhances the sponsor's brand image; second, the sponsor's brand was visible at the previous event; third, I can recall the sponsor's brand of the most recent marathon in which I participated (excluding current marathon); fourth, sponsoring the marathon enhanced my awareness of the sponsor's brand/product; and last, it is good to have the same sponsor sponsoring a marathon continuously. Conversely, the responses also illustrated that the marathon athletes were neutral towards the following research statements: firstly, participating in marathons that have high media coverage; then, I will buy a new product in addition to the brand, which sponsored the marathon; and finally, my experience of the marathon will influence my decision to buy a new product in addition to the brand, which sponsored the marathon.

Hence, the research explored the hypothesis that marathon sponsorship can be utilized as an effective way to achieve brand extension. Furthermore, regarding brand extensions and marathon sponsorships, male athletes of the Afrikaner or English culture who use English as their home language, think that marathon sponsorships will be effective for brand extensions. Such athletes are normally around 41 to 50 years old, are professional, managerial and are involved in other work such as administrative, marketing, skilled craft, self employed and so on, and have a higher education – postgraduate diploma/degree, while their running years range from 3 to 5 years.

ACKNOWLEDGEMENTS

I wish to thank:

- Pieter Steenkamp, my supervisor, who guided me through this intellectual journey.
- Norbert Haydam, my co-supervisor, because without his assistance I would not have completed this work.
- Yan Zhou, my husband, thank you for the enormous amount of support and numerous sacrifices that you have made for me.
- Daoxin Zhou and Yulan Li, my father and mother, whose strength, courage and support, have enabled me to conquer this challenge.
- Shamila Sulayman, for her patience when proofreading and editing my thesis.

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GLOSSARY

Terms/Acronyms/Abbreviations	Definition/Explanation
Ambush marketing	Instead of paying any sponsorship fees, companies decide to use tactics to associate with an event, which is not considered illegal and is more appropriate to view it as competitive use of communications (Masterman, 2007:246).
Brand	According to the American Marketing Association (AMA), a brand is a *"name, term, sign, symbol, or design, or a combination of them, intended to identify goods and services of one seller or group of sellers and to differentiate them from those of competition"*.
Brand association	It is anything about the brand, which can "link" in memory (Aaker, 1991:109).
Brand awareness	A link between product category and brand, which is able to provide a potential buyer with ability to recognize or recall the brand that belongs to the product class (Aaker, 1991:61).
Brand equity	It is *"a set of brand assets and liabilities that are linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and / or to that firm's customers"* (Aaker, 1991:15).
Brand equity dilution	It is the effect of the failure of brand extension to devalue the brand equity.
Brand extension	The strategy of attaching an established brand name to introduce and launch a new product (Keller, 2008:491).
Brand knowledge	It is *"understanding of a brand and its benefits"* (Duncan, 2008: 147). Hence, the more brand awareness and knowledge a customer has, the easier the brand presence will be for him/her.
Brand messages	Customers and other stakeholders understand and perceive a brand via influencing by all the information and experiences (Duncan, 2008:6).
Brand positioning	The *"act of designing the company's offering and image to occupy a distinctive place in the mind of the target market"* (Kotler & Keller, 2006:310). The association and brand image are related to brand positioning (Aaker, 1991:110).
Branding strategy	Also called brand architecture; brand names, logos, symbols and so on, which are applied to new and existing products for a firm (Keller, 2008:433).
Category extension	This occurs when the parent brand is applied to a new product in an unrelated product category (Keller,

2008:491).

Data coding	To transform information from one form to another by applying a set of rules to data. For instance, by coding information male and female transform into numbers '1' and '2' (Blanche, Durrheim & Painter, 2006:189).
Event marketing	A promotional campaign whose aim it is to attract and involve target audiences of a particular brand (Duncan, 2008:607).
Line extension	This ooccurs when the parent brand is applied to a new product in a related product category. This extension occurs in a related product category; hence extension product is different from the original product in terms of packaging, flavour, ingredients and so on (Keller, 2008:491).
Marketing communication	A collection term, which comprises advertising, public relations, sales promotion, direct marketing, personal selling, packaging, events and sponsorships, and customer service, with which brands are built by planned messages (Duncan, 2008:7).
Nonprobability sampling	It refers to any kind of sampling where the selection of elements is not determined by the statistical principle of randomness (Blanche, Durrheim & Painter, 2006:139).
Parent brand	It is the existing brand for "birth" of a brand extension (Keller, 2008:491).
Perceived quality	A customer's overall judgement and perception of the brand's quality, credit or superiority when compared to alternatives (Keller, 2008:195).
Qualitative research	The data of this research is collected in forms of written or spoken language, or observations which are recorded in language (Blanche, Durrheim & Painter, 2006:47).
Quantitative research	The data of this research is collected in forms of numbers and statistical methods are used to analysis data (Blanche, Durrheim & Painter, 2006:47).
Quota sampling	Before conducting the study/interviewing, researchers determine what characteristics of the population being studied, such as gender, age, income and so on (Czaja & Blair, 1996:110).
Sponsorship	A business relationship between a financial supporter of funds, resources or services and an individual, activity or organization that exchanges some rights, association and brand publicity, which will probably be used for commercial purposes (Sleight, 1989:4).
Strategic brand management	Plan and implement brand marketing programs to build, measure and manage brand equity (Keller, 2008:38).

CHAPTER 1
INTRODUCTION

1.1   Introduction

According to BMI Sport reference[1] (cited in Rose, 2008:34) in 2008, R4.8 billion was spent on sport sponsorship in South Africa. Of which R2.6 billion was direct spending and R2.2 billion "leveraged spending" for indirect spending such as advertising, promotion, media etc.

Furthermore, sponsorship can be used to transmit brand and corporate messages, which is combined with other communications tools. A sponsor's survey (cited in Fulvia, 2007:33) illustrates that the most objective factor for sponsorships, is brand equity building and the second essential one is increase of brand awareness. As a result, sponsorship is an important communication tool for launching or developing new or exist brands.

Aaker (1991:275) mentions that when a brand is "old and tired", there are seven routes to brand revitalisation and revival, which include:

1) Increasing usage by existing customers
2) Finding new product uses
3) Finding and entering new markets
4) Repositioning the brand by changing or adding new associations
5) Augmenting the product or service by providing features or services that are not expected
6) Obsoleting existing products with new generation technologies
7) Extending the brand

Brand extension will not only add new products but probably also new markets. According to Ansoff's product/market expansion grid (cited in Keller, 2008:490), brand extension strategy may be understood as a company's new product development strategy. The company will develop a new product and the new product will use the company's existing brand or a combination of a new brand and an existing brand (Keller, 2008:491).

Even the total amount spent on sponsorship in South Africa is not big, when compared with other regions in the world (Lesego, 2005:22). But, South Africa's average annual growth in the sports sponsoring market is more rapid than North America and Europe (Fulvia, 2007:29).

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[1] a research house

Additionally, marathon as a local fair can offer market-by-market exposure to discrete audiences and can prove to be effective. As Sleight (1989:94) states, it is not only for the smaller, local or regional company which cannot operate and hold a national and international event, but also applies to the national or international company to sponsor a local fair festival, the smaller sporting occasion or any other local event. As supported by theory, marathons should/can help sponsors to achieve cost-effective promotions that are relatively easy to implement. Hence, the purpose of this study is to examine marathon sponsorship as an effective enabler of brand extension.

1.2   Background study

Many companies are using their company's name to cover other new products in different categories, with regard to successful brand extension. For instance, Samsung who uses its brand to launch such different products as mobile phones, microwaves, fridges, TV sets, computers and washing machines is a good example to show its successful brand extension. Because of the success of the core brand, utilizing the existing network of marketing mix for brand communication will establish and promote new products and become easier and effective. As a result, sponsorship as a flexible medium is able to provide added opportunity for communication to a wide range of audiences with specific interests and hobbies.

1.2.1   Brand extension

Keller (2008:491) divides brand extensions into line extension and category extension. In establishing brand extensions, marketers hope to gain access to new customers and markets by building on the already established brands which is called the parent/core brand. A parent brand with strong brand equity allows for brand extension. Moreover, most companies are using an established brand name to promote their new products as their core strategic growth plan but do not introduce a new brand name. For instance, according to Aaker (1991:208), two-thirds of the 93 products were brand extensions, which resulted in an increase in sales of more than $15 million annually for 7,000 new supermarket products, which were introduced in the 1970s.

When brand extensions are brought to market, marketing communication plays a key role in attracting attention to the brand (O'Guinn, Allen & Semenik, 2006:24). With perception of brand equity management strategies, brand extension not only can usually help to develop brand awareness, but also will reinforce the brand

associations. In addition, event sponsorship, publicity, and symbol exposure all can improve awareness.

However, there is a risk with brand extensions: too many uses of one brand name can dilute its meaning for the consumers. Hence, the results of extending a brand name can be helpful or harmful as summarized in Figure 2.2 on page 11 see more explanations of these results in Chapter Two.

1.2.2 Sports sponsorship

Aaker's (1991:270) brand equity model (see Chapter Two for additional brand equity models) states that as one strategy of brand equity management, brand extension is especially implemented when perceived quality and brand associations have been well established.

To build brand equity, sponsorship as an integral part of marketing communication activity is probably able to achieve it. It also includes corporate objectives such as building and reinforcing corporate awareness and image.

As a marketing communication tool, one of sponsorship's advantages is that it combines various marketing communication tools – advertising, public relations, and sales promotion. The combination of these marketing communication tools acts as a theme, which is able to influence stronger than any one individual campaign (Sleight, 1989:39).

Sponsorship provides a medium for its target audience or actual and potential customers through their interests and lifestyle activities in which they are personally interested, but does not give a direct sales message. So, sponsorship can be used for a wide range of purposes like name awareness, image reinforcement, new market development, community relations and so on.

The objectives of the sponsorship are usually intangible perceptions or memory such as name recognition or awareness, strong mental/emotional associations, perceived brand quality and strong customer loyalty, which are especially given attention from sport marketers as components of brand equity (Mullin, Hardy & Sutton, 2000:136). Nevertheless, according to Sleight (1989:42), other objectives of sponsorship include:

- Media exposure
- New market development
- Hospitality
- Sales promotion and incentives

- Workforce communication and motivation
- Access to decision-makers
- Community relations
- Sampling

Sponsorship is able to achieve not only the general objectives, as listed above, but also branding objectives. With expectation as an integral part of brand marketing activity, sponsorship projects should be considered in the context of achieving brand extension objectives (Sleight, 1989:48) which includes:

- Positioning a brand in a new market sector
- Targeting specific brand audiences
- Reinforcing or adjusting brand values
- Supporting brand advertising campaigns
- Reinforcing brand and corporate awareness

1.2.3 Evaluation of the effectiveness of sponsorship

Evaluation of sponsorships covers two aspects. The first aspect is to examine carefully the expectation of the company's sponsorship programme. At this stage, it will inspect both sides of the sponsorship – what aims of the overall communication strategy will be achieved by the company's sponsorship and which audiences the company expects to target with what messages (Sleight, 1989:59).

Once the internal expectations evaluation is appraised properly, the second aspect is the implementation which involves the critical evaluation of each sponsorship opportunity. At this stage, the emphasis will be on knowing whether these events are feasible and reasonable and suitable for the company's expectations. Otherwise creating the company's own event is another option that may be considered.

Despite the above suggested evaluations of effectiveness of sponsorship, some of the sponsorship researchers still argue that there is no accurate method to investigate its impact and effectiveness and this needs to be investigated (Cornwell & Maignan, 1998:18). However, it is possible to measure how effectively the sponsorship has achieved its goals as long as the companies know clearly what objectives they want to achieve. For instance, setting sales as the initial aim of one sponsorship event, the company can evaluate and measure the sales through comparison: before/ during and after the campaign, as what Gillette did for its sports sponsorship evaluation since 1910 (Sleight, 1989:61). The evaluation and measurement of effectiveness of the sponsorship concept will be explored in subsequent chapters.

1.3   The research problem

The research problem may be summarized as: whether marathon sponsorship is able to support brand extension as a strategy of brand management? And, added to this, can brand extension be achieved effectively by marathon sponsorship activities?

1.4   Research question, sub-questions and objectives

From the research problem, a research question can be concluded as: Can marathon sponsorship be able to achieve brand extension effectively? Hence, there are five subquestions to assist to solve the research question:

1) What factors affect the success of brand extension?
2) What factors in marathon events affect the effectiveness of brand extension?
3) How to evaluate the effectiveness of marathon/sports sponsorship as a brand extension strategy?
4) Are there any influences to brand management/brand extension from previous marathon sponsorships?
5) Can marathon sponsorship benefit the other elements of brand management?

Moreover, the objectives of this research are to:

- Understand the importance of brand extension as one of the brand management strategies;
- Investigate the effectiveness of sport sponsorship as a tool to develop brand extension;
- Disseminate the results to academics and practitioners.

1.5   Delineation of the research

The South African athletes who have participated in the Weskus Marathon in Cape Town 2010 were chosen as the target population for the study. For the purpose of this study, a framework of the evaluation of the effectiveness of sports sponsorship was used. In addition a marathon sponsorship theme survey was done from the athletes' individual perspective. The study is therefore limited to the South African citizens who have participated in the Weskus Marathon in Cape Town 2010.

1.6   Research methodology

Empirical and non-empirical studies are designed for this study. Quantitative study – survey is implemented for primary data collection and literature reviews provided an overview and theory support for this study.

1.6.1 Primary data

Primary data was collected through questionnaires administered through interval interviews. Use was made of structured self-administrated questionnaires for the interval interviews on the athletes' registration day for the Weskus Marathon. A total of 122 athletes who registered for the Weskus Marathon in Cape Town completed self-administrated questionnaires when they collect their numbers on the registration day.

1.6.2 Secondary data

The secondary data consists of a theory and literature study of available databases, website and other materials on marketing management, brand management, sponsorship, sports marketing and any other relevant sources of information.

1.7 Contribution of the research

This study focused on the question of whether a sport sponsorship strategy is able to achieve effective brand extension or not. The completed research could actually act as a guidebook not only for an international and national corporation, but also for local corporations to implement brand management strategies, especially brand extension strategy with the supporting of sport sponsorships. Therefore, this research may be able to help to enhance the effectiveness of the using of funds in marathon sponsorships for any future events.

1.8 Intended program of study

Chapter Two reviews branding and brand extension. The literature review provides a brand equity model and brand extension effects model. Chapter Three covers sport sponsorship literature and this chapter also examines the evaluation and measurement of effectiveness of sport sponsorship in general.

Furthermore, Chapter Four explains in detail the research methodology and design of the research followed by Chapter Five which presents and analyses the data which was collected in Cape Town, South Africa. Finally, Chapter Six describes and draws conclusions based on the analysis, discussion and results.

CHAPTER 2
BRAND EXTENSION

2.1   Introduction

This chapter introduces the concepts of brand equity, branding strategy, brand extension and provides an evaluation of the success and effectiveness of brand extension. Key perspectives and effects on brand extension, as well as advantages and disadvantages of brand extension, are defined and investigated. Consumers' evaluation of brand extensions are examined and described, which includes consumer characteristics, core brand characteristics, extensions characteristics, and features of marketing elements. Research regarding perceived fit is also reviewed. Finally, factors, which influence successful brand extension, are dealt with in detail.

2.2   Brand equity definition

Aaker's (1991:15) definition of brand: "*a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers*", then the concept of brand can be summarize in Aaker's (1991:270) so called brand equity model (see Figure 2.1 on the following page). Here assets and liabilities can be divided into the following five "asset dimensions" that build and inspire brand equity:

- Brand loyalty;
- Brand awareness;
- Perceived quality;
- Brand associations in addition to perceived quality; and
- Other proprietary brand assets – patents, trademarks, channel relationships and so on.

Moreover, the model indicates that each category is able to gain specific advantages, while brand equity can provide value for both consumers and firms.
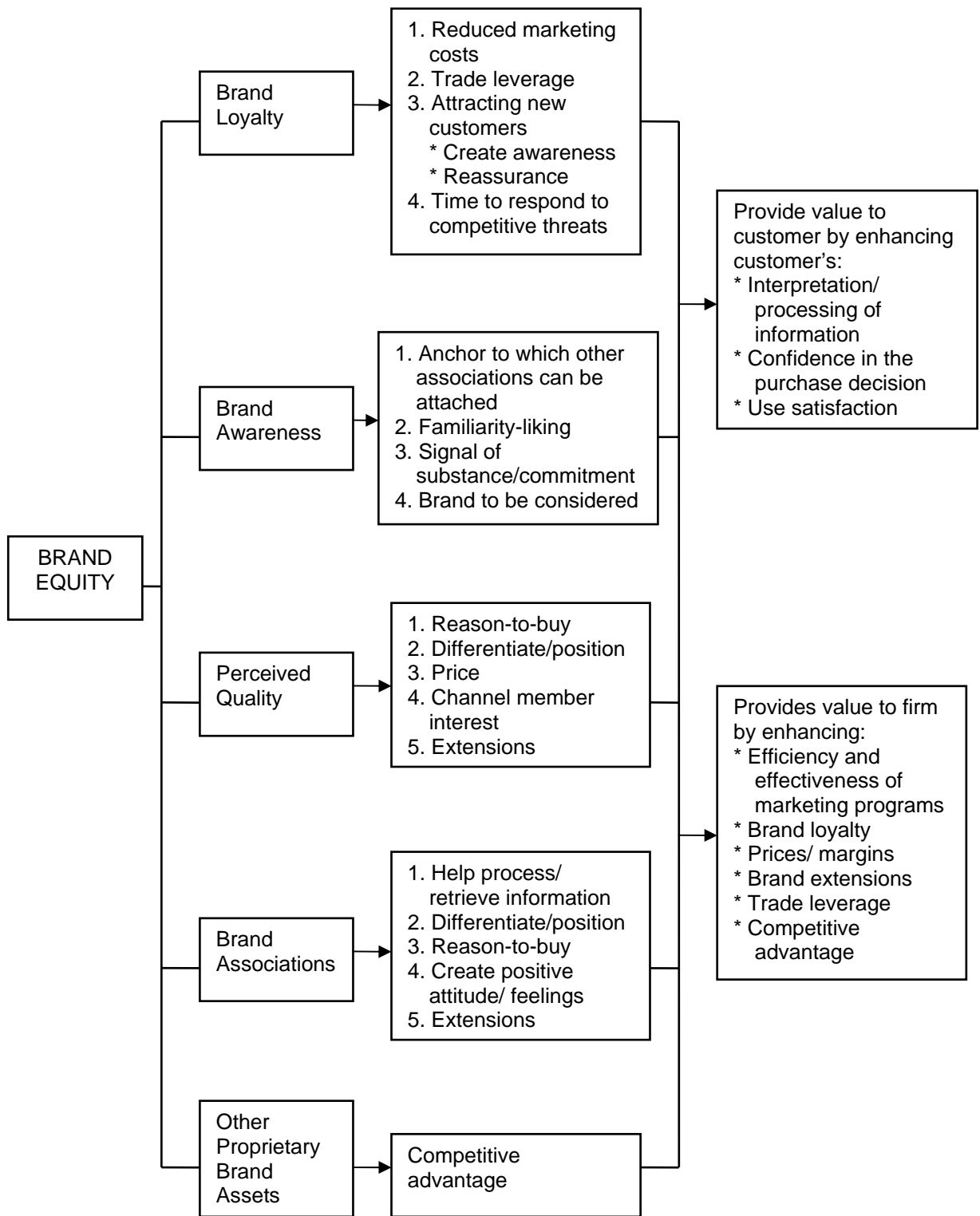
Figure 2.1: Brand equity

(Aaker, 1991:270)

Figure 2.1, shows that perceived quality and brand associations are two essential factors related to brand extensions. On the one hand, perceived quality, which is held in the minds of consumers can provide a basis for a premium pricing strategy and can be reconfirmed with every positive product experience if the perceived quality is recognized as being high. Therefore, perceived quality can be exploited by introducing brand extensions, using the brand name to enter new product categories as a result of a "*strong brand with respect to perceived quality, which will be able to extend further, and will find a higher success probability than a weaker brand*" (Aaker, 1991:88).

Nevertheless, by creating a sense of fit between the brand name and a new product, an association is able to provide a basis for an extension (Aaker, 1991:113). Moreover, the association can also be utilized for brand extension as it is capable of providing a reason to buy the extension. Hence, Samsung's brand extensions were successful, as mentioned in this study in Chapter One, which uses its brand to launch different products as mobile phones, microwaves, fridges, TV sets, computers, washing machines and so on to show its successful brand extension.

2.3   Brand extension

Trout and Ries (cited in Kapferer, 2004:233) believe that several companies have extended their brands successfully even though some experts claim that brand extension should be avoided. In fact, brand extension is a vital brand strategy at some point in the life of a brand, and is an essential way to sustain and manage a brand's growth (Kapferer, 2004:234).

"*Brand strategy is a big picture plan, a clear vision and articulation of how a brand will deliver distinctive and relevant benefits to target consumers*" (Interbrand, 2007:19). Moreover, Keller (2008:433) defines brand strategy as "*the branding strategy, or brand architecture of a firm, which brand names, logos, symbols, and so forth to apply to which new and existing products*". Furthermore, he explains that there are two basic branding strategies which require attention, namely the following two definitions:

The first definition is "clarify", in terms of brand awareness: improve by communicating to consumers the similarities and differences between individual products of a "house of brands". And, the second definition is "motivate", in this case, brand image is concerned to make customers remember and recall the corporate or family brand for all products of a "branded house".

Hence, it is important to believe that from the above two branding strategies, brand extension should motivate brand image, which should "*maximize transfer of equity of/from the brand to individual products to improve trial and repeat purchases*" (Keller, 2008:433).

Furthermore, launching new products is considered as an attractive growth strategy because brand names are significant assets of several companies, which should be developed (Aaker, 1991:208). One option is to provide a method, which takes advantage of brand name recognition and image as a means to enter new markets. Therefore, the option can reduce abundant marketing expenses of introducing the new brand and enhance consumers' acceptance of new products.

In fact, a large amount of the research illustrates that the application and practice of brand extension has increased and has become widespread (Aaker & Keller, 1990:27). Hence, it is important to investigate and review factors that relate to brand extension.

2.3.1 Brand extension and brand association

According to the above discussion of brand equity, different kinds of associations with the brand are able to be potentially transferred to the extensions (Aaker & Keller, 1990:28). The authors mention that brand associations are not only helpful and beneficial to brand extensions, but can also be harmful to the extensions. Therefore, to choose a key fit element of various associations to transfer from the core product to the new product becomes a central and essential issue of brand extensions.

2.3.2 Brand extension and perceived quality

Zeithaml (1988:20) concludes that perceived quality, as a global evaluation of a consumer's judgement of the good or bad of a product, is at a higher level of abstraction than the other impression of a product. Aaker and Keller (1990:29) believe that the brand with a high quality association is beneficial to the extensions, while if the brand is associated with inferior quality, the extensions will probably be harmed.

Moreover, Dacin and Smith (1994:232) mention that the consistency of the perceived quality of different products that are affiliated with the core brand, influence the ability of brand extension. This means that the higher evaluation of the consistency of perceived quality from customers to different products, the more customers will

accept brand extension. In other words, less difference in the perceived quality of products within a company can render customers more confident towards the company, hence, irrespective of the product, customers will trust it because they trust the company.

However, customers do not only perceive the core brand as qualitative, since negative associations also can be transferred to the extension product. Therefore, extension of a brand has different effects.

2.4   Effects of extending a brand

Brand extension is a natural strategy for a corporation to grow its assets. Indeed, the brand name that the company has developed, is the most marketable and significant asset of several companies. Hence, utilizing it to launch new product categories is an essential and intelligent strategic growth option. However, not all brand names would have positive effects on extensions. As shown in Figure 2.2 below, according to Aaker's brand extension model, in general, there are five different effects of extending a brand onto a new product.
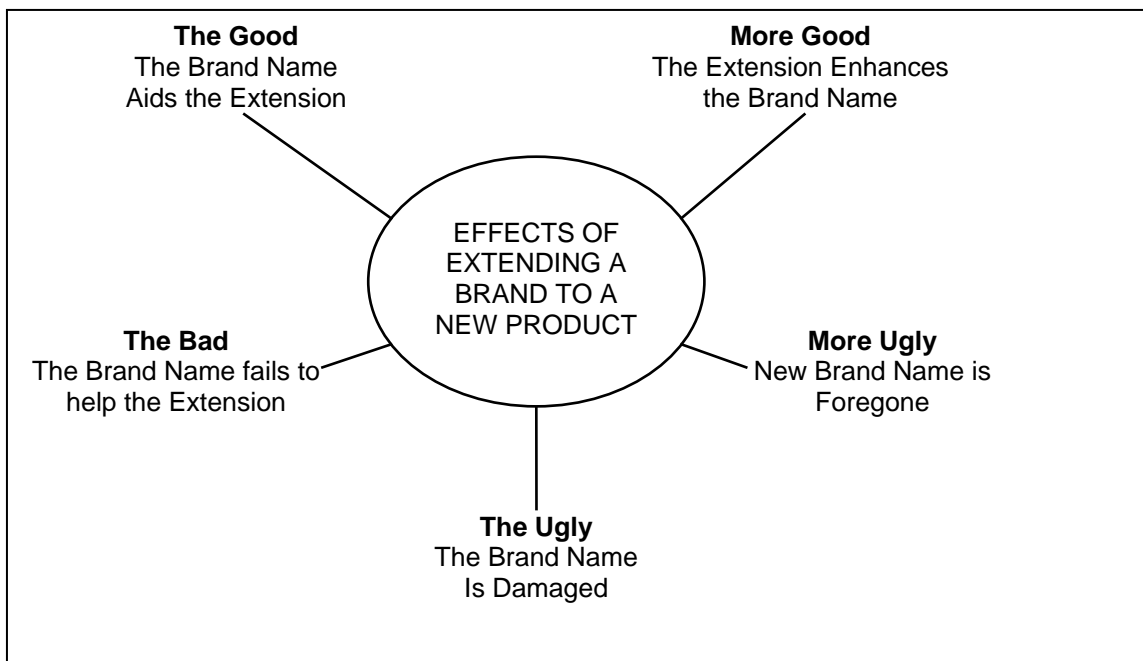
Figure 2.2: Results of extending a brand name

(Aaker, 1991:209)

The five effects include the helpful side, as well as deliberate damaging of a brand name because of extensions. Aaker (1991:209) concludes these effects as follows:

- The good

A brand name brings helpful and useful effects to the extension, which involves brand associations, quality associations, awareness/presence and trial purchase.

- More good

Extension is able to develop the core/parent brand. This means that, the extension should reinforce the brand's image, support the brand and quality associations, as well as provide name recognition and associations to new segments (Aaker, 1991:215).

- The bad

The brand name fails to help or does not add value to the extension; brand extensions motivate negative attribute associations; the extensions confuse the name of the brand; the extensions fits the brand poorly; the extension is perceived as poor quality; and the extension is not supported.

- The ugly

The ugly effect will be damage to the key asset of a firm, namely the brand name, which as a consequence creates undesirable attribute associations, weakening existing brand associations, damaging the brand's perceived quality, or altering existing brand associations.

- More ugly

The worst effect and result of extending a brand is a foregone opportunity to create new brand equity (Aaker, 1991:226).

2.4.1   Advantages of brand extension

As an essential way to sustain the brand's growth, for most organisations, the problem is about when, where and how to extend the brand.

Keller (2008:494) sees several advantages of well-planned and well-implemented brand extensions for marketers to develop new products and to examine feedback of new product acceptance and benefits for the core/parent brand or company (see Figure 2.3).

<div style="border: 1px solid black; padding: 10px;">

Facilitates new product acceptance

Improves brand image
Reduces risk perceived by customers
Increases the probability of gaining distribution and trial
Increases efficiency of promotional expenditures
Reduces costs of introductory and follow-up marketing programs
Avoids cost of developing a new brand
Allows for packaging and labelling efficiencies
Permits consumer variety-seeking

Provides feedback benefits to the parent brand and company

Clarifies brand meaning
Enhances the parent brand image
Brings new customers into brand franchise and increases market
coverage
Revitalizes the brand
Permits subsequent extensions

</div>

Figure 2.3: Advantages of brand extension

(Keller, 2008:495)

2.4.2 Disadvantages of brand extension

Even though there are a number of advantages to brand extension, it still has a few disadvantages, which include:

- "*Can confuse or frustrate consumers;*
- *Can encounter retailer resistance;*
- *Can fail and hurt parent brand image;*
- *Can succeed but cannibalize sales of parent brand;*
- *Can succeed but diminish identification with any one category;*
- *Can succeed but hurt the image of parent brand;*
- *Can dilute brand meaning; and*
- *Can cause the company to forgo the chance to develop a new brand*" (Keller, 2008:503).

Therefore, in order to avoid the above disadvantages of brand extension as far as possible and to allow brand extension to achieve as many of the potential advantages as possible, it is necessary to understand the way consumers evaluate brand extensions.

2.5 Consumer's evaluation of brand extension

Keller (2002:161) believes that there are four elements, which would affect a consumer's evaluation of brand extension, they are: the characteristics of the

consumer, features of the core/parent brand, features of the extension product and features of marketing elements.

2.5.1 Consumer characteristics

The first element that would affect a consumer's evaluation of brand extension is consumer characteristics. In terms of evaluating brand extension, consumer characteristics comprise three subjects, namely level of consumer's knowledge of products, age of the consumer and culture of the consumer.

In terms of level of consumer's knowledge of products, markers believe that there are two types of consumers: expert consumers and novice consumers. The difference between these two is that expert consumers know the product that they intend to purchase well, but novice consumers do not (Muthukrishnan & Wetz, 1990:410).

The authors Muthukrishnan and Wetz (1990:410) also assert that expert and novice consumers evaluate the fit between the core product and the extension product from a different respective, and will get different evaluations. Novice consumers prefer to evaluate the fit from elements, which are apparent and easy to feel, while expert consumers are inclined to evaluate from a deeper perspective such as design of the product, choosing materials and technology of the production, and so on.

Kerin, Hartley, Berkowitz and Rudelius (2006:398) identify that there are five types of consumers that adopt a new product. Figure 2.4 on page 15 illustrates the categories namely: consumer innovators, early adopters, early majority, late majority and laggards. When new products reach the market the first buyers, namely consumer innovators, purchase the new product as soon as they can. The other types of consumers take more or less time to wait for additional information or experiences from former buyers, before making a decision to purchase or not.

Time of adoption of new product
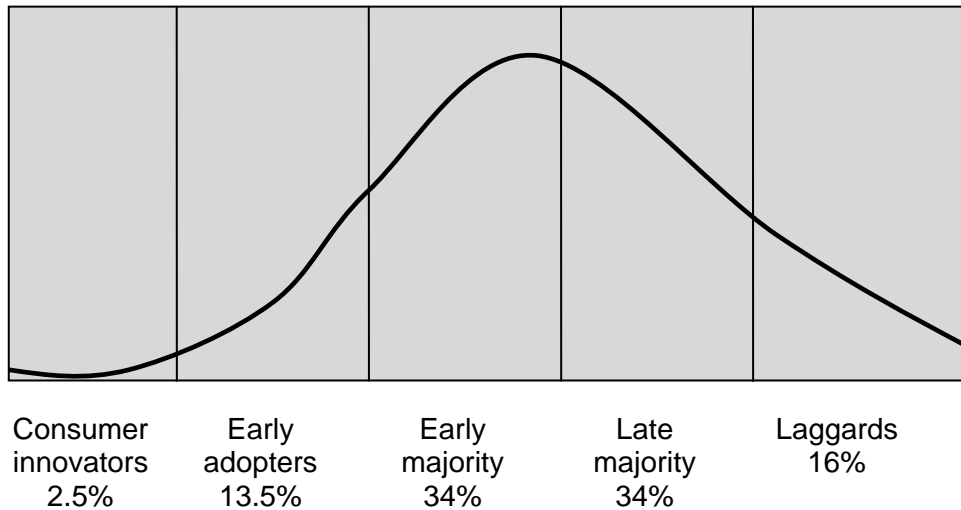
Figure 2.4: Consumer types that adopt new product
(Kerin, Hartley, Berkowitz & Rudelius, 2006:398)

A number of studies show that the first adopter "*tends to be younger, have higher social status, are better educated, and enjoy higher incomes than other consumers*" (Kerin, Hartley, Berkowitz & Rudelius, 2006:398).

Compared with adults, consumers aged 11 to 12 do not pay much attention to relatedness of the extension product that is affiliated to the core brand, but to the name of the extension product (Zhang & Sood, 2002:132).

The difference between Eastern and Western consumers' culture affects consumers' evaluation of brand extension (Han & Schmitt, 1997:80). The authors find that American consumers pay more attention to fits between the extension product and the original product, which lead them to believe that when the fit is more related to each other, the extension is more effective. However, for instance, Hong Kong consumers believe that the company's size is important for brand extension, which means the bigger the company, the more reliable it is to launch an extension product.

2.5.2 Core brand characteristics

The second element that would affect a consumer's evaluation of brand extension is core brand characteristics. There are three features of the core brand that will probably influence evaluation of brand extension. According to research findings of Keller and Aaker (1990:29), perceived quality of the core brand will affect a

consumer's evaluation of the brand extension. Perceived fit level between the core brand and the category, as well as association of the core brand, can be the other two features, which affect consumers' evaluation of brand extension.

First, Keller and Aaker (1990:29) find that the higher quality perceptions of the core brand, the more favourable attitudes will be from consumers towards the extension brand. Nevertheless, a brand with higher perceived quality has a wider space to implement brand extension than one with poor perceived quality (Keller & Aaker, 1992:37). This means that the brand with higher perceived quality is able to extend to a category which can be low in relatedness to the core brand.

Furthermore, a brand, which has higher perceived quality, has a stronger ability to implement brand extension. However, the stronger ability may disturb the brand to extend to the other class when the brand becomes a master brand (Farquhar, Han, Herr & Ijiri, 1992:33).

As discussed at the beginning of this chapter, the association of the core brand influences consumers' evaluation of the extension product. Hence, in order to study the effects of brand association, researchers have divided the core brand association into two types: concrete attribute associations and abstract attribute associations.

For example, the brand association for Vidal Sassoon[2] is related to shampoo and related field products, while Crest[3] is related to toothpaste and other concrete attributes of the brand (Aaker & Keller, 1990:28). However, if a brand consists of various ranges of category products, the brand association will be abstract for consumers. Therefore, the difference among these two kinds of brand association may be able to create a difference for the brand extension.

a) Concrete attribute associations are more difficult to transfer from original to extension product class than abstract attribute associations (Aaker & Keller, 1990:33).

Aaker and Keller (1990:32) examined hypothetical brand extensions with Heineken, Vidal Sassoon and Crest, and found that these associations for brand extension all received low evaluations because the brand association for the three brands are

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[2] Vidal Sassoon includes haircare products and the multinational Procter & Gamble was applying the brand to shampoos and conditioners sold worldwide.
[3] Crest has been an innovator in dental health care since its inception in 1955 and has been the leading toothpaste brand in the United States over the past 45 years.

concrete attribute associations. Therefore, consumers related concrete attribute associations of the brands with the extensions, which is why they believe that the Vidal Sassoon perfume smells like shampoo, Crest chewing gum tastes like toothpaste and the Heineken popcorn tastes like beer.

In contrast, the Vuarnet name had a significant ability to extend to other product categories such as wallets, watches and ski equipments, and so on. The reason why the brand is able to extend successfully is probably for its "stylish" attribute association.

b) In certain specific fields, differences of extension ability for concrete attribute associations and abstract attribute associations become smaller.

As pointed out above, abstract attribute associations have a stronger ability to achieve successful brand extension than concrete attribute associations. However, there is little or no difference between these two associations' extension ability when the core brand extends to the product class, which is almost not related to it (Bridges, Keller & Sood, 2000:9).

2.5.3 Extension product characteristics

The third element that would affect a consumer's evaluation of brand extension is extension product characteristics. Both the degree of difficulty of producing the extension product and the presentation of new brand products in the extension category contribute to the features of the extension product to influence consumer's evaluation of the brand extension.

For instance, Aaker and Keller (1990:38) conclude that the more difficult it is to make the extension product, the more acceptance of the brand extension. Consumers believe that extending a product class, which is easy to produce from a quality brand, is a company's effort to utilize consumers' positive attitudes towards the brand name in order to obtain more profit.

One of the advantages of brand extension is to make consumers accept new/extension products as soon as possible with the existing brand name, but, compared with presentation of a new brand name, the advantage will probably disappear when consumers have enough time to become aware of the new products and related information.

2.5.4 Features of marketing elements

The last element would affect a consumer's evaluation of brand extension is features of marketing elements. Smith (1992:11) and Smith and Park (1992:296) proved that it is more important to implement marketing promotion strategy to the extension product rather than to the core brand and product. Conversely, the difference in brand presentation on the retail shelf will also be another feature of marketing elements, which affects a consumer's evaluation of the brand extension.

In this regard, it is more important to promote extension products than the core brand (Smith & Park, 1992:302). The aforementioned authors conclude that marketing promotions are effective when brand extension strategy is implemented to launch a new product.

Additionally, if evaluations of the extension product are not remarkable and high, promotion campaigns for the core brand are useless to enhance the evaluations (Aaker & Keller, 1990:38). Information concerning the core brand is well-known by consumers because of their involvement with it over a period of time, emphasising that the core brand is ineffectual to reduce the doubt and negative effect into a positive and confident evaluation as means to extend the brand.

Bridges, Keller and Sood (2000:3) explain that an effective approach to promote brand extensions is to enhance perceived fit by establishing explanatory links amongst the extension product and the original product. The authors point out that there are two conditions, which are able to enhance the perceived fit, and these are outlined in the ensuing text.

The first condition occurs when the core brand association is abstract attribute association. In this case, in order to emphasise physical connection information between the core brand and the extension product and to transfer the core brand, abstract attribute association is important to enhance evaluation of the extension.

The second condition occurs when the core brand association is concrete attribute associations but there is no association between the extension product and the core brand product. Thus, the negative assumption and evaluation of the extension product is carried from the core brand to the extensions. In this case, the detailed or thorough description communication strategy is utilized to enhance the extension evaluation.

Also, the perceived quality of the extension product will be evaluated and assumed via the product's brand, which is next to the extension product if consumers do not know the extension product (Buchanan, Simmons & Bickart, 1999:353). In other words, the ultimate presentation of a brand's extension product is important for its development, since perceived quality of the core product has the ability to affect the evaluation of the extension product.

2.6 Extension fit

The perceived quality of the core product can influence evaluation of the extension product, hence, the extension fit needs to be researched. According to Aaker and Keller's (1990:28) findings, perceived quality of the core brand's original context was important for evaluation of the extension, as long as there is a fit between the original and the extension product class.

Furthermore, Edward M. Tauber concluded that the following popular fit into seven accesses, which were found after researching 276 brand extensions:

- Same product in a different appearance;
- Distinctive taste/ ingredient/ component;
- Companion product;
- Customer franchise;
- Expertise;
- Benefit/attribute/feature; and
- Designer or ethnic image (cited in Aaker, 1991:211).

The seven fit approaches provide an idea of finding a related and similar or different point of the original and extension product. Nevertheless, Aaker (1991:220) found that a basis of fit is able to link and connect two product classes, as shown in Figure 2.5.
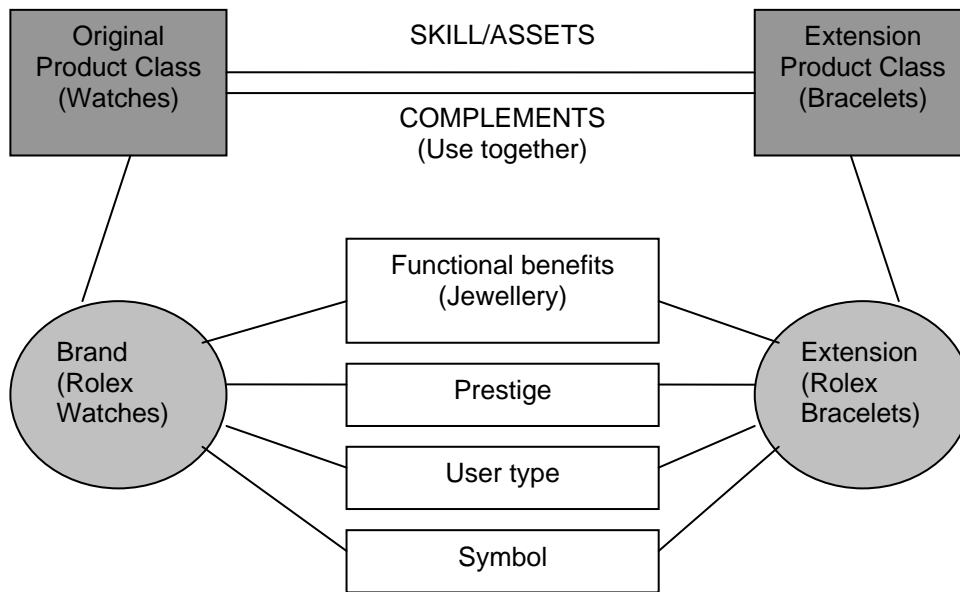
Figure 2.5: Bases of fit
(Aaker, 1991:220)

Park, Milberg and Lawson compared the brands Timex and Rolex, which are positioned differently. The authors found that the Timex name is remarkably more helpful to extend to products such as flashlights, calculators or batteries, which are oriented towards function. On the contrary, extensions for products such as bracelets, neckties, and cufflinks, which are oriented towards prestige, are easier to extend with the Rolex name (cited in Aaker, 1991:220).

2.7 Factors that influence successful brand extension

When looking at the factors that influence successful brands, some researchers (for example, Aaker and Keller, 1990:38) argue that the more similarities the parent and extension category have, the more chance for brand extensions' success, while Smith and Park (1992:310) discovered that their results did not support the findings of Aaker and Keller (1990:38).

According to Reddy, Holak and Bhat (1994:245), successful brand extension factors include characteristics of the firm who launches extension products, characteristics of the parent brand and characteristics of the extension. The authors depict the factors in a conceptual model, as shown in Figure 2.6 on page 21.
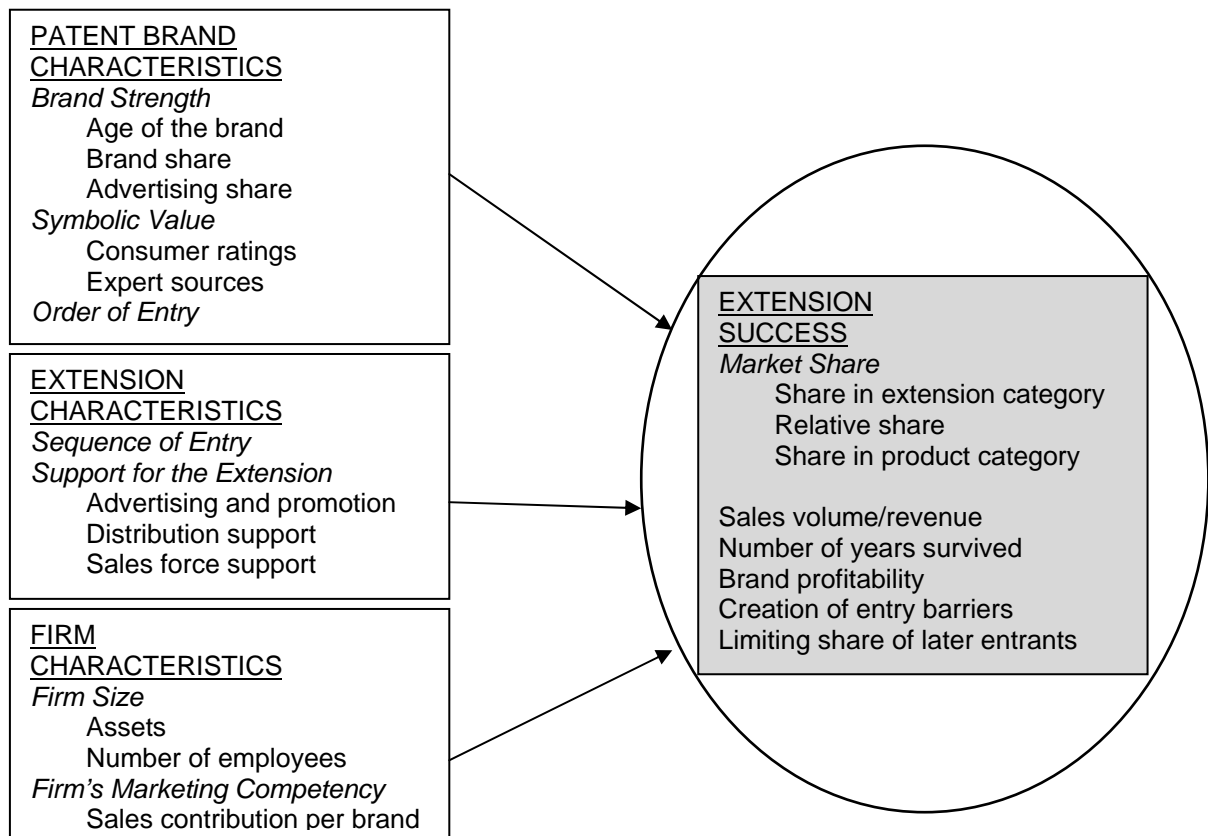
Figure 2.6: A conceptual model of extension success
(Reddy, Holak & Bhat, 1994:246)

Three key characteristics are identified by Reddy, Holak and Bhat (1994:246) namely parent brand characteristics, extension characteristics and firm characteristics, and will be briefly looked at.

2.7.1 Parent brand characteristics

a) Brand strength – consumer perceptions of quality association with the brand explain brand strength through brand extension research (Aaker and Keller, 1990:28). Smith and Park (1992:311) proved that compared to using a new brand, by utilizing a strong brand to start and develop a new product is able to obtain more market share. Thus, it shows the positive relationship between the parent brand strength and the market share of the extensions.

b) Symbolic value – brand names, symbols, slogans, and so on are important elements, which comprise a brand's association in consumers' minds, while product evaluations and purchase decisions depend on these associations. Thus, extensions

that have a symbolic brand are able obtain more benefit from the core brand than one, which has a non-symbolic brand (Reddy, Holak & Bhat, 1994:246).

c) Order of entry – according to Reddy, Holak and Bhat (1994:252), early entrants in the extension market have a greater performance and obtain larger values. Additionally, Figure 2.7 shows the extension effect in the market share and order of entry for both stronger brands and weaker brands.
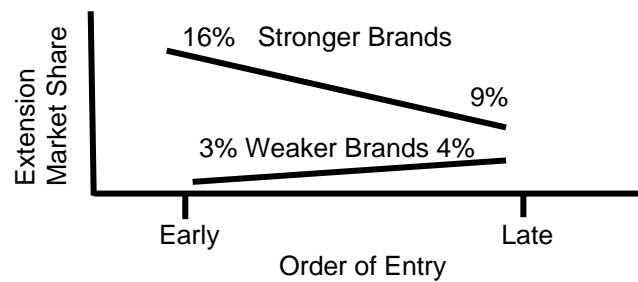
Figure 2.7: Interaction effect of order of entry and brand strength
(Reddy, Holak & Bhat, 1994:257)

2.7.2   Extension characteristics

Researchers find that extensions, which have support from advertising and promotional campaigns, are more successful than extensions that receive meager support (Reddy, Holak & Bhat, 1994:257). Hence, marketing promotions are effective when a brand extension strategy is implemented to launch a new product. Nevertheless, Smith (1992:12) as well as Smith and Park (1992:298) proved that it is more important to implement the marketing promotion strategy to the extension product, rather than to the core brand and product.

2.7.3   Firm characteristics

One of the findings indicates that the firm's size, assets, as well as its number of employees, have a significant influence on extension success (Reddy, Holak & Bhat, 1994:257).

Despite the aforementioned three characteristics, which are important and essential for brand extension success, Keller provides two more factors, which are also significant for the success of brand extension, namely the consumer characteristics and marketing characteristics (Keller, 2002:161).

2.7.4 Consumer characteristics

There are three aspects of consumer characteristics, which can be regarded as that effect evaluation for successful brand extension. These include knowledge of products, consumers' age and cultural background, hence consumer characteristics which influence evaluation.

Consumers' age, gender, occupation and educational background are regarded as important factors in order to evaluate the success of brand extensions. It was also found that females and older consumers are more considerate of their health when making purchases. Thus, they may consider that a marathon is a sport program which they can use to build their fitness, and they can become involved in the marathon sponsorship issue.

2.7.5 Marketing information characteristics

After investigating the firm's characteristics, core brand's characteristics and extension characteristics, the medium for those elements, which connect consumers, is essential, and this is referred to as marketing information. Companies should examine a way to distribute information about extension products, the core brand or the company itself for consumers and make them aware of the information; hence these elements influence a consumer's purchase decision.

As pointed out in this chapter, Smith and Park (1992:302) prove positive effectiveness of utilizing a marketing campaign to promote extension products. Moreover, emphasis for the extension product's promotion should highlight specific characteristics, which are not clear to consumers, hence negative assumptions regarding the extensions can be prevented and a better evaluation can be obtained.

2.8 Conclusion

This chapter explained briefly the definitions of brand equity and brand extension which was looked at as an important branding strategy. Moreover, the effects of extending a brand were investigated and the advantages and disadvantages of brand extension were also clarified.

Furthermore, consumer's evaluation of brand extension was researched as an essential factor to measure whether brand extension would be success or not in this study. From the research of consumer's evaluation of brand extension, extension fit was considered as one of significant elements for brand extension and was described

in detail. At last, a conceptual model of extension success was introduced further to investigate factors that influence successful brand extension.

After reviewing the literature, five factors were concluded as main aspects to influence the success of brand extension: parent brand characteristics, extension characteristics, firm characteristics, consumer characteristics and marketing information characteristics.

CHAPTER 3
SPONSORSHIP

3.1   Introduction

This chapter introduces the concept of sponsorship and contextualizes the scope of development of sports sponsorship. Advantages and disadvantages of sports sponsorship are introduced, as well as the South African sports sponsorship market, and how to select a suitable sports sponsorship event. Key perspectives and effects of sponsorship regarding brand equity, brand extensions and consumer perceptions of sports sponsorship, are defined and examined. Finally, an evaluation of the effectiveness of advertising, personal selling, sales promotion, publicity and sports sponsorship, is described in detail.

3.2   Sponsorship

According to Duncan (2008:7), "marketing communication is a collective term for various types of planned messages used to build a brand – advertising, public relations, sales promotion, direct marketing, personal selling, packaging, events and sponsorships, and customer service".

As a result, sponsorship can be used to transmit corporate messages, which is combined with other communications tools such as advertising, personal sales, sales promotions, public relations and/or direct marketing.

However, one of the most powerful brand messages is that which directly involves customers and other prospects. As a means to communicate with potential and actual customers, sponsorship is utilized by some marketers to create and transmit brand and corporate messages.

3.2.1   Development of sports sponsorship

Although sponsorship covers a wide range of activities, which include sport categories, media programs, events, arts and so on, two-thirds of spending on sponsorship is sports related. Figure 3.1 on the following page illustrates sports sponsorship compared with other types of sponsorship in North America. Generally, sport sponsorships are in fact more successful than arts or other types of sponsorships (Walliser, 2003:6). Hence, it is vital to understand reasons for the growth of sports sponsorship.
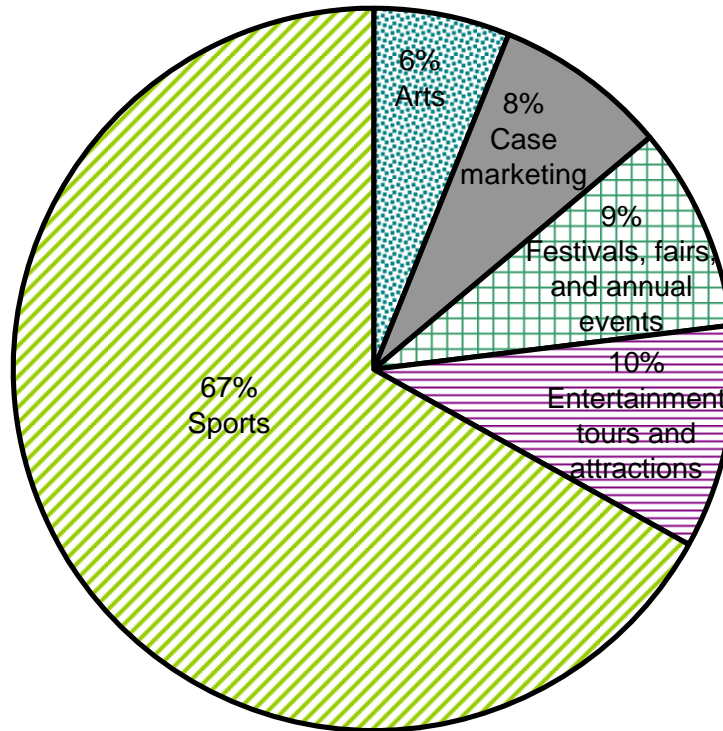
**Figure 3.1: Projected 1999 North American sponsorship spending by type of property
(Mullin, Hardy & Sutton, 2000:260)**

The growth of sports sponsorship, according to Mullin, Hardy and Sutton (2000:257), resulted in marketing after a number of consequences in related fields. For instance, it led to the emergence and growth of sponsorships, which coincided with a ban on tobacco and alcohol, which showed in the marketing literature (Wichmann & Martin, 1991:125). Furthermore, it also resulted in too much substantial input in advertising budgets. Even some helpful political policies with the exception of commercialization of sport that is open to companies. Also, the media has increased interest in sport programming because of increased public leisure time and interest in sports, while there are increased profits and less television coverage costs by way of commercials and infomercials, as well as broadcast sporting events. In the final instance, marketing has become significant globally as a result of sports sponsorship, which breaks language, cultural and societal barriers through its increased communication with target markets.

Not only sports sponsorship took a large percentage (over 60%) of all types of sponsorships, but sponsorship costs have risen since the last decade. Figure 3.2 on page 27 indicates the use of advertising, sales promotion and sponsorship from 1994 to 1998 in the USA. Hence, it is easy to understand that sponsorship is able to move

the brand forward more dramatically than other marketing activities, which explains the reason why sponsorship is developing faster than other marketing communication tools (D'Alessandro, 2001:71). According to IEC[4], sponsorship expenses grew from $1 billion in 1985 to $8.7 billion in 2000 in North America.
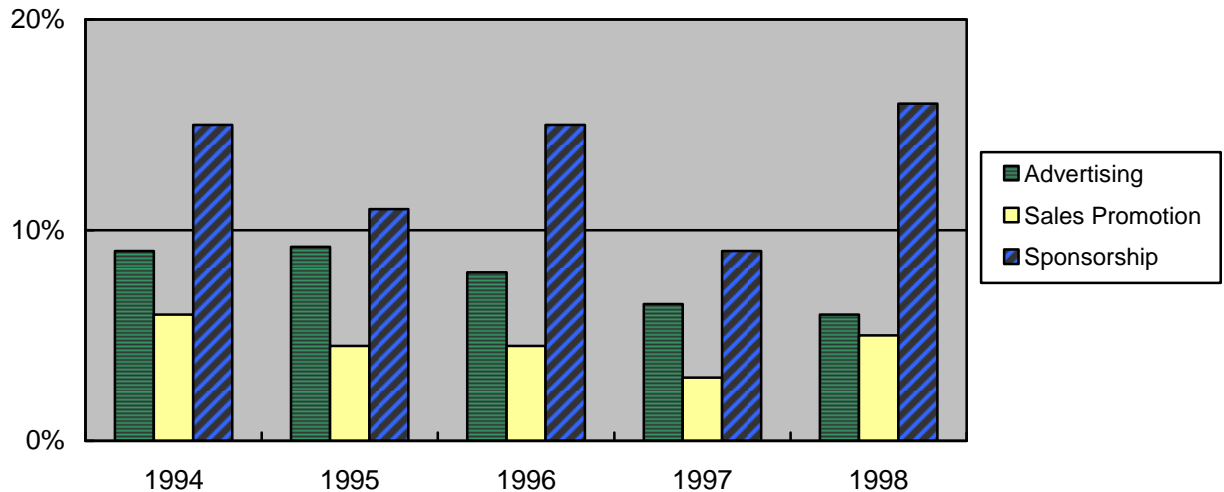
**Figure 3.2: Annual growth of advertising, sales promotion and sponsorship
(Mullin, Hardy & Sutton, 2000:259)**

Sports sponsorship can not only overcome several communication barriers, but can also benefit several different objectives, which are outlined in Table 3.1:

Table 3.1: Advantages of sponsorship

Advantages
Increase consumer awareness of brand/company
Build an image
Promote or maintain public relations
Increase sales and open/closed markets
Exposure on television and other media
Attract distributors/agents
Create promotional material
Circumvent advertising bans
Miscellaneous

(Compiled from Smith & Taylor, 2004:488)

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[4] The Chicago-based organisation that monitors corporate sponsorships

The authors Smith and Taylor (2004:488) also imply, there are two levels for sponsorship objectives, namely corporate and product related. In general, the following communication objectives conclude the two levels' main aims:

- Providing information to create brand awareness;
- Changing perceptions of the corporate, product or brand to enhance attitudes;
- Influencing intentions; and
- Increasing or stabilizing demand (Masterman, 2007:33).

Nevertheless, according to Masterman (2007:65), there are other objectives that sponsorships are able to achieve, namely:

- Internal relations development – not only can sponsorship become a team-building activity, but it can also provide a chance for an employee's family and community to become involved in the event; and
- Competitive advantage – this can be gained by achieving any or all of the above objectives, it also can gain an advantage by prohibiting competitors to take any advantage of the sponsorship.

According to a sponsor's survey (cited in Fulvia, 2007:33), one of the findings showed that the most objective factor for sponsorships, is brand equity building (81 per cent), while other main objectives, which were also considered as essential by respondents, include:

- Brand awareness – 74 per cent;
- Driving sales – 54 per cent;
- Stakeholder relationship management – 39 per cent; and
- Motivating employees – 37 per cent.

Compared with advertising, sponsorship can be cost-effective in terms of reaching a particular audience. Sponsorship is able to access specific types of audience, which is probably difficult to reach via other marketing communication. Hence, sponsorship has developed an integrated and cost-effective communication for itself (Smith & Taylor, 2004:485).

However, Egan (2007:278) provides some disadvantages of sports sponsorship, which are uncontrollable variables that exist in sport events such as weather, attendance, media coverage, and so on. The author indicates that further threats are associated with sponsorship, which includes negative association, over-commercialization, sponsorship clutter, as well as evaluation problems (Egan, 2007:278).

The uncontrollable factor of attendance, affects direct involvement of sponsorship events' target audience which as a small percentage of all attendance would not be good for a return on investment. According to Duncan (2008:618), "*the return on*

investment of most event sponsorship is determined not by the event itself, but by how well other marketing communication functions leverage the sponsorship".

Finally, ambush marketing becomes a threat to sponsorship value and investment for sponsors. For example, Nike utilized ambush marketing to gain a higher recall than several other sponsors in the 2000 UEFA's EURO football championship (Masterman, 2007:246). According to Performance Research Europe (cited in Masterman, 2007:246), Nike had a 71 per cent recall, while sponsors Mastercard had 56 per cent, JVC 48 per cent and Fuji 48 per cent, and even sportswear manufacturer Adidas achieved less recall at 70 per cent, hence Nike benefitted the most.

3.2.2 Sports sponsorship market in South Africa

IEG Group's data (cited in Lesego, 2005:22) shows that R192 billion was spent on sponsorship in 2004 globally. Of which America spent at least 40 per cent of the amount, Europe 28 per cent, while 19 per cent was spent in the Pacific regions, 8 per cent in Central and South America, and 5 per cent was spent in other regions, including South Africa.

Nevertheless, from 2005 to 2006 South Africa's average growth in the sports sponsoring market was 18 per cent, while North America's and Europe's growth were 10.5 per cent and 10.9 per cent, respectively (Figure 3.3). In addition, BMI Sport's data (cited in University of Pretoria, 2009:37) indicates that in 2007 R3065 million was spent on sport sponsorship in South Africa.
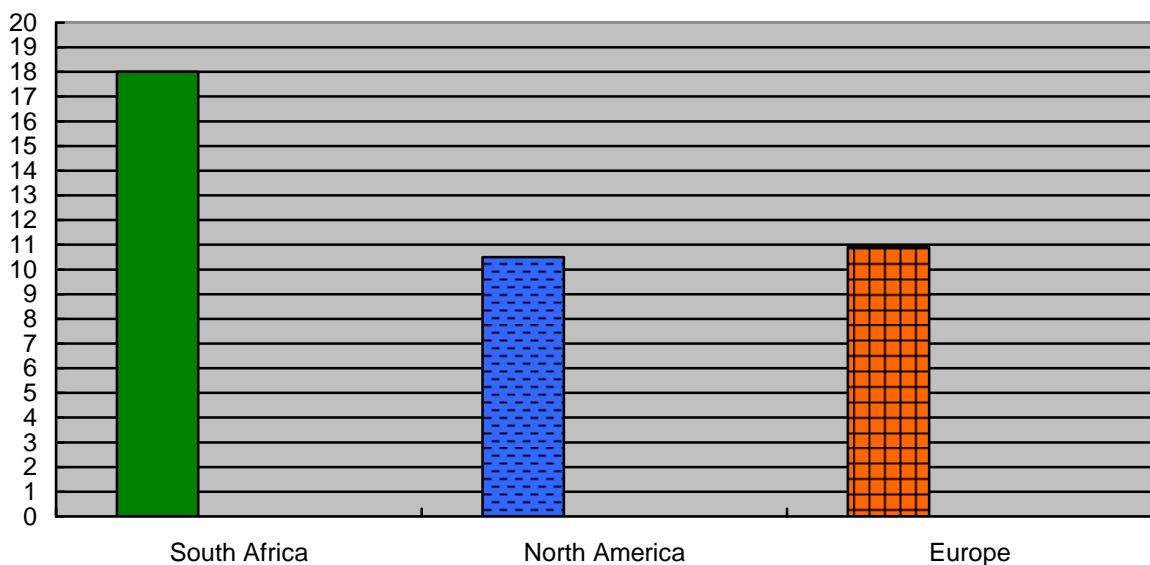
Figure 3.3: Compared annual growth of sports sponsoring from 2005 to 2006
(Compiled from Fulvia, 2007:29)

In South Africa's domestic market, according to BMI Sport (cited in Lesego, 2005:22), the percentage of sports sponsorship was 77 per cent, however, figures for arts and music were 14 per cent and 9 per cent, respectively (Figure 3.4).
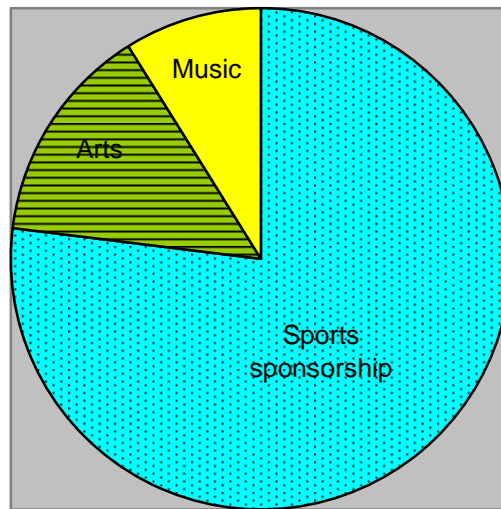
Figure 3.4: South African sponsorship types
(Compiled from Lesego, 2005:22)

According to BMI Sport's data (cited in University of Pretoria, 2009:37), compared to other communication tools, advertising spend grew by 5.4 per cent in 2007, while sports sponsorship grew by 11.9 per cent, which was twice as much as that of advertising.

The growth of sport sponsorship can mainly be attributed to broadcasting of sport. According to Lesego (2005:24), a R240.3 million profit was announced in 2005 by the South African Broadcasting Corporation (SABC), including about R25.9 million from sports and programme sponsorships, which had increased by 16%.

Different types of sports attract various target audiences. As Table 3.2 depicts, according to a Markinor TeleBus survey (cited in Fulvia, 2007:32), the data shows the adult population's preference for different types of sports in South Africa (Table 3.2).

Table 3.2: South African adult population's preference in sports

A total of 1500 respondents representing the adult population with home telephones	
36% enjoy watching	Soccer
19% enjoy watching	Cricket
18% enjoy watching	Rugby
4% enjoy watching	Tennis
3% enjoy watching	Motorsport
2% enjoy watching	Athletics and wrestling, respectively
1% enjoy watching	Golf

(Fulvia, 2007:32)

Table 3.2 shows that a smaller percentage of audiences' is interested in watching athletics compared to some bigger sports such as soccer, cricket and rugby. However, Fulvia (2006:33) states that smaller niche sports (such as road running and mountain biking), hold their potential value. In terms of the smaller niche sports market, the author quotes Smith's words to prove: "*it has particular value for challenger brands that are entering the market that need to create awareness quickly*" (Fulvia, 2006:33).

According to the race diary at www.runnersworld.co.za, there are approximately 850 marathons, which are held in South Africa in one calendar year. Moreover, the Runner's World magazine illustrates its reader numbers per copy, demographics and advertising rate compared to other main sports magazines (Table 3.3).

Table 3.3: Sport in print

Title	AMPS and/or readers per copy (CPR) demographics	Ad rate
Runner's World	75000 (AMPS'05); 3.4 CPR (AMPS'06); 25-49 years, (62% male)	R19900
Blunt	125000 (AMPS'06); 14-21 years LSM 7-10 (70% male)	R16950
Bicycling SA	92000 (AMPS'06); 25-49 years, LSM 10 (78% male)	R16850
Golf Digest SA	145000 (AMPS'06); 4.3 CPR (AMPS'06); 25-49 years, LSM 9-10	R22500
ZigZag	14-24 years, LSM 7-10, (75% male)	R16950
Kick Off	1512000 (AMPS' 06); 23.1 CPR (AMPS'06); 16-35 years, LSM 5-7, (83% male)	R30800

(Adapted from Fulvia, 2006:26)

Although some of the niche sports have not been explored extensively by sponsors, these opportunities hold the potential for growth in the sports sponsorship market, and "*seeing a growth in their local fans*" (Fulvia, 2006:33). Therefore, sponsorship opportunities should be carefully evaluated so that all potential sponsorships and

sponsors are able to make correct and wise selection decisions within the South African sports market.

3.3   Selection of sports sponsorship

All levels of sponsorship event properties, especially ones that are not high profile events such as the Olympics, "*will have to demonstrate to potential sponsors that linking with their event will create added value for their brands*" (Roy & Cornwell, 2003:387). Therefore, finding a relationship between sponsorship event fit and consumer responses to sponsorships is an important step in the process of choosing a suitable sponsorship event.

Sponsor-event fit can be achieved via several approaches. The first way is to inspect brand types for the events. According to Cornwell (cited in Roy & Graeff, 2003:360), there are two types of brands, namely logical and strategic associations for brands' sponsor events. Logical association for sponsor-event means that the association has relevance for a specific event, while strategic association may not hold the obvious connection with an event.

For example, Ford cars would be considered as a logical fit with motor sports events, but may not be a logical fit with marathon events. However, in this case, the Ford brand could find a strategic association to match between its target market characteristics and the event audiences' characteristics (Roy & Graeff, 2003:360).

The second way to achieve sponsor-event fit is by repeated exposure and coverage of the sponsoring brand through sports grounds or stadium advertising and sales promotions (McDaniel, 1999:165).

In order to evaluate the fit or to choose one, the target sponsorship program could use the following matrix (Figure 3.5) to investigate not only where the best fit is, but also where the association of brand is high and where the customer bond is high (Bird, Blem, Connett, Duckles, Koekemoer, Mazinter & Skinner, 2004:474).
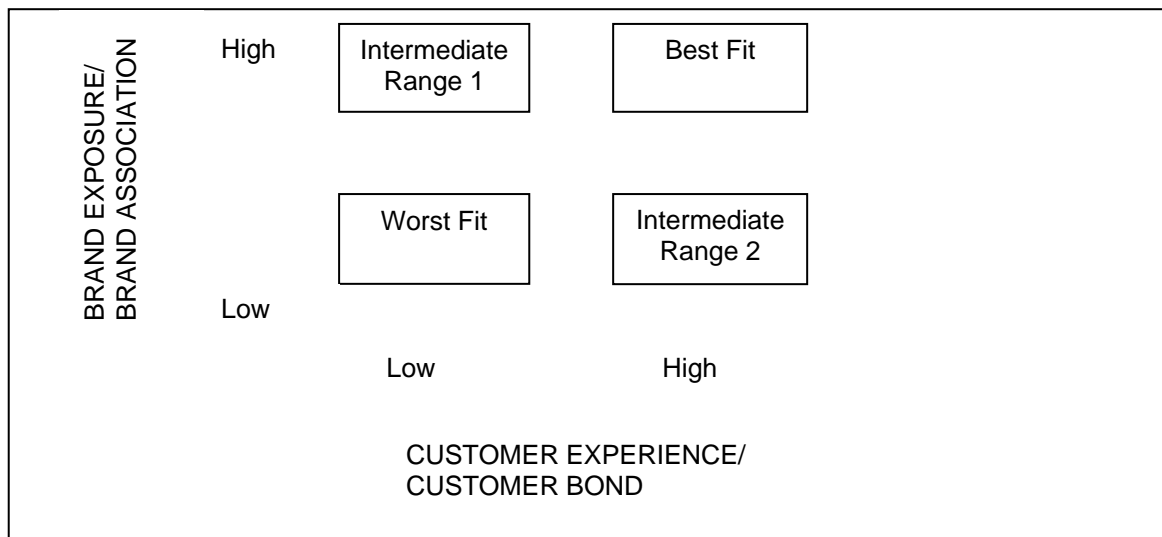
Figure 3.5: Brand exposure and customer experience
(Bird, Blem, Connett, Duckles, Koekemoer, Mazinter & Skinner, 2004:474)

A sponsorship can however be harmful to a brand when the association is not consistent with the image of the brand and with other marketing communication messages (Duncan, 2008:613). As a result, customers will not be sure of what and who the brand sponsor is at the event. Therefore, examination of associations that can strengthen the brand's image and connect well with the sponsorship, is an essential task to complete when choosing a proper sponsorship event.

In this regard, when choosing a sponsorship program, companies should use the following guidelines:

- Link the target audience with the profile of the brand's target audiences;
- Be consistent with sponsorships' environment for brand image reinforcement;
- Seek more brand exposure from a sponsorship for extendibility of brand publicity;
- Explore more privileges and rights from a sponsorship to expand brand involvement;
- Find a cost-effective sponsorship worth more than other media buys; and
- Confirm that there are no other sponsors that can compete in the same category (Duncan, 2008:614).

3.4   Impact of sponsorship on brand equity

As one of the objectives which sponsorship is able to achieve, brand or brand awareness can be developed by supporting a sponsorship to develop its associations. However, there is a challenge, which is to look for a suitable association that strengthens the required image of a brand (Duncan, 2008:613).

Although sport sponsorship is able to attract and involve customers and other stakeholders, those who participate are probably merely a small percentage of a brand's target audience. Therefore, the company should involve more potential and actual audiences by creating interesting elements that will attract media, thus implementing brand publicity, as well.

Duncan (2008:613) says "*sponsorships both differentiate and add value to brands*". For instance, Adidas, as a sponsor of Anna Kournikova, increases status and differentiates from other competitors because the association with Kournikova helps the Adidas brand to gain its target audience's respect and preference (Duffy, 2003:93).

3.4.1   Sports sponsorship and brand extensions

On the basis of the definition of brand extensions in the glossary, brand extension strategy can be regarded as the following two strategies: (a) New products within existing markets development strategy and (b) New products within new markets development strategy.

First, the development of new products within existing target markets is understood as product development strategy. The strategy aims to introduce and sell new products to loyal consumers and consumers that have strong core brand awareness (Masterman, 2007:202).

Masterman (2007:202) states that a good model for applying this strategy to launch a new product to existing consumers is the Vodafone model. When 3G technology was introduced to the global market, Vodafone became a sponsor of the McLaren team. The sponsorship provides a right for its 3G coverage; in this case, Vodafone could send its communication messages to mobile phones.

The second strategy may be understood as a difficult and riskier strategy, because not only does fierce competition exists in the markets, but there are several difficulties present for new product development and growth.

Puma, the sportswear manufacturer, extends its new products firmly into new markets (Masterman, 2007:203). By developing new footwear designed by top designers to attempt to gain growth in fashion-focused markets. It also extends new clothing into new markets, which focus on yoga in association with a healthier lifestyle.

3.4.2 Consumer responses to sports sponsorship

Roy and Cornwell (2003:386) prove that in the same event, sponsors that have high equity brands obtain more perceived congruence than sponsors that have low brand equity. As a result, the company that has high brand equity may find it easier to improve brand awareness and image via sponsoring a sport event because it can gain a better perceived fit with the sponsorship activity even without several marketing communications.

Consumer responses indicate that both the sponsor and event's information are *"accessed from memory and the new information is compared with the schema"*, which is explained as a mental structure that stores, organizes, and guides experiences (Roy & Graeff, 2003:360). It is essential to investigate attitudes towards brands from a consumer's perspective.

Roy and Graeff (2003:370) assert that there is a positive relationship between the perceived fit of a sponsoring brand and an event. Hence, sponsoring events can be a good way for companies to promote their products and services when there are better perceived linkages between a sponsor and an event.

However, the attitudes towards an event do not significantly influences the perceived fit of a sponsoring brand and an event (Roy & Graeff, 2003:371). This means that the brand equity relates to the perceived brand and event fit, however, the event equity does not possess the same result. A probable reason for this consequence is that consumers may be familiar with the events that they participate in, but not with the sponsoring brand.

Therefore, use of advertising, sales promotion, public relations and other communication tools, which enhance the perceived fit between the event and sponsoring brands, is a significant marketing campaign that creates awareness among consumers and the firm's sponsorship (Roy & Graeff, 2003:371). In particular, several sponsorship programs do not hold a logical fit with events; in this case, the marketing supports become remarkably essential.

Furthermore, one of the sport sponsorship's objectives is to improve the image of brands or companies, and to increase consumers' purchase intentions with brands and companies. It is important to be aware of factors, which influences a consumer's purchase intention.

There are two main aspects to affect consumer's intention to purchase a company's product or services, a positive attitude towards the brand and brand familiarity (Pope & Voges, 2000:96). According to the authors, brand exposure/experience and prior use of a brand can cause brand familiarity (Pope & Voges, 2000:96). Therefore, the authors explain the relationship between sport sponsorship events, brand experience and attitudes towards the brand or corporate image as the level of a consumer's purchase intention.

According to Pope and Voges (2000:100), consumers who are aware that a company sponsors a sport have a higher purchase intention of the company's products, than those who are not. In addition, a company that has a positive image can help the sponsor's brand name to be able to direct a higher purchase intention towards the company and sponsor. However, the brand experience or prior use of the brand does not significantly influence purchase intention.

3.5   Evaluation of effectiveness of sports sponsorship

The aspect of evaluating the effectiveness of sports sponsorship concerns aims of the overall communication strategy, which will be achieved by the company's sponsorship and, which audiences the company expects to target with what messages (Sleight, 1989:59). At this stage the company should evaluate all elements of the promotional mix.

Lapin (1987:31) asserts that the initial sponsorship fee is not the end, but the beginning. He also indicates that sports sponsorship should be supported with not only advertising and promotions, but also with incentive programmes, publicity, as well as community activities. The promotional mix should be promoted to audiences including retailers, customers, stakeholders, sales staff and employees. Therefore, evaluation of the effectiveness of the sports sponsorship should also evaluate the promotional mix, namely advertising, personal selling, sales promotion, as well as publicity.

3.5.1   Evaluation of advertising effectiveness

One of the most difficult tasks for advertisers is probably to evaluate the effectiveness of advertising (Schoell, 1985:514). Pre-testing and post-testing are two measurements, which evaluate an advertisement's communication effectiveness (Schoell, 1985; Engel, Warshaw and Kinnear, 1983; Stanley, 1982 and Wright, Winter and Zeigler, 1982).

Pre-testing is conducted before launching the full advertising campaign and it is able to "*increase the effectiveness of an advertisement campaign, and high leverage results can be gained in business with business advertising, as well as with consumer advertisements*" (Morton, 1986:28). Post-testing involves evaluating an advertisement once it has been operated on a full scale. Figure 3.6 presents a detailed description of these two measurements.

Figure 3.6 explains what, when, where and how to test the effectiveness of advertising. In other words, evaluation of the effectiveness of advertising should test source factors, message variables, media strategies and budgeting decisions through pre-testing and post-testing in laboratory and real-world environments (Belch & Belch, 2007:602).

Pre-tests
Laboratory Methods

Consumer juries	Theater tests	Readability tests
Portfolio tests	Rough tests	Comprehension and reaction tests
Physiological measures	Concept tests	

Field Methods

Dummy advertising vehicles	On-air tests

Post-tests
Field Methods

Recall tests	Single-source systems	Recognition tests
Association measures	Inquiry tests	Tracking studies

Figure 3.6: Classification of testing methods
(Belch & Belch, 2007:605)

In Figure 3.7 on page 38, Cell 1 measures data that deals with attention, comprehension, retention or response to the message itself in a laboratory situation with different approaches and procedures, which measure the ability of a stimulus to attract and hold attention. Cell 2 explains that the effects of the message on a product or service can be determined by using techniques such as awareness, attitude shift, changes in buying intention, and so on with a laboratory situation. Cell 3 indicates the advertising related measurement within real world conditions, while Cell 4 describes product related measurement in real world conditions.

	Advertising related *(reception or response to the message itself and its contents)*	*Product related* *(impact of message on product awareness, liking, intension to buy, or use)*
Laboratory measures (respondent aware of testing and measurement process)	***Cell I*** *Pretesting procedures* 1. Consumer jury 2. Portfolio tests 3. Readability tests 4. Physiological measures Eye Camera Tachistoscope GSR /PDR (galvanic skin response)/ (pupil dilation response)	***Cell II*** *Pretesting procedures* 1. Theatre tests 2. Trailer tests 3. Laboratory stores
Real-world measures (respondent unaware of testing and measurement process)	***Cell III*** *Pretesting procedures* 1. Dummy advertising vehicles 2. Inquiry tests 3. On-the-air tests *Post-testing procedures* 1. Recognition tests 2. Recall tests 3. Association measures 4. Combination measures	***Cell IV*** *Pretesting and post-testing procedures* 1. Pre-post tests 2. Sales tests 3. Mini-market tests

Figure 3.7: Classification of advertising effectiveness measures

(Adapted from Engel, Warshaw & Kinnear, 1983)

3.5.2 Evaluation of personal selling effectiveness

Kotler and Armstrong (2004:539) indicate that sales reports, call reports and expense reports, as well as personal observation, customer surveys and talks with other salespeople, are essential means of information, which evaluate salespeople's performance. These reports provide several key indicators, according to Kotler (1991:668), which include:

- Average number of sales calls per salespeople per day;
- Average sales-call time per contact;
- Average revenue per sales call;
- Average cost per sales call;
- Entertainment cost per sales call;
- Percentage of orders per one hundred sales calls;
- Number of new customers per period;
- Number of lost customers per period; and
- Sales force cost as a percentage of total sales.

Besides the above factors, Kotler (1991:669) states that a formal evaluation of the sales force's performance is able to evaluate the effectiveness of personal selling. Salesperson-to-salesperson comparisons and current-to-past sales comparisons are two types of formal evaluation.

Nevertheless, in Abratt, Chorn and van der Westhuizen's (1986:29) study, 96 percent of the 25 leading companies across five sectors used the *"achievement of target as the main means of measurement of sales productivity",* in order to measure and evaluate promotion effectiveness.

3.5.3 Evaluation of sales promotion effectiveness

The environment of events can be created according to target consumers' interests and hobbies where consumers are willing to receive a promotional message (Belch and Belch, 2007:524). In this case samples are utilized to allow consumers to experience the sponsor's brand. Figure 3.8 illustrates techniques that are used to attract more attendance at events and marketing tactics, which are implemented for events.

SAMPLING THE CROWD

Marketing tactics that coincide wit the event

Radio tie-in 41.5%

Local advertising 52.4%

Sampling 56.1%

Sweepstakes 30.5%

Other (contests, premiums, giveaways, and so on.) 11.6%
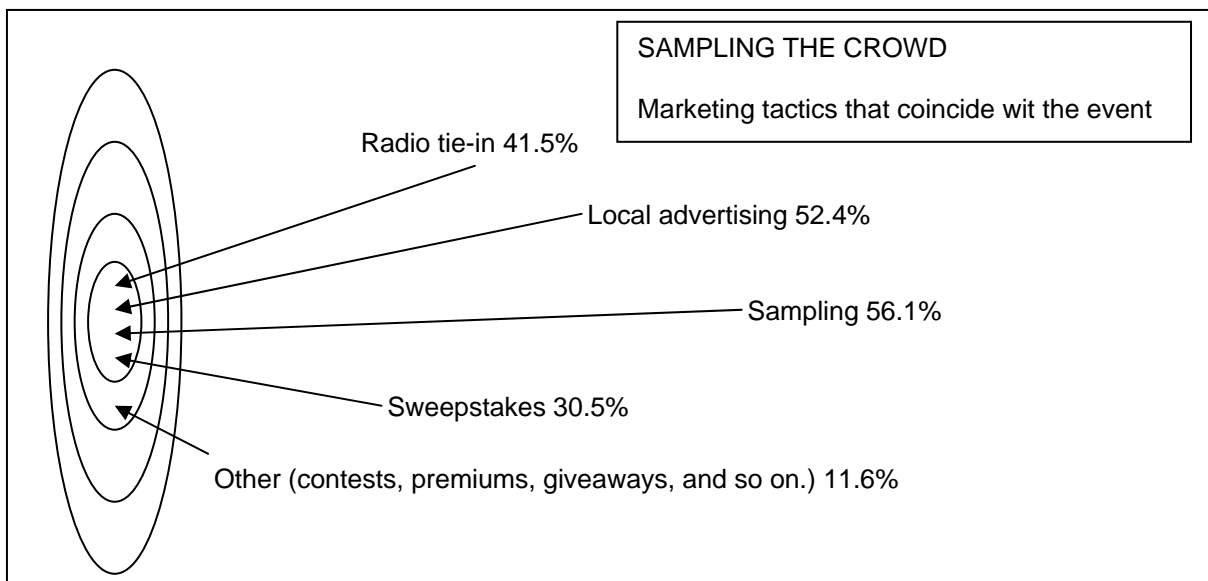
Figure 3.8: Marketing tactics coincide with the event
(Belch & Belch, 2007:524)

There are four methods, which evaluate sales promotion effectiveness, namely sales data, consumer-panel data, consumer surveys and experiments (Kotler, 1991:640).

- Sales data – is the most common method, which measures data before, during and after a promotion.
- Consumer-panel data – indicates the types of consumer responses to a promotion, as well as after a promotion (Dodson, Tybout & Sternthal, 1978:72).
- Consumer surveys – explore the recalls, consumer's thoughts and their subsequent behaviour of brand-choice after a promotion.
- Experiments – incentive value, duration and distribution media.

According to Belch and Belch (2007:624), the number of fans that attend games can be used to measure the relative effectiveness of sports. Overall, sales promotion plays an important role in varied industries. Therefore, before evaluating its effectiveness, certain tasks should be performed including: establishing the promotion objectives; choosing effective communication tools; programming sales-promotion projects; and pretesting and implementing it (Keon & Bayer, 1986:19).

3.5.4 Evaluation of publicity effectiveness

Because publicity is used along with other promotion tools, it is difficult to evaluate. However, according to Kotler (1991:645), the easiest and most common evaluation of effectiveness of publicity is the amount of exposure, which is created in the media. Changes in product awareness, comprehension and/or attitude are better measurements to evaluate public relationship campaign effectiveness. Finally, the most satisfactory evaluation is sales-and-profit contribution.

"*Measurements should fit the function and because there are many types of functions, there are at least six levels of measurability*" (Lesly, 1986:5) namely:

- Specific measurement: involving specific goals and specific activities – product publicity, starting or pushing a trend, coverage of an event;
- Semi specific measurement: for example, dealing with a crisis;
- Acceptance;
- Recognizing the value of input from public relations people;
- Prevention; and
- Guidance.

According to Belch and Belch (2007:556), a number of criteria may be utilized to evaluate the effectiveness of public relationship programs, as shown in Figure 3.9. The following additional factors should help to illustrate the measurement process:

- Personal observation and reaction;
- Matching objectives and results;
- Team approach;
- Management by objectives;
- Public options and surveys; and
- Audits.

A system for measuring effectiveness of the public relations program has been developed by Lotus HAL. The criteria used in the evaluation process are as follows:

- Total number of impressions over time;
- Total number of impressions on the target audience;
- Total number of impressions on specific target audiences;
- Percentage of positive articles over time;
- Percentage of negative articles over time;
- Ratio of positive to negative articles;
- Percentage of positive/negative articles by subject;
- Percentage of positive/negative articles by publication or reporter; and
- Percentage of positive/negative articles by target audience.

Figure 3.9: Criteria for measuring the effectiveness of PR

(Belch & Belch, 2007:556)

Ketchum Public Relations developed a model, which tracks the effects of publicity, as shown in Figure 3.10 (cited in Belch & Belch, 2007:562).

Level #1	Level #2	Level #3
Basic – Measuring OUTPUTS	Intermediate – Measuring OUTGROWTHS	Advanced - Measuring OUTCOMES
Media placements Impressions Targeted Audiences	Receptivity Awareness Comprehension Retention	Opinion change Attitude change Behaviour change

Figure 3.10: Measurement model of ketchum publicity effectiveness

(Belch & Belch, 2007:562)

3.5.5 Evaluation of the sports sponsorship effectiveness

Because of the cost-effectiveness advantage, sports sponsorship is able to provide companies with high visibility activities particularly by offering cost effective exposure for a product, and associating them with a specific event. This should all contribute to the bottom line performance on which companies can expect a return.

Therefore, several companies measure their investment in terms of how well the organisations' objectives are met. In addition, there is an interim method, which evaluates sponsorship. Discovering the amount of media coverage or number of times the name is mentioned is a specific technique, which evaluates the effectiveness of sports sponsorship (Smith & Taylor, 2004:492). Another specific technique, which evaluates the effectiveness of sports sponsorship is pre- and post-programme awareness studies (Beyer, 1986:11). Organisations measure the success of their sponsorships by evaluating whether their objectives have been achieved or not.

Additionally, there is an instrument of four levels to be used as a tool for measuring the sponsorship effectiveness. The four value-added levels contribute more specific and instrumental information than the preceding one (Pearseul, 1987:25), namely:

- "*Level one – set measurable objectives;*
- *Level two – research the sports/events interest factors for target customers;*
- *Level three – measure results, which depend on the particular objectives; and*
- *Level four – re-evaluate the cost effectiveness*".

Although there is a lack of measurable objectives and there is no standardized methodology which evaluates sports sponsorship, the following three main aspects have been developed as a systematic method which measures sponsorships (Masterman, 2007:227):

- Sales effectiveness;
- Media coverage; and
- Communication effects.

As discussed in this chapter, sales effectiveness and media coverage or publicity have their own logical approaches of evaluation. Nevertheless, according to Masterman (2007:230), evaluation of the effects of communication does not only measure awareness and image, but can also use advertising effectiveness techniques such as recall and recognition.

The author also claims that advertising effectiveness techniques and audience attitude or image of a brand are often used to evaluate sponsorship effectiveness, which is involved with sponsors, brands and sponsorship relationships (Masterman, 2007:232). Hence, evaluation of the capacity of sponsorships to change a consumer's perception of a particular sponsor is probably becoming so important that it might change a consumer's purchase intention in terms of specific sponsors' brands (Harvey, Gray & Despain, 2006:408).

3.6   Conclusion

This chapter began with defining marketing communication, and explained the importance of sponsorship one of the communication tools which can be utilized to transmit brand messages. Moreover, objectives of sponsorship were introduced as well.

After that, the advantages and disadvantages of sponsorship were discussed. As well as described the development of sports sponsorship in the world and sports sponsorship market in South Africa.

In addition, how to select a sports sponsorship was considered as an important step to establish a relationship between sponsors and consumers. Therefore, guidelines of selecting a sponsorship program were examined and the fit between sponsorship program and brand was emphasised.

Impacts of sponsorship on brand equity and brand extensions were explored in this chapter. Furthermore, two strategies of using sports sponsorship to develop products and markets and consumer responses to sports sponsorship were investigated.

This chapter measured the evaluation of effectiveness of sports sponsorship. As a result, evaluation of advertising effectiveness, personal selling effectiveness, sales promotion effectiveness, publicity effectiveness and sports sponsorship effectiveness were researched respectively in detail.

CHAPTER 4
RESEARCH METHODOLOGY

4.1 Introduction

This chapter outlines both the research methodology, research design and research method design that were used for the study (see diagram on the next page). One of the main objectives of the practical aspect of the study was to understand customers' cognition regarding the relationship between marathon sponsorships and brand extensions. Furthermore, customers' evaluations of the effectiveness of marathon sponsorships of a sponsor's brand were also investigated. In order to achieve this, a quantitative research approach was used to collect evidence and questionnaires were distributed as an instrument to collect data.

4.2 Research design

According to Creswell (2009:3), there are three types of research designs, namely: qualitative, quantitative and mixed methods. The author states that differences between qualitative and quantitative research are as follows:

- Qualitative research is structured by using words but quantitative research is structured by numbers;
- Qualitative research is framed by using open-ended questions, while quantitative research is framed by closed-ended questions (Creswell, 2009:3).

Philosophical ideas should help to explain reasons for selecting different research method types among qualitative, quantitative and mixed methods, as shown in Figure 4.1 on the next page.
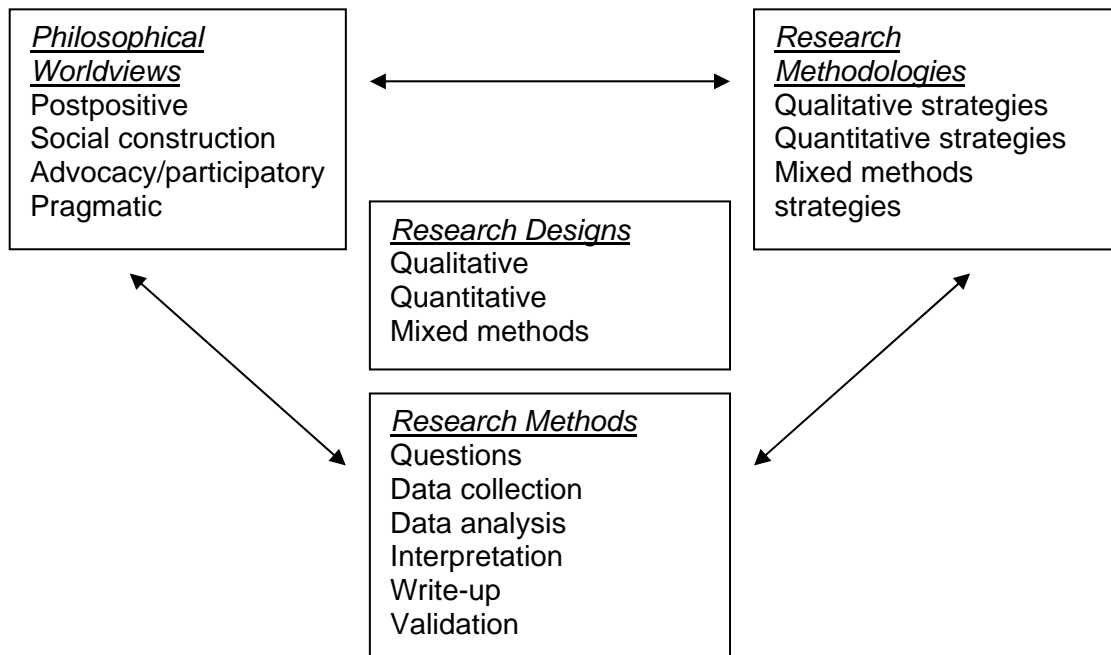
Figure 4.1: A framework for design
(Adapted from Creswell, 2009:5)

The research problem dictates the research design. Creswell (2009:18) views it better to use a quantitative approach if the research problem identifies the discovery of elements that affect an outcome, the effectiveness of an involvement, or understanding the best analysis of results.

Therefore, on the basis of this research problem, which is to investigate the effectiveness of marathon sponsorship as an enabler of brand extensions, the appropriate research design is the quantitative method. Because the research problem identifies the discovery of the marathon sponsorship that influences brand extensions, the effectiveness of the marathon sponsorship and understanding sports sponsorship factors, are important to brand extensions.

4.3   Quantitative survey design

Punch (2003:12) sees the study of relationships between variables is important for a quantitative research. The author states that the objective for the quantitative researcher is to investigate research variables and to find out the differences and reasons for relationships among the variables. Historically, the experimental method and non-experimental method have been considered as two main strategies (Punch, 2003:12).

Figure 4.2 – depicts the general research question – the relationship between social members, affective variables and behavioural variables.

Social property variables		Affective variables		Behavioural variables

Membership of
social category

Feelings, attitudes,
perceptions and so on

Actions
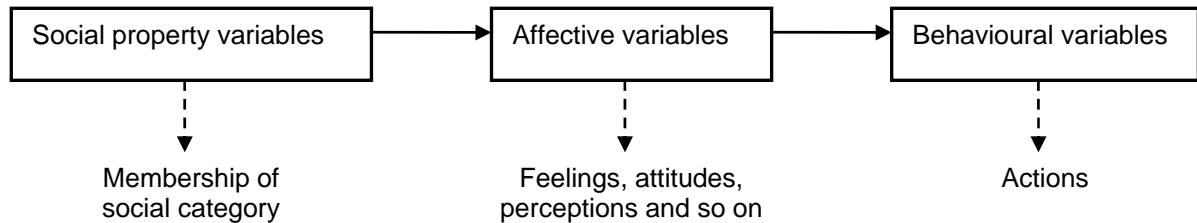
Figure 4.2: Variables
(Adapted from Punch, 2003:14)

Therefore, Figure 4.2 is able to explain this study's question: what is the relationship between marathon athletes (social properties), marathon sponsorships (affective variable), and athletes' evaluations of brand extensions, as well as purchase intentions of extension products (behavioural variables).

Punch (2003:15) explains that the strategy for answering and solving the research question is not complicated. Therefore, in terms of this research, the plan was to design a quantitative survey, study a sample of marathon athletes, and investigate what data can be used to represent athletes' attitudes towards marathon sponsorships and their evaluations of brand extensions, as well as purchase intentions of extension products. This data was collected and analysed to check whether there is a systematic relationship between marathon athletes, marathon sponsorships and the athletes' evaluations of brand extensions, and purchase intentions of extension products.

4.4   Sample design

According to Punch (2005:101), key concepts for sampling in quantitative research include the population (in the ideal world, the subject of the research would be the total target group) and the sample (data are collected from them – the actual group in the research). The author indicates that the researcher collects and analyses data from the sample, however, in the end, the researcher wants to make statements and

conclude results about the total target group/population from which the sample was drawn. This logic is shown in Figure 4.3 below.
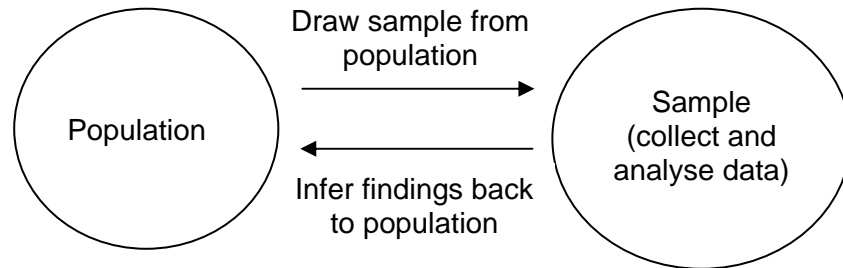
Figure 4.3: Populations and samples
(Punch, 2005:102)

Several samples are selected haphazardly and purposefully (Groves, Fowler, Couper, Lepkowski, Singer & Tourangeau, 2004:95). Moreover, "*a probability sample design whereby respondents are designated by some objective procedure*" (Fowler, 2009:63). However, these designated procedures may prove problematic for researchers to collect data. It is also normally "*difficult and expensive to get responses from a high percentage of a probability sample*" (Fowler, 2009:63).

Therefore, an approach to solve the data collection problem for research that has limited resources, and for purpose of convenient data collection, is a nonprobability sampling method. Hence, this study was designed as a survey, which investigates individuals at a marathon registration event or race number collection for the event and these potential respondents were requested to complete a self-administrated questionnaire. A total of 122 questionnaires were completed.

In addition, there are both advantages and disadvantages of the nonprobability sampling design, which is illustrated in Table 4.1 on page 48.

Table 4.1: Advantages and disadvantages of nonprobability sampling design

Advantages	Disadvantages
It is a low cost way of selecting a sample	The results cannot be generalised to the total sampling population because the resulting sample is not a probable one
There is no requirement to get any information about the sampling population	The most accessible individuals might have characteristics that are unique to them and hence might not be truly representative of the total sampling population
It guarantees to include the type of people that the researcher needs	

(Compiled from Fowler, 2009:24)

Although this haphazard selection method is convenient, efficient and low cost, there is a shared weakness. The problem is to describe characteristics of the frame population, since there is no theory to directly support using them, while sample biases are created by uncontrolled sampling (Fowler, 2009:63). However, it is essential for this study's researcher to utilize nonprobability sampling methods to conduct a quick survey, which mainly depends on people who are available to complete the questionnaire.

4.4.1 Quota sampling

Therefore, quota sampling was considered as the sample design for this research. According to Fowler (2009:65) and Kumar (2005:178), this approach can not only increase the quality of samples for obvious biases, but can also easily access the sample population and produce cost savings for the survey.

Kumar (2005:178) also mentions that a researcher who uses the quota sampling design should be guided by some visible characteristics for convenience. Hence, for this study, the visible characteristic, which guided the researcher, was the full marathon queue and half marathon queue where the marathon athletes waited to collect their race numbers.

The sample was selected from a location – the registration area where most athletes queue for their running registration and number collection for the next day's race. The location was, therefore, convenient for the researcher, who requested the queuing athletes to complete the questionnaire. This process continued until the quota was reached.

The total number of athletes that participated in the Weskus Marathon was 1050 for both the full marathon and half marathon. For this study, the researcher selected over 10% of the number of total athletes – a sample of 122 athletes who ran the full marathon (42.2km) in order to find out their opinions about marathon sponsorships' effectiveness for brand extensions. The researcher decided to position herself at the venue where athletes collected their running numbers for the following day's race. This was convenient because the researcher had easy access to athletes in this way. This process continued until the researcher had asked 122 athletes for their cooperation to complete the questionnaires.

4.4.2 Bias of quota sampling

According to Fink (2006:50), quota sampling allows the researcher to access respondents easily and conveniently, since respondents themselves are willing to complete the survey and are also readily available. However, there were several sources of bias in the sample which was conducted at the marathon registration place:

- Athletes who were willing to complete the questionnaire may have been more concerned about the marathon sponsorships and branding than those who refused;
- Athletes who completed the questionnaire probably wanted to complain about the marathon organizer and sponsor;
- Athletes who completed the questionnaire may be satisfied and wanted to praise the marathon organizer and sponsor; and
- Athletes who wanted to complete the questionnaire but did not have time to do so, and probably had to return to work that afternoon because the registration period for the next day's race was from 12:00 until 18:00.

4.5 Measuring instrument

This research, like most research, which is conducted in the human sciences, involved the use of attitude scales to measure attitudes, opinions, perceptions and intentions of respondents regarding issues of interest, which consist of a collection of statements. In this regard, a Likert scale was used to indicate the degree to which respondents agreed or disagreed with various statements.

Punch (2005:92) views the construction of a measuring instrument in six steps. The first step is to define conceptual variables; the second step is to choose a measuring technique, which is a Likert scale; the third step is to generate items that generally come from the literature of this study; the fourth and fifth steps are to pre-test the draft form of the measure; and finally, to modify the best items into a satisfactory final version.

Self-administered questionnaires were completed by athletes at marathon registration day when the athletes collected their race numbers. With an instrument designed for this research, the marathon organizers of both pilot testing and main testing provided permission letters to allow the researcher to conduct research on registration day.

Major content sections of the instrument are attached as Appendix C, which includes a cover letter, instructions, and other items, namely demographics, attitudinal, behavioural and factual items and so on.

Additionally, according to Creswell (2009:149), it is necessary to conduct a pilot study for the survey. The author indicates that a pre-test is essential to "*establish the content validity of an instrument and to improve questions, format, and scales*". In this regard, a total of 47 Cape Peninsula Marathon athletes tested the instrument and there were no complaints and comments about the instrument. The final instrument version is the same as the pilot testing instrument.

4.5.1   Questionnaire design

The instrument for marathon sponsorship effectiveness and brand extension survey comprised 18 questions that explored the following issues: athletes' brand recall of marathon sponsorships; athletes' evaluations of the effectiveness of marathon sponsorships and brand extension; athletes' views about the importance of effective factors which influence marathon sponsorships; and their purchase intentions after participating in marathons. Finally, the direct questions explore athletes' gender, age, education, occupation, cultural group, home language and numbers of running years. A covering letter and instructions for completion of the self-administered questionnaire for this research are shown in Appendix C.

Section A comprised a total of 11 questions (from Question 1 to Question 11), which were designed to learn about athletes' attitudes and perspectives regarding marathon sponsorships and brand extensions.

Question 1 asked if marathon athletes could remember the sponsor's brand of the most recent marathon in which they participated. Question 2 aimed to find out the degree of visibility of the sponsor's brand (to marathon athletes) at the previous marathon event ground.

Question 3 probed marathon athletes' opinions regarding whether or not it is good to have the same sponsor of a marathon event continuously. Questions 4 and 5 were designed to discover the effectiveness of marathon sponsorship.

Question 6 was designed to find out that whether a qualified marathon is important for enhancing the sponsor's brand image. Question 7 aimed to find out whether there is a link between marathon sponsorship and branding. Hence, a question regarding marathon and the sponsor's brand/product was designed to discover if there is a link.

Question 8 posed an issue regarding athletes' probable motivation to participate in a marathon that has media coverage. And, Question 9 intended to find out marathon athletes' purchase intensions of a sponsor's new product.

Question 10 attempted to determine whether marathon athletes' experience of the marathon would influence their decision to buy a new product addition of the brand, which sponsored the marathon. Question 11 was designed to discover that if athletes would tell their friends/family about the sponsor's brand/product.

Section B comprised a total of 7 questions (from Question 12 to Question 18), which were designed to capture demographic information pertaining to full marathon athletes.

Question 12 was designed to learn the athletes' number of running years as means to explore their level of experience at marathon events. Question 13 aimed to discover the genders of the total number of 122 full marathon athletes.

Question 14 was designed to learn the ages of the full marathon athletes. Question 15 aimed to discover the education qualifications of the full marathon athletes.

Question 16 was designed to find out occupations of the full marathon athletes. Questions 17 and 18 intended to discover the cultural backgrounds of respondents, and, in order to do this, the researcher focussed on two aspects, which pertain to cultural background.

4.5.2 Pilot study

Because the questionnaire of this study was especially designed for evaluation of marathon sponsorships and brand extension amongst full marathon athletes, pilot testing was required. Punch (2003:34) indicates that in order to do conduct pilot

testing, three objectives should be followed. First, ensuring that the questionnaire is easy for respondents and that they can respond to it confidently and quickly; second, the researcher should test the questionnaire's length for time and difficulty; third, the proposed data collection process also requires testing, which includes ethical issues, approaches of accessing to respondents and so on.

Although, the questionnaire itself did not need to be changed once the pilot testing had been done. The method of getting athletes' attention to participate in the research was changed. During the pilot testing, athletes who participated in the full marathon were asked to help to complete the questionnaire for the researcher. During main data collection, the full marathon athletes were encouraged to complete the questionnaire by the researcher who offered them a chance to win a R200 voucher from Sportsmans Warehouse. As a result, the data collection process was improved, data collection became more efficient and the response rate also increased.

4.5.3   Distribution of the questionnaire

The questionnaire was distributed on 22nd of February 2010 to Cape Peninsula Marathon's athletes as a pilot test, and there were 49 full marathon athletes who participated. In addition, an additional 122 Weskus full marathon athletes completed the questionnaire on 5th of March 2010. Table 4.2 shows the number of questionnaires, which were collected at both marathon events.

Table 4.2: Number of questionnaires distributed

Marathon events	Time	Numbers of questionnaires collected
Cape Peninsula Marathon	22nd February 2010	47
Weskus Marathon	5th March 2010	122

4.6   Data collection

There are various data collection methods; the first choice is to make a decision between interviewer-administered schedule and respondents self-administrated questionnaire (Sapsford, 1999:109). The author indicates that the decision is made by the research design, which is dependent on the nature of the questions that the researcher wants to ask. If the questions are complex, or if the respondents are very young or ill, it is necessary to choose interviewer-administered schedule.

However, in this study, the questions were easy to answer and were short, and the marathon athletes did not have a problem completing the questions. Therefore, paper-based self-administrated questionnaires were utilized to conduct this research. The questionnaire was handed out by the researcher face-to-face with respondents, and this rendered a high response rate, the research was conducted efficiently.

In addition, there are potential advantages and disadvantages of self-administered data collection methods, which show in Table 4.3:

Table 4.3: Advantages and disadvantages of self-administered data collection

Advantages	Disadvantages
Presenting questions requiring visual aids is possible	Questionnaire should be carefully designed
Asking questions with long or complex response categories is also feasible	Open questions are usually useless
Asking batteries of similar questions may be more acceptable to respondents	Respondents should have good reading and writing skills
The fact that the respondent does not have to share answers with an interviewer, makes collection of sensitive data likely more valid	The interviewer is not present to exercise quality control with respect to answering all questions, meeting question objectives, or the quality of answers provided
	To control who answers the questions is difficult

(Compiled from Fowler, 2009:81)

Sapsford (1999:109) states other advantages of self-administered data collection: a self-administered questionnaire is low cost; researcher saves time and can obtain larger samples; and the questions are always phrased in the same way, hence a standardized measuring instrument for all respondents

In this study, self-administered questionnaires were distributed and later collected (the same day) by the researcher. There are several advantages of distributing questionnaires one's self: the researcher can explain the purpose of the study to respondents; a high response rate can be gained; more opportunity for respondents to give thoughtful answers via consulting records or other friends and athletes; and it is not necessary to have trained interviewing staff (Fowler, 2009:83).

According to Punch (2003:40), the quality of data is influenced by the way of collection of the data. Punch (2003:41) distinguished between good and poor quality of data and considers this from both a technical point and practical view. In terms of the technical aspect, it usually uses concepts of reliability and validity, while the practical aspect normally includes response rates and attitudes of respondents.

A professional and ethical approach to respondents is important for data collection so that a better quality of data can be obtained (Punch, 2003:41). Both pilot and main studies for the Cape Peninsula Marathon and Weskus Marathon received organizers' permission letters, which were obtained to conduct the research on marathon athletes (Appendix A and Appendix B).

The quality of data is vital for empirical research. Whether the study's conclusions and findings are good or poor is based on the study's quality of data. Data editing was implemented continually once received good quality of data.

4.7   Data analysis

4.7.1   Data processing steps

After collecting quantitative data, two processes completed the data analysis as shown in Figure 4.4 below.
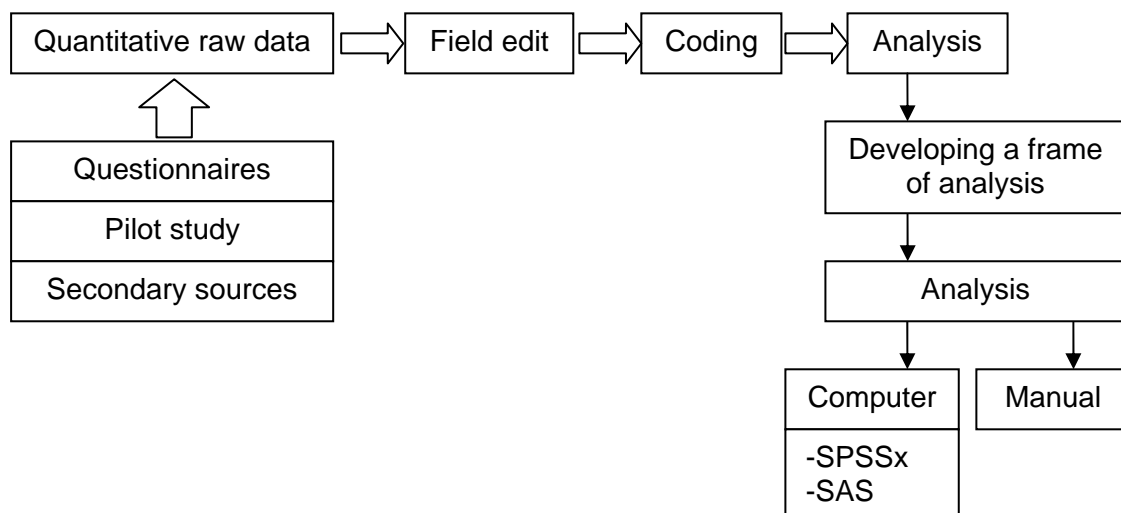
Figure 4.4: Steps in data processing
(Adapted from Kumar, 2005:221)

In order to edit data, raw data from both questionnaires and secondary sources should be processed to ensure the data is free from inconsistencies and incompleteness (Kumar, 2005:220). Data coding then follows. Data coding for quantitative research is a process of transforming information into numerical values and codes in order to make the information easily analysable (Kumar, 2005:223). In

this research, the Likert scale was utilized to test and examine athletes' attitudes towards marathon sponsorships and brand extension. Table 4.4 and Table 4.5 show examples of pre coded data columns from the questionnaire of this research.

Table 4.4: Example of coding data – Likert scale

Likert scale	Codes
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Table 4.5: Pre-coded data – biological information

Biological information	Codes
Athletes' running years	1 – Up to 2 years 2 – 3 to 5 years 3 – 6 to 10 years 4 – 11 to 15 years 5 – 16 to 20 years 6 – Above 21 years
Gender	1 – Male 2 – Female
Age category	1 – 18 to 40 years 2 – 41 to 50 years 3 – Above 50 years
Education	1 – Lower than Grade 12 2 – Grade 12 (Matric) 3 – Diploma/degree 4 – Post graduate diploma/degree
Occupation	1 – Professional (medical/law) 2 – Managerial/Executive 3 – Engineering/Technical 4 – Skilled Craft or trade 5 – Administrative/Clerical 6 – Marketing/Sales 7 – Semi-skilled occupation 8 – All other 9 – Self employed 10 – Non-employed: Retired/student/housewife 11 – Government related
Cultural group	1 – Xhosa 2 – English 3 – Afrikaans 4 – All other
Home language	1 – Xhosa 2 – English 3 – Afrikaans 4 – All other

4.7.2 Data analysis preparation

According to Alreck and Settle (2004:258), organising data, which is meaningless at first into information, is the initial purpose of data processing. The authors also mention that *"the objective of data processing and analysis is to suppress the detail and reveal the important and meaningful patterns and relationships contained in the data"* (Alreck & Settle, 2004:258).

Therefore, there are three parts for preparing to analyse quantitative survey data (Punch, 2003:63):

- "*Summarise and reduce the data – create the variables;*
- *Show the distribution of the variables across the sample; and*
- *Analyse relationships between the variables, first bivariately, then jointly*".

The author indicates that the overall focus is on answering the survey's research questions, while the other two points should be kept in mind (Punch, 2003:65): on the one hand, analysis of quantitative survey data is a process of summarising the data; conversely, the research questions should be a framework of progressive summarising and distilling of data.

4.8   Conclusion

This chapter investigated the research design process and different research design methods, which include quantitative research design, qualitative research design and mixed research design. Quantitative research design was used for this study.

In addition, quantitative survey design was discussed in detail. Social properties – marathon athletes, affective variable – marathon sponsorships and behavioural variables – the athletes' evaluations of brand extensions and purchase intentions of extension products were considered as variables. The Likert scale was applied in this research as a measuring instrument.

Sample design was investigated and nonprobability sampling design, as well as its advantages and disadvantages were also explored in this chapter, while data collection and data analysis methods were also discussed in detail.

Finally, a marathon sponsorship and brand extension themed questionnaire design was discussed at the end of this chapter, as well as data collection details such as place and dates relating to the survey which was conducted.

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

5.1   Introduction

Considering the theoretical review, which was outlined in Chapters Two and Three, as well as the questionnaire design, which was explored in Chapter Four, this chapter discusses the findings of marathon athletes' demographic information and their attitudes towards marathon sponsorships and brand extensions. The chapter also presents data analysis processes and discusses findings from the present research study.

5.2   Findings

Section B of the research questionnaire was designed to capture demographic information pertaining to full marathon athletes. Information such as "gender", "age", "education", "occupation", "cultural group", "home language" and "running years", provided sufficient background data in respect of full marathon athletes, which would allow the researcher to gain a better understanding of respondents' demographic profiles.

Section A was designed to test full marathon athletes' attitudes and opinions regarding marathon sponsorships and brand extensions. Likert scale rating was utilized to capture data in Section A.

5.2.1   Section B: Demographic profiles

Appendix C of the questionnaire comprised seven questions (from Question 12 to Question 18) in Section B, which concerned demographic data of respondents.

Table 5.1 shows responses to Question 12 and indicates data, which was gained at Weskus Marathon events from a total of 122 respondents.

Table 5.1: For how many years have you been running?

Category	Sample	Percentage
Up to 2 years	19	15.6%
3 to 5 years	22	18.0%
6 to 10 years	38	31.1%
11 to 15 years	15	12.3%
16 to 20 years	12	9.8%
21 years +	16	13.1%
Base	**122**	**100.0%**
Mean value: (years)	**10.8**	**122**

Table 5.1 shows that the mean value of the athletes' running years is 10.8 years; hence, most of the athletes have gained sufficient experience in respect of marathon events, which would render their opinions as representative. Furthermore, about 23 percent of athletes have been participating in marathon events for 16 years and longer.

Table 5.2: Gender

Category	Sample	Percentage
Male	91	74.6%
Female	31	25.4%
Base	**122**	**100.0%**

According to Table 5.2, there are 91 males and 31 females that participated as full marathon athletes. Approximately 50 percent more male athletes than female athletes registered for the full marathon race.

Table 5.3: Age category

Category	Sample	Percentage
18 to 40 years	53	43.4%
41 to 50 years	44	36.1%
50 years +	25	20.5%
Base	**122**	**100.0%**

Table 5.3 shows that there are three age categories in this research, which include 18 to 40 years, 41 to 50 years and above 50 years. From the total 122 respondents, 43.4 percent of respondents are 18 to 40 years; about 36 percent of respondents are 41 to 50 years; while approximately 20 percent of respondents are above 50 years of age. In other words, about 80 percent of athletes are 18 to 50 years old, which is four times more than those who are above 50 years.

Four categories of education qualifications were posed, which show differences in athletes' education qualifications, namely lower than Grade 12, Grade 12 (Matric), diploma/degree and post graduate diploma/degree. Table 5.4 shows the different education categories of respondents.

Table 5.4: Education

Category	Sample	Percentage
Lower than Grade 12	8	6.6%
Grade 12 (matric)	24	19.7%
Diploma/degree	52	42.6%
Post graduate diploma/degree	38	31.1%
Base	**122**	**100.0%**

Table 5.4 indicates that a majority of the athletes belong to the diploma/degree education category, which is approximately 42 percent, while the post graduate diploma/degree category comprised 31 percent of the athletes. Therefore, the total percentage of diploma/degree and/or higher education level is more than 73 percent. Table 5.4 also shows that the total percentage of both lower than Grade 12 and Grade 12 (Matric) is approximately 26 percent of the total athletes. Hence, full marathon athletes who have a diploma/degree and/or a higher degree are about three times more than those who have completed their Grade 12 (Matric) and/or who have not completed their Grade 12 (lower than Grade 12).

Table 5.5: Occupation

Category	Sample	Percentage
Professional (medical/law)	26	21.8%
Managerial/Executive	27	22.7%
Engineering/Technical	22	18.5%
Administrative/Clerical	13	10.9%
Marketing/Sales	11	9.2%
Skilled Craft or trade	9	7.6%
Semi-skilled occupation	3	2.5%
Self employed	2	1.7%
Non-employed: Retired/student/housewife	3	2.5%
Government related	3	2.5%
Base	**119**	**100.0%**

A total of ten occupation categories were posed in Table 5.5. The majority of respondents placed themselves into the first three occupations: managerial/executive; professional (medical/law); and engineering/technical, which comprised 63 percent of the total number of respondents. The remaining occupation categories comprised administrative/clerical, marketing/sales, skilled craft or trade, semi-skilled occupation, non-employed, government related and self employed.

Table 5.6: Cultural group

Category	Sample	Percentage
English	67	55.4%
Afrikaans	50	41.3%
Xhosa	2	1.7%
All other	2	1.7%
Base	**121**	**100.0%**

Table 5.7: Home language

Category	Sample	Percentage
English	64	52.5%
Afrikaans	51	41.8%
Xhosa	2	1.6%
All other	5	4.1%
Base	**122**	**100.0%**

Table 5.6 and Table 5.7 show that English is the main cultural group and home language, comprising over 52 percent of the total full marathon athletes. In comparison, Afrikaans is the second majority cultural group and home language, which comprises approximately 41 percent of the total number of respondents. A total of 2 of the 122 athletes belong to the Xhosa cultural group and speak Xhosa, while 2 respondents belong to other cultural groups and 5 respondents speak other languages, which the questionnaire did not specify.

5.2.2 Section A: Likert scale ratings

Section A comprised a total of 11 questions (from Question 1 to Question 11), which were designed to learn athletes' attitudes and perspectives regarding marathon sponsorships and brand extensions. Furthermore, the questions in Section A were based on guidelines, which were outlined in Chapters One, Two and Three. The following section describes the eleven questions, which captured data regarding full marathon athletes' attitudes.

5.2.2.1 Marathon athletes' attitudes toward branding and marathon sponsorships

Table 5.8 shows the ratings of 11 questions in Section A. With regard to Question 1, the research found that about 69.9% could recall the previous marathon sponsor's brand. With regard to Question 2, a total of 73.4% of respondents found that the sponsor's brand was visible at the previous marathon event.

Furthermore, with regard to Question 3, more than 68.6% of respondents expressed a positive opinion by stating that they prefer to have the same sponsor. With regard to Question 4 and 5, a total of 69.9% of athletes showed awareness of the sponsor's

brand/product. Moreover, 65.5% stated that marathon sponsorship enhanced their perception of the quality of the sponsor's brand/product.

With regard to Question 6, a majority of respondents (76%) stated that a qualified marathon is able to enhance the sponsor's brand image. Question 7 found that 61.4% of the total number of athletes believed that a good fit between the sponsor's brand/product and the marathon is hugely important.

The results in Table 5.8 show that 50.2% of respondents have a positive attitude towards a sponsor that has high media coverage with regard to Question 8, since they do not regard it as problematic to participate in such a marathon.

5.2.2.2 Marathon athletes' purchase intentions and marathon sponsorship influences

With regard to Question 9, Table 5.8 illustrates that a total of 58.2% expressed that they will buy a new product addition of the brand, which sponsored the marathon. Moreover, with regard to Question 10, more than half (58.6%) of the athletes stated that the experience of the marathon event would influence their decisions.

Question 11 shows that a majority of athletes (64.9%) would tell their friends/family about the sponsor's brand/product. Table 5.8 indicates the results.

Table 5.8: Likert scale ratings regarding marathons: all

Statements	Total average rating	Total percentage	Percentage (%) spread				
			Strongly agree	Agree	Neutral	Disagree	Strongly disagree
A qualified marathon enhances the sponsor's brand image	76.0% (122)	100.%	32.0%	47.5%	13.9%	5.7%	0.8%
The sponsor's brand was visible at the previous event	73.4% (122)	100.%	30.3%	47.5%	12.3%	4.9%	4.9%
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	69.9% (122)	100.%	19.7%	54.1%	16.4%	5.7%	4.1%
I can recall the sponsor's brand of the most recent marathon I participated in (ex. current marathon)	69.9% (122)	100.%	29.5%	40.2%	17.2%	6.6%	6.6%
It is good to have the same sponsor sponsoring a marathon continuously	68.6% (122)	100.%	35.2%	28.7%	17.2%	13.1%	5.7%
Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product	65.5% (121)	100.%	15.7%	46.3%	24.8%	10.7%	2.5%
I will tell my friends/family about the sponsor's brand/product	64.9% (122)	100.%	19.0%	38.8%	28.1%	10.7%	3.3%
There was a good fit/relatedness between the sponsor's brand/product and the marathon	61.4% (121)	100.%	14.9%	33.9%	37.2%	9.9%	4.1%
My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon	58.6% (122)	100.%	13.9%	36.1%	27.9%	14.8%	7.4%
I will buy a new product addition of the brand which sponsored the marathon	58.2% (122)	100.%	16.4%	25.4%	36.1%	18.9%	3.3%
A sponsor with high media coverage is essential for me to participate in a marathon	50.2% (121)	100.%	19.0%	23.1%	16.5%	22.3%	19.0%

5.3   Data analysis

Respondents were asked to rate a battery of statements which relate to branding and marathons in terms of the extent that they agree or disagree with each statement by using a Likert type rating scale. A 5 point rating scale was used in this regard with 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; and 5 = strongly agree.

However, in order to facilitate the processing of data, respondents' answers to these statements were expressed as a percentage (%) as follows: 1 = 0%; 2 = 25%; 3 = 50%; 4 = 70%; and 5 = 100%, and averaged out. Hence, all percentages that are stated in the tables below are the average percentages, which were obtained for each statement by the number of respondents that answered (base).

Therefore, according to Table 5.8, the first five statements were agreed upon by all respondents who participated in Weskus Marathon, which meant that all respondents agreed with the following:

- A qualified marathon enhances the sponsor's brand image – 76%;
- The sponsor's brand was visible at the previous event – 73.4%;
- I can recall the sponsor's brand of the most recent marathon I participated in (excluding current marathon) – 69.9%;
- Sponsoring the marathon enhanced my awareness of the sponsor's brand/product – 69.9%; and
- It is good to have the same sponsor sponsoring a marathon continuously – 68.6%.

All respondents were neutral about the last three statements:

- A sponsor that has high media coverage is essential for me to participate in a marathon – 50.2%;
- I will buy a new product addition of the brand, which sponsored the marathon – 58.2%; and
- My experience of the marathon will influence my decision to buy a new product addition of the brand, which sponsored the marathon – 58.6%.

After analysing respondents' Likert scale ratings regarding marathons, it proved important to analyse and investigate the Likert scale ratings regarding marathons in respect of gender, culture, home language, age, education, occupation, and number of years of running.

Table 5.8a: Likert scale ratings regarding marathons by gender

Category	Total	GENDER	
		Male	Female
A qualified marathon enhances the sponsor's brand image	76.0% (122)	77.5% (91)	71.8% (31)
The sponsor's brand was visible at the previous event	73.4% (122)	74.2% (91)	71.0% (31)
I can recall the sponsor's brand of the most recent marathon I participated in (ex. current marathon)	69.9% (122)	70.9% (91)	66.9% (31)
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	69.9% (122)	70.1% (91)	69.4% (31)
It is good to have the same sponsor sponsoring a marathon continuously	68.6% (122)	67.3% (91)	72.6% (31)
Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product	65.5% (121)	67.5% (90)	59.7% (31)
I will tell my friends/family about the sponsor's brand/product	64.9% (121)	65.8% (90)	62.1% (31)
There was a good fit/relatedness between the sponsor's brand/product and the marathon	61.4% (121)	62.2% (90)	58.9% (31)
My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon	58.6% (122)	61.0% (91)	51.6% (31)
I will buy a new product addition of the brand which sponsored the marathon	58.2% (122)	59.9% (91)	53.2% (31)
A sponsor with high media coverage is essential for me to participate in a marathon	50.2% (121)	52.5% (90)	43.5% (31)
Base	**122**	**91**	**31**

According to Table 5.8a, first, regarding the statement of "A qualified marathon enhances the sponsor's brand image", a total of 77.5% of males (from the total of 91 males) agreed, while 71.8% of females (from the total 31 females) agreed. Second, regarding the statement: "The sponsor's brand was visible at the previous event", 74.2% of males believed that it is true, while and 71% of the female respondents also believed it. Third, regarding the statement "I can recall the sponsor's brand of the most recent marathon I participated in (excluding current marathon), 70.9% of the male respondents agreed with this statement, while less female respondents (66.9%) agreed with the statement. According to the fourth statement "Sponsoring the marathon enhanced my awareness of the sponsor's brand/product", statement "It is good to have the same sponsor sponsoring a marathon continuously", 70.1% of the male respondents agreed with it, and, 69.4% of the female respondents agreed with this statement. At last, regarding the statement "It is good to have the same sponsor sponsoring a marathon continuously", 67.3% of the male respondents agreed with this statement, while more female respondents (72.6%) agreed with the statement.

Conversely, females were more neutral than males regarding the last three statements about their purchase intentions after marathons, sponsor's media coverage and marathon sponsorships' influences.

Table 5.8b: Likert scale ratings regarding marathons by culture

Category	Total	CULTURE	
		English	Afrikaans
A qualified marathon enhances the sponsor's brand image	76.0% (122)	73.5% (67)	79.5% (50)
The sponsor's brand was visible at the previous event	73.4% (122)	74.3% (67)	71.5% (50)
I can recall the sponsor's brand of the most recent marathon I participated in (ex. current marathon)	69.9% (122)	71.3% (67)	66.5% (50)
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	69.9% (122)	69.0% (67)	71.0% (50)
It is good to have the same sponsor sponsoring a marathon continuously	68.6% (122)	64.9% (67)	75.0% (50)
Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product	65.5% (121)	63.1% (67)	68.9% (49)
I will tell my friends/family about the sponsor's brand/product	64.9% (121)	63.3% (66)	67.0% (50)
There was a good fit/relatedness between the sponsor's brand/product and the marathon	61.4% (121)	59.5% (66)	63.5% (50)
My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon	58.6% (122)	57.1% (67)	60.0% (50)
I will buy a new product addition of the brand which sponsored the marathon	58.2% (122)	57.1% (67)	59.5% (50)
A sponsor with high media coverage is essential for me to participate in a marathon	50.2% (121)	46.2% (66)	53.5% (50)
Base	**122**	**67**	**50**

According to Table 5.8b, a total of 117 athletes were either of the English culture or Afrikaans culture from the overall number of 122 athletes. It terms of the statements "A qualified marathon enhances the sponsor's brand image" and "Sponsoring the marathon enhanced my awareness of the sponsor's brand/product", respondents who have an Afrikaans culture had stronger agreement with the statements than those who have an English culture. Regarding to the statement "It is good to have the same sponsor sponsoring a marathon continuously", respondents who have an Afrikaans culture (75%) had a stronger agreement with it than respondents with English culture (64.9%). However, there were more English cultured people who believed that "The sponsor's brand was visible at the previous event", and they can recall the sponsor's brand of the most recent marathon they participated in (excluding current marathon).

Table 5.8c: Likert scale ratings regarding marathons by home language

Category	Total	HOME LANGUAGE	
		English	Afrikaans
A qualified marathon enhances the sponsor's brand image	76.0% (122)	75.0% (64)	77.5% (51)
The sponsor's brand was visible at the previous event	73.4% (122)	77.0% (64)	68.1% (51)
I can recall the sponsor's brand of the most recent marathon I participated in (ex. current marathon)	69.9% (122)	73.8% (64)	65.2% (51)
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	69.9% (122)	72.7% (64)	67.2% (51)
It is good to have the same sponsor sponsoring a marathon continuously	68.6% (122)	66.8% (64)	71.6% (51)
Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product	65.5% (121)	65.6% (64)	65.5% (50)
I will tell my friends/family about the sponsor's brand/product	64.9% (121)	66.3% (63)	64.2% (51)
There was a good fit/relatedness between the sponsor's brand/product and the marathon	61.4% (121)	60.3% (63)	61.3% (51)
My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon	58.6% (122)	60.2% (64)	56.4% (51)
I will buy a new product addition of the brand which sponsored the marathon	58.2% (122)	59.4% (64)	57.4% (51)
A sponsor with high media coverage is essential for me to participate in a marathon	50.2% (121)	47.2% (63)	52.5% (51)
Base	**122**	**64**	**51**

As shown in Table 5.8c, from the total number of 122 respondents, a majority of respondents either spoke English or Afrikaans, and this related to 115 people. A total of 64 respondents' home language is English and 51 respondents' home language is Afrikaans. It is noted that the English-speaking respondents believed that the sponsor's brand was visible at the previous event; they can recall the sponsor's brand of the most recent marathon they participated in (excluding current marathon) and that sponsoring the marathon enhanced their awareness of the sponsor's brand/product, however, Afrikaans-speaking respondents felt more neutral towards these aspects. Conversely, more Afrikaans-speaking respondents agreed that a qualified marathon enhances the sponsor's brand image and that it is good to have the same sponsor that sponsors a marathon continuously.

Table 5.8d: Likert scale ratings regarding marathons by age

Category	Total	AGE		
		18 to 40 years	41 to 50 years	50 + years
A qualified marathon enhances the sponsor's brand image	76.0% (122)	74.1% (53)	79.5% (44)	74.0% (25)
The sponsor's brand was visible at the previous event	73.4% (122)	74.1% (53)	79.0% (44)	62.0% (25)
I can recall the sponsor's brand of the most recent marathon I participated in (ex. current marathon)	69.9% (122)	75.9% (53)	70.5% (44)	56.0% (25)
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	69.9% (122)	68.4% (53)	71.0% (44)	71.0% (25)
It is good to have the same sponsor sponsoring a marathon continuously	68.6% (122)	70.8% (53)	70.5% (44)	61.0% (25)
Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product	65.5% (121)	63.2% (53)	69.9% (44)	62.5% (24)
I will tell my friends/family about the sponsor's brand/product	64.9% (121)	62.5% (52)	68.8% (44)	63.0% (25)
There was a good fit/relatedness between the sponsor's brand/product and the marathon	61.4% (121)	62.0% (52)	64.8% (44)	54.0% (25)
My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon	58.6% (122)	54.2% (53)	62.5% (44)	61.0% (25)
I will buy a new product addition of the brand which sponsored the marathon	58.2% (122)	54.2% (53)	64.2% (44)	56.0% (25)
A sponsor with high media coverage is essential for me to participate in a marathon	50.2% (121)	46.7% (53)	55.2% (43)	49.0% (25)
Base	**122**	**53**	**44**	**25**

In the age category shown in Table 5.8d, it is noted that respondents in the age group of 41 to 50 years had stronger views, since they agreed with the statements that "A qualified marathon enhances the sponsor's brand image" and "The sponsor's brand was visible at the previous event" more so than respondents in the other age groups of 18 to 40 years and more than 50 years of age.

Moreover, regarding the statement of "It is good to have the same sponsor sponsoring a marathon continuously", more than 70% of respondents aged from 18 to 50 years agreed with the statements. Furthermore, 75.9% of respondents that were aged 18 to 40 years believed that they could recall the sponsor's brand of the most recent marathon in which they participated (excluding current marathon).

However, regarding the statement that "Sponsoring the marathon enhanced my awareness of the sponsor's brand/product", there were more respondents in the age category of over 41 years who agreed with the statement than those aged from 18 to 40 years old.

Table 5.8e: Likert scale ratings regarding marathons by education

Category	Total	EDUCATION			
		Up to Grade 12	Grade 12	Diploma / degree	Post Diploma degree
A qualified marathon enhances the sponsor's brand image	76.0% (122)	65.6% (8)	81.3% (24)	75.5% (52)	75.7% (38)
The sponsor's brand was visible at the previous event	73.4% (122)	59.4% (8)	69.8% (24)	75.5% (52)	75.7% (38)
I can recall the sponsor's brand of the most recent marathon I participated in (ex. current marathon)	69.9% (122)	56.3% (8)	65.6% (24)	72.6% (52)	71.7% (38)
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	69.9% (122)	62.5% (8)	69.8% (24)	69.7% (52)	71.7% (38)
It is good to have the same sponsor sponsoring a marathon continuously	68.6% (122)	68.8% (8)	66.7% (24)	71.6% (52)	65.8% (38)
Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product	65.5% (121)	62.5% (8)	70.8% (24)	64.4% (52)	64.2% (37)
I will tell my friends/family about the sponsor's brand/product	64.9% (121)	68.8% (8)	76.0% (24)	68.1% (51)	52.6% (38)
There was a good fit/relatedness between the sponsor's brand/product and the marathon	61.4% (121)	59.4% (8)	65.6% (24)	65.2% (51)	53.9% (38)
My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon	58.6% (122)	65.6% (8)	66.7% (24)	58.2% (52)	52.6% (38)
I will buy a new product addition of the brand which sponsored the marathon	58.2% (122)	59.4% (8)	62.5% (24)	59.6% (52)	53.3% (38)
A sponsor with high media coverage is essential for me to participate in a marathon	50.2% (121)	65.6% (8)	64.6% (24)	47.6% (52)	41.2% (37)
Base	**122**	**8**	**24**	**52**	**38**

It was essential to determine whether respondents that have post diploma/degree education qualifications were more apt to agree with the statements that "The sponsor's brand was visible at the previous event" and "I can recall the sponsor's brand of the most recent marathon I participated in (excluding current marathon)" as shown in Table 5.8e. Respondents who held a Grade 12 qualification had a stronger opinion about "A qualified marathon enhances the sponsor's brand image", while Grade 12 respondents agreed more with the statement that "Sponsoring the marathon enhanced my awareness of the sponsor's brand/product" which diploma/degree and post diploma/degree respondents also agreed with the statement.

Furthermore, regarding to the statement "It is good to have the same sponsor sponsoring a marathon continuously", diploma/degree respondents, 71.6% of who agreed it and had a stronger opinion than others.

Moreover, there was a difference between Grade 12 and post diploma/degree respondents regarding the statement that "I will tell my friends/family about the sponsor's brand/product", since Grade 12 respondents agreed with the statement, while post diploma/degree respondents felt neutral in this regard.

Table 5.8f: Likert scale ratings regarding marathons by occupation

Category	Total	OCCUPATION			
		Profes-sional	Mana-gerial	Enginee-ring/ Tech.	All other
A qualified marathon enhances the sponsor's brand image	76.0% (122)	77.9% (26)	74.1% (27)	75.0% (22)	77.1% (36)
The sponsor's brand was visible at the previous event	73.4% (122)	67.3% (26)	82.4% (27)	76.1% (22)	72.2% (36)
I can recall the sponsor's brand of the most recent marathon I participated in (ex. current marathon)	69.9% (122)	68.3% (26)	72.2% (27)	71.6% (22)	70.8% (36)
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	69.9% (122)	72.1% (26)	68.5% (27)	67.0% (22)	72.9% (36)
It is good to have the same sponsor sponsoring a marathon continuously	68.6% (122)	72.1% (26)	63.0% (27)	75.0% (22)	64.6% (36)
Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product	65.5% (121)	69.2% (26)	56.5% (27)	63.6% (22)	72.2% (36)
I will tell my friends/family about the sponsor's brand/product	64.9% (121)	61.5% (26)	57.4% (27)	65.9% (22)	70.0% (35)
There was a good fit/relatedness between the sponsor's brand/product and the marathon	61.4% (121)	53.8% (26)	60.2% (27)	67.0% (22)	66.0% (36)
My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon	58.6% (122)	46.2% (26)	56.5% (27)	64.8% (22)	61.8% (36)
I will buy a new product addition of the brand which sponsored the marathon	58.2% (122)	56.7% (26)	51.9% (27)	62.5% (22)	59.7% (36)
A sponsor with high media coverage is essential for me to participate in a marathon	50.2% (121)	39.4% (26)	39.8% (27)	55.7% (22)	56.4% (35)
Base	**122**	**26**	**27**	**22**	**36**

As indicated in Table 5.8f, of the total number of 122 respondents, a majority of respondents hold occupations such as: managerial, professional, engineering/technical and other, which comprised 107 people. A total of 26 respondents have a professional job; 27 respondents have a managerial job; 22 respondents have an engineering/technical job; and 36 respondents have other jobs, which were not specified.

Regarding the statement that "A qualified marathon enhances the sponsor's brand image", respondents that have different occupations all agreed with the statement. However, regarding the statement that "The sponsor's brand was visible at the previous event" and "I can recall the sponsor's brand of the most recent marathon I participated in (excluding current marathon)", respondents that have different occupations agreed with it, except those who hold professional occupations.

Moreover, regarding to statement of "It is good to have the same sponsor sponsoring a marathon continuously", there were professional and engineering/technical respondents who agreed with the statement. However, managerial respondents

remained neutral towards the statement that "Sponsoring the marathon enhanced my awareness of the sponsor's brand/product", while other occupation respondents agreed with it.

Nevertheless, other occupation respondents agreed that sponsoring the marathon enhanced their perception of the quality of the sponsor's brand/product and that they will tell their friends/family about the sponsor's brand/product.

Table 5.8g: Likert scale ratings regarding marathons by number of years of running

Category	Total	YEARS RUNNING			
		Up to 2 years	3 to 5 years	6 to 10 years	11 + years
A qualified marathon enhances the sponsor's brand image	76.0% (122)	72.4% (19)	80.7% (22)	75.0% (38)	76.2% (43)
The sponsor's brand was visible at the previous event	73.4% (122)	75.0% (19)	75.0% (22)	65.8% (38)	78.5% (43)
I can recall the sponsor's brand of the most recent marathon I participated in (ex. current marathon)	69.9% (122)	73.7% (19)	69.3% (22)	65.1% (38)	72.7% (43)
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	69.9% (122)	71.1% (19)	71.6% (22)	67.1% (38)	70.9% (43)
It is good to have the same sponsor sponsoring a marathon continuously	68.6% (122)	77.6% (19)	75.0% (22)	64.5% (38)	65.1% (43)
Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product	65.5% (121)	60.5% (19)	64.8% (22)	69.1% (38)	64.9% (42)
I will tell my friends/family about the sponsor's brand/product	64.9% (121)	63.2% (19)	65.9% (22)	64.5% (38)	65.5% (42)
There was a good fit/relatedness between the sponsor's brand/product and the marathon	61.4% (121)	68.4% (19)	63.1% (21)	59.9% (38)	58.7% (43)
My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon	58.6% (122)	61.8% (19)	61.4% (22)	55.9% (38)	58.1% (43)
I will buy a new product addition of the brand which sponsored the marathon	58.2% (122)	51.3% (19)	59.1% (22)	63.2% (38)	56.4% (43)
A sponsor with high media coverage is essential for me to participate in a marathon	50.2% (121)	46.1% (19)	54.5% (22)	52.6% (38)	47.6% (42)
Base	**122**	**19**	**22**	**38**	**43**

According to Table 5.8g, four categories regarding the number of years of running experience were posed. Regarding the statement that "A qualified marathon enhances the sponsor's brand image", respondents that have 3 to 5 running years' experience agreed more with the statement than other running years' categories. Regarding the statement that "The sponsor's brand was visible at the previous event", respondents that have over 11 running years' experience showed stronger attitudes in this respect. Moreover, respondents that over 11 running years and up to 2 years experience agreed with the statement "I can recall the sponsor's brand of the most recent marathon I participated in (excluding current marathon)".

However, regarding the statement that "Sponsoring the marathon enhanced my awareness of the sponsor's brand/product", respondents that have 6 to 10 years running experience expressed themselves neutrally, while others agreed with the statement.

The statement that "It is good to have the same sponsor sponsoring a marathon continuously" showed that respondents that have up to 2 years and 3 to 5 years of marathon experience agreed more with the statement than those that have more than 6 years of marathon experience.

5.4   Conclusion

The responses indicate that marathon athletes agreed with the following statements:
First, a qualified marathon enhances the sponsor's brand image; second, the sponsor's brand was visible at the previous event; third, I can recall the sponsor's brand of the most recent marathon I participated in (excluding current marathon); fourth, sponsoring the marathon enhanced my awareness of the sponsor's brand/product; and lastly, it is good to have the same sponsor sponsoring a marathon continuously.

Conversely, the responses also illustrated that the marathon athletes were neutral towards the following research statements:
Firstly, participating in marathons that have high media coverage; then, I will buy a new product addition of the brand, which sponsored the marathon; finally, my experience of the marathon will influence my decision to buy a new product addition of the brand, which sponsored the marathon.

An analysis of respondents' Likert scale ratings regarding marathons according to gender, culture, home language, age, education, occupation, years of running experience were specifically studied. Important findings and analysis in respect of gender, culture, home language, age, education, occupation, and years of running experience were investigated.

Therefore, male and female; English and Afrikaans; English-speaking and Afrikaans-speaking; 18 to 40 years, 40 to 50 years and over 50 years athletes; up to 12 Grade, Grade 12, diploma/degree and post diploma/degree; professional, engineering/tech, managerial and other occupations; as well as up to 2 years, 3 to 5 years, 6 to 10 years and over 11 years' running experience were utilized to analyse the demographic profiles of marathon athletes, which were linked with the Likert scale

ratings to investigate the athletes' attitudes and actions towards marathon sponsorships and brand extensions. Finally, the research discovered that there were some differences among these issues.

CHAPTER 6
CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

The previous chapters explored the concepts brand extensions and sports sponsorships, while the effectiveness of sports sponsorships was also investigated.

Chapter One motivated that a marathon sponsorship is an enabler of brand extension. Research questions were identified as follows: is marathon sponsorship able to support brand extension as a strategy of brand management, and can brand extension be effectively achieved by marathon sponsorship activities?

Chapters Two and Three examined the concepts of brand extensions and sports sponsorships, while perspectives and relationships between sponsorship and brand equity as well as brand extensions, were also defined in these two chapters.

Chapter Four discussed the research methodology, particularly quantitative survey design, which was utilized in this study. Furthermore, a brand extension and marathon sponsorship themed questionnaire was designed and introduced in the chapter.

Chapter Five discussed results and findings of the questionnaire. The data provided a deeper insight into the relationship between brand extensions and marathon sponsorships. Effectiveness of marathon sponsorships for brand extensions was also positively illustrated and proved helpful.

6.2 Summary of findings

As mentioned in the previous chapter, there were five statements in the questionnaire with which marathon athletes agreed. The following figures show differences in relation to marathon athletes' demographic profiles regarding the five positive statements.

Hence, data, which was obtained from Figures 6.1 to 6.7, were concluded in the form of one table, namely Table 6.1, which illustrates assessments of brand extensions and marathon sponsorships from the figures.
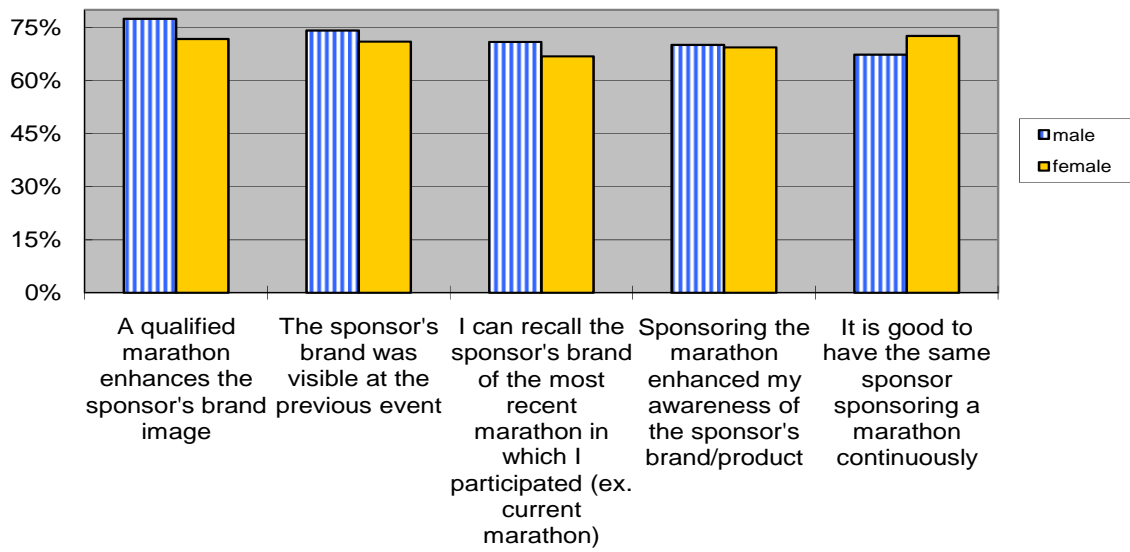
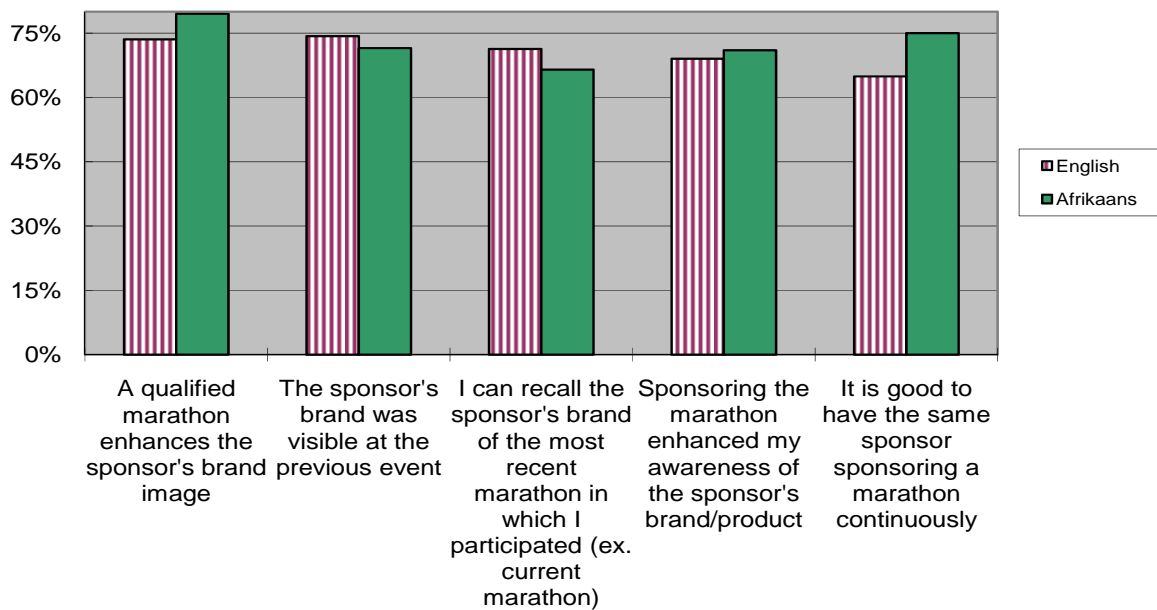**Figure 6.1: Positive statements: comparison of gender**
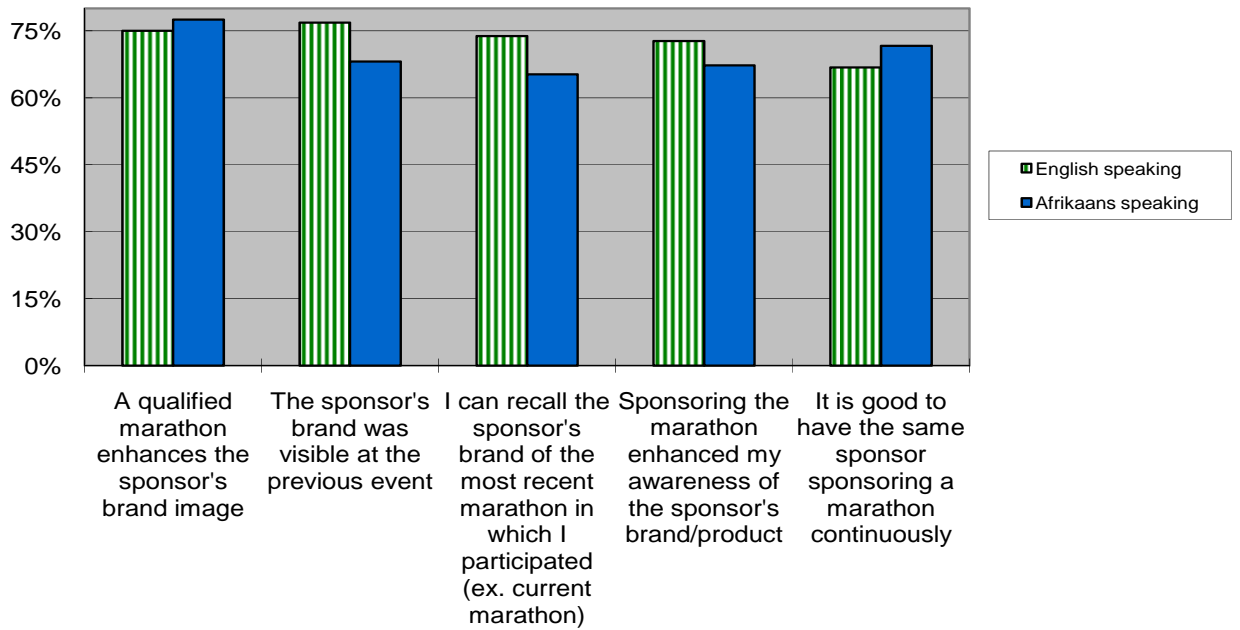

Figure 6.2: Positive statements: comparison of culture

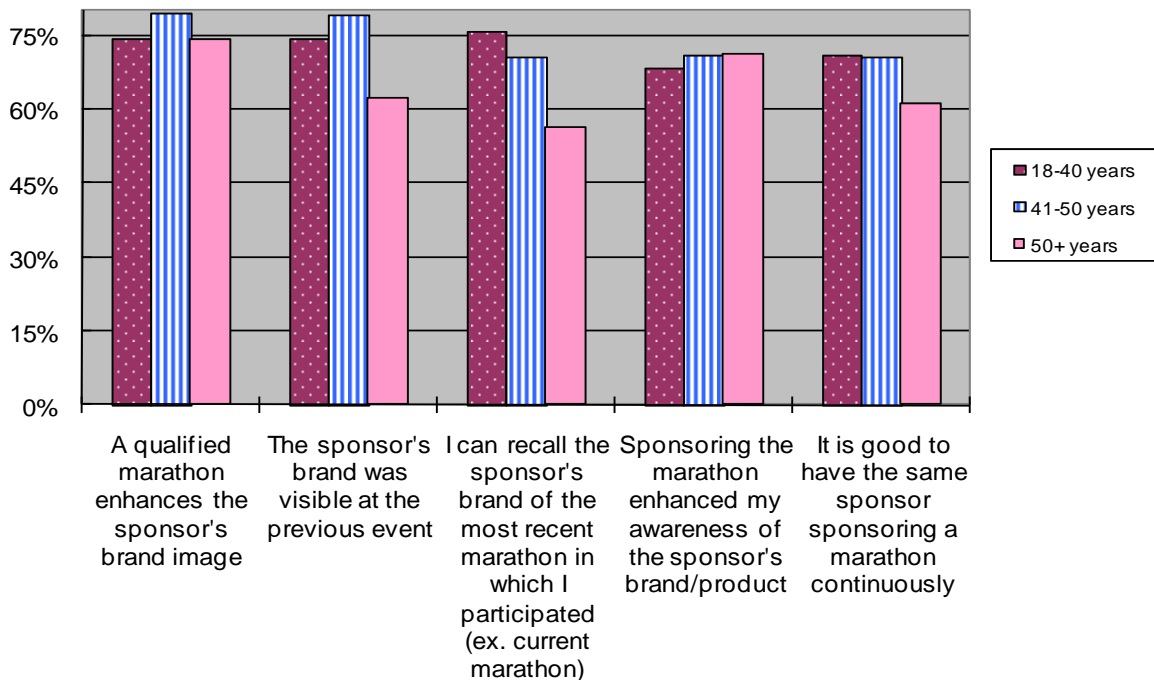**Figure 6.3: Positive statements: comparison of home language**

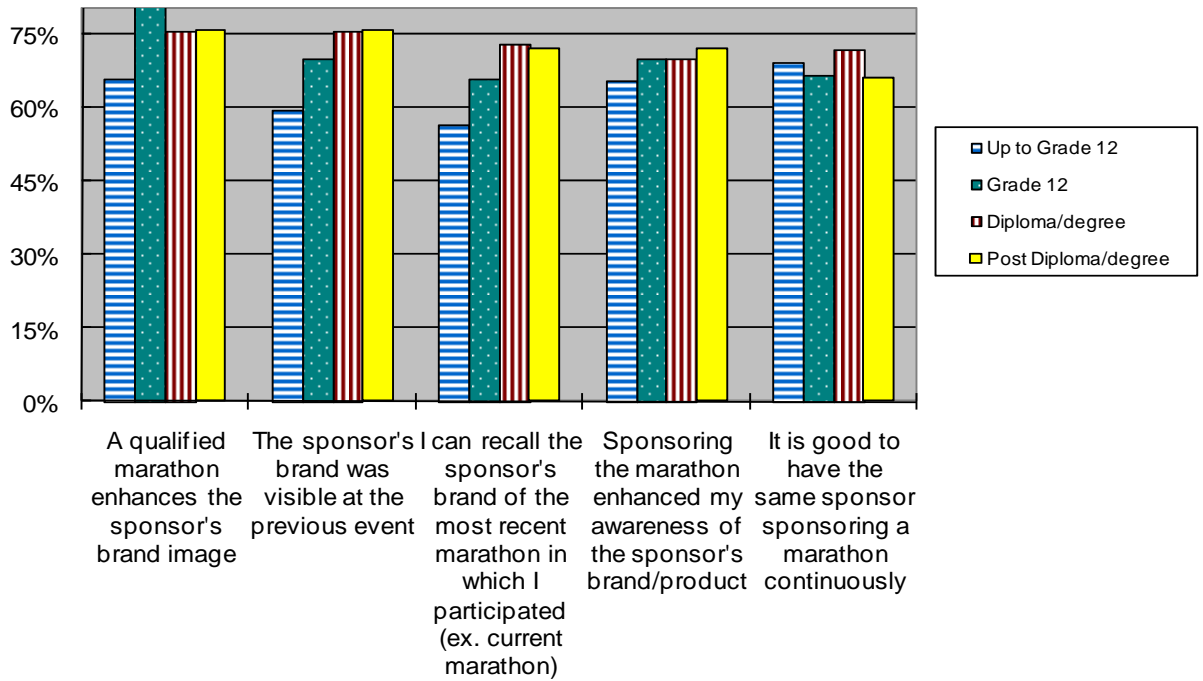**Figure 6.4: Positive statements: comparison of age**

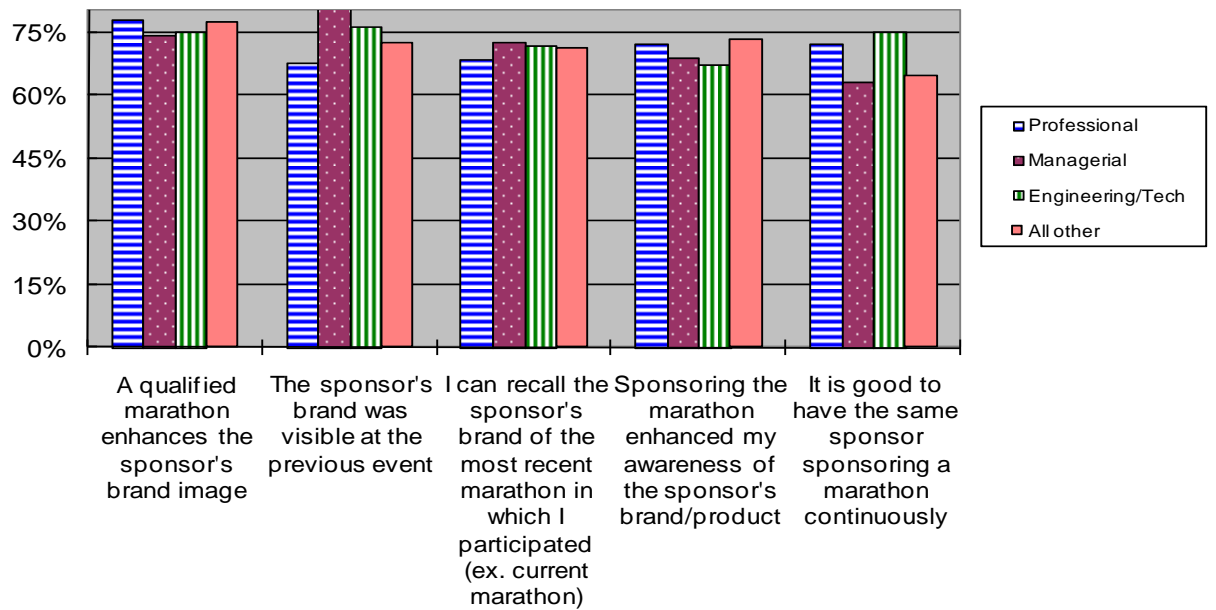**Figure 6.5: Positive statements: comparison of education**
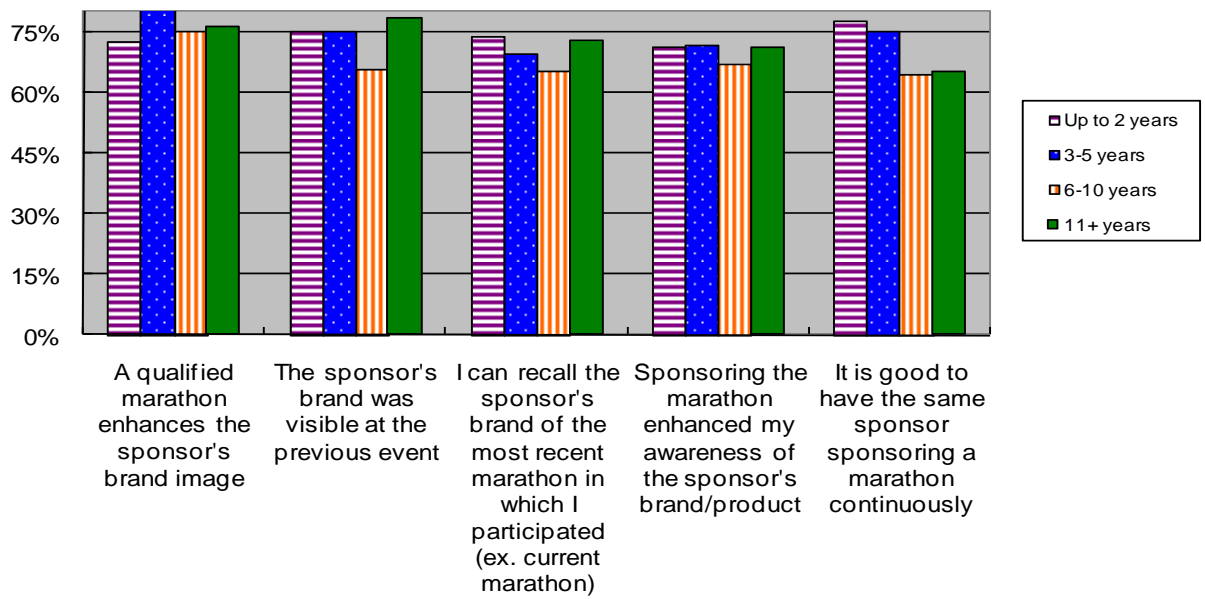

Figure 6.6: Positive statements: comparison of occupation

Figure 6.7: Positive statements: comparison of years of running

Table 6.1: Comparison of major findings

	Gender	Culture	Home language	Age	Education	Occupation	Years of running
A qualified marathon enhances the sponsor's brand image	Male	Afrikaans	Afrikaans	41-50	Post- & Grade12	All other & Professional	3-5
The sponsor's brand was visible at the previous event	Male	English	English	41-50	Post-	Managerial	11+
I can recall the sponsor's brand of the most recent marathon in which I participated (ex. current marathon)	Male	English	English	18-40	Diploma/ Degree & Post-	Managerial	11+ & up to 2
Sponsoring the marathon enhanced my awareness of the sponsor's brand/product	M & F	E & A	English	41-50 & 50+	Post-	All other	3-5 & up to 2
It is good to have the same sponsor sponsoring a marathon continuously	Female	Afrikaans	Afrikaans	41-50	Post- & up to Grade12	Professional	3-5

Table 6.1 concludes that in respect of brand extensions and marathon sponsorships, male athletes from Afrikaner or English culture with English as their home language, believe that marathon sponsorships will be effective for brand extensions. These types of athletes are normally around 41 to 50 years old, are engaged in professional, managerial or other work such as administrative, marketing, skilled crafts, self employed and so on, have a higher education – postgraduate diploma/degree, while their running years experience range from 3 to 5 years.

6.3   Recommendations

Hence, according to the findings from previous chapters and the above discussions, an effective approach, which would promote both brand and sponsor, is to render the marathon a qualified one because this would enhance a sponsor's image. It would also be positive if the same sponsor sponsored a marathon continuously. One advantage of this is that it would enhance athletes' awareness of the sponsor's brand and product.

- Become a qualified marathon

A qualified marathon in South Africa probably means more formal and serious running for athletes who have participated in various marathons. Hence, a qualified marathon expresses a more reliable and professional image and experience for both athletes and spectators, which provide a significant link with a sponsor's product and brand, and hence enhances the sponsor's image.

Additionally, according to Mullin, Hardy and Sutton (2000:261), both large and small companies' marketing executives found that "linking their messages to leisure pursuits conveys these messages immediately and credibly". A reason is that it reaches its target consumers through their lifestyles, namely persuasive environment. Therefore, it is essential to explore association of the company/product with the event. "By establishing a link with an event, a company shares the credibility of the event itself while delivering its message to a consumer who is apt to be relaxed and thus more receptive" (Mullin, Hardy & Sutton, 2000:261).

Association between a qualified marathon and a sponsor is able to express a high perceived quality of the sponsor's product for athletes and audiences. Furthermore, according to Aaker (1991:213), perceived quality of a brand name is a key factor, which influences the success of its extension.

- Sponsor a marathon continuously

As a marketing communication tool, sponsorship should also follow strategic guidelines. Hence, sponsorship should be as creative as possible in order to bring audiences a different experience. The volume of communication that consumers receive is as important as continuity for this research. The rationale behind this lays in the answers of the marathon athletes. A majority of the athletes could easily discover the sponsor's brand at the event, and they believed that it was important for a sponsor to sponsor a marathon continuously.

Because of sponsorship, this type of communication can create experiences that appeal to additional dimensions and all senses, which encourage fan participation, which render the events experiences memorable (Mullin, Hardy & Sutton, 2000:262). According to Duffy (2003:6), beyond the functional attributes of products, brand experiences should provide consumers with positive experiences, which realise their desires, expectations and aspirations. Hence, sponsorship may become an important link between sponsors/brands and consumers and their emotional attributes.

- Enhance athletes' awareness of the sponsor's brand/product

As mentioned in Chapter Three, a sole aim of sponsorship is to increase awareness of a company or its brand/product. Hence, in order to enhance consumers' awareness of a brand/product, sponsorship is an effective means. Sponsorship provides consumers with a real and honest environment in which to experience a product or brand, while traditional advertising campaigns are more concerned with creating fictitious associations (Duffy, 2003:50).

6.4   Conclusions

Aaker (1991:213) states that the first step for consumers to accept a new product is not only to develop awareness of the brand name, but also to associate the name with the product category. In this regard, how to increase consumers' awareness of a brand and product becomes the first problem of brand extension. Hence, this study aimed to research whether marathon sponsorship is able to be the communication tool, which enhances consumers' awareness of brand extension.

In addition, it is expensive to create awareness of a new product's name and to associate the name with a product category (Aaker, 1991:213). Therefore, in order to explore an approach, which creates awareness of an effective name and value is another concern regarding brand extension. Thus, this study researched whether marathon sponsorship can achieve brand extension effectively.

- Marathon sponsorship enhanced athletes' awareness of brand extension

As a local event, marathon sponsorship is an effective marketing communication tool for sponsors to use as means to communicate with its target consumers in order to increase their awareness of the sponsor's brand and product. According to D'Allesandro[5] (cited in Keller, 2008:263), the best events are either big in scope such as the FIFA World Cup, Olympics, or local such as city marathons and university rugby competitions.

One of the success factors of brand extension in the "conceptual model of extension success" is "support for the extension" (see Figure 2.6). According to the model, marketing communication becomes the support factor for brand extension. Sponsorship is used as a communication tool to support brand extension successfully in order to achieve its objectives of creating brand awareness, and developing the sponsor's image.

- Marathon sponsorship can be utilized as an effective means to achieve brand extension

Design marketing programmes to launch extension: sports sponsorship can be the enabler. According to Keller (2008:263), the amount of sponsorship expenditure is normally two to three times less than the budget, which is used for related marketing activities. Hence, marathon sponsorship is cost-effective and more economical compared to other marketing communication campaigns.

In addition, this research discovered that most of the marathon athletes found that the marathon sponsorship enhanced their awareness of the sponsor's brand and product. According to Duffy (2003:46), sports sponsorship is mainly effective to drive awareness of a brand launch or re-launch. Therefore, marathon sponsorship can be used as a marketing communication tool as means to achieve effective and successful brand extension.

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[5] Former CEO of John Hancock

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APPENDIX A: Cape Peninsula Marathon organiser's permission letter

BDO

Top Events

PENINSULA MARATHON
20 FEBRUARY 2010

Top Events cc
Reg No. 2000/012323/23
P.O Box 44
Maitland 7404
Tel/Fax: 021 5117130

21 January 2010

Good Day Yuan

We have read your letter regarding the survey at the BDO Peninsula Marathon taking place on 21 February 2010.

Our call refers, you are welcome to conduct your survey at the race registration which will be taking place on Saturday 20 February 2010 at the River Club on Liesbeek Parkway in Observatory from 10h00 – 17h00.

On arrival please find Andrew Bell as he will assist you and guide you on the area that you will be able to conduct your survey.

If you have any question or require further information, do not hesitate to contact me

Kind Regards

Andrew Bell

Tel: (021) 511 7130
Fax: (021) 510 7230
Andrew@topevents.co.za

LANGEBAAN STRANDLOPERS

POSBUS 529
LANGEBAAN
7357

TEL: 082 949 2333

To: 2 February 2010
Yuan Zhou

Permission to do research at Seeff Weskus Marathon

Dear Yuan,

Langebaan Strandlopers, the organising club of the Seeff Weskus Marathon, hereby gives you permission to do research about marathon sponsorships and brand extension at our event on 6 March 2010 and during the registration at Sportsman's Warehouse Tyger Valley on 5 March between 12:00 and 18:00. However the research should be done in such a way that athletes are not irritated. Space for the registration process at Sportsman's Warehouse Tyger Valley is always a problem as it is done in a small area inside the shop. The research at the Sportsman's Warehouse will most probably have to be done outside the building when the participants enter or leave the building, if space is not available inside next to the registration tables.

We wish you all the best with your research and studies and let us know afterwards what interesting facts your research revealed about our event.

Best regards,

Louis van der Walt
(Chairman – Langebaan Strandlopers)
(lvdw1@mweb.co.za)
(082 949 2333)

APPENDIX C: Research questionnaire

Cape Peninsula
University of Technology

Dear marathon athletes,

    The following questionnaire is part of a research study undertaken to investigate the effectiveness of marathon sponsorship as an enabler of brand extension. Your valuable input is vital to the outcome of this research. Kindly complete this questionnaire as thoroughly as possible. All information will be treated as confidential and will only be used for academic purposes. Any of your personal information will not be disclosed to the public.

    Thank you.

Yours faithfully,

YUAN ZHOU
Masters student
Business Faculty - Marketing Department
Cape Peninsula University of Technology
Email: viviezhou@gmail.com

Name: _____

Contact number: _____

INSTRUCTIONS FOR COMPLETION:

1. Please answer all questions regarding your experiences in marathon events and consumption habits as honestly and objectively as possible.
2. Place a tick or a cross on the number or in the box at each of the questions that reflects your answer most accurately.

SECTION A

The questions below concern the most recent/last marathon you participated in before today's marathon (excluding today's marathon).	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I can recall the sponsor's brand of the most recent marathon I participated in (excluding this marathon).	1	2	3	4	5
2. The sponsor's brand was visible at the previous event.	1	2	3	4	5
3. It is good to have the same sponsor sponsoring a marathon continuously.	1	2	3	4	5
4. Sponsoring the marathon enhanced my awareness of the sponsor's brand/product.	1	2	3	4	5
5. Sponsoring the marathon enhanced my perception of the quality of the sponsor's brand/product.	1	2	3	4	5
6. A qualified marathon enhances the sponsor's brand image.	1	2	3	4	5
7. A good fit/relatedness between the sponsor's brand/product and the marathon is very important.	1	2	3	4	5
8. A sponsor with high media coverage is essential for me to participate in a marathon.	1	2	3	4	5
9. I will buy a new product addition of the brand which sponsored the marathon.	1	2	3	4	5
10. My experience of the marathon will influence my decision to buying a new product addition of the brand which sponsored the marathon.	1	2	3	4	5
11. I will tell my friends/family about the sponsor's brand/product.	1	2	3	4	5

SECTION B

12. For how many years have you been running?	Years ☐
13. Gender	Male ☐ Female ☐
14. Age	18 – 40 ☐ 41 – 50 ☐ 50+ ☐
15. Education	Lower than Grade 12 ☐ Matric ☐ Diploma, degree ☐ Post-graduate ☐
16. Occupation	Professional (med, law, etc.) ☐ Managerial, executive ☐ Adminstrative, clerical ☐ Engineering, technical ☐ Maketing, sales ☐ Skilled craft or trade ☐ semiskilled occupation ☐ Other, specify:
17. Cultural group	Xhosa ☐ English ☐ Afrikaans ☐ Other ☐
18. Home language	Xhosa ☐ English ☐ Afrikaans ☐ Other ☐

Thank you for your co-operation!