



**INFLUENCE OF VIVO MOBILE BRAND SPONSORSHIP OF
SPORTS EVENTS ON CONSUMER PURCHASE INTENTION**

YINQI ZHANG

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
ACADEMIC YEAR 2023
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of the Requirements for the Master's Degree

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ABSTRACT

Effective sports sponsorship necessitates consideration of multiple factors. Previous scholars have primarily focused on the brand assets of sponsors and enhancing the reputation that sponsoring brings to businesses. There has been limited exploration from the perspective of sports events in terms of brand assets and the direct impact of these assets on sponsor audience purchase intention. This research aimed to analyze the influences of VIVO mobile brand sponsorship, including brand assets, brand fit, and audience engagement of sports events, on consumer purchase intention—the research framework laid on the Stimulus-Organism-Response model. The sample size was 400 audiences attending the 22nd FIFA World Cup in Guangzhou, China. Statistics used to analyze data were descriptive statistics, including Frequency, Percentage, Mean, and Standard Deviation, and inferential statistics, including Independent Samples t-test, One-way ANOVA, LSD, Simple Linear Regression, and Multiple Linear Regression at the statistical significance level of 0.05. The results found that most respondents were male, married, aged 25-35 years old, at an educational level high school or vocational school, had a monthly income of 5,000 - 10,000 yuan, and were company employees. The hypothesis results found that age and occupation affect consumer purchase intention. Event brand assets, including brand image and awareness, positively correlate with consumer purchase intention, with multiple correlations (R) = .566. The ability to predict the analytical equation is 31.70 %. Accordingly, brand fit and Audience engagement influenced consumer purchase intention with correlation (R) = 0.485 and 0.469.

Keywords: Brand Assets, Brand Fit, Audience Engagement, Purchase Intention, Sports Sponsorship

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CHAPTER I

INTRODUCTION

1.1 Background and Rationale

In 2022, hosting the Winter Olympics made Chinese sports a new pinnacle. The Winter Olympic Games presented numerous opportunities and challenges for the Chinese sports industry, propelling its advancement and strengthening its capacity to host international sporting events (Liu, 2022). The 2022 Winter Olympics marked China's inaugural hosting of the Winter Games, and its successful execution showcased China's capability and experience in organizing international sporting events (Su, 2022). This contributed to enhancing China's reputation and stature in the international sports arena, attracting more international events to be hosted in China, and promoting the development of related industries like sports tourism (Long, 2022).

The hosting of the Winter Olympics fostered the growth of winter sports in China, encouraging more people to participate in cold-weather activities. Chinese athletes achieved commendable results in various events during the Winter Olympics, igniting enthusiasm among China's youth for winter sports and boosting their involvement in ice and snow activities. This, in turn, stimulated the development of the sports industry. The Winter Olympics provided substantial business opportunities, including sports equipment manufacturing, advertising sponsorships, and sports marketing, among other sectors. Many enterprises capitalized on the event to build their brand image and increase investment in the sports industry, further driving its growth. Additionally, the Winter Olympics raised awareness about physical fitness among the Chinese populace, fostering a sports and fitness culture. This improved people's physical health and overall quality of life, promoting nationwide fitness initiatives (Long, 2022).

In today's world, branding represents the unified image of a business. Over the years, Chinese consumers have evolved from having minimal brand awareness to recognizing the significance of brands. As socio-economic development continues to accelerate, brands that impact consumers' choices and consumption attitudes in their daily lives have emerged. Brands with a history and product reputation higher than

average are experiencing higher levels of recognition and loyalty among consumers, generating substantial profits for businesses. China leads the world in the degree of attention paid to sports events by consumers. During sporting events, spectators notice event sponsors. Research has found that sports sponsorship can significantly help companies enhance their brand value. Therefore, sponsoring sports events has become a mainstream company approach to increasing its brand value. When companies spend on advertising to increase brand awareness, every one percent increase in brand awareness requires an average expenditure of 150 million RMB in advertising expenses. However, sponsoring large international sporting events with the same amount of money to increase brand awareness is far more effective than traditional marketing methods. Therefore, choosing a more economical and efficient method of sports sponsorship for brand promotion has become the mainstream marketing approach.

Sponsorship has recently become one of enterprises' most favored marketing approaches. Among them, sponsorship of sports events is one of the main forms. It involves businesses providing financial, material, or technical support to sports events in exchange for various benefits, such as brand exposure and sales promotion. With the continuous development of the global sports industry and the increasing number of sports events, more companies are paying attention to sports sponsorship. This is because sports sponsorship can not only expand a company's brand exposure and enhance its brand image but also increase its visibility, brand recognition, and affinity, attracting the attention of target audiences and consumers and enhancing brand loyalty and purchase intention, thereby increasing sales and market share. Furthermore, sports sponsorship can help companies establish connections with target markets, expand into new markets, and promote the internationalization of businesses.

With the continuous development of Internet technology and the rise of digital media, companies can use sports sponsorship for comprehensive promotion and advertising on the Internet and social media, thereby increasing brand exposure and recognition and further expanding market share and influence. According to data released by WARC, a global advertising research company, the total investment in intellectual property (IP) sponsorship exceeded \$250 billion from 2020 to 2022, with sports event sponsorship accounting for over 70%.

The theory of brand asset provides a new perspective for research related

to sports event sponsorship. To cope with ongoing brand competition, brand managers strive to expand their brand strategies to appeal to more personalized consumers. However, brand managers also face the challenge of balancing financial costs with the ever-increasing value of the brand asset. To overcome this financial burden, many companies capitalize on their most valuable asset—the brand asset.

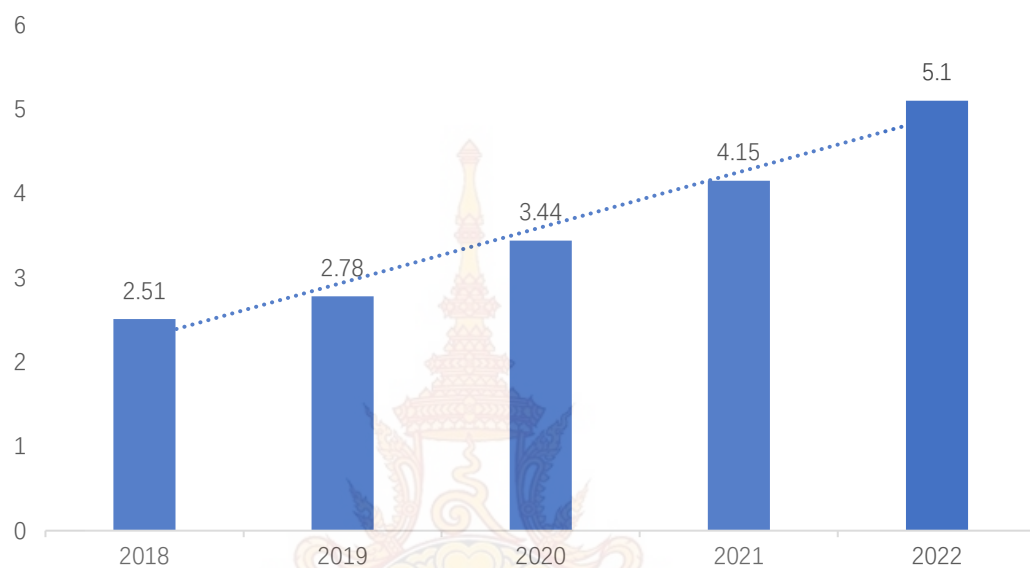


Figure 1.1 Trends in the Scale of China's Sports Industry from 2018 to 2022

Data Source: National Sports Administration

The rapid pace of economic development and the trend toward global economic integration has become inevitable. The differences between enterprises in product performance, quality, and production costs are becoming less distinct. Therefore, companies use alliances to enhance their competitiveness in the market (Kanter, 1994). Porter and Fuller (1986) also pointed out that if there are many uncertainties in the enterprise development process, forming alliances can help mitigate the risks. IP (Intellectual Property) joint branding is a form of collaboration in which two or more well-known brands unite to promote each other and achieve mutual growth. This approach effectively integrates and utilizes brand assets. For brand owners, IP joint branding can enhance brand value through shared brand awareness. Thus, it increases

market share, expands the brand's impact, creates more business opportunities, and expands the brand effect. Additionally, through cooperation with other brands, it is possible to expand the brand's scope, develop new categories, and improve brand sustainability and vitality. Therefore, IP joint branding is an important way to utilize brand assets and helps brands occupy advantageous positions in the market (Pu, 2021).

IP sponsorship by mobile phone manufacturers of sports events is quite common. For example, Xiaomi collaborated with the International Football Federation (FIFA) as one of the official sponsors of the 2018 FIFA World Cup, enhancing the brand's visibility in world football. Additionally, Huawei partnered with the English Premier League, the Arsenal Football Club, and the Real Madrid Football Club in Spain, increasing the brand's influence in the European market (Gu, 2021). It is evident that global mobile phone manufacturers invest substantial resources in IP sponsorship and continuously explore new cooperative methods and domains to increase brand exposure and reputation, attract target consumers, and boost product sales (Yang, 2022).

Mobile phone manufacturers invest significant resources in global IP sponsorship. This investment is often made to increase brand recognition, enhance user stickiness, and expand market share. However, because such investments require substantial financial and human resources, a key dilemma arises when competitors heavily invest in IP sponsorship. Brands must decide whether or not to follow suit. If other brands do not invest in IP sponsorship, it may decrease brand recognition and influence, affecting market share and product sales. Furthermore, if some well-known sports events or cultural activities receive substantial investment from competitors in IP sponsorship, and a brand does not participate, it may miss valuable market opportunities and brand exposure.

On the other hand, if all brands follow suit in IP sponsorship, it may lead to over-saturation of the market, increasing marketing costs, and market competition pressure (Shi, 2023). Additionally, if IP sponsorship becomes too popular, it could result in the market seeing repeated brand placements, reducing brand distinctiveness and competitive advantage. Therefore, striking the right balance in IP sponsorship investment while maintaining brand exposure and market competitiveness is a key challenge facing mobile phone manufacturers.

In the past, scholars focused on the brand assets of event sponsors and

explored consumer behavior from various perspectives. However, there has been limited research on the events, and the impact of event branding on sponsoring companies has not been analyzed. Some scholars have focused on the perspective of brand assets and introduced new variables to explain the interaction mechanism between variables. Combining with the Stimulus-Organism-Response theory, it can be observed that consumers' direct experiences significantly influence their consumption psychology, guiding their consumption behavior. This research explores the impact of demographic variables, brand assets, brand fit, and audience engagement on intentions to purchase. Finally, based on empirical analysis, recommendations are made to maximize the benefits of sports event sponsorship.

1.2 Research Questions

The research questions are as follows:

- 1) How do the demographic variables gender, age, education level, marital status, monthly income level, job position, and company nature affect the consumers' intention to purchase the sponsor's products?
- 2) What is the extent of the positive impact of event branding on the consumers' intention to purchase the sponsor's products?
- 3) To what extent does audience engagement positively influence the consumers' intention to purchase the sponsor's products?
- 4) How does the brand fit positively impact the consumers' intention to purchase the sponsor's products?

1.3 Research Hypotheses

H₁: The differences in demographic factors, gender, marital status, age, educational level, monthly income, and occupation affect the consumers' intention to purchase the sponsor's products.

H₂: Event branding influences the consumers' intention to purchase the sponsor's products.

H₃: Brand fit influences consumers' intention to purchase the sponsor's products.

H₄: Audience engagement influences the consumers' intention to purchase the sponsor's products

1.4 Research Objectives

1) To investigate the influence of demographic variables such as gender, age, education level, marital status, monthly income level, job position, and company nature on consumers' intention to purchase the sponsor's products.

2) To assess the extent of the positive impact of event branding on the consumers' intention to purchase the sponsor's products.

3) To examine the degree to which audience engagement positively influences the consumers' intention to purchase the sponsor's products.

4) To explore how brand fit positively impacts the consumers' intention to purchase the sponsor's products.

5) To provide recommendations based on the findings to help businesses maximize the benefits of sports event sponsorship in shaping the consumers' intention to purchase the sponsor's products.

1.5 The Scope and Limitation of Study

1.5.1 Scope

Scope of the Study: This research focuses on the spectators attending the 22nd FIFA World Cup, an international soccer event in Guangzhou, China.

Variables: The independent variables in this research are demographic variables, event brand assets, audience engagement, and brand fit. The dependent variable is the consumers purchasing behavior.

Population and Sample Size: The population in this study was the spectators who attended the 22nd FIFA World Cup in Guangzhou, China. The sample size is 400.

Sampling Method: The research employs a convenience random sampling method to collect data.

Duration: The study was conducted from August 2023 to October 2023.

1.5.2 Limitations

Generalization: The findings of this study may be specific to the context of

a FIFA World Cup event and may not be entirely applicable to other sports events or consumer contexts.

Self-report Bias: The study relies on self-reported participant data, which may introduce biases and inaccuracies in responses.

Limited Variables: The study focuses on demographic variables, brand assets, audience engagement, brand fit, and consumer purchasing behavior. Other relevant variables that could influence the relationship were not fully explored.

External Factors: External factors such as economic conditions, regional variations, or personal preferences could influence the consumer's intention but may not be fully accounted for in this study.

Sample Size and Selection: The sample size and selection method may impact the findings' generalizability, and the sample's representativeness may be limited.

Cultural Context: The study was conducted in Guangzhou, China, and may not fully capture cultural variations in different regions or countries.

1.6 Research Framework

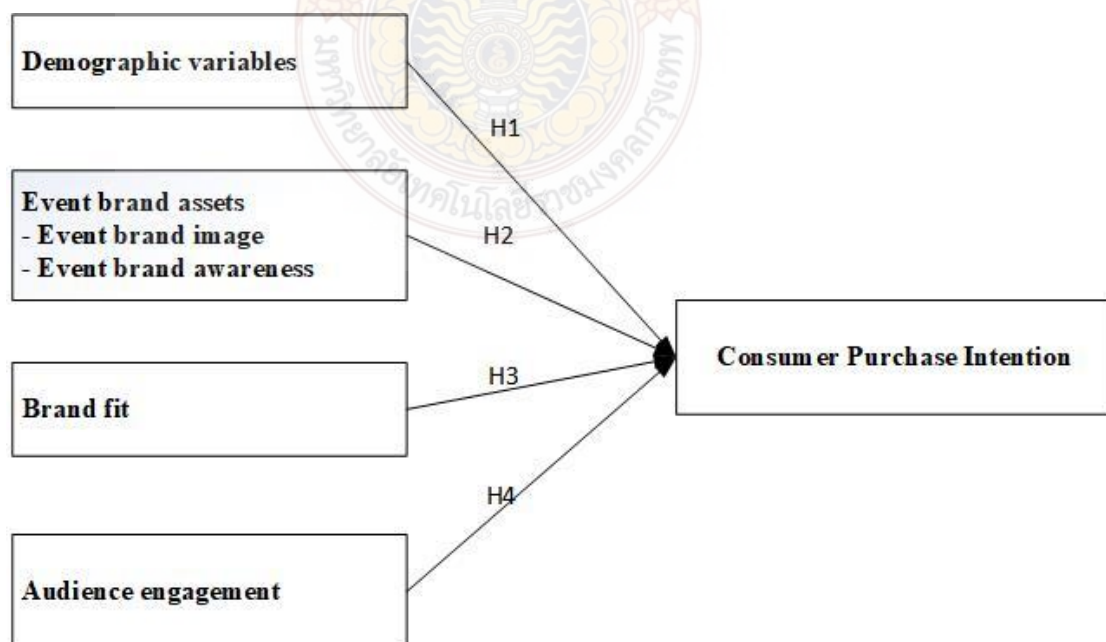


Figure 1.2 Conceptual Framework

1.7 Definition of Key Terms

Event brand asset refers to the intangible and tangible elements associated with a sports or entertainment event that contribute to the event's overall brand image and value. These assets can include the event's reputation, audience perception, sponsors, logos, mascots, and other factors impacting the event's brand equity.

An event brand image creates a unique identity and image for an event. It involves creating a cohesive and consistent look and feel for all aspects of the event, including the visual design, messaging, and overall experience. Event branding includes a logo, website, app, marketing materials, stage design, speakers, sponsors, and event colors.

Event brand awareness is the extent to which people are familiar with and able to recognize a particular event. Events need to have strong brand awareness because they help attract attendees, sponsors, and partners. To increase event brand awareness, event organizers can use various marketing strategies such as social media campaigns, email marketing, influencer outreach, content marketing, and press releases.

Brand Fit, in the context of sponsorship and marketing, is the degree to which a brand's image and values align with those of the sponsored event. It reflects how well the brand's identity matches the nature and audience of the event. A strong brand fit can enhance sponsorship effectiveness and positively influence consumer perceptions and purchase intention.

Audience Engagement encompasses individuals' involvement, interaction, and connection with a particular event, brand, or content. In sports and entertainment, it relates to how actively and emotionally the audience participates in and responds to the event. High audience engagement often leads to increased brand awareness and loyalty.

Consumer Purchase Intention refers to consumers' actions regarding buying a product or service. It includes all stages of the consumer decision-making process, from recognizing a need or desire for a product through information search and evaluation to the actual purchase. In the context of sponsorship, it pertains to how an event's branding and associated promotions influence consumer-purchasing intention.

CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

2.1.1 Brand Asset Theory

Aaker (1991) proposed the brand asset theory. Aaker emphasized the critical role of a brand in a company's value and market performance. The theory divides brand value into two main components: brand awareness and brand image. Brand awareness includes the recognition and awareness of a brand, i.e., whether consumers know the brand's existence. Brand image encompasses the perceptions and attitudes consumers have toward the brand. Brand awareness and brand image can be established and shaped through advertising, promotion, and sponsorship. Brand awareness and image constitute the brand asset, crucial for a company's market performance and value.

In this study, brand asset theory is used to understand the role of the VIVO smartphone brand in sports event sponsorship. The research explores how brand assets influence consumers' intention to purchase the sponsor's products by analyzing consumer awareness and emotional responses to the VIVO smartphone brand. This theory gives an insight into how the VIVO smartphone brand enhances brand awareness and image through sponsoring sports events, thereby impacting consumers' purchasing decisions.

2.1.2 Brand Fit Theory

Brand fit theory, proposed by Aaker (1996), focuses on the impact of the fit between a brand and an event, individual, or product on consumer attitudes and behavior. This theory suggests that when a brand aligns with an event or product, consumers are more likely to have a positive attitude toward the brand and be willing to purchase products related to it or participate in related events. Fit can be assessed across multiple dimensions, including cognitive fit (whether the brand and event share a consistent image in consumers' minds), emotional fit (whether the brand and event evoke similar emotional responses), and value fit (whether the brand and event share similar values). Brand Fit Theory underscores the importance of the degree of fit between a brand and an event in influencing the consumers' purchasing behavior.

In this study, brand fit theory explains how consumers perceive the fit

between the VIVO smartphone brand and the sponsored sports events. The research can analyze consumers' perceptions of cognitive, emotional, and value fit between the VIVO smartphone brand and sports events and explore the impact of fit on purchasing intentions. This sheds light on the mechanisms of brand fit with the consumers purchasing decisions.

2.1.3 Audience Engagement Theory

Audience Engagement Theory, primarily proposed by Elihu Katz and Jay G. Blumler (1974), emphasizes the active participation and interaction of the audience in the media and communication processes. This theory suggests that communication is no longer one-way but interactive, with the audience actively participating and responding. Audience engagement can take various forms, including commenting, sharing, and interacting. The degree of audience engagement can affect their understanding of information, attitudes, and behavior. Audience Engagement Theory highlights the socializing role of media, where media conveys information and facilitates social interaction and participation.

In this study, the Audience Engagement Theory helps to understand how consumers engage and interact when the VIVO smartphone brand sponsors sports events. The research investigates consumer behaviors such as commenting, sharing, and liking on social media and their level of participation in sponsored activities. This reveals the impact of audience engagement on consumer purchasing behavior and brand awareness. Audience Engagement Theory reminds us that sports event sponsorship by a brand involves one-way brand exposure and active audience interaction and feedback, which influences purchasing decisions.

2.1.4 Emotional Transfer Theory

Zillmann (1979) proposed the emotional Transfer Theory. The theory explores how emotions are transferred from media content, such as TV programs and advertisements, to the audience. This theory suggests that when audiences consume emotionally charged media content, they experience emotions related to the content. These experiences can influence the audience's emotional state, leading to emotional resonance during consumption. Emotional transfer can also affect the audience's attitudes and behavioral responses, including purchasing intention. Thus, Emotional Transfer Theory emphasizes the potential impact of media content on audience emotions and behavior.

In this study, the Emotional Transfer Theory helps understand how audiences watching sports events sponsored by the VIVO smartphone brand generate emotional experiences and transfer these emotions to their attitudes and purchasing behavior toward the VIVO smartphone brand. Analyzing emotional resonance among audiences during sports events, the research can explore the mechanisms and effects of emotional transfer related to VIVO smartphone brand sponsorship.

2.1.5 Consumers Intention to Purchase

Consumer intention has always been central to marketing and consumer behavior research. Consumer intention refers to the inclination and intention of consumers before purchasing products or services, and it significantly impacts business decisions and the formulation of marketing strategies. This article will review the research findings of 12 scholars in the field of consumer intention, including their definitions, research areas, and key contributions.

The Theory of Reasoned Action was proposed by Fishbein (1980), explaining the relationship between consumer intention and attitudes, subjective norms, and perceived behavioral control. Ajzen (1991) further developed Fishbein's theory and introduced the Theory of Planned Behavior, emphasizing the influence of subjective norms and perceived behavioral control on consumer intention. Engel, Blackwell, and Miniard (1995) contributed significantly to consumer behavior, including research on consumer decision-making processes and intentions. Venkatesh and Davis introduced the "Technology Acceptance Model (TAM)," which is used to explain consumers' intention to adopt new technologies (Venkatesh & Davis, 2000). Bagozzi's research focuses on the relationship between consumer intention and behavior, particularly regarding emotions and motivation (Bagozzi, 1992).

Schiffman and Kanuk (2010) extensively studied consumer behavior and purchase intention, particularly within consumer decision-making processes. Ajzen and Fishbein (2005) collaborated on research on forming a consumer's intention and how attitudes and subjective norms can be altered to influence intention. Ajzen and Madden (1986) investigated the relationship between consumer intention and behavior in the context of situational factors within the purchase environment. Sheth's research focused on the psychological and cultural factors in consumer decision-making processes and their impact on intention (Sheth, 1971). Verplanken and Orbell researched psychology,

exploring the impact of habits on consumer intention and behavior (Verplanken & Orbell, 2003).

Consumer intention is a complex and multifaceted concept encompassing attitudes, subjective norms, perceived behavioral control, emotions, motivation, and habits influencing consumers before purchasing. Scholars have employed various theories and methodologies to investigate this field, providing thoughtful insights into our understanding of consumer behavior. These studies offer substantial support for businesses in shaping marketing strategies and product designs, contributing to the ongoing development of consumer behavior research.

2.1.6 Stimulus and Response Model

According to Mehrabian and Russell (1974), in the S-O-R Framework, a stimulus(S) generates an emotional reaction (O) that leads to behavioral responses (R) in consumers. The S-O-R proposes that when a person is exposed to external stimuli, the 'inner organism changes, ' leading to behavioral responses. The S-O-R model is one of simulating consumer behaviors based on two assumptions. One is that a consumer's feelings and emotions determine how they purchase products in a store. The other is that consumers use different emotions to respond to different environments (Tai and Fung, 1997).

2.2 Related Studies

2.2.1 Event Brand Assets

Baoming Xiao (1998) suggests that the most significant characteristic of a sport's asset is its intangibility, and an event branding based on sports activities must maintain the essence of the sport, manifested in a cognitive form, and generate economic benefits. Liuxindan (2020) points out that even brands reflect people's expectations and recognition of sports events and indicate whether sports events have value.

By integrating concepts related to brand assets and the characteristics of sports events, this paper concludes that event brand assets are a type of intangible asset. They are the brand image of an event that has been established in the minds of consumers through long-term operation by event operators and has a defined influence.

The brand asset of sports events is an intangible asset that exists within the

sport, has particular characteristics, and is controlled by specific entities. They exist in a non-physical but knowledge-based form, capable of providing economic benefits to owners and operators through market operations. Jiang Liang (2014) notes that research on brand assets of sports events in China is still in its early stages compared to foreign countries. Jin Yu and Cui Chunshan (2014) discuss the elements of event brand asset formation, while Zhang Yu (2011) explores customer satisfaction with sports events.

A brand is a cultural symbol accepted and recognized by consumers, bringing significant benefits to businesses and organizations through the emotional relationship with fans and audience growth. Chen Zhihui et al. (2014) found in their empirical study based on the Olympics that the construction of sports event brands in China should follow consumer concepts, identify internal factors of competitive brands, and organically integrate their influence and external resources to establish a mechanism for sharing competitive brand benefits. Although research on the brand asset of sports events is still in its infancy in China, studies related to this concept have explored various aspects, including brand building for competitions, factors contributing to the brand asset of the sport or event, and customer satisfaction with the brand, as a symbol with unique cultural meaning that is recognized and accepted by consumers.

Regarding the measurement of a brand asset, it first appeared in the 1990s and has been widely used in business management consulting. However, there has been no effective measurement of the brand asset in domestic and foreign research. Based on Aaker's brand asset model, Gladden (1998) established an evaluative model, categorizing factors affecting the brand asset into internal and external aspects and introducing this concept into professional sports. Ross (2006) argued that the research on sports brands and the related theoretical framework did not integrate the spectator of sports events. Therefore, based on a consumer perspective, Ross developed a sports brand asset model. Duan Yanling and Liu Bing (2017) proposed event brand evaluation, focusing on audience perception and dividing it into image and cognition or awareness as two aspects of a brand asset. They also used six indicators to assess event brand image and five to assess event brand cognition. Based on Duan Yanling and Liu Bing's research findings, this research constructs an event brand asset evaluative scale, Table 2.1.

Table 2.1 Event Brand Asset Scale

Dimension	Question Items
Event Brand Image	1. The FIFA World Cup has a recognizable emblem.
	2. The FIFA World Cup emblem is significantly different from the emblems of other events.
	3. FIFA World Cup venues have unique characteristics.
	4. The organization of the FIFA World Cup is highly efficient.
	5. FIFA World Cup management is well done.
	6. The consumption within FIFA World Cup venues is satisfactory.
	7. The FIFA World Cup provides an opportunity for me to be with friends.
	8. I am determined to attend the FIFA World Cup.
	9. Supporting the FIFA World Cup means a lot to me.
Event Brand Awareness	10. I feel that I am a part of the FIFA World Cup.
	11. I want to grow and develop together with the FIFA World Cup.
	12. I want to contribute to the development of the FIFA World Cup.

2.2.2 Brand Fit

Brand fit is rooted in the "typical extension" concept proposed by Loken, Barbara, and John (1993). *Typical extension* is when consumers extend attributes to various brands or products. Specifically, when consumers perceive a brand or product as having certain typical attributes, they tend to extend those attributes to other aspects of the brand or product. For example, if a brand is considered high-quality, consumers may assume that all products of that brand are of high quality. Similarly, if a product is environmentally friendly, consumers may believe other products from the same brand also possess eco-friendly features.

Early research suggested that fit is a critical part of brand extension, but there is currently no widely accepted standard definition for "brand fit." Keller (2003) defines "brand fit" as the degree to which customers associate an extended range of products with the original product through their understanding of the parent brand, forming a functional relationship between the two. Wu Han (2015) proposes that "brand fit" refers to the degree of mutual association between the parent brand and the extended

brand range. Zheng (2016) suggests that in an extension scenario, "brand fit" is expressed as "consistency" between the parent brand and the extended product range, with a significant correlation between the parent brand and the extended product range.

Brand fit reflects the connection between the original brand and the extended brand range. Considering the characteristics of sports events, this study proposes that brand fit is the audience's perception of the connection between the sponsor's product and the sports event.

In marketing literature, many studies focus on brand fit and consider it a prerequisite. However, after reviewing the following research results, the key focus of this research is the connection between the brand and its extensions.

Empirical analysis by Aaker and Keller (1990) shows that consumer attitudes toward the extended product range are influenced by the relevance of the extended products to the parent brand. Cui (2015), from a competitive perspective, uses experimental methods to examine the impact of brand fit on brand extension. The results show that brand fit positively correlates with consumer-perceived risk and negatively correlates with brand extension. Brand fit is a crucial indicator when evaluating brand extension and model, including three levels: product, brand, and others.

As the issue of brand fit is further developed, it has been widely applied in various fields. Scholars have proposed the concept of "brand fit" in sports and concluded that "brand fit" is an important factor in measuring sponsorship effects. Park (1991), based on Aaker's theory, proposed a dual interaction that influences brand fit and categorized them into "brand concept consistency" and "product feature similarity." Bhat (2001) divided brand fit into a product category and brand image fit. Dwivedi (2013) found that brand extension must establish a consumer belief transfer process in which brand fit plays a decisive role. If brand fit is high, consumers are more willing to directly transfer their attitudes toward a brand to the extended product range.

Li (2016) asserts that the fit between sports events and brands can be divided into "functional fit" and "image fit." The conclusion is based on a comparison of the four Grand Slam events and domestic events and that when comparing sponsors, in addition to paying attention to the image fit between the brand and the event, the functional fit between the brand and the event is also significant. Xu (2008), using

empirical research methods, explored the mechanism of how corporate behavior in sports sponsorship affects its brand. Liu (2019), using football matches as a test case, found that the coincidence between sponsor and event affects fan attitudes toward the brand.

In addition, scholars have proposed differing views on the relationship between the event and the city. Zhao (2015) conducted an in-depth study of the interaction between sports events and selected cities from various aspects, such as politics, economics, culture, and the environment, starting from the perspective of symbiosis theory. Huang (2018) believes that the fit between the event and the host city, in terms of image and perception, determines tourists' willingness to travel to match locations. Ma (2009), in measuring the fit between sports events and sponsoring brands, adopted single- and multi-dimensional approaches to measure the brand fit.

Gong (2014) categorized customer fit into focus, interaction, and passion. Xu Yanfeng (2014) centrally focused on the relationship between brand fit and consumer attitude toward the brand. If brand fit is high, consumers are more likely to transfer their brand attitudes directly to the extended product range. Brand loyalty is an emotional attitude that has an inevitable connection with consumers and brands and affects the success rate of brand extension. Consumers have a psychological tendency to "love the house and the crow." If a company introduces products and consumers have a high level of brand acceptance, then they are willing to transfer their attitude toward the brand directly to the new product. In summary, the previous studies of the dimensions of brand fit in Table 2.2.

Table 2.2 Brand Fit Dimension Division

Scholar	Dimension
Aaker (1990)	Complementarity, Substitutability, Transferability
Park (1991)	Product Feature Similarity, Brand Concept Consistency
Bhat (2001)	Product Category Fit, Brand Image Fit
Gong (2014)	Focus, Interaction, Passion
Li (2016)	Image Fit, Functional Fit

On this basis, this study refers to the theories of Bhat (2001) and Li (2016) regarding "brand fit". It uses the measurement tool from Speed and Thompson (2000) to measure the degree of fit between sponsoring companies and sports events, as shown in Table 2.3.

Table 2.3 Brand Fit Participation Scale

Dimension	Question Items
Brand Fit	1. VIVO's brand image appears very similar to that of the FIFA World Cup.
	2. VIVO's products are already part of the sports event.
	3. It is reasonable for VIVO to sponsor the FIFA World Cup.
	4. VIVO cooperating with the FIFA World Cup is entirely normal and not surprising.

2.2.3 Audience Participation

The concept of "participation" initially comes from social judgment theory and has gradually been applied to marketing, communication, and other fields. Chen Wenpei (2003), Gao Jie (2006), and scholars from Taiwan and Hong Kong interpret "participation" as "involvement."

The term "participation" has been discussed in various academic disciplines, but its definition has not reached a consensus. In the context of "audience," it refers to the recipients of messages in a certain activity. Initially, "audience" refers to the listeners of a speech. Sood (2002) defined "audience participation" as the self-awareness of the audiences and quasi-social interaction in response to media TV programs, which significantly impact individual behavior. From a behavioral perspective, Beckers (2017) also discusses the concept of audience participation, i.e., the behavioral performance of a brand or company. Audience participation is about involving a group in an activity so that they can express their opinions and provide relevant feedback.

Consumer perceptions of product pricing, brand relationships, word-of-mouth, and brand loyalty significantly affect participation in the brand theory. Through theoretical analysis of "participation," it is found that academia focuses on different

aspects of "participation." Rubin and Perse (1987) focus on the fundamental characteristics of participation, viewing it as the experience that occurs when an audience accepts information. Sood (2002), on the other hand, views audience participation as social behavior and places it in the media communication environment. Cai (2016) classifies "pan-sports" audiences into three types in the context of "Internet +": multimedia sports event audiences, high-frequency participants in sports activities, and consumers of sports-related products. Gu (2018) defines audience participation as citizens participating in their activities as an audience, primarily through media activities. Every year, millions of viewers invest their financial resources, time, and energy in their favorite athletes, teams, and matches, opening up new development opportunities for sponsors. Therefore, in this context, the issue sponsors face is how to arouse fans' attention to their brand, leading to the goal of transitioning from brand recognition to product purchase.

This study investigates the impact of audience participation on brands and interaction from the audience's perspective. Zhao (2011) studied consumer interaction behavior in virtual brand communities and found that it can be categorized into narrow and broad. Narrowly, interaction is a form where consumers participate in a specific activity through real actions. Broadly, interaction encompasses emotions and actions. Jiang and Lu (2006) found that the degree of customer awareness of service brand image also significantly influences their willingness to purchase. Xu (2019) refined consumer virtual brand participation into action and participation motivation. Hypolitej (2019) emphasized the significant relationship between audience participation, brand image, and purchase intention. Fan participation plays a crucial role in sports sponsorship, affecting brand image and the connection between the event and the brand and influencing purchase intentions. Chen, Tsordia, Papadimitriou, and Parganas (2018) built a predictive index for the impact of sports sponsorship on a brand asset based on Keller's research, including seven questions.

Table 2.4 Audience Brand Participation Scale

Number	Question Items
1	I trust this brand a lot and often discuss it with others.
2	I am very interested in this brand.
3	When others know I have used this brand, I feel proud.
4	I have a habit of browsing this brand's official website.
5	I pay much attention to news about this brand.
6	I actively participate in online interactions related to this brand.
7	I also attend clubs or events centered on this brand.

Overall, the definition of audience participation in academia starts more from the perspective of audience behavior. Therefore, based on this behavioral perspective, this study examines the specific actions of audience involvement in sports event sponsorship, such as the time, effort, and emotions invested by the audience.

CHAPTER III

RESEARCH METHODOLOGY

This chapter begins with the research design, population and samples, data collection methods, research instrument, and data analysis used in this study, which is described in terms of statistical techniques and their interpretation.

3.1 Research Design

This study aims to investigate the influences of different factors on the customer's intention to purchase sponsored products, focusing on demographic data, event brand assets, brand fit, and audience engagement. The study adopts a cross-sectional survey research design to collect data on demographic characteristics and purchasing intention and analyzes the influences of brand assets, brand fit, and audience engagement on purchase intention. The study participants were individuals of differing genders, marital statuses, ages, educational backgrounds, monthly incomes, occupations, and years of working experience. Data was collected in the form of online survey questionnaires.

3.2 Research Population and Samples

3.2.1 Population

The research primarily focuses on the audience attending the 22nd FIFA World Cup in Guangzhou, China. According to data from the National Bureau of Statistics of China (2022), this event attracted 7,372,000 spectators. A random sampling method was employed to conduct this study, and 400 spectators were randomly selected from this population to serve as the primary research subjects.

3.2.2 Samples

To determine the required number of respondents at a 95% confidence level with a sampling error within 5%, the sample size is typically calculated using the following formula, which is widely cited and used in many statistical and survey research literature, as provided by Haugen (1986), Aronson (1993), and Kunz (2005):

$$n = N/(1+Ne^2)$$

Where:

N = number of the population

n = number in the sample

e = margin of error 0.05

Sample size for this study = $7,372,000 / (1 + 7,372,000(.05)^2) = 399.98$

Therefore, the sample size for this study is 400 spectators who participated in the 22nd FIFA World Cup soccer tournament.

3.2.3 Sampling Methods

The convenience sampling method was used to collect data from audiences participating in the 22nd FIFA World Cup soccer tournament.

3.3 Data Collection

The online survey distribution platform "SurveyStar" distributed questionnaires and collected data. This platform enables efficient data collection as participants can easily access and complete the survey electronically. The online platform also facilitates data management and analysis, ensuring timely and accurate responses. This study employs a convenience random sampling method and an online data collection platform, aiming to enhance the reliability and effectiveness of the research results. Once the questionnaires were ready, the data collection phase began. Participants accessed the questionnaire electronically and completed it as instructed. Collected data was automatically stored on the platform and managed by the researchers, who monitored data completeness and accuracy. Participants received reminders as needed to encourage completion of the questionnaire. Additionally, if there were incomplete or inconsistent responses, further follow-up was conducted through the platform.

3.4 Research Instrument

This study utilized online questionnaire surveys to capture a vast amount of data required for the research process. The core variable scale was based on five variables: *Event Brand Image*, *Event Brand Awareness*, *Brand Fit*, *Audience Engagement*, and

Customers Purchase Intention. The questionnaire was divided into four parts.

Part 1: Demographic Data

In this section, participants were asked to provide their demographic data, such as gender, marital status, age, educational level, monthly income, and occupation. The questions in this part are the checklist type.

Part 2: Event Brand Assets

This section collected data based on the audience's perception of event brand assets, including Event Brand Awareness and Event Brand Image proposed by Liu and Duan (2017). The questions are related to event logos, distinctive features of event venues, organizational efficiency, management, related consumption, opportunities for socializing, importance, and personal contributions. The respondents expressed their level of opinion through the 5-point Likert scale.

Part 3: Brand Fit

This section collects data on Brand Fit based on the consistency and match between event and sponsor brands. The scale measures brand concept consistency and congruence between the event and sponsor brands. The respondents expressed their level of opinion through the 5-point Likert scale.

Part 4: Audience engagement

This section collected data on audience engagement, which was designed based on an understanding of previous research. The scale includes questions on the forms of engagement, participation levels, and engagement motivations. The respondents expressed their level of opinion through the 5-point Likert scale.

Part 5: Customers intention to purchase

This section collected data on customers' intention to purchase, expressed by their willingness to purchase and recommend it to friends. The scale is adapted from Andreu's scale (2006) and assesses whether respondents are willing to buy and recommend the brand to others.

The questions part 2-5 used the Likert 5-point rating scale, ranging from 1 to 5, representing "strongly disagree" to "strongly agree." Higher scores indicate greater agreement with the respective item. For the average value, the study's results were not exactly equal to discrete numbers 1, 2, 3, 4, and 5 as classified in the questionnaires. It was in terms of continuous numbers with a decimal that was interpreted as related to

the objectives of the questionnaires. The criteria for interpreting the average values of the Likert scale. Table 3.1.

Table 3.1 Score and Meaning (Silapajaru, 2010, p75)

Score Level	Average	Meaning Level
5	4.50 – 5.00	strongly agree
4	3.50 – 4.49	agree
3	2.50 – 3.49	neutral
2	1.50 – 2.49	disagree
1	1.00 – 1.49	strongly disagree

3.5 Reliability and Validity

3.5.1 Reliability

Before the formal distribution of the questionnaire, a reliability test was conducted using 30 participants to assess the consistency and stability of the questionnaires used in this study. Cronbach's alpha coefficient was calculated to evaluate the internal consistency of the scales. Hair et al. (2010) state that a Cronbach's alpha value above 0.70 indicates acceptable reliability. The Cronbach's alpha coefficient for these questionnaires was $0.83 > 0.70$, indicating acceptable reliability.

3.5.2 Content Validity

IOC tested the validity of the questionnaires (Item-objective Congruence), a method to quantitatively measure the content of the questionnaires by experts to evaluate the fit between test items and the table of specifications (Berk, 1984; Turner, Mulvenon, Thomas & Bakin, 2002; Turner & Carlson, 2003). Three expert scholars examined the validity of content in management. The questions' content and measurement were evaluated to cover and complete the research issues. The experts were required to rate the questionnaires according to the following meaning.

- +1 The question is consistent with the content of the measurement objective.
- 0 Not sure that the question is consistent with the content of the measurement objective.
- 1 The question is not consistent with the content of the measurement objective.

The results of the expert evaluations were used to calculate the IOC index using the formulas of Rovinelli and Hambleton (1977) as follows:

$$IOC = \Sigma R/N$$

ΣR = total rating score from all experts for each question

N = number of experts

The calculated IOC index is 0.9, which is greater than 0.5, and it is considered that the questions are measured in accordance with the research objectives. Therefore, the questions were chosen. If any question has a value that does not reach the 0.5 criterion and it is necessary to use that question, then that question is revised again according to the advice of experts.

3.6 Data Analysis

This study emphasizes quantitative statistics to analyze the data collected from the 400 questionnaires using descriptive and inferential statistics based on the advanced statistical program.

3.6.1 Descriptive Statistics

As far as the descriptive statistics were concerned, the absolute frequency, the percent frequency, the arithmetic mean, and the standard deviation were used in this study as follows.

For Demographic factors, the absolute frequency and the percent frequency are presented. Concerning the *Event Brand Assets*, *Brand Fit*, *Audience Engagement*, and *Consumer purchase Intention*, the absolute frequency, the percent frequency, the mean, and the standard deviation are given.

3.6.2 Inferential Statistics

In terms of inferential statistics, numerous statistics were applied in accordance with the hypothesis.

Hypothesis 1: The differences in demographic factors, gender, marital status, age, educational level, monthly income, and occupation affect consumers' intention to purchase the sponsored products.

-The Independent Samples t-test is used to measure gender.

-One Way ANOVA was applied for marital status, age, educational level,

monthly income, occupation, and working experiences

Hypothesis 2: The event brand asset influenced the consumers' intention to purchase the sponsoring products.

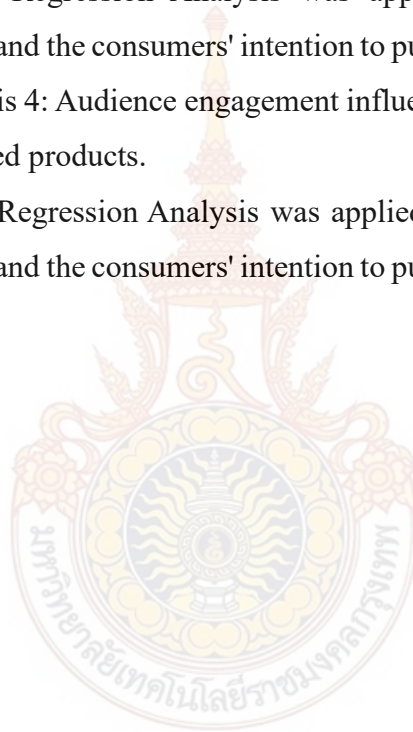
- Multiple Regression Analysis was applied with event brand image and event brand awareness as independent variables and consumer purchase intention as dependent variables.

Hypothesis 3: Brand fit has influenced consumer purchasing intention of sponsored products.

- Simple Regression Analysis was applied with the brand fit as an independent variable and the consumers' intention to purchase as the dependent variable.

Hypothesis 4: Audience engagement influenced the consumers' intention to purchase the sponsored products.

- Simple Regression Analysis was applied to audience engagement as an independent variable and the consumers' intention to purchase as the dependent variable.



CHAPTER IV

RESEARCH RESULTS

The research on the Influence of Vivo Mobile Brand Sponsorship of Sports Events on the Consumers' Intention to Purchase used a statistical software package to analyze the 400 samples. The variables involved in this study included demographic factors, event brand assets, brand fit, audience engagement, and the consumers' intention to purchase. Demographic factors include gender, age, marital status, educational level, monthly income, and occupation. Event brand assets included event brand image and event brand awareness.

4.1 Descriptive Statistics

The sample of this study was 400 spectators attending the 22nd FIFA World Cup in Guangzhou, China. This section presents the descriptive statistics for the demographic factors and descriptive statistics of the variables.

4.1.1 Demographic Factors

Demographic questions were asked regarding six areas: gender, marital status, age, educational level, monthly income, and occupation, as shown in Table 4.1.

Table 4.1 Analysis of Demographic Factors

Gender	Frequency	Percent
Male	209	52.3
Female	191	47.8
Total	400	100.0
Marital status	Frequency	Percent
Unmarried	72	18.0
Married	328	82.0
Total	400	100.0
Age	Frequency	Percent
Less than 25 years old	50	12.5
25 - 34 years old	159	39.8
35 - 44 years old	123	30.8
45 - 54 years old	48	12

55 years old or higher	20	5
Total	400	100
Educational level	Frequency	Percent
Junior High School or Below	60	15.0
High school or Vocational School	222	55.5
College or Undergraduate	83	20.8
Master's Degree or above	35	8.8
Total	400	100.0
Monthly Income	Frequency	Percent
Lower than 3000 yuan	39	9.8
3,000 - 5,000 yuan	143	35.8
5,000 - 10,000 yuan	106	26.5
10,000 - 15,000 yuan	87	21.8
15,000 yuan or higher	25	6.3
Total	400	100
Occupation	Frequency	Percent
Student	32	8.0
Worker	68	17.0
Government Employee	51	12.8
Public Institution Employee	37	9.3
Company Employee	115	28.7
Service Industry Employee	55	13.8
Retired	22	5.5
Others	20	5.0
Total	400	100.0

Table 4.1 provides the descriptive analysis of demographic factors for the research audience attending the 22nd FIFA World Cup in Guangzhou, China. The sample of 400 spectators is reasonably balanced in gender, with 52.3% males and 47.8% females. Regarding marital status, most are married (82.0%), while 18.0% are unmarried. There is a diverse distribution regarding age, with the highest percentage falling in the 25-34 years (39.8%), followed by 35-44 years (30.8%). Education level shows a significant number in high school or vocational school (55.5%), followed by college or undergraduate education (20.8%). Monthly income is quite varied, with the largest group earning between 3,000 - 5,000 yuan (35.8%). Lastly, the participants came from various occupations, with a notable presence of company employees (28.7%) and government employees (12.8%). The sample's diversity across these demographic

factors provides a well-rounded basis for the research.

4.1.2 Descriptive Statistics of Independent and Dependent Variables

Table 4.2 Frequency and Percentage of Event Brand Assets

Event Brand Assets	Level of Opinion					Mean	SD	Meaning	Rank
	1	2	3	4	5				
Event Brand Image	11	211	66	96	16	2.74	.992	Moderate	2
Event Brand Awareness	9	188	70	115	18	2.86	1.004	Moderate	1
Overview of Event Brand Asset	-	154	147	80	19	2.87	2.91	Moderate	

Table 4.2 presents the frequency and percentage of Event Brand Asset using a 5-point scale. For event brand image, it is evident that most respondents rated it as 2 (211) or 3 (66), resulting in a moderate mean score of 2.74 with a standard deviation of 0.992. event brand awareness was rated slightly higher, with most respondents selecting 3 (70) or 4 (115), resulting in a mean of 2.86 and a standard deviation of 1.004. Both assets are perceived moderately, but event brand awareness is slightly higher than event brand image. In an overview of event brand assets, most respondents rate at 2(154), with a mean value of .287 and a standard deviation of 2.91.

Table 4.3 Frequency and Percentage of Brand Fit

	Level of Opinion					Mean	SD	Meaning
	1	2	3	4	5			
Brand fit	22	180	83	96	19	2.78	1.025	Moderate

Table 4.3 calculates the frequency and percentage of Brand Fit ratings using a 5-point scale. It is noticeable that the most common ratings are 2 (180) and 3 (83) for Brand Fit, which results in a moderate mean score of 2.78 with a standard deviation of 1.025. This indicates that the perception of brand fit is moderate and ranks as the third most important factor among the variables analyzed.

Table 4.4 Frequency and Percentage of Audience Engagement

	Level of Opinion					Mean	SD	Meaning
	1	2	3	4	5			
Audience Engagement	17	204	77	89	13	2.69	.969	Moderate

Table 4.4 presents the frequency and percentage of Audience Engagement ratings based on a 5-point scale. The most common ratings are 2 (204) and 3 (77) for Audience Engagement, resulting in a moderate mean score of 2.69 and a standard deviation of 0.969. This suggests that the level of audience engagement is moderate and ranks as the fifth most important factor among the variables analyzed.

Table 4.5 Frequency and Percentage of Consumer Purchase Intention

	Level of Opinion					Mean	SD	Meaning
	1	2	3	4	5			
Consumer Purchase Intention	12	187	83	99	19	2.82	.999	Moderate

Table 4.5 provides the frequency and percentage of ratings for Consumer Purchase Intention, measured on a 5-point scale. The most common ratings are 2 (187) and 3 (83), leading to a moderate mean score of 2.82 and a standard deviation of 0.999. This indicates that consumer purchase intention is moderate and ranked as the second most important factor among the variables analyzed.

4.2 Inferential Statistics

In this survey, gender and marital status are two-point discrete variables. Age, educational level, monthly income, and occupation are more than three discrete variables. Therefore, independent sample t-test and one-way ANOVA were used to test whether there are differences in occupation of Influence of Vivo Mobile Brand Sponsorship of Sports Events on Consumer Purchase Intention.

This section presents the results based on the research objectives by spitting

into 2 parts as follows:

Part I is the analysis of demographic factors affecting the consumers' intention to purchase

Part II analyzes independent variables influencing consumers' purchase intention, including event brand asset, brand fit, and audience engagement.

4.2.1 Demographic Factors Affect Consumer Purchase Intention

Hypothesis 1: The differences in demographic factors affect the consumers' intention to purchase.

H1a: The gender differences affect the consumers' intention to purchase.

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.6 The Independent Samples t-test of the Gender Factor

	Gender	N	Mean	SD	t-value	df	sig
Consumer Purchase Intention	male	209	2.82	1.001	0.127	3.354	0.068
	female	191	2.81	0.994	0.054		

Table 4.6 presents the results of an Independent Sample t-test analyzing the gender factor's impact on Quality Competitiveness. The table shows two groups: male (n=209) and female (n=191).

The mean Quality Competitiveness rating for males is 2.82 with a standard deviation of 1.001, while the mean for females is 2.81 with a standard deviation of 0.994. The t-value is 0.127, and the degrees of freedom (df) are 3.354. The p-value is 0.068, indicating no significant difference in Quality Competitiveness between males and females at the chosen significance level.

H1b: The differences in age affect the consumers' intention to purchase

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.7 Age Affects the Consumer Purchase Intention

		Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention	Between Groups	11.569	4	2.892	2.974	.019*
	Within Groups	384.109	395	0.972		
	Total	395.677	399			

From Table 4.7, the analysis results show that age differences affect consumer purchase intention. The table includes the following information between groups. The sum of squares between groups is 11.569 with 4 degrees of freedom, resulting in a mean square of 2.892. Within groups, the sum of squares within groups is 384.109 with 395 degrees of freedom, resulting in a mean square of 0.972. The total sum of squares is 395.677 with 399 degrees of freedom. The F-value is 2.974, and the p-value (Sig.) is 0.019, indicating significant differences in consumer purchase intention across different age groups. The analysis of multiple comparisons of different occupation groups using LSD.

Table 4.8 The Multiple Comparisons of the Difference Age Group that Affects the Consumers' Purchasing Intentions

Age group	Mean Difference (I-J)					
	Group J					
	$\bar{X}$	< 25 years	25-34 years	35-44 years	45-54 years	>54 years
Group I		3.33	2.70	2.89	2.84	2.67
< 25 years	3.33	-	0.633 (.001)*	0.447 (.029)*	0.490 (.025)*	0.667 (.008)*
25-34 years	2.70		-	-0.186 (.129)	0.143 (.324)	0.034 (.857)
35-44 years	2.89			-	0.043 (0.783)	0.220 (0.263)
45-54 years	2.84				-	
>54 years	2.67					-

* The mean difference is significant at the 0.05 level

Dependent Variable: consumers purchasing intentions

Table 4.8 presents the pair mean comparison of the spectators in the age group less than 25 years old, which has a higher mean than those who are in the age group 25-34 years, 35-44 years, 45-54 years, and group less than 54 years with the significant value equal to .001, .029, .025 and .008. The spectator's age group affects the consumers' intention to purchase.

H1c: The differences in educational level affect the consumer purchase intention differently

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.9 The Differences in Educational Level Affect the Consumers' Intention to Purchase

		Sum of Squares	<i>df</i>	Mean Square	F	Sig.
Purchase Intention	Between Groups	1.283	3	0.428	0.429	0.732
	Within Groups	394.395	396	0.996		
	Total	395.678	399			

From Table 4.9, the analysis of the differences in educational level affects consumers' purchasing intentions. The table includes the following information between groups. The sum of squares between groups is 1.283 with 3 degrees of freedom, resulting in a mean square of 0.428. Within groups, the sum of squares within groups is 394.395 with 399 degrees of freedom, resulting in a mean square of 0.996. The total sum of squares is 395.678 with 399 degrees of freedom. The F-value is 0.429, and the p-value (Sig.) is 0.732, indicating no significant differences in consumer purchase intention across different educational level groups.

H1d: The differences in monthly income affect the consumers' intention to purchase

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.10 The Differences in Monthly Income Affect the Consumers' Intention to Purchase

		Sum of Squares	<i>df</i>	Mean Square	F	Sig.
Purchase Intention	Between Groups	0.395	4	0.099	0.099	0.983
	Within Groups	395.282	395	1.001		
	Total	395.677	399			

From Table 4.10, the analysis results of the monthly income differences affect the consumers' intention to purchase. The table includes the following information between groups. The sum of squares between groups is 0.395 with 4 degrees of freedom, resulting in a mean square of 0.099. Within groups, the sum of squares within groups is 395.282 with 395 degrees of freedom, resulting in a mean square of 1.001. The total sum of squares is 395.677 with 399 degrees of freedom. The F-value is 0.099, and the p-value (Sig.) is 0.983, indicating no significant differences in consumer purchase intention across different educational level groups.

H1e: The differences in occupation affect the consumers' intention to purchase

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.11 The Differences in Occupation Affects the Consumer Purchase Intention

		Sum of Squares	<i>df</i>	Mean Square	F	Sig.
Purchase Intention	Between Groups	19.733	9	2.193	2.275	0.017*
	Within Groups	375.945	390	.964		
	Total	395.678	399			

Table 4.11 indicates the analysis of how different occupations affect the consumers' intention to purchase. The results show that the differences in intention to purchase among various occupational groups are not statistically significant, as the F-

value of 2.275 is not significant at the 0.05 level (Sig. > 0.05). This implies that no significant differences in occupational groups affect the consumers' intention to purchase. The analysis of multiple comparisons of different occupation groups using LSD.

Table 4.12 The Multiple Comparison of the Differences in Occupational Groups Affects the Consumers' Intention to Purchase

Occupation	Mean Difference (I-J)										
	Group J										
	$\bar{X}$	3.33	2.60	2.75	2.89	2.93	2.71	2.48	2.86	2.20	2.67
Group I		Stu.	Work.	Govern.	Public	Comp.	Serv.	Self.	Ret	Free	others
Students	3.33	-	0.733 (.041)*	0.588 (.010)*	0.440 (.056)	0.404 (.043)*	0.626 (.008)*	0.851 (.000)*	0.470 (.089)	1.133 (.017)*	0.626 (.075)
Workers	2.60		-	-.145 (.669)	-.294 (.391)	-.329 (.308)	-.107 (.757)	.117 (.727)	-.264 (.482)	.400 (.457)	-.067 (.883)
Government Employee	2.75			-	-.149 (.455)	-.184 (.259)	.038 (.855)	.262 (.165)	-.119 (.636)	.545 (.237)	-.078 (.825)
Public Institution Employee	2.89				-	-.036 (.832)	.186 (.375)	.411 (.034)*	-.030 (.906)	.694 (.134)	.227 (.526)
Company Employee	2.93					-	.222 (.209)	.446 (.004)	.065 (.773)	.729 (.104)	.262 (.439)
Service Industry employee	2.71						-	.225 (.200)	-.156 (.547)	.057 (.276)	.041 (.911)
Self-employed	2.48							-	-.184 (.601)	.283 (.537)	-.381 (.122)
Retired	2.86								-	.664 (.173)	.197 (.612)
Freelancer	2.20									-	-.467 (.395)
Others	2.67										-

* The mean difference is significant at the 0.05 level
Dependent Variable: consumer purchase intention

Table 4.12 presents the pair mean comparison of spectators' occupational group that affects the consumers' intention to purchase. The nine groups of spectators by occupation are students, workers, government employees, public institution employees, company employees, service industry employees, self-employed, retired, freelancers, and others. The mean value of the student group is higher than that of workers,

government employees, company employees, service industry employees, self-employed, and freelancers, with significant values of .041, .010, .043, .000, and .017.

4.2.2 The Analysis of the Factors that Influence the Consumers' Intention to Purchase

H2: The event brand asset influences the consumers' intention to purchase.

In this study, an event brand asset consists of brand image and awareness. Therefore, the independent variables are event brand image and event brand awareness. The dependent variable is the consumers' intention to purchase. Multiple linear regression was used to analyze data and develop the forecasting equation at a % confidence level of 95%. The forms of the estimating equations are as follows.

$$\hat{Y}_T = b_0 + b_1X_1 + b_2X_2$$

Where Y_T = Consumer Purchase Intention

X_1 = Event Brand Image

X_2 = Event Brand Awareness

Table 4.13 Regression Analysis to Predict the Influence of Event Brand Assets on the Consumers' Intention to Purchase

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Dubin-Watson
	.566 ^a	.320	.317	.823	2.055

a. Predictors: (Constant), event brand image, event brand awareness
Dependent Variable: consumer purchase intention

Table 4.13 shows that even the brand asset, including event brand image and event brand awareness, has a positive relationship with the consumers' intention to purchase with multiple correlations (R) = .566. The ability to predict the analytical equation is 31.70 % at the statistically significant level of 0.05. Durbin-Watson value = 2.055, which is in the range of 1.5-2.5, indicates no problems with autocorrelation in residuals for multiple regression.

From Table 4.14, the tolerance value of all independent variables is 0.712, which is not less than 0.2, and VIF values less than 2.0. It indicates that there is no

correlation between the 2 independent variables.

Table 4.14 The Multiple Linear Regression Coefficients for the Influence of Event Brand Assets on Intention to Purchase

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.008	.139		7.271	.000		
Brand Image	.335	.049	.333	6.800	.000	.712	1.405
Brand Awareness	.310	.049	.312	6.363	.000	.712	1.405

a. Dependent Variable: Consumer Purchase Intention

Table 4.14 consists of 2 predictor variables, event brand image and event brand awareness, with the developed prediction equation,

$$\hat{Y}_T = 1.008 + 0.335X_1 + 0.310X_2$$

The equation explains the coefficient of the event brand image and awareness. R square is equal to 0.320, adjusted R square is equal to 31.70%, and the independent variables are not related to each other.

In summary, the analysis results indicated that event brand assets influence consumer purchase intention with a significant value of .000 and 0.00 accordingly.

H3: Brand fit has influenced the consumers' intention to purchase sponsored products.

Simple Regression Analysis is applied with the brand fit as an independent variable and consumer purchase intention as the dependent variable at a % confidence level of 95%. The forecasting equation;

$$\hat{Y}_T = b_0 + b_1X_1$$

Where Y_T = Consumer Purchase Intention

X_1 = Brand fit

Table 4.15 Regression Analysis to Predict the Influence of Brand Fit on the Consumers' Intention to Purchase Sponsored Products

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.485 ^a	.210	.208	.886

a. Predictors: (Constant), brand fit
Dependent Variable: consumer purchase intention

Table 4.15 demonstrates that the consumers' intention to purchase sponsored products correlates with brand fit, with a coefficient of 0.485. The ability to predict intention to purchase is 20.80% at the statistically significant level of 0.05. The standard error of the estimation is ± 0.886 . From Table 4.16, the forecasting equation for the customers' purchasing intention when knowing brand fit is as follows.

$$\hat{Y}_T = 1.577 + 0.446X_1$$

In summary, the analysis indicated that brand fit influences the customers' intention to purchase with a significance value of 0.000.

Table 4.16 The Simple Linear Regression Coefficients for the Impact of Brand Fit on the Customers' Intention to Purchase

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.577	.129		12.262	.000
Brand Fit	.446	.043	.458	10.277	.000

Predictors: (Constant), brand fit
Dependent Variable: Consumer Purchase Intention

H4: Audience engagement influences the customers' intention to purchase

Simple Regression Analysis was applied to the spectator engagement as an independent variable, the customers' intention to purchase the dependent variable at a % confidence level of 95%.

$$\hat{Y}_T = b_0 + b_1X_1$$

Where Y_T = Consumer Purchase Intention

X_1 = Audience Engagement

Table 4.17 Regression Analysis to Predict the Influence of Audience Engagement on the Customers' Intention to Purchase

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
	.469 ^a	.220	.218	.881	2.110

a. Predictors: (Constant) audience engagement

Dependent Variable: consumer purchase intention

Table 4.17 demonstrates that the customer's intention to purchase correlates with audience engagement with a correlation coefficient of 0.469. The ability to predict the customer's intention to purchase is 21.80% at the statistically significant level of 0.05. The standard error of the estimation is ± 0.881 . Table 4.18 shows the forecasting equation for the customers' purchasing intention when knowing audience engagement.

$$\hat{Y}_T = 1.514 + 0.483X_1$$

In summary, the results indicated that audience engagement influences the customers' intention to purchase with a significance value of 0.000.

Table 4.18 The Simple Linear Regression Coefficients for the Influence of Audience Engagement on the Customers' Intention to Purchase

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.514	.131		11.581	.000
Audience Engagement	.483	.046	.469	10.585	.000

a. Dependent Variable: Consumer Purchase Intention

4.3 Summary Results

Hypothesis 1: The differences in demographic factors affect consumer intention to purchase sponsored products.

Table 4.19 indicates that customer age and occupation differences affect consumer intention to purchase sponsored products.

Table 4.19 Summary of Demographic Data Affects Consumer Intention to Purchase

Demographic	Consumer Purchase Intention
Gender	-
Marital status	-
Age	✓
Educational level	-
Monthly income	-
Occupation	✓
- no different effects at the statistically significant level of 0.05	
✓ have different effects at the statistically significant level of 0.05	

Table 4.20 summarizes factors that influence customer intention to purchase sponsored products. The forecasting equation shows the results for each hypothesis test.

Table 4.20 Summary of Event Brand Asset, Brand Fit, and Audience Engagement Influence on the Consumers' Intention to Purchase Sponsored Products

Hypotheses	Forecasting Equations
H2: Event brand asset has influenced consumer intention to purchase sponsored products	$\hat{Y}_T = 1.008 + 0.335X_1 + 0.310X_2$ $X_1 = \text{Event Brand Image, Event brand awareness}$
H3: Brand fit has influenced consumer intention to purchase sponsored products.	$\hat{Y}_T = 1.577 + 0.446X_1$ $X_1 = \text{Brand Fit}$
H4: Audience engagement influences consumer intention to purchase sponsored products.	$\hat{Y}_T = 1.514 + 0.483X_1$ $X_1 = \text{Audience Engagement}$

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents a summary of the results, discussion, and recommendations. First, this section presents the research conclusions. Secondly, a discussion of the findings and limitations. Finally, suggestions for future research are given. This research investigated the impact of demographic factors on the consumer's intention to purchase. To assess the influences of brand assets, brand fit, and audience engagement on the consumers' intention to purchase. Focusing on VIVO mobile brand sponsorship of sports events and providing recommendations based on the findings to help businesses maximize the benefits of sports event sponsorship in shaping a consumer's intention to purchase.

5.1 Conclusion

The analysis found that most of the sample group were males, married, aged 25-34 years old, with a high school or vocational school educational background.

The model developed for this study consists of three independent variables: event brand asset, brand fit, and audience engagement. The dependent variable is the consumers' intention to purchase. The analysis found that the average opinion level of event brand assets, brand fit, audience engagement, and customer purchase intention are moderate. However, the audience's opinions regarding the event brand asset are at the highest level.

In terms of influence, the results found that age and occupation affect consumers' intention to purchase. The group of spectators under 25 years and students had the highest average values. The event's brand asset, brand fit, and audience engagement influence consumers' intention to purchase.

The following conclusions are reached after the demographic factors have been analyzed. The differences in age and occupational group affect the consumers' intention to purchase. This implies that age and occupation are important determinants of consumers' intention to purchase. The age group below 25 years and the student group have the highest level of intention to purchase. These findings are crucial for

formulating marketing strategies, helping businesses target their audiences more accurately, and developing appropriate advertising and promotional strategies for those interested in sporting events.

The research results unequivocally demonstrate that event brand assets, including brand image and awareness, influence the consumers' intention to purchase. In simpler terms, this implies that when a brand establishes a strong event brand image and event brand asset associated with major events like the FIFA World Cup, consumers are more likely to lean towards purchasing products related to that event. This is due to the consumers' tendency to translate their positive emotions and perceptions about a particular event into actual intention to purchase.

The study also reveals that brand fit positively influences consumers' intention to purchase. This means that when an event's brand image closely aligns with the value of the FIFA World Cup events, consumers are more inclined to choose products from that brand. This alignment is based on the brand's core values matching the event's values or through a strategic collaboration between the brand and the event.

Lastly, the research findings indicate that audience engagement related to the FIFA World Cup has a significant positive impact on increasing the consumers' intention to purchase. This implies that brands can enhance the intention to purchase by actively engaging with the spectators and encouraging their participation during the event. It also underscores the critical role of social media and online platforms in brand marketing, particularly when collaborating with major events.

5.2 Discussion

The analysis of demographic factors in this study reveals that age and occupation have different effects on the consumers' intention to purchase, implying that these factors are crucial determinants of consumer behavior. The findings indicate that students in the age group below 25 years old have the highest intention to purchase among all groups, according to Abbasi (2021). These results are significant for businesses to formulate marketing strategies more accurately and develop appropriate advertising and promotional strategies for those interested in sports events. Kotler and Armstrong (2010) emphasize the importance of understanding market needs and

preferences to create effective marketing strategies. Keller (2013) highlights the significance of brand equity in consumer decision-making. Recent studies have further explored the impact of demographic factors on consumer behavior. For instance, Kim et al. (2018) found that gender also plays a significant role in consumers' purchase intentions for sports events, with female consumers showing stronger intentions than male consumers. This suggests that businesses must consider age and gender when developing marketing strategies for sports events.

Additionally, Li et al. (2020) investigated the influence of educational level on consumers' purchase intentions. They found that individuals with higher levels of education were more likely to purchase tickets for sports events. This highlights the importance of targeting specific educational groups when promoting sports events. These recent studies provide further evidence for the significance of demographic factors in shaping consumer behavior and highlight the need for businesses to tailor their marketing strategies accordingly. The research findings highlight the importance of event branding in shaping consumer behavior and purchase intentions. Event brand assets such as image and awareness significantly impact consumers' decision-making process, particularly when purchasing products related to major events like the FIFA World Cup. This suggests that event marketers should focus on building strong brands with events that resonate with consumers' emotions and perceptions.

One name for this phenomenon is the concept of "event-related marketing" (ERM), which refers to the use of events as a platform for promoting products or services (Choi et al., 2015). ERM has gained popularity in recent years due to its ability to create unique and memorable experiences for consumers, which can lead to increased brand loyalty and positive word-of-mouth (Kim & Ko, 2016). Another relevant study by Kim et al. (2018) found that event participation can enhance consumers' perceived value and satisfaction, positively influencing their intention to purchase. This highlights the importance of creating strong event branding and providing engaging and enjoyable experiences for spectators.

In conclusion, the research results suggest that event branding is crucial in shaping consumer behavior and intention to purchase. By building strong event branding and providing engaging experiences, marketers can leverage major events to promote their products or services and increase consumer interest and loyalty.

The study's findings highlight the importance of brand fit in shaping consumer behavior and intention to purchase. When a brand's image aligns with that of an event, such as the FIFA World Cup, consumers are more likely to choose products from that brand. This can be achieved by various means, including matching the brand's core values with those of the event or through strategic collaborations between the two entities. Several studies have supported this notion since 2015. A study by Ailawadi et al. (2016) found that brand fit positively impacts consumers' attitudes towards a brand and their intention to purchase its products. The authors argued that when a brand fits well with an event, it enhances consumers' perceptions of the brand and its products, leading to increased intention to purchase.

Similarly, a study by Kim and Ko (2018) examined the effects of brand fit on consumers' willingness to pay a premium for a product. The researchers found that when a brand was perceived as fitting well with an event, consumers were more willing to pay a higher price for the product, indicating that brand fit can influence consumers' price sensitivity. In another study, Park and Lee (2019) explored the role of brand fit in social media marketing. They found that when a brand's image aligned with that of an event, consumers were more likely to engage with the brand on social media platforms, which led to increased brand awareness and positive word-of-mouth. Overall, these studies support the idea that brand fit is crucial in shaping consumer behavior and intention to purchase. By aligning their brands with major events like the FIFA World Cup, companies can enhance their appeal to consumers and increase their chances of success in the marketplace.

The research findings highlight the importance of audience engagement in driving consumers' intention to purchase, particularly concerning major events like the FIFA World Cup. By engaging with audiences and encouraging their participation during the event, brands can increase their appeal and influence consumers' purchasing decisions. This highlights the need for companies to adopt a more interactive and participatory approach to brand marketing, particularly when collaborating with major events. Several studies have supported this notion since 2015. For instance, a study by Kim et al. (2018) found that social media engagement significantly positively impacts consumers' intention to purchase. The authors argued that social media platforms

effectively engage with audiences and create a sense of community around a brand or event, which can lead to increased consumer interest and loyalty.

Similarly, a study by Lee and Kim (2019) examined the effects of user-generated content (UGC) on consumer's intention to purchase. The researchers found that UGC can enhance consumers' perceptions of a brand's authenticity and credibility, leading to increased intention to purchase. This suggests that brands can leverage UGC to engage with audiences and build consumer trust. In another study, Park and Choi (2020) explored the role of experiential marketing in shaping consumer behavior. They found that experiential marketing campaigns that engage audiences through interactive and immersive experiences significantly enhance consumers' attitudes toward a brand and their intention to purchase. This highlights the potential of experiential marketing to engage with audiences and create memorable brand experiences.

Overall, these studies support the idea that audience engagement is critical in driving consumer intention to purchase, particularly in relation to major events like the FIFA World Cup. By adopting a more interactive and participatory approach to brand marketing, companies can enhance their appeal to consumers and increase their chances of success in the marketplace.

5.3 Recommendations

5.3.1 Enhancing Event Brand Assets and Elevating Event Brand Value

The economic value of sports events is intricately linked to developing intangible assets. In the realm of sports events, the audience and potential consumers are pivotal factors in enhancing the economic value of these events. To cultivate a stable and long-term audience, sports event organizers should adopt a multifaceted approach to enhance the construction of event brand assets while focusing on exploring the quality and substance of the event. Athletes are a significant resource in sports events and are crucial in attracting audiences. Notably, the presence of renowned athletes can substantially enhance the event's overall appeal, thus attracting a larger audience. For event organizers, the participation of prominent athletes becomes a primary factor in ensuring the event's success. Event organizers must excel in organizational efforts, enhance relevant service and infrastructure facilities, and prepare for event-related

consumer readiness. These efforts are essential to increasing audience engagement and attachment to the event, ultimately raising the event's attractiveness and economic value.

5.3.2 Addressing Audience Psychological Needs and Achieving Emotional Resonance

In the lead-up to hosting a sports event, establishing a rational and scientific institutional framework and having a substantial grassroots base are prerequisites for smooth event execution and achieving the expected benefits. For event sponsors, the challenge lies in directly transferring audience loyalty to the brand and further facilitating emotional transfer among the audience. After becoming sponsors, direct profit generation is often not immediate, and sponsors typically need to employ leveraged activities to motivate audience participation in the brand. Simultaneously, in promoting these activities, sponsors must consider the psychological needs of the audience and emphasize the association between the brand and the event as much as possible. This approach encourages the audience to identify with the alignment between the event and the sponsoring brand, creating an effective pathway for transferring emotions to the brand.

For event organizers, placing importance on the psychological needs of the audience and achieving emotional resonance is also crucial. Event organizers should enhance organizational efficiency, establish comprehensive event service measures, and improve relevant facilities within event venues. These efforts serve to increase the audience's favorable perception of the event. Only by addressing audience needs and achieving emotional resonance can the event organizers, sponsors, and the sports industry derive better economic benefits and promote the industry's development.

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APPENDICES

QUESTIONNAIRES

This questionnaire aims to understand the brand assets of sporting events and the influence of audience participation on the purchasing behavior of sponsor products, specifically focusing on vivo sponsoring the FIFA World Cup as a case study.

Hello, thank you very much for participating in this questionnaire survey. This survey is solely for understanding the audience's awareness of brand assets, the alignment between the FIFA World Cup and the vivo brand, and research on audience participation and purchasing behavior. The survey is conducted among mobile phone users, and the information obtained will be used for academic research only. Your information will be kept confidential. Thank you again for your cooperation.

Part 1: Demographic Factor

Q1. Gender:

☐Male ☐Female

Q2. Age:

☐18 but less than 25 years old

☐25 but less than 35 years old ☐35 but less than 45 years old

☐45 but less than 60 years old ☐60 years old and above

Q3. Educational Level:

☐Junior High School or Below ☐High school or Vocational School

☐College or Undergraduate ☐Master's Degree or above

Q4. Monthly Income:

☐Below 3000 yuan ☐3,000 but less than 5,000 yuan

☐5,000 but less than 10,000 yuan ☐10,000 but less than 15,000 yuan

☐15,000 yuan and more

Q5. Occupation:

☐Student ☐Worker

☐Government Employee ☐Public Institution Employee

- ☐ Company Employee ☐ Service Industry Employee
☐ Self-Employed ☐ Retired
☐ Freelancer ☐ Others

Part 2: Event Brand Assets

Please answer carefully and choose the option that best represents your opinion by marking it with "√" on the rating scale provided. Use a scale of 5 for "Strongly Agree," 4 for "Agree," 3 for "Neutral," 2 for "Disagree," and 1 for "Strongly Disagree."

Event Brand Assets	1	2	3	4	5
Event Brand Image					
6. The FIFA World Cup has a distinct identification logo.					
7. The FIFA World Cup emblem is noticeably different from other events.					
8. FIFA World Cup venues have unique characteristics.					
9. The organization of the FIFA World Cup is very efficient.					
10. The management of the FIFA World Cup is excellent.					
11. The broadcast of the FIFA World Cup is satisfying.					
Event Brand Awareness					
12. The FIFA World Cup allows me to socialize with friends.					
13. I will not miss the FIFA World Cup.					
14. Supporting the FIFA World Cup is important to me.					
15. I feel like I am part of the FIFA World Cup family.					
16. I am willing to grow with this event.					
17. I hope to contribute to the development of the event.					

Part 3: Brand Fit

Please answer carefully and choose the option that best represents your opinion by marking it with "√" on the rating scale provided. Use a scale of 5 for "Strongly Agree," 4 for "Agree," 3 for "Neutral," 2 for "Disagree," and 1 for "Strongly Disagree."

Brand Fit	1	2	3	4	5
18. I think Vivo's brand image matches the FIFA World Cup's image.					
19. I think Vivo's products are relevant to the event.					
20. I think that sponsoring the FIFA World Cup is very appropriate.					
21. I think collaborating between vivo and the FIFA World Cup does not seem strange.					

Part 4: Audience Engagement

Please answer carefully and choose the option that best represents your opinion by marking with "√" on the rating scale provided. Use a scale of 5 for "Strongly Agree," 4 for "Agree," 3 for "Neutral," 2 for "Disagree," and 1 for "Strongly Disagree."

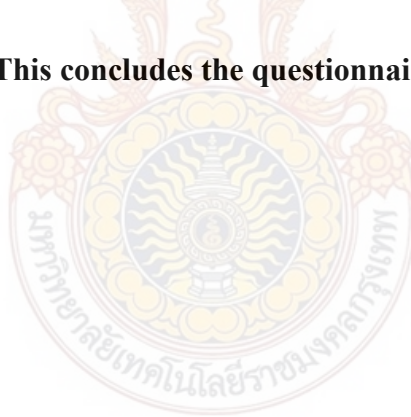
Audience Engagement	1	2	3	4	5
22. I will closely follow information related to the FIFA World Cup.					
23. I will participate in online interactions related to the FIFA World Cup.					
24. I enjoy discussing the Vivo brand with others.					
25. I feel proud to tell others I have used vivo products.					
26. I like browsing Vivo's website.					
27. Compared to others, I closely follow Vivo's news.					
28. I will participate in online interactions related to vivo.					

Part 5: Consumer Purchase Intention

Please answer carefully and choose the option that best represents your opinion by marking it with "√" on the rating scale provided. Use a scale of 5 for "Strongly Agree," 4 for "Agree," 3 for "Neutral," 2 for "Disagree," and 1 for "Strongly Disagree."

Consumer Purchase Intention	1	2	3	4	5
29. I would purchase products from the company because vivo sponsors the FIFA World Cup.					
30. When buying such products, I would consider vivo first.					
31. Vivo sponsors the FIFA World Cup, so I would recommend vivo products to others.					
32. I really like Vivo's related products and would make repeat purchases.					

This concludes the questionnaire. Thank you!



问卷

本问卷旨在了解体育赛事的品牌资产以及观众参与对赞助商产品购买行为的影响，以 vivo 赞助 FIFA 世界杯作为案例研究。

您好，非常感谢您参与本次问卷调查。本次调查仅用于了解观众对品牌资产的认知水平、FIFA 世界杯与 vivo 品牌的契合度以及观众参与和购买行为的研究。调查对象为手机用户，所获得的信息将仅用于学术研究目的。您的信息将被保密。再次感谢您的合作。

第一部分：人口统计因素

Q1. 性别： ☐ 男性 ☐ 女性

Q2. 年龄： ☐ 18 岁但小于 25 岁 ☐ 25 岁但小于 35 岁 ☐ 35 岁但小于 45 岁
☐ 45 岁但小于 60 岁 ☐ 60 岁以上

Q3. 教育程度： ☐ 初中及以下 ☐ 高中或职业学校 ☐ 大专或本科 ☐ 硕士及以上

Q4. 月收入： ☐ 3000 元以下 ☐ 3000 元但少于 5000 元 ☐ 5000 元但少于 10000 元
☐ 10000 元但少于 15000 元 ☐ 15000 元以上

Q5. 职业： ☐ 学生 ☐ 工人 ☐ 政府雇员 ☐ 公共机构雇员 ☐ 公司雇员 ☐ 服务行业员工
☐ 自由职业者 ☐ 退休 ☐ 兼职工作者 ☐ 其他

第二部分：赛事品牌资产

请认真回答，并在评分尺度上选择最适合您观点的选项，使用 5 分制：“强烈同意”为 5 分，“同意”为 4 分，“中立”为 3 分，“不同意”为 2 分，“强烈不同意”为 1 分。

赛事品牌资产	1	2	3	4	5
赛事品牌形象					
6. FIFA 世界杯有独特的标识标志。					
7. FIFA 世界杯会徽与其他赛事明显不同。					
8. FIFA 世界杯场馆具有独特特点。					
9. FIFA 世界杯的组织非常高效。					

10. FIFA 世界杯的管理出色。					
11. FIFA 世界杯的转播令人满意。					
赛事品牌认知度					
12. FIFA 世界杯给我提供了与朋友社交的机会。					
13. 我绝对不会错过 FIFA 世界杯。					
14. 支持 FIFA 世界杯对我来说很重要。					
15. 我觉得自己是 FIFA 世界杯大家庭的一员。					
16. 我愿意与这个赛事共同成长。					
17. 我希望能为这个赛事的发展做出贡献。					

第三部分：品牌契合度

请认真回答，并在提供的评分尺度上标记您的选择。使用 5 分制：“强烈同意”为 5 分，“同意”为 4 分，“中立”为 3 分，“不同意”为 2 分，“强烈不同意”为 1 分。

品牌契合度	1	2	3	4	5
18. 我认为 vivo 的品牌形象与 FIFA 世界杯的形象相匹配。					
19. 我认为 vivo 的产品与该赛事相关。					
20. 我认为 vivo 赞助 FIFA 世界杯非常合适。					
21. 我认为 vivo 和 FIFA 世界杯合作并不奇怪。					

第四部分：观众参与度

请认真回答，并在提供的评分尺度上标记您的选择。使用 5 分制：“强烈同意”为 5 分，“同意”为 4 分，“中立”为 3 分，“不同意”为 2 分，“强烈不同意”为 1 分。

观众参与度	1	2	3	4	5
22. 我会密切关注与 FIFA 世界杯相关的信息。					
23. 我会参与与 FIFA 世界杯相关的在线互动。					
24. 我喜欢与他人讨论 vivo 品牌。					
25. 我会感到自豪地让其他人知道我使用了 vivo 产品。					
26. 我喜欢浏览 vivo 的网站。					
27. 与其他品牌相比，我更关注 vivo 的新闻。					

28. 我会参与与 vivo 相关的在线互动。					
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第五部分：消费者购买意向

请认真回答，并在提供的评分尺度上标记您的选择。使用 5 分制：“强烈同意”为 5 分，“同意”为 4 分，“中立”为 3 分，“不同意”为 2 分，“强烈不同意”为 1 分。

消费者购买意向	1	2	3	4	5
29. 因为 vivo 赞助了 FIFA 世界杯，所以我会购买该公司的产品。					
30. 在购买这类产品时，我会优先考虑 vivo。					
31. vivo 是 FIFA 世界杯的赞助商，所以我会向其他人推荐 vivo 的产品。					
32. 我非常喜欢 vivo 的相关产品，并会进行重复购买。					

问卷到此结束，谢谢！



IOC

This questionnaire aimed to understand the brand assets of sporting events and the influence of audience participation on the purchasing behavior of sponsor products, specifically focusing on vivo sponsoring the FIFA World Cup as a case study.

Three experts from management scholars assessed the questionnaires for content validity using the following criteria.

- +1 The question is consistent with the content of the measurement objective.
- 0 Not sure that the question was consistent with the content of the measurement objective.
- 1 The question is not consistent with the content of the measurement objective.

The following table provides each question's average values from experts' assessments.

Event Brand Assets	Exp 1	Exp 2	Exp 3	Average
Event Brand Image				
7. The FIFA World Cup has a distinct identification logo.	1	1	1	1
8. The FIFA World Cup emblem is noticeably different from other events.	1	0	1	0.67
9. FIFA World Cup venues have unique characteristics.	1	1	1	1
10. The organization of the FIFA World Cup is very efficient.	1	1	1	1
11. The management of the FIFA World Cup is excellent.	1	0	1	0.67
12. The broadcast of the FIFA World Cup is satisfying.	1	1	0	0.67
Event Brand Awareness				
13. The FIFA World Cup allows me to socialize with friends.	1	1	1	1
14. I will not miss the FIFA World Cup.	1	1	1	1
15. Supporting the FIFA World Cup is important to me.	1	0	1	0.67
16. I feel like I am part of the FIFA World Cup family.	1	1	1	1
17. I am willing to grow with this event.	1	1	1	1

18. I hope to contribute to the development of the event.	1	1	1	1
Brand Fit				
19. I think Vivo's brand image matches the FIFA World Cup's image.	1	1	1	1
20. I think Vivo's products are relevant to the event.	1	1	0	0.67
21. I think Vivo's sponsorship of the FIFA World Cup is very appropriate.	1	1	1	1
22. I think collaborating between vivo and the FIFA World Cup does not seem strange.	1	0	1	0,67
Audience Engagement				
23. I will closely follow information related to the FIFA World Cup.	1	1	1	1
24. I will participate in online interactions related to the FIFA World Cup.	1	1	0	1
25. I enjoy discussing the Vivo brand with others.	1	1	0	1
26. I am proud to tell others that I have used Vivo products.	1	0	1	0.67
27. I like browsing Vivo's website.	1	1	1	1
28. Compared to others, I closely follow Vivo's news.	1	1	1	1
29. I will participate in online interactions related to Vivo.	1	1	1	1
Consumer Purchase Intention				
30. I would purchase products from the company because vivo sponsors the FIFA World Cup.	1	1	1	1
31. When buying such products, I would consider vivo first.	1	1	1	1
32. Vivo sponsors the FIFA World Cup, so that I would recommend vivo products to others.	1	0	1	0.67
33. I really like Vivo's related products and would make repeat purchases.	1	1	1	1
				0.90

BIOGRAPHY

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WORK EXPERIENCE	NONE

