Overview of Contents

Figures	XIX	
Tables	XXI	
viations	XXVII	
Introduction		
Research problem and aim	1	
Research questions	7	
Scope of research	10	
Research methodology and approach	12	
Structure of thesis	14	
terature Review and Theoretical Background	19	
Brands and identity-based brand management	19	
Sponsorship and its role in the marketing communications mix	21	
Sponsorship alliance	53	
Brand image	56	
Theoretical perspectives on image transfer	93	
onceptual Framework	115	
Objectives and guiding principles of a conceptual framework	115	
The behaviorist S-R paradigm	116	
The cognitivist S-O-R paradigm	119	
Application of the cognitivist S-O-R paradigm on image transfer in a sponsorship alliance	120	
Synthesis of the conceptual framework	135	
evelopment of Research Model	139	
Brand image transfer from co-sponsor to focal sponsor	139	
Brand image transfer from sponsorship property to focal sponsor	142	
Moderating effects of focal sponsor brand familiarity		
	Research questions Scope of research Research methodology and approach Structure of thesis terature Review and Theoretical Background Brands and identity-based brand management Sponsorship and its role in the marketing communications mix Sponsorship alliance Brand image Theoretical perspectives on image transfer onceptual Framework Objectives and guiding principles of a conceptual framework The behaviorist S-R paradigm The cognitivist S-O-R paradigm Application of the cognitivist S-O-R paradigm on image transfer in a sponsorship alliance Synthesis of the conceptual framework evelopment of Research Model Brand image transfer from co-sponsor to focal sponsor Stability of focal sponsor brand image Brand image transfer from sponsorship property to focal sponsor	

5	Res	search Design and Methodology	157
	5.1	Creation of a fictitious sponsorship alliance	157
	5.2	Experimental design and data collection	159
	5.3	Sampling procedure	162
	5.4	Assessment of measurement scales	166
6	Ну	potheses Testing and Discussion of Results	177
	6.1	Manipulation checks	177
	6.2	Convergence of brand attitudes and personality profiles	178
	6.3	Attitude transfer in the fictitious sponsorship alliance	184
	6.4	Personality transfer in the fictitious sponsorship alliance	192
	6.5	Direct effects of brand image fit	198
	6.6	Moderating effect of focal sponsor/co-sponsor brand image fit	201
	6.7	Moderating effect of co-sponsor/sponsorship property brand image fit	206
	6 .8	Moderating effects of focal sponsor/sponsorship property brand image fit	209
	6.9	Moderating effects of focal sponsor brand familiarity	213
	6.10	Summary of empirical findings	218
7	Co	nclusions and Future Research Directions	221
	7.1	Key findings	221
	7.2	Implications for sponsorship practice	224
	7.3	Contributions to sponsorship research	229
	7.4	Limitations and directions for future research	231
R	eferer	ıces	235
		liuna.	170

Extensive Table of Contents

List of Figu	res	XIX
List of Tabl	les	xxı
Abbreviatio	ons	XXVII
1 Introdu	action	I
1.1 Re:	search problem and aim	1
1.2 Res	search questions	7
1.3 Sco	ope of research	10
1.4 Re:	search methodology and approach	12
1.5 Str	ucture of thesis	14
2 Literat	ure Review and Theoretical Background	19
2.1 Bra	ands and identity-based brand management	19
2.2 Sp	onsorship and its role in the marketing communications mix	21
2.2.1	History and development	21
2.2.2	Definitions and current understanding	30
2.2.3	Sponsorship forms	35
2.2.4	Sponsorship objectives	41
2.2.5	Role in the marketing communications mix	46
2.3 Sp	onsorship alliance	5 3
2.4 Bra	and image	56
2.4.1	Historical roots of brand image in marketing	57
2.4.2	Characteristics and definition of the brand image concept	59
2.4.3	Attitude-based perspective on brand image	72
2.4.4	Associative network-based perspective on brand image	78
2.4.5	Functions of brand image	81
2.5 Th	eoretical perspectives on image transfer	9
2.5.1	Congruity theory	94
2.5.2	Multi-store model of memory	103
2.5.3	Associative learning theory	100

3	Cor	ceptual Framework	115
	3.1	Objectives and guiding principles of a conceptual framework	115
	3.2	The behaviorist S-R paradigm	116
	3.3	The cognitivist S-O-R paradigm	119
	3.4	Application of the cognitivist S-O-R paradigm on image transfer in a sponsorship alliance	120
	3.4.	1 The realm of stimulus	121
	3.4.	2 The realm of response	122
	3.4.	3 The realm of organism	124
	3.5	Synthesis of the conceptual framework	135
4	Dev	elopment of Research Model	139
	4.1	Brand image transfer from co-sponsor to focal sponsor	139
	4.2	Stability of focal sponsor brand image	141
	4.3	Brand image transfer from sponsorship property to focal sponsor	142
	4.4	Direct and moderating effects of brand image fit	143
	4.4.	l Direct effects of brand image fit	144
	4.4.	2 Moderating effects of brand image fit	147
	4.5	Moderating effects of focal sponsor brand familiarity	151
5	Res	earch Design and Methodology	157
	5.1	Creation of a fictitious sponsorship alliance	157
	5.2	Experimental design and data collection	159
	5.3	Sampling procedure	162
	5.4	Assessment of measurement scales	166
	5.4	1 Assessment of brand image scale - Attitude-based perspective	171
5.4		2 Assessment of brand image scale – Associative network-based perspective	e 173
	5.4	3 Assessment of brand image fit scale	174
	5.4	4 Assessment of brand familiarity scale	175

6 H	ypoth	neses Testing and Discussion of Results	177
6.1	Ma	nipulation checks	177
6.2	Co	nvergence of brand attitudes and personality profiles	178
6.	2.1	Hypotheses testing	179
6.	2.2	Discussion	183
6.3	Atı	titude transfer in the fictitious sponsorship alliance	184
6.	3.1	Hypotheses testing	188
6.	3.2	Discussion	190
6.4	Per	rsonality transfer in the fictitious sponsorship alliance	192
6.	.4.1	Hypotheses testing	193
6.	.4.2	Discussion	195
6.5	Dia	rect effects of brand image fit	198
6.	.5.1	Hypotheses testing	198
6.	.5.2	Discussion	198
6.6	Мо	oderating effect of focal sponsor/co-sponsor brand image fit	201
6.	.6.1	Hypotheses testing	203
6	.6.2	Discussion	204
6.7	Mo	oderating effect of co-sponsor/sponsorship property brand image fit	206
6.	.7.1	Hypotheses testing	206
6.	.7.2	Discussion	207
6.8	Me	oderating effects of focal sponsor/sponsorship property brand image fit	209
6	.8.1	Hypotheses testing	209
6	.8.2	Discussion	212
6.9	Me	oderating effects of focal sponsor brand familiarity	213
6	.9.1	Hypotheses testing	214
6	.9.2	Discussion	215
6.10	0 Su	ımmary of empirical findings	218

7 (Concl	usions and Future Research Directions	221
7.1	K	ey findings	221
7	7.1.1	A co-sponsor's brand image can spill over to the focal sponsor	221
7	7.1.2	A good matchup with the property will be of direct favor for a sponsor	222
•	7.1.3	Brand image fit is beneficial to image transfer between allied brands	223
•	7.1.4	Familiar brands may stand to gain more from allied brands	223
7.2	? In	nplications for sponsorship practice	224
•	7.2.1	Implications for brand managers	224
•	7.2.2	Implications for sponsorship property managers	228
7.3	C	ontributions to sponsorship research	229
7.4	L	imitations and directions for future research	231
Refe	rence	S	235
Appe	endix	es	279