An Examination of Sponsor Recall on Internet Broadcast of Sports Events

Ho Keat Leng, Nanyang Technological University, Singapore
Philip Yi Xian Phua, Nanyang Technological University, Singapore
Yen-Chun Lin, Nanyang Technological University, Singapore

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Many sports events are now broadcasted on the internet including media sharing platforms like YouTube. While the effectiveness in terms of sponsor recall for spectators at sports event venues and television broadcast are established, there is less empirical evidence as to whether viewers of internet broadcasts are able to recall sponsors. In particular, as sponsor recall is determined in part by the duration of the event and sponsor exposure, this study aims to examine whether viewers of internet broadcast are able to recall sponsors given the relatively shorter duration and exposure on such a medium.

60 respondents from a tertiary educational institution in Singapore were recruited and randomly categorized into two groups. Respondents were tasked to watch a video clip of a sports competition. In the first group, the video clip was from the Men’s Athletics 400 meters final lasting 7 minutes and 14 seconds; in the second group, the video clip was from the Men’s Athletics 800 meters final lasting 7 minutes and 19 seconds. After watching the video clip, respondents completed a survey on the number of sponsors recalled and respondents’ level of sport involvement. One respondent did not complete the survey instrument. The final sample size was 59 respondents (98%).

In the 400 meters group, there were 12 females (40%) with a mean age of 23.3 years. In the 800 meters group, there were 18 females (62%) with a mean age of 21.6 years. There were 14 sponsors with their logos displayed along the perimeter of the track. Sport Involvement was measured using the 3-item 7-point Sport Involvement Scale. Respondents reported a mean sport involvement score of 4.67 with Cronbach’s alpha coefficient of .76.

A one-way between-groups analysis of covariance was conducted to compare the sponsor recall rate of the 400 meters event with the 800 meters event. The level of sport involvement was used as covariate. Preliminary checks showed no violation of assumptions.

After adjusting for sport involvement, there was significant difference in the sponsor recall rate between the two events, \( F(1, 56)=11.95, p<.01, \) partial eta squared=.18. Respondents in the 400 meters event recalled a higher number of sponsors when compared to respondents in the 800 meters event. There is also a moderately strong relationship between sport involvement and the sponsor recall rate as indicated by a partial eta squared value of .10. Contrary to earlier studies, the sponsor recall rate for the event of longer duration was lower than the sponsor recall rate for a similar event of shorter duration. Further analysis showed, however, that sponsors in the 400 meters event were exposed for a total of 208.26 seconds while the sponsors in the 800 meters event were exposed for only 187.58 seconds. This suggests that marketers should not be focused on the duration of the event but perhaps on the exposure duration. More importantly, it indicates that respondents are able to recall sponsors even on internet broadcasts which are generally of much shorter duration.