

The influence of sponsor-event congruence in sponsorship of music festivals

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Abstrak

This paper focuses the research on the Influence of Sponsor-Event Congruence toward Brand Image, Attitudes toward the Brand and Purchase Intention. Having reviewed the literatures and arranged the hypotheses, the data has been gathered by distributing the questionnaire to 155 audiences at the Java Jazz Music Festival, firstly with convenience sampling and then snowballing sampling approach. The analysis of data was executed with Structural Equation Modeling (SEM).

The result shows the sponsor-event congruence variable has a positive impact toward brand image and attitudes toward the brand sponsor. Brand Image also has a positive impact toward purchase intention; in contrary attitudes toward the brand do not have a positive purchase intention. With those results, to increase the sponsorship effectiveness, the role of congruency is very significant in the sponsorship event. Congruency is a key influencer to trigger the sponsorship effectiveness.

Congruency between the event and the sponsor is able to boost up the brand image and bring out favorable attitudes towards the brand for the successful of marketing communication program, particularly for sponsorship. In addition to it, image transfer gets higher due to the congruency existence (fit) between sponsor and event and directs the intention creation to buy sponsor brand product/service (purchase intention). In conclusion, sponsor-event congruence has effect on consumer responds toward sponsorship, either on the cognitive level, affective and also behavior.