

# THE INFLUENCE OF SPONSOR-EVENT CONGRUENCE IN SPONSORSHIP OF MUSIC FESTIVAL

**Penny Hutabarat**

Universitas Indonesia  
penyhutabarat@gmail.com

**Gita Gayatri**

Universiti Malaya, Malaysia  
gitagayatri@um.edu.my

*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.*

## Abstract



**Keywords:** Sponsor-event congruence, Congruency, Fit, Brand image, Attitudes toward the brand, Purchase Intention

Sponsorship is the most essential element in integrated marketing communication to any kind of enterprise and organization among the types of marketing communication (i.e. Public Relations, Advertising, Personal Selling, Sales promotions and Direct Marketing). Currently Sponsor-

ship is believed as “one of the most powerful media” which is used to connect between communication and relation of stakeholders and target markets (Bowdin, Allen & McDonnell, 2003 p. 442). Sponsorship is the most popular tool in marketing communication and being more used by many companies

(Maxwell & Lough, 2009, p.188). The development of event sponsorship as a marketing communication strategy, is more likely caused by the decreased number of audiences for conventional media such as newspaper, magazine, radio and television. In addition, nowadays audiences are more fragmented so it is harder for marketers to interact effectively with their target markets as they want them to. (Blonde & Roozen, 2007; Tseng & Lee, 2001).

Based on the previous research, sponsorship has influence and effect on brand image, brand awareness, corporate image (Javalgi et.al. 1994; McDonald 1991; Farrelly & Quester 1997; Turco 1995; Witcher et al. 1991) as well as adding financial value to brand (Cornwell, Pruitt & Ness 2001). Event sponsorship also has influence to an increase of brand equity, consumer attitudes towards brand sponsor and has an effect to the sponsor profitability through the increasing of sales and loyalty (Cornwell & Maigman, 1998). Sponsorship effectivity, according to Cornwell, Pruitt and Ness (2001), tend to get more influence from congruency between sponsor and sponsored event. A consumer who perceives congruency between sponsor and event has a more positive response including sponsor recognition (Johan & Pham, 1999; Pham & Johar, 2001), image transfer resulted from an event to a sponsor (Gwinner & Eaton, 1999), favorability towards a sponsor (Speed & Thompson, 2000) and intention of buying the sponsor's product or service (Rodgers, 2003; De Souza, Owen & Lings, 2005; Tseng & Lee, 2011).

The form of sponsorship which growing rapidly is a sponsorship in an area

such as sport and arts event (Cornwell, 2004). Academic literature mostly empirically tests an effect of sponsorship in the sport-event area (e.g. Cornwell, 2004 ; Martensen, 2008); but few and limited sponsorship research has been done in the arts-event area. O'Reilly (2005) has supported that a lack of discussion about brand in marketing literatures specifically in arts area has created an opportunity for further investigation. Hackley & Tiwsakul (2006) also have mentioned that a research in music sponsorship event or "entertainment marketing" is still limited.

Event sponsorship in arts area, specifically music festival is one of sponsorship event that is more considered and used as media promotion by many product brands. Sponsorship is a important revenue stream for music festivals (Rowley & Williams, 2008). Furthermore, from the brand manager's perspective, the sponsorship of music festival provides opportunities for targeted communication to the relatively homogenous festival audience comprised primarily of young people (Oakes, 2003).

Music has its own attraction in form of image and knowledge to a brand and product in consumer's mind. Positive environment of music festival is clear and able to attract brand which involves in it. Music festival also gives environment and condition where brand can create an inside, close and meaningful interaction to its consumers (Allen & O'Toole, 2011). McDaniel's research (1999) proves that the loyalty of fans to music group or sport league will attach and has a particular proximity to the brand which sponsors

their favourite music event or sport match.

As described before, the research which focused on the music event sponsorship is still limited (Hackley & Tiwsakul, 2006). Researchers who analyzed this aspect for instance: Rowley & Williams (2008); which was experimenting brand sponsorship towards UK Music Festival. Rowley & Williams (2008) have postulated that music festival has been an important area and the most influential topic to brand communication. The finding of this research suggests that consumers respond positively towards the brand that sponsors the event. Beside that, Rowley & Williams (2008) also have found that brand sponsorship in music festival affects the attitude towards the brand as well as the other aspects such as brand recall, brand awareness and brand use. Sponsorship effectiveness is mostly affected by the power of "sponsor-event congruence" (Cornwell & Roy, 2003) and how sponsor has been successful to bring in a brand to consumer's experience (Hackley & Tiwsakul, 2006).

The previous explanation tells how important a sponsorship as an instrument from marketing communication, which is one of the arts sponsorship area. On the other hand, arts sponsorship, includes music-event sponsorship has not been getting so much attention in academic literature. Therefore, as a response from the occurring gap; this research seeks to give contributions to the development of arts sponsorship. Moreover, this research is also expected to be comprehensive since it tests the effectivity of sponsorship as a whole to various outcome variables.

## LITERATURE REVIEW

Sponsorship is one of the important elements in marketing communication and marketing Public Relations. Sponsorship is defined as a strategy of marketing which involves exchanges between two entities; the sponsor and sponsee in a business relationship to achieve goals that are beneficial for both sides (Farelly & Quester, 1997). Sponsorship consists of two activities which are: exchanging money/service as well as developing communication activities (Cornwell & Maignan, 1998). Speed & Thompson (2000) have explained the exchanging in more detail based on a theory that Meenaghan (1983) developed, sponsorship is defined as:

*"Provision of assistance either financial or in kind to an activity by a commercial organization for the purpose of achieving commercial objectives (Meenaghan 1991)*

*and the provision of commercial potential" (Speed and Thompson, 2000).*

In a relation with marketing communication, sponsorship is a marketing tool which is able to develop and communicate a brand. Cornwell (1995) has mentioned this term as sponsorship-linked marketing. The Sponsorship-linked marketing mostly applies in developing a consumer's attention to the relationship which is purposely built by a company or brand through a held event and influencing a consumer decision making to the *point of sales* (Woodside & Summers 2011). On the other hand, awareness improvement through sponsorship event gives a sponsor opportunities to cover a greater number of audiences, as a result it can transfer the company's or brand's

image that impact to consumer's behavior (Grohs&Wagner, 2004).

Poon & Prendergast (2006) research on the sponsorship-effectivity measurement, considers related factors to cognitive mechanism, and tests three dimensions which are parts of hierarchy of effect model; cognition (perceived quality), affect (brand attitude) and experience (purchase intention). The model and technic have been used beforehand in a study about celebrity endorser, and later transferred and also applied in a sponsorship context by Ganassali & Didellon (1996). Relating to this, the way of these activities processed in consumer's mind are explained in the Schema-Congruity Theory (e.g. Gwinner, Eaton 1999; McDaniel, Kinney 1998; Speed &Thompson, 2000; Cornwell & Roy, 2004).

### ***Event and Music Sponsorship***

Event or special event is defined as a specific ritual, celebration, performance or show which is consciously created to mark a particular activity or moment or to achieve a social purpose, culture and company goal, includes cultural performance, sport activity, product launching, music festival and many more (Getz, 2005 p.16). Event in a form of music festival is one of important areas and continually becoming an attention to brands which deal with sponsorship activities. Nevertheless, a small number of research focus on the influence of sponsorship in music festival (Oakes, 2003).

As it is seen from company's perspective, event has a unique ability to gather people physically and is able to give inspiration to audience. The use

of event as a marketing tool is adding up, not only developing an image and a company business but also increase profits and incomes (Kline, 2005)

While in an event manager's perspective, (Allen & O'Toole,2011) also has explained that an event absolutely has to gain benefits to a sponsor by an effective program which can deliver them. The purpose of sponsor using an event is emotionally relating and attaching to a product/service of a company with market segmentation as an event target and also a sponsor product target.

Brand sponsorship in arts has been integrated more than to the culture and identity, which includes attitude, recall, awareness, and (repeat) use (Rowley & Williams, 2008). Hackley &Tiwsakul (2006), recommend the new area as an "Entertainment Marketing" to integrate a brand into the consumer's experience of entertainment. Jenkins (2004) describes if brands are blended with the entertainment experiences, brand sponsor and event will be hand in hand to support and deliver each other's values. The importance of integrating a brand to the consumer's experience results the contribution of art research, which is expected since there are not many researches in the music festival sponsorship (Hackley & Tiwsakul, 2006).

### **Schema Congruity Theory**

Gwinner & Eaton (1999) and Smith (2004) have pointed out, Schema-Congruity Theory by comparing new-found information with the existing knowledge. If the new-found information is irrelevant with the existing scheme, it will get eliminated. In con-

trast the relevant information will be processed and stored in a data memory. Therefore, at the same time; it is necessary to communicate company's marketing messages constantly and accordingly to the company own image, as the consumers understand this consistency which is called a balance theory by Russel & Stern (2006). Consumer's attitude represents a major factor in a relation to a perception. Thus, the schema theory provides a chance to a researcher to dig deeper about how the "image fit" is processed. The image fit can guide to favorable cognitions and affects (Koo, Quarterman & Flynn, 2006).

According to the literatures in sponsorship, the schema congruity theory is used to test consumer's perception toward brand image and the way of image transferred from an event to a sponsoring brand (Gwinner&Eaton, 1999). If the sponsor-event relations are parallel to a consumer individual *schema*, this means a relations can direct to favorable cognitions and affects to a sponsoring brand (Koo et al. 2006). On the other word, Schema Congruity Theory explains how the consumer responds to an event sponsorship. This Schema has been used to rate appropriateness or inappropriateness towards a product and an event which are held at the same time in an event sponsorship. This theory also shows the exposure acceptance to a sponsorship by consumers, causing cognitive learning mechanism activated. The exposure is able to influence the consumer's perception toward a sponsoring brand, later influence to brand image, attitude and eventually the consumer's behaviour towards the sponsoring brand (Smith, 2004).

### ***Sponsor-Event Congruence***

The content relations between "fit" and "congruency" that is explained in a *Schema*-Congruity Theory, the appropriateness or fitness between a sponsor and an event are recognized to have ability to outcome a positive effect. The higher fitness between both aspects, the more ability to elevate brand image of a company (D'Astouz & Bitz, 1995). In sponsorship literatures, there are terms which describe congruency or fit. According to Cornwell et al.(2005) and Grohs et al.(2004), sponsor-event congruence is defined as a link, connection, similarity or synergy between a brand sponsor and an event. Speed and Thompson (2000) as well as Becker-Olsen (2006) broke down that sponsor-event congruence referred to a similarity, logical connection, and making sense in a relationship between a sponsoring brand and an event.

The empirical research has also proven that "fit" between event and sponsor will give an important impact to sponsorship outcomes. This is due to its ability to influence cognitive, affective and behaviour aspects of consumers (Poon&Prendergast, 2006). Parallel with the previous description, personal knowledge is the main factor in deciding the level of fitness of an event and a sponsor. In addition, Speed & Thompson (2000) have mentioned that the event-sponsor fit as one of factors that influences a sponsorship response is able to measure a consumer's attitude and intention. The majority of this research that is connected to a sponsorship revealed the existence of positive congruency effects to consumer response towards sponsorship, include image transfer, attitude to-



ward sponsor/brand, recall and recognition, as well as purchase intention escalation (Speed&Thompson, 2000 ; Cornwell et al. 2005 ; Cornwell et al. 2006 ; Becker-Olsen, 2006; Rodgers, 2003; De Souza, Owen & Lings, 2005; Tseng&Lee, 2011). The level of congruency impacts consumer response, where higher congruence can result more positive reaction towards a sponsor. Regarding to the description, we can understand that a sponsor-event congruence is an essential element, that also becomes the main attention to this research.

### **Attitudes Toward The Brand**

Attitude is defined as “a person’s internal evaluation of an object such as an advertisement, and may be favorable or unfavorable” (Sicilia, 2006 p. 139). *Attitude* is an affective or emotional response to an object. In various literatures, attitude uses many terms including emotional feelings and affective responses (Machleit and Wilson, 1988). Attitude to an advertiser is an individual evaluation about favorable and unfavorable it is to an organisation; this is similar to an event sponsor.

Based on *schema theory*, when an audience intends to buy a product or service, then the sponsor event name will be easier to recall from his memory compared to a company which never gets involved in a sponsor event (Dees, Bennett and Villegas, 2008). *Schema Theory* explains how an attitude towards a brand is formed, particularly in a context which the events (McDaniel & Heald, 2000).

Speed & Thompson (2000) have pointed out that a consumer has a positive

attitude and belief towards a sponsor, so they have a tendency to know and consider a sponsor product. Besides, the effect from the attitude will lead to behavioral intentions. The finding from Rifon & Choi (2004) explains that congruence (fit) between an event and a sponsor will direct to a positive attitudes toward brand. The Koo et al. (2006), found that an individual will perceive a high consistency between an image event and a sponsored brand, and result a significant attitudes toward the brand.

### **Brand Image**

Sponsorship has been recognized as an effective tool and strategy to a company in order to improve brand image and strengthen brand awareness. Brand image has an essential and strong role in a measurement of brand equity in a company (Faircloth & Capella, 2001). Brand image to its definition which is described by Keller (1993, p.3) explains as “perception about a brand as reflected by the brand associations held in memory”.

Gwinner (1997), image transfer is defined as “transfer of associations attributed to the sponsored activity to the sponsoring brand” (Gwinner, 1997, p.145). Image later is transferred from an event to a brand/sponsor company. The purpose is to boost positive feelings as well as attitude towards the brand that connects a brand sponsor to an event that is highly valued by an audience. Evaluation about image transfer is vital in assessing a sponsorship effectivity.

According to Gilaninia & Abbaszadeh (2011), brand image has positive impact to purchase intention. Further-

more the research result by Pope & Voges (2000) shows that brand image can give a positive effect to a buying intention. The prior study also shows the relations between brand image and attitude toward the brand (Tseng&Lee, 2011). Poon & Prendergast (2006) have described that brand image has fit with sponsored event, and finally to favorable attitudes towards the brand. On the other word, Poon & Prendergast (2006) also explained that positive brand image and is perceived fit with an event, can create a positive impact to attitudes towards the brand.

### ***Purchase Intention***

The empirical theory adopts purchase intention to measure a consumer behavioral incline due to the limitation to measure the actual sales (Madrigal, 2001; Speed & Thompson, 2000; Mason, 2005). The effort to improve a positive and favorable attitude towards a brand is a basis to evaluate purchase intentions (Madrigal, 2001).

Spears & Singh (2004) defines purchase intention as an “individual’s conscious plan to make an effort to purchase a brand” (Spears&Singh, 2004, p.56). Purchase intention shows a level of motivation where an individual do a certain purchase behavior. The higher level of motivation, the higher tendency of a person does an actual purchase (Barone, Miyazaki & Taylor, 2000).

Yong Jae et al. (2008), explains that so far, there has been limited study being conducted in sponsorship which tested consumers’ future purchase intention, which actually becomes a goal of a sponsoring company. Looking up to Howard & Crompton (1995, p.363),

an intention of buying is an indicator that most beneficial and valuable as an impact of sponsorship towards future sales.

According De Souza et al. (2005), congruency is able to influence purchase intention. Through his research, De Souza et al. (2005) have modified a research methodology that has been constructed by Cornwell & Coote (2005), which incorporate congruency in the model as a moderator to an identification effect towards sponsorship-linked purchase. On the other words, congruency immediately has an effect towards purchase intention.

Dees et al.(2008), in sport sponsorship, have examined the impact of a variable “attitude towards the brand”, and others variable such as goodwill and fan(s) involvement towards purchase intention. Dees et al. (2008) have found that attitude toward the brand has an influence to a buying intention.

According to the previous description, it can be concluded that sponsorship as a tool of Marketing Public Relations is one of the effective ways of marketing strategy. In sponsorship concept that has been examined in this research, focus of the research lead to a sponsor-event congruence that is improved to have an effect to brand image, attitudes toward the brand and purchase intention (e.g. Becker-Olsen, 2006; Rifon et.al, 2004; Cornwell, 2003; Rodgers, 2003; De Souza et al, 2005; Tseng&Lee, 2011). Moreover brand image has a relation to attitudes towards the brand (Poon & Prendergast, 2006; Tseng & Lee, 2011). Brand image and attitudes show effect of pur-

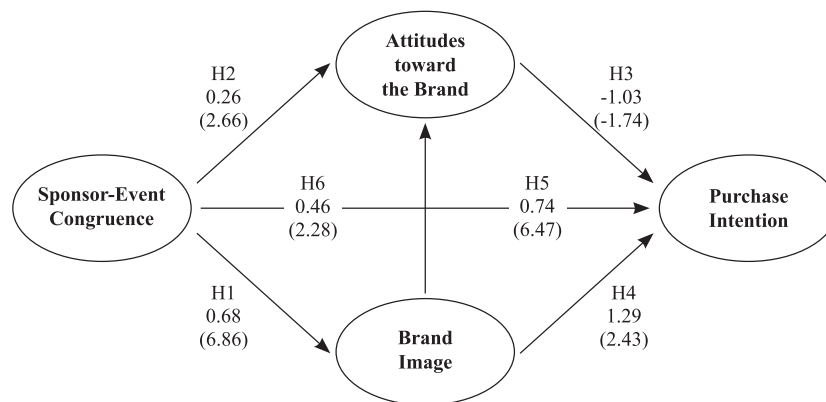


Figure 1. Research Conceptual Chart

chase intention (e.g. Dees et al, 2008; Gilaninia et al, 2011). Thus, the literature review precedes the form of a research model that is constructed by the writer and presented in details in the next chapter.

Based on theories and argument that have been explained before, hypotheses can be formulated as follow:

- H1 : *sponsor-event congruence* has positive impact to *brand image*
- H2 : *sponsor-event congruence* has positive impact to *attitude toward the brand*
- H3 : *attitude toward the brand* has positive impact to *purchase intention*
- H4 : *Brand image* has positive impact to *purchase intention*
- H5 : *Brand image* has positive impact to *attitudes toward the brand*
- H6 : *Sponsor-Event Congruence* has positive impact to *purchase intention*

## RESEARCH METHOD

The research design used in this research is cross sectional design; that is a research design formed by collecting data from one particular respondent that can only be done once in a certain

period of time (Malhotra, 2009). Field Research is collecting primary data (data is collected directly from respondents/first-hand data). The technique of collecting primary data is using questionnaire, which contains written questions that have to be answered by respondents. In this research, the method used is a quantitative method and will be analyzed by Structural Equation Model (SEM).

## Population and Sampling Method

The target of this research is audiences of event Java Jazz Festival 2012 who were present and watching live the music festival (Java Jazz Festival (JJF)). The characteristics of the respondents include: male and female above 18 to above 50 years old, with consideration that should be as similar as the audience target of Java Jazz Festival in general (people between 18 and 50 years old).

The method of sampling is a non probability sampling technique with convenience sampling approach, then continued by snowballing sampling approach which is done by relying on personal contacts taken from previous result approach that is convenience sampling result. Using the personal contacts, the respondents are asked



to identify their relatives and friends who also watched the event live in order to participate in this research. The combination of approaching the respondents is taken in order to increase the response rate. The sample size estimates maximum likelihood (ML) or at the least 5 (five) times amount of free parameters within this model includes error (Bentler and Chou, 1987) or question item total is multiplied by 5. Thus the sample size needed in this research is  $5n$  that is 5 multiplied by 31 (total question item) (the questionnaire is enclosed in the attachment 1), and 155 as the total of respondent.

### Data Analysis Technique

The validity test for this research is done by using the validity analysis to SEM which tests  $t\text{-value} \geq 1.96$  and standardized loading factor with the value cut off  $\geq 0.5$  (Hair, et al., 2006). The same as the reliability test which uses the reliability analysis to SEM with the value of construct reliability (CR) cut off  $\geq 0.70$  and average variance extracted (AVE)  $\geq 0.5$  from standardized loading factor values and error variances. The respondent data will be analyzed by descriptive simple statistics. Finally; the data is analyzed by using Structural Equation Model method – SEM using Lisrel 8.51. This model is a statistic technique that analyzes an indicator variable, a latent variable and measurement error (Ghozali, 2008).

## RESULT AND DISCUSSION

Respondent profile results from the final research that have been taken from 155 Java Jazz Festival 2012 audiences (can be viewed on the attachment). Most of the sample respondents are

male respondents, total 92 with 59% out of 100%. The average age of most respondents are around 18 to 24 years old, with the 68 people in total or 44% in the whole percentage of respondents, then followed by 50 people or 33% in total are age from 25 to 34 years old. Aside from that the respondents who mentioned their monthly incomes less than 2 million rupiah, are 37%. Lastly single or unmarried respondents have contributed 87% in total.

### Confirmatory Factor Analysis

The confirmatory factor analysis model in this research shows the level of model suitability that is respectively from RMSEA, NFI, CFI, Standardized RMR, and GFI which are 0.065, 0.92, 0.97, 0.049, and 0.92. As a conclusion the used model is considered in *Good fit* category means this research model is good enough to measure the relationship between latent variables and observed variables that are *sponsor-event congruence*, *brand image*, *attitude toward the sponsor*, *purchase intention*. The result of the confirmatory test is shown in table 1.

The fulfillment of the confirmatory model measurement above shows that model has a statistic match. After doing the confirmatory test to this research model, the next step is testing the validity of the obtained data. The evaluation proposes two things:  $t$  value with bigger loading factor compared to the critical value ( $\geq 2$ ); and the standard loading factor  $\geq 0.70$ . The validity test is using Structural Equation Modeling Lisrel 8.51 program. Afterward, it will break down the outcomes of confirmatory factor analysis that contains validity, composite reliability & average variance extracted.

Table 1. The Result of Confirmatory Model Measurement and Structural Model

<i>Goodness of Fit (GOF) measurement</i>	<i>Level of Fitness Target</i>	<i>Estimation Results</i>	<i>Goodness of Fit Statistic Structural Model</i>	<i>Level of Fitness</i>
Root Mean Square Error of Approximation	RMSEA $\leq$ 0.08	0.065	0.049	Good Fit
Normed Fit Index	NFI $\geq$ 0.900	0.920	0.940	Good Fit
Comparative Fit Index	CFI $\geq$ 0.900	0.970	0.980	Good Fit
Root Mean Square Residual	Standardized RMR $\leq$ 0.050	0.049	0.047	Good Fit
Goodness of Fit Index	GFI $\geq$ 0.900	0.920	0.930	Good Fit

Table 2. Validity Test Outcome

	C.R.	AVE
Sponsor-Event Congruence	0.780	0.550
Attitudes Toward the Brand	0.850	0.660
Brand Image	0.817	0.604
Purchase Intention	0.830	0.624

Sumber : *output* Lisrel research data processing result

Table 3. Hypotheses Test

Hypothesis	Track	coefficient	T value	conclusion
H1	Sponsor Event Congruence $\rightarrow$ Brand Image	0.68	6.85	significant
H2	Sponsor Event-Congruence $\rightarrow$ Attitudes toward the brand	0.26	2.66	significant
H3	Attitudes toward the brand $\rightarrow$ Purchase Intention	-1.03	-1.74	insignificant
H4	Brand Image $\rightarrow$ Purchase Intention	1.29	2.43	significant
H5	Brand Image $\rightarrow$ Attitudes toward the brand	0.74	6.47	significant
H6	Sponsor-Event Congruence $\rightarrow$ Purchase Intention	0.46	2.28	significant

Source: field data

### **Confirmatory Factor Analysis**

Each model measurement fulfills the validity of analysis as they have been mentioned above. The summary of composite reliability value (C.R.) and average variance extracted (AVE) can be seen in table 2.

### **Structural Model Analysis Test Result**

According to the value fitness, the model previously shown has a suitable confirmation. It can be proven by variety of scores that has been fulfilled

the fitness criteria as it is shown (table 1). Based on this result, the model is fit enough and proper so it can be used and continued to test the hypothesis.

### **Hypothesis Test**

Referring to Structural Model Analysis, it can be concluded the hypotheses as shown in table 3.

Out of 6 hypotheses which have been tested, there is only one hypothesis (Attitudes toward the brand  $\rightarrow$  Purchase Intention) which is not significant.

## CONCLUSION

The research has answered the entire variables tested. As this research purposes, there are three points of result explained for their impacts to this research, which are:

1. There is significant sponsor-event congruence to brand image and brand image to attitudes toward the brand. This result is according to previous research that is done by Gwinner & Eaton (1999), who have broken down that fit or congruency between sponsor and event can give positive effects to brand image. The Gwinner & Eaton (1999) finding have said that if a brand and an event are related in a sponsorship event, that image event is going to be transferred to brand image. Where image transfer is going to be stronger to a brand which has similarity to an event. Aside from that, also obtained a result that brand image variable has an influence to attitudes toward the brand. This result is the same as the past study done by Poon Prendergast (2006) and Tseng and Lee (2011); they have tested that brand image variable is able to result positive effect to attitudes toward the brand.
2. Sponsor-event congruence variable affects attitude toward the brand. This research result is parallel with the past research which proved that there is an influence between sponsor-event congruence and attitudes toward the brand. Cornwell (2003) has also described that the more fit relationship between a sponsor and an event, the more positive the consumer's perception towards the sponsor. If a sponsor-event has a higher congruence with that, then

the consumer's attitude towards brand sponsor is more favorable.

3. Brand image variable, attitude toward the brand and sponsor-event congruence impact purchase intention. The result of the research is fit to Gilaninia & Abbaszadeh (2011) and Pope & Voges (2000) researches that describe brand images have positive effects in purchase intention. In the Gilaninia et al (2011) research towards the football fans in Iran, which tested about brand image towards purchase intention, has concluded that brand image is the most significant predictor to purchase intention. Therefore, this research that is done by the writer about sponsorship of music festival supports the previous research, but in the different context area.

## Contribution in the development of research theory & Managerial implication

Contribution of the research is adding new-insight about congruency in a sponsorship concept, and outcomes taken out from congruency that has a role in sponsorship effectivity. Besides, this research can be used to make or add a model that is beneficial to arts sponsorship, since the academic research of related arts and music sponsorship is very rare (Rowley & Williams, 2008).

The result of this research can also become guidance to event managers and marketers as well as sponsoring companies to make it as a benchmark to a decision making process. The purpose of sponsorship is not only to cover audience but also to become a new chance to a brand to create an in-

teraction, experience and engagement with its consumer in order to elevate the brand image, favorable attitudes towards brand sponsor and even to achieve future sales. Through this study, we can understand that sponsor-event congruence is a key influencer in creating an effective sponsorship.

Event managers and marketers need to consider congruency between event and sponsor so that they can produce a consumer positive response, from cognitive, affective more likely to behavior level, because the fitness between event and sponsor is able to result added value to the brand sponsor. Individual who perceives higher sponsor-event fit is likely to recognize the sponsor as compared to consumer who perceives low event-sponsor fit. Even more since congruency also affects to brand image, consumer's attitudes and intention of buying.

These research results of brand image and attitudes toward the brand have been proven as outcomes which can be resulted by the power of congruency (fit) between sponsor and event. The fitness with brand and event will affect image transfer, where image transfer will be stronger to a brand which has fit and similarity within an event. The Image from an event shift in to a brand through sponsorship. Congruence fit between two entities impacts quality from a transfer image. Image sponsor is becoming stronger with the existence consumer's personal experience with the brand in the event.

Similar with the influence of sponsor-event congruence in this research, sponsorship is significantly has a positive influence to attitudes towards the

brand. This means, event managers and marketers need to decide an effective way to communicate congruency (fit) to audiences to attend events. Manager has to responsible to a business development with the event organizer. Instead event organizer also needs to consider the "marketing" strategy so that brand can match with the event's theme. Furthermore, event manager and marketer need to pay attention to the effect that can result from brand image, consumer's attitudes as well as intention to buy a sponsor product/service by the consumer.

On the other word, this thing is very relevant with the sponsorship selection decision process. In this process, manager has to decide an exact alternative event as a media to promote through a sponsorship. In this process also, manager has to focus on the sponsored event and be able to transfer a positive image and improve brand image. So that the increase in brand image, certainly can achieve a company sales target through the consumer's intention to buy a company's product/service. Moreover, consumer's attitudes towards brand can also become more positive with the existence of positive brand image.

There are several limitations in this research which can be elaborated and eliminated in the future research. Firstly, the next research can include the longitudinal model for instance in Java Jazz Festival/Art context which is held annually, the longitudinal research can be done continually for several periods of year. The usage of longitudinal data will be able to depict the influence from congruence clearer and continuously. Secondly, future research can

also be more specific by reviews a brand sponsor based on product category or by adding more category product variables. Finally, next researcher

can examine several factors that cause and result the sponsor-event congruence.

## References

- Allen, Johnny ; William O'Toole, Ian McDonnell & Robert Harris (2011). *Festival & Special Event Management* (5<sup>th</sup> ed). John Wiley & Sons Australia, Milton, Qld.
- Barone, M.J., Miyazaki, A.D., & Taylor, K. (2000). "The influence of cause-related marketing on consumer-choice : Does one good turn deserve another?". *Journal of the Academy of Marketing Science*, 28, 248–262.
- Becker-Olsen, Karen L. Hill; Ronald Paul (2006). "The Impact of Sponsor Fit on Brand Equity". *Journal of service research*.
- Blonde, Kristin & Irene Roozen (2007), "An explorative study of testing the effectiveness of product placement compared to 30-second commercials". 6th International Congress "Marketing Trends"
- Bowdin, Glenn ; Johnny Allen, William O'Toole & Ian McDonnell (2003). "Events Management". John Wiley & Sons Australia, Milton, Qld.
- Cornwell, T Bettina, (1995), "Sponsorship-linked marketing development". *Sport Marketing Quarterly*, pp. 13 –24.
- Cornwell, T Bettina ; Isabelle Maignan (1998), "An International Review of Sponsorship Research". *Journal of Advertising*. Vol 27 No. 1, p 1-21.
- Cornwell, B. T. B., Pruitt, S. W. and van Ness, R. (2001) The value of winning in motorsports: Sponsorship linked marketing. *Journal of Advertising Research*, 41 1: 17-32
- Cornwell, T. Bettina & Donald P. Roy (2004), "The effects of consumer knowledge on responses to event sponsorships". *Psychology & Marketing*, Vol. 21, pp. 185-207.
- Cornwell, T. Bettina & Donald P. Roy (2003), "Brand equity's influence on responses to event sponsorships". *Journal of Product & Brand Management*.
- Cornwell, T Bettina; Weeks, Clinton S; Roy, Donald P, (2005). "Sponsorship-Linked marketing : Opening The Black Box". *Journal of Advertising* page 21.
- D'astous Alain & Pierre Bitz (1995), "Consumer Evaluations of Sponsorship Programmes". *European Journal of Marketing*, Vol . 29 pp 6 -22.



- Dees, Bennett & Villegas (2008), "Measuring the Effectiveness of Sponsorship of An Elite Intercollegiate Football Program". *Sport Marketing Quarterly*.
- De Souza, Daniel ; Kate Owen & Ian Lings (2005), "How Does Product Congruency Moderate The Role of identification In Purchase Intent : A Modification To Cornwell and Coote (2003)". ANZMAC 2005 Conference : Social, Not-For Profit and Political Marketing.
- Faircloth, J.B., Capella, L.M and Alford, B.L. (2001). "The effect of brand attitude and brand image on brand equity". *Journal of Marketing*
- Farrelly, John & Pascale Quester (1997), "Integrating Sports Sponsorship into the corporate marketing function : an international comparative study", *International Marketing Review*, Vol. 14, pp. 170 – 182.
- Ghozali, Imam (2008), "SEM Metode alternative dengan Partial Least Square", Badan Penerbit Universitas Diponegoro.
- Ganassali, Stephane and Laurence Didellon, (1996), "Le Transfert Comme Principe Central du Parrainage Recherche et Applications en Marketing, 1996, 11 (1) : 37 – 48.
- Gilaninia, Shahram; Mohammad Reza Abbaszadeh (2011), "Assessing the Constructs of Sport Sponsorship Effectiveness and Theoretical Relationships between them among Football Fans in Iran". *Journal of Basic and Applied Scientific Research*, pp. 609
- Getz, D 2005, *Event Management and event tourism*, Cognizant Communication Corporation, New York, p. 6.
- Wagner & Sabine Vsetecka (2004), "Assessing the Effectiveness of Sport Sponsorships – An Empirical Examination". *Schmalenbach Business Review* Vol. 56, pp. 119 – 138.
- Gwinner, Kevin P. (1997), "A Model of Image Creation and Image Transfer in Event Sponsorship", *International Marketing Review*, 14 (3), 145 – 158.
- Gwinner, K.P., & Eaton, J. (1999), "Building Brand Image Through Event Sponsorship: The Role of Image Transfer", *Journal of Advertising*, 28, 47 -57.
- Gwinner, Kevin P. (1997), "A Model of Image Creation and Image Transfer in Event Sponsorship", *International Marketing Review*, 14 (3), 145 – 158.
- Hackley, C. & Tiwsakul, R. (2006), "Entertainment marketing and Experiential Consumption", *Journal of Marketing Communications*, Vol. 12 No. 1 pp. 63 – 75.

- Howard, D.R and Crompton, J.L. (1995), *Financing Sport*. Morgantown, WV : Fitness Information technology, Inc.
- Javalgi, Rajshekhar G., Marl. B. Taylor, Andrew C. Gross and Edward Lamman (1994), "Awareness of Sponsorship and Corporate Image: An Empirical Investigation", *Journal of Advertising*, 23 (4), 47 – 58.
- Jenkins, R. (2004), "Social Identity", 2nd ed., Routledge, London.
- Johan, G., Pham, V. and Tuan, M. (1999). "Relatedness, Prominence, and Constructive Sponsor Identification." *Journal of Marketing Research* 36, 3 (1999): 299-312.
- Keller, Kevin Lane (1993), "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity", *Journal of Marketing*, 57 (1), 1- 22.
- Kline, J. (2005), "Jeff Kline, Guest Room : Jeff Kline on TBA Going Global", [www.specialevents.com](http://www.specialevents.com)
- Koo, G., Quarterman, J. & Flynn, L. (2006), "Effect of Perceived Sport Event and Sponsor Image Fit On Consumers' Cognition, Affect, and Behavioral intentions". *Sport Marketing Quarterly*, 15, 80 -90.
- Madrigal, R. (2001), "Social Identity Effects In A Belief-Attitude-Intentions Hierarchy: Implications For Corporate Sponsorship", *Psychology & marketing*, 18 (2), 145–165.
- Malhotra, Naresh .K. (2009), "Marketing Research: An Applied Orientation", Sixth Edition Pearson.
- Martensen, Anne & Lars Gronholdt (2008), "How Events Work : Understanding Consumer Responses to Event Marketing", *Innovative Marketing*, Volume 4, Issue 4, 2008.
- McDaniel, Stephen (1999), "An Investigation of Match-Up Effects in Event Sponsorship Advertising : The Implications of Consumer Advertising Schemas". *Psychology & Marketing Journal*, 16 (2), 163 –184.
- McDaniel, Stephen ; Heald, Gary R. (2000), "Young Consumers' Responses to Event Sponsorship Advertisements of Unhealthy Products : Implications of Schema-triggered Affect Theory". *Sport Management Review*, Vol. , pp. 163-184.
- McDaniel, Stephen & Lance Kinney (1998), "The implication of recency and gender effects in consumer response to ambush marketing". *Psychology & marketing*, Vol. 15, p. 385-403.

- McDonald, Collin (1991), "Sponsorship and the Image of the Sponsor". *European Journal of Marketing*, Vol. 25, pp 31-38.
- Meenaghan, T. (1983), "Commercial Sponsorship", *European Journal Of Marketing*, 17, 1- 74.
- Meenaghan, Tony (1991), "The role of Sponsorship in the marketing communication mix", *International Journal of Internet Marketing & Advertising*.
- Mason, K. (2005), "How Corporate Sport Sponsorship Impacts Consumer Behavior", *the Journal of American Academy of business*, Cambridge, Vol. 7 No. 1
- Maxwell, Heather and Nancy Lough (2009), "Signage vs No Signage : An Analysis of Sponsorship Recognition in Women's College Basketball ". *Journal of Sport Marketing Quarterly*
- Oakes, S. (2003), "Demographic and Sponsorship Considerations For Jazz and Classical Music Festivals", *The Service Industries Journal*, Vol. 23 No. 3, pp. 65 – 78.
- O'Reilly, Norman J. , Kenneth Teed & Benoit Seguin (2005). "National sports organisations and sponsorship : an identification of best practices". *International Journal of Sport Management & Marketing*, Vol. 1.
- Pham, Michael Tuan & Johar, Gita Venkataramani (2001), "Market Prominence Biases in Sponsor Identification: Processes and Consequentially", *Journal of Psychology & Marketing* Vol. 18 (2), pp123-143.
- Pope, N.K. and Voges, K.E (2000). "The Impact of Sport Sponsorship Activities, Corporate Image, and Prior Use on Consumer Purchase Intention." *Sport Marketing Quarterly* 9, 2 (2000): 96-102.
- Poon, D. T. Y., & Prendergast, G. (2006). A new framework for evaluating sponsorship opportunities. *International Journal of Advertising*, 25(4), 471-488.
- Rifon, Nora.J; Sejung Marina Choi and Carrie S. Trimble, Hairong LI, 2004). "Congruence effects in sponsorship : The mediating role of sponsor credibility and consumer attributions of sponsor motive". *Journal of Advertising*, Vol. 33 2004
- Roberts 2012 <http://www.marketingweek.co.uk/brands-and-bands-make-music-festival-experience/3033914.article>
- Rodgers, Shelly (2003), "The Effects of Sponsor Relevance on Consumer Reactions to Internet Sponsorships". *Journal of Advertising*, Vol. 32(4), 67-76 , *American Academy of Advertising*.

- Rowley, J. & Williams, C. (2008), "The Impact of Brand Sponsorship of Music Festivals", *Journal of Marketing Intelligence & Planning*, Vol. 26 No. 7, pp. 781 – 792.
- Russell, C.A. & Stern, B.B. (2006). "Consumers, Characters, and Products: A Balance Model of Sitcom Product Placement Effects, *Journal Of Advertising*, Provo, 35 (1), Spring, 7-22.
- Sicilia, M. Ruiz & Reynolds, N. (2006, "Attitude formation online: How the consumer's need for cognition affects the relationship between attitude towards the website and attitudes toward the brand". *International Journal of Market Research*, 48 (2), 139 – 154.
- Smith, Gareth (2004), "Brand Image Transfer Through Sponsorship : A Consumer Learning Perspective". *Journal of Marketing Management*, Vol. 20.
- Spears, N., & Singh, S.N. (2004), "Measuring Attitude Toward The Brand and Purchase Intentions", *Journal of Current Issues and Research in Advertising*, 26, 53-66.
- Speed & Thompson (2000), "Determinants of Sport Sponsorship Response", *Journal of the Academy Marketing Science*, vol. 28, pp 226-238.
- Straub, Detmar, David Gefen & Marie-Claude Boudreau (2004), "Validation Guidelines for IS Positivist Research". CAIS
- Tseng & Lee (2011), "How Brand Image, Congruency between Celebrity Endorser and Brand, and Brand Attitude can Influence Tweens' Purchase Intention through Peer Conformity". *Proceedings of Business and Information* (<http://bai-conference.org>) Vol. 8 Issue 1, 2011. Published by Academy of Tiwan Information Systems Research.
- Thomas L. Harris & Patricia T. Whalen (2006), "The Marketer's Guide to Public Relations in the 21st Century"
- Turco, Douglas M. (1995) , "Measuring the tax impacts of an international festival ; Justification for Government Sponsorship", *Festival Management & Event Tourism* Vol. 2, pp 191 – 195. Cognizant Communication Corporation
- Witcher, B., Craigen, Culligan & Harvey (1991), "The links between objectives and function in organizational sponsorship". *International Journal of Advertising*.
- Woodside & Summers, 2011, "Sponsorship leveraged packaging : An exploratory study in FMCG". *Journal of Marketing Communication* Vol. 17.

Yong Jae, K., Kyoungtae, K., Cathryn L, C. & Tae Hee, K. (2008), "The Effects of Sport Involvement, Sponsor Awareness and Corporate Image on Intention to Purchase Sponsor's Products" *International Journal of Sport Marketing & Sponsorship*, Januari 01.