


# Chapter 13

## How the Congruence Between Brand and Event Influence Sport Consumer Behavioral Intentions

Megha Goyal

 <https://orcid.org/0009-0000-2445-1904>

Chitkara University, India

### ABSTRACT

*These days, corporate organizations are utilizing sports sponsorship as a strategy to not only raise the brand recognition of their products but also to target the clients they are trying to reach. National and multi-national corporations are sponsoring sporting events and other events for the purpose of promoting their products. These corporations are also making use of the positive image of the event in order to boost the brand recall and brand image of their products and the firm. The structural equation modelling method was utilized in this investigation to determine the nature of the connection that exists between the Punjab kings team sponsor Dream 11, and the cricket competition known as the Indian Premier League (IPL). For the purpose of determining the degree of brand-event congruity that exists between the event and the sponsor, the study utilized the variables named sponsor familiarity and event involvement. In addition, the study attempted to determine the influence that brand-event congruity had on the perspectives of consumers with regard to the sponsor's brand as well as their intents to make a purchase. The results of the study, which were obtained with the assistance of the structural equation modelling technique, revealed that the familiarity of the sponsor and the involvement of the sponsor in*

DOI: 10.4018/979-8-3693-4038-7.ch013

*the event have a positive impact on the congruity between the brand and the event, and that the congruity between the brand and the event has a positive impact on the consumer's attitude towards the sponsor's brand. However, the positive brand opinion of the consumer does not influence the consumer's intention to make a purchase.*

## **INTRODUCTION**

As defined by Meenaghan (1991), sponsorship is the provision of help to an activity by a commercial organization, either in the form of financial support or in the form of goods and services, with the intention of attaining the commercial goals of the organization. According to Gardner and Shuman (1988), sponsorship is defined as an investment in an event or activity with the purpose of promoting the brand and corporate image or attaining marketing objectives by increasing the brand awareness of the products. Sponsorship is defined as the charge paid by an organization for a property (usually a sport, entertainment, non-profit event or organization) in exchange for the opportunity to take advantage of the commercial benefits connected with that attribute, as stated by the international event group in the year 2000.

Through the use of sports sponsorship, corporate organizations are attempting to influence the behavior of their potential clients (Rai et al., 2024a). Corporate companies assign the players with the logo in their jerseys as part of their sports sponsorship programs. This is done with the goal of increasing the brand awareness of their products as well as the brand image of their product (Rai et al., 2021a). The companies have also attempted to influence the mindset of the customers by sponsoring a specific event, team, or player in an effort to influence their attitudes (Rai and Singh, 2020). By acting in this manner, they attempted to accomplish the corporate goals of the company, which included increasing the number of sales or improving their standing in the market as a competitive entity.

According to Stem et al. (2005), sponsorship is defined as the act of investing in certain sports via the sponsorship of an individual athlete, a team, or a league in order to accomplish the overall goals and objectives of the organization. Sport sponsorship has become a significant tool for corporate organizations to use in order to accomplish their goals, as stated by Smith (2008). Because of this, numerous firms that are not involved in sports, such as Shell, Coca-Cola, Emirates, and Vodafone, are supporting individual athletes, clubs and teams, events, leagues, unions, federations, contests, venues, and unique instances.

There are a variety of goals that any company that is investing in sporting events is trying to accomplish. Through the assistance of sports sponsorship, businesses are able to accomplish both their short-term and their long-term goals. It is possible for

18 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/how-the-congruence-between-brand-and-event-influence-sport-consumer-behavioral-intentions/360427](http://www.igi-global.com/chapter/how-the-congruence-between-brand-and-event-influence-sport-consumer-behavioral-intentions/360427)

## Related Content

---

### Financial Technology: North and East Asia

Marcela Alveno, Diego Sebastian Girona, Valeria Giraldo, Carlos Zamarronand Paula Paez (2024). *Exploring Global FinTech Advancement and Applications* (pp. 212-242).

[www.irma-international.org/chapter/financial-technology/338567](http://www.irma-international.org/chapter/financial-technology/338567)

### A Quality Function Deployment Approach Through Management and Technology Development

Chia Wei Lo, Ying Kai Liao, Giang Nu To Truong, Phuong Minh Binh Nguyenand Wann Yih Wu (2021). *International Journal of Asian Business and Information Management* (pp. 1-18).

[www.irma-international.org/article/a-quality-function-deployment-approach-through-management-and-technology-development/283970](http://www.irma-international.org/article/a-quality-function-deployment-approach-through-management-and-technology-development/283970)

### Chinese Investments in Italy: Is the Wave Arriving?

Francesca Spigarelli (2010). *International Journal of Asian Business and Information Management* (pp. 54-76).

[www.irma-international.org/article/chinese-investments-italy/41922](http://www.irma-international.org/article/chinese-investments-italy/41922)

### The Mumbai Dabbawalas: An Efficient and Sustainable Lunchbox Delivery System

A. B. Mishraand Abhishek Singh (2024). *Cases on Economic Crisis Impact on Multinational Corporations* (pp. 154-160).

[www.irma-international.org/chapter/the-mumbai-dabbawalas/339674](http://www.irma-international.org/chapter/the-mumbai-dabbawalas/339674)

### Human Resources in the Balanced Scorecard System

Juha Kettunen (2011). *Global Business: Concepts, Methodologies, Tools and Applications* (pp. 611-618).

[www.irma-international.org/chapter/human-resources-balanced-scorecard-system/54792](http://www.irma-international.org/chapter/human-resources-balanced-scorecard-system/54792)