

A Study of the Correlation between Player's Exposure in Professional Golf Television Broadcast and Corporate Sponsor's B

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ABSTRACT

This study examined the 25th “ THE PLAYERS Championship ” golf game broadcasted on TV, and investigated the influences of the duration of player TV exposure, players ’ world rankings, and their rankings in the game on audience ’ s recognition and identification of sponsored corporations, and willingness to purchase products. Six players in this golf game were selected for the study. A questionnaire was developed for the study and utilized as research instrument. Among 93 valid questionnaires, 46 were from participants who watched the game, and 47 were from participants who did not. This study used independent t-test to verify the differences between these two groups on their recognition and identification of sponsored corporations, and willingness to purchase products. Besides, to analyze participants who watched the game, Pearson's correlation was used to identify the correlation between player variables and sponsorship benefit constructs. Canonical correlation was also used to identify the correlation between player variables and sponsored benefit constructs. Study results showed that participants who watched the game had a significantly higher score than participants who did not watch the game on the sponsorship benefit construct of corporations that sponsored high world ranking players, while having a lower score on the sponsorship benefit construct of corporations that sponsored middle/low world ranking players. Moreover, data analysis of participants who watched the game indicated that correlation coefficient between the duration of player TV exposure and player ’ s world ranking was high (-.933, p

Keywords : sports sponsorship ; brand recognition ; brand identification ; willingness to purchase products

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