

**AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS'
SPONSORSHIP ON THE SOUTH AFRICAN NATIONAL RUGBY TEAM
AND THE CONSUMERS' DECISION TO PURCHASE THE SPONSOR
BRANDS IN TSHWANE**

by

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DECLARATION

I, Catherine Mpolokeng Sephapo, declare that this research report entitled “*An exploratory study on the influence of brands' sponsorship on the South African national rugby team and the consumers' decision to purchase the sponsor brands in Tshwane*” is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Magister Business Management at the University of South Africa, Pretoria. It has not been submitted before for any degree or examination in this or any university.



2016-09-08

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ABSTRACT

Organisations both locally and internationally spend large portions of their marketing budgets on sponsorship opportunities in order to achieve organisational and marketing objectives. The Springboks are in partnership with an assortment of sponsors, from main sponsors to associate sponsors to official suppliers, all with their own objectives to achieve through their affiliation with the Springboks. Although sponsorship is a rapidly growing marketing communication medium, there seems to be uncertainty about aspects related to its impact and effectiveness. The primary objective of the study was to explore the influence that the sponsorship of the Springboks has on the consumer's decision to purchase the sponsor products within the Tshwane area. The study was an exploratory study and made use of qualitative data collection tools such as naïve sketches and focus group interviews to obtain primary data. The collected data was analysed by means of content analysis. Various variables that impact on the consumer's final decision to purchase products can be identified and the literature states that limited knowledge exists regarding the influence of integrated marketing communication (IMC) tools on each stage of the consumer decision-making process. Psychological processes that make up consumer behaviour may be impacted by the effects of IMC and acting further to induce a specific decision from the consumer. This study provides knowledge regarding the influence of sponsorship on consumer behaviour. It was found that sponsorship can contribute to increased awareness of sponsors and that it contributes to positive attitudes maintained within the minds of the consumers. As a result of positive attitudes and increased awareness, participants mentioned that they may consider sponsor brands as alternatives in their decision-making process. The final decision to purchase sponsor brands, as indicated by participants, is not dependent on the sponsorship of the Springboks.

Key terms

Sponsorship, awareness, attitudes, consumer behaviour, decision-making process, sport marketing, Springboks, purchase decision, rugby, Tshwane

DEDICATION

This dissertation is dedicated to my parents, Adam and Magdeline Sephapo. Thank you for believing in me and always motivating me through all seasons of my life. Thank you for investing in me and for all your support throughout my academic career. I thank God for blessing me with parents like you and I dedicate this dissertation to you as a token of my gratitude.

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I would like to thank God for His grace and mercy, that in this season, he has cultivated in me patience, skill and thankfulness through the process of compiling this thesis.

Psalm 116: 5 - 9

*"The Lord is gracious and righteous;
our God is full of compassion.
The Lord protects the unwary;
when I was brought low, he saved me.
Return to your rest, my soul,
for the Lord has been good to you.
For you, Lord, have delivered me from death,
my eyes from tears,
my feet from stumbling,
that I may walk before the Lord
in the land of the living."*

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The aim of this study was to investigate the influence that sponsorship of the South African national rugby team (Springboks) has on the consumer's decision to purchase sponsors' products within the Tshwane area. This chapter is an introduction to the study and provides a background sketch of what sponsorship is. Marketing expectations of sponsors are then highlighted, followed by a brief discussion of rugby in South Africa. Buying behaviour of consumers is discussed through an analysis of previously conducted research. The chapter concludes with an orientation of the study which illustrates the components of the study.

1.2 BACKGROUND SKETCH

1.2.1 What is sports sponsorship?

Sponsorship has become a vital part of funding for a wide range of sporting, artistic and social events (Speed & Thompson, 2000:227). With the increased pressure for companies to remain relevant and competitive, companies require careful planning and execution of well-reasoned and effective promotional tools (Tsiostou, 2011:557). Sport can be regarded as a natural area for sponsorship as it can carry very strong images, has a mass international audience and appeals to all classes (Gwinner & Swanson, 2003:275). It is for this reason that many companies are exploiting this opportunity to reach customers and influence their purchase decisions. Sports sponsorship provides companies with the opportunity to build strong brands by aligning their brand values with the values of sporting organisations (World Sport Group, 2012).

The literature provides a view of sponsorship that leads us to believe that it evolved out of philanthropic gifting (Masterman, 2007:28). There are two forms of sponsorship: philanthropic and commercial sponsorship (Masterman, 2007:28). Philanthropic sponsorship is regarded as a tool for refining an organisation's corporate image and social

recognition within a community. Commercial sponsorship, on the other hand, is identified as a tool used to attain business goals such as increased awareness or sales (Masterman, 2007:28). Alay (2008) defines sponsorship as the provision of resources (money, people and equipment) by an entity (the sponsor) directly to an individual, authority or body (the sponsored organisation), to empower the latter to follow some activity in return for benefits stipulated in terms of the sponsor's promotional strategy which can be expressed in terms of corporate objectives, marketing objectives or media objectives. One can argue, though, that even an indirect benefit is still a benefit for an organisation. For example, the organisation is seen to make a donation (unless anonymous and therefore altruistically) and is seeking recognition and goodwill (Masterman, 2007:28). This definition; provided by Alay (2008) will be used in this study when referring to the concept of sponsorship.

All over the world, companies are investing tremendous amounts of money into sponsorship deals. The four major North American sports leagues saw a sponsorship increase of 7.6% in 2010 (SportBusiness, 2012). The National Hockey League showed the largest gain, rising to an estimated \$327 million in 2010 from \$299 million in 2009. This was followed by the National Basketball Association (up to 8.5% to \$536 million), the National Football League (up 7% to \$870 million) and Major League Baseball (up 6.7% to \$548 million). The sponsorship market in Ireland is estimated by leading experts to be worth in the region of €140m in total (O'Keeffe & Zawadzka, 2010:190). The global sports sponsorship market's estimated worth in 2010 was US\$46 billion (Da Silva, 2011). The South African market is not far off either; this sponsorship industry was estimated to be worth R7 billion in 2010 (Da Silva, 2011). According to Da Silva (2011), R4.3 billion of the R7 billion contributed towards direct spend (rights fees).

Rugby in South Africa is comfortably the most lucrative sport as it receives the lion's share of sponsorship budgets (Mufumba Consulting, 2009; Koenderman, 2011). In 2011, Cricket South Africa found itself without sponsors for the two domestic limited-overs competitions and other events related to their incoming tours. At that stage, Castle Lager was the only brand that had aligned itself with Cricket South Africa (Hess, 2011). In the same period, the South African Rugby Union (SARU) had also lost their main sponsor (Sasol) but immediately received financial backing from one of South Africa's largest financial service providers, Absa. This sponsorship deal expired in December 2015 (Sport24, 2015). In

addition, SARU further announced that Klipdrift signed a five-year sponsorship deal with the union to become the official brandy supplier to the Springboks (Sport24, 2012).

Although sponsorship deals vary in monetary value depending on the team and the agreement between the parties involved, a sponsorship deal for a rugby team may be worth more than R1 million over a specified period of time (Bytes Document Solutions, 2012). For example, in November 2004, Sasol secured a lead sponsorship of the Springboks and the Springboks Sevens team worth R150 million over six years. This agreement came to a conclusion in December 2010 (Jonck, 2010). From July 2011 to December 2015, Absa Bank sponsored the Springboks in a four-year deal estimated to be worth over R50 million a year (Mufumba Consulting, 2009). Although this sponsorship deal came to an end in December 2015, it illustrates how different organisations participate in sponsorship agreements varying in monetary terms and contractual periods.

An important question that should be answered is: Why are companies spending so much of their marketing budgets to be associated with rugby teams? This might be because rugby appeals to a wide corporate and community demographic in South Africa (Falcons Valke Rugby, 2012). According to research conducted by Repucom (2012), the top three sporting activities that South Africans are interested in are soccer, rugby and cricket. Since the focus of the study at hand was on rugby, it was interesting to determine the percentage of the South African population that shows interest in the sport. Figure 1.1 depicts the distribution of South African rugby and soccer fans by race during 2010.

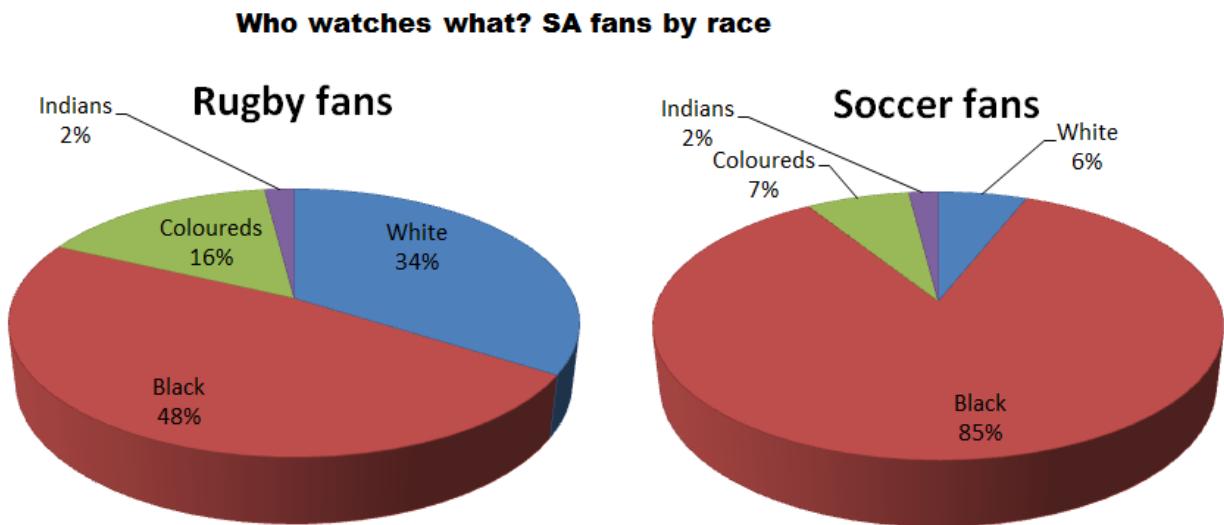


Figure 1.1: Distribution of South African rugby and soccer fans by race

Source: Koenderman (2011)

According to Koenderman (2011), soccer remained the most popular sport by far in terms of viewership, with 51% of the population saying that they were interested in the sport in 2010, compared with 19% each for rugby and cricket. In the research conducted by Repucom (2012), it was found that 49.4% of the South African population in 2011 were interested in soccer and 20.6% were interested in rugby. With these statistics in mind, rugby still receives the lion's share of the sponsorship money in South Africa because it is seen as a better way of reaching multicultural markets (Koenderman, 2011). As can be seen from Figure 1.1, rugby fans in 2010 were 48% black, 34% white, 16% coloured and 2% Indian (Koenderman, 2011).

Sponsorship as an integrated marketing communication (IMC) tool is leveraged by companies to ensure maximum return on investment. In order to attain marketing and corporate objectives, South African companies spend a portion of their income on rugby season tickets and use this environment to create networking opportunities. On any given match day, ordinary South Africans and management executives can be found at rugby games. This then provides sponsors with the opportunity to expose their brand to a vast target market. The next section will deal with the expectations of the sponsors who commit to sponsoring sports organisations.

1.2.2 Marketing expectations of sponsors in rugby

Revenue from sporting events and sponsorship had become increasingly important to marketers within the sports industry (Choi, Tsuji, Hutchinson & Bouchet, 2011:109). Various marketing strategies had been developed to generate revenue for organisations; among these strategies, sponsorship has been recognised as an effective means through which companies can achieve their marketing and corporate objectives (Choi *et al.*, 2011:109). Sponsorship provides many benefits to companies that choose to embark on this partnership.

The success of any IMC tool has to be measured but because so much money is spent on sponsorship, critics are concerned about the ability to measure the true effectiveness of sponsorship (Du Plessis, Van Heerden & Cook, 2010:297). In this section, the aim is to identify the possible expectations marketers have of sponsorship. The following effects can or should be measured to ensure that the sponsor has achieved a significant return on sponsorship investment (Du Plessis *et al.*, 2010:297). The list provided in Table 1.1 serves to indicate the type of effect that may have been specified in the sponsorship objectives - examples or applications of effectiveness are offered for each effect.

Table 1.1: Type of effect specified in sponsorship objectives

Type of effect	Results - example or application of effectiveness
Brand	Increased preference for the sponsor's brand
Sales	Increased sales
Stimuli	Arousal, involvement and pleasure
Recall	Among others, increased recall of sponsor's name, logo and slogan
Image	Enhanced corporate image
Positioning	Position new sponsor's involvement
Media	Quantity and quality of publicity generated
Awareness	Increased sponsorship awareness
Relationship	Increase in relationship building among selected stakeholders
Association	Associate sponsor with friendliness, goodness or closeness to community
Attitude	Attitude towards sponsor
Recognition	Familiarity tracking

Source: Du Plessis *et al.* (2010:298)

Alexander (2009:356) found that the sponsor, through the sponsorship deal with the sports team, was able to redefine its brand and assert its brand values. In cases where a brand

has died out within the market, marketers would expect a sponsorship partnership to revive the specific brand in the minds of the consumers or even reposition the brand. Madrigal (2000) in Choi *et al.* (2011) suggested that sponsorship of sporting events tends to group fans towards secondary associations such as place, preference and people. If this is the case, then sponsorship can provide marketers with a platform to further understand their target market. Through team sponsorship, they can expect to align the company's beliefs and values with those of their target audience.

The above discussion provides an understanding of what sponsors expect to achieve from their sponsorship partnership; however, an important note that needs to be addressed is the ultimate motive beyond these objectives to ultimately make a profit. Sponsorship, among other marketing strategies, is therefore part of supportive actions directed to consumers that can help to reinforce an individual's self-concept by maintaining their feelings of self-worth (Cornwell & Coote, 2005:271). In summary, individuals are likely purchase from sponsors of sports organisations because of their social identification with the sporting organisation (Cornwell & Coote, 2005:271). The discussion will now focus on rugby in South Africa and how sponsorship is incorporated and utilised as a source of revenue.

1.2.3 Rugby in South Africa and sponsorship

The South African Rugby Union (SARU) is the custodian of the game of rugby in South Africa (SARU, 2011c). It was established in 1992 (as the South African Rugby Football Union or SARFU) following the unification of the former SA Rugby Board (SARB) and SA Rugby Union, paving the way for South Africa's readmission to the international arena after eight years of isolation (SARU, 2011b). SARFU is now known as the South African Rugby Union or SARU. SARU has the 14 provincial unions as its members, all of which participate in a number of domestic tournaments. Its members are the Blue Bulls (Pretoria), Boland (Wellington), Border (East London), Eastern Province (Port Elizabeth), Falcons (Johannesburg East Rand), Free State (Bloemfontein), Golden Lions (Gauteng), Griffons (Welkom), Griqualand West (Kimberley), Leopards (Potchefstroom), Mpumalanga (Witbank), KwaZulu-Natal (Durban), South Western Districts (George) and Western Province (Cape Town) (SARU, 2011b).

The unified SARU was founded on three core principles:

- To establish a non-racial, non-political and democratic rugby community, both on and off the field, to ensure the levelling of the playing fields at all levels (SARU, 2011b).
- To develop infrastructure and human resources potential in order to uplift the game in disadvantaged areas and establish it in areas where it was not being played (SARU, 2011b).
- To ensure that South Africa reclaimed its place amongst the world's top rugby playing nations (SARU, 2011b).

SARU is the umbrella brand for the Springboks, Vodacom Super Rugby, Currie Cup, SA Under 20 (Junior Springboks), Springbok Sevens, Springbok Women, Springbok Women Sevens and the Gold Cup. In the subsequent section, some of the tournaments that the South African rugby provincial teams participate in will be discussed briefly.

1.2.3.1 *Currie Cup*

The Currie Cup tournament is South Africa's premier domestic rugby union competition, (Morgan, 2015). The format for 2015 was as follows:

- The premier division composition included the six franchise teams as well as two non-franchise teams.
- The teams were included in the pool if the two non-franchise teams finished 7th and 8th in the 2014 Absa Currie Cup Premier Division season. These teams then played in a qualification round of eight teams. If one non-franchise team finished in the top six of the 2014 Absa Currie Cup Premier Division, they then automatically qualified for the 2015 Absa Currie Cup. The other non-franchise team played in a 2015 qualifying round of seven teams. If both non-franchise teams finished in the top six of the 2014 Absa Currie Cup Premier Division, they automatically qualified for the 2015 tournament and there was no qualifying tournament in 2015.

1.2.3.2 *Super Rugby*

In 1986 New South Wales and Queensland played against Auckland, Canterbury and Wellington from New Zealand, as well as a composite Fiji side (SANZAR, 2012). For five years the tournament was played as a South Pacific Championship or Super 6. It was later expanded when South Africa re-entered the rugby world and it was named the Super 10 in

1993 and ran as such until 1995 (SANZAR, 2012). In 1996, SANZAR (South African, New Zealand and Australian Rugby) was formed and the Super 12 was established. This became a professional competition and the first official international domestic tournament featuring the strongest teams - which would become franchises - across New Zealand, South Africa and Australia (SANZAR, 2012).

In 2006 Super 14 was established with the Western Force and Free State Cheetahs joining the tournament. This extended the round-robin regular season competition while the Super Rugby's final series format of the top four playing semi-finals continued (SANZAR, 2012). The Super Rugby competition was expanded to include 18 teams. The format of Super Rugby as well as a description of the teams included in the 2016 Super Rugby will be discussed in detail within the theory chapters of the study (see Chapter 2).

1.2.3.3 *The Springboks*

The South African national rugby team, commonly referred to as the Springboks or Boks for short in English, *Springbokke* or *Bokke* in Afrikaans and *Amabokoboko* in Zulu, have won the Rugby World Cup twice (in 1995 and 2007). The Springboks play in green and gold jerseys, and their emblems are officially the Springbok, the South African antelope which is also South Africa's national animal, and the King Protea, South Africa's national flower (Greyling, 2009).

In the past, the term 'Springbok' was applied to any team or individual who was representing South Africa in international competitions despite their sporting discipline (Springbok Supporter, 2011). The Springbok emblem was dropped in favour of the King Protea when South Africa's first democratic government came into power in 1994. However, the rugby union team kept the name and brand mark of the Springbok after the intervention of the then President Nelson Mandela, who did so as a gesture of goodwill to what were at the time mainly white and largely Afrikaner rugby supporters (Greyling, 2009). Figure 1.2 illustrates the Springbok emblem.



Figure 1.2: The Springbok emblem

Source: Bok Pulse (Not Dated)

The Springboks are considered by some sports fans as the pride of the nation. The former IRB World Cup Champions have restored the South African name through their ability to compete against the best teams around the world. Due to this prestige, one can understand the reasons many companies would like to be associated with the Springbok brand. This association can come in the form of multi-layered sponsorship deals. The Springboks' sponsorship categories include the main sponsors, associate sponsors, official suppliers, tournament sponsors and tournament associate sponsors (SARU, 2015b). Each sponsor reaps benefits according to their investment (Bühler & Nufer, 2010:26). Appendix C provides the sponsors within each category and a brief description of each company. Since the study has been conducted, there have been a number of sponsorship changes due to sponsorship agreements coming to an end. Appendix C provides companies that were sponsors of the Springboks at the time in which data for the study was collected.

1.3 CONSUMER BEHAVIOUR AND SPONSORSHIP

1.3.1 The consumer decision-making process

Consumer wants regarding products and services is constantly changing. Therefore marketers need to understand the needs, wants and desires of consumers in order to produce a product that will fulfil their needs (Lamb, Hair & McDaniel, 2010:189). When buying products, consumers follow a process which is referred to as the consumer decision-making process. This process consists of the following steps:

- **Need recognition:** In this step, the consumer identifies a need for a product or service and therefore begins the process to find a product or service that will fulfil this need.
- **Information search:** Once the consumer has identified the need, the next step is to seek information regarding the various products available to fulfil the identified need. The consumer can engage in an intensive information search depending on the importance of the need identified.
- **Evaluation of alternatives:** In the process of searching for information, the consumer will compile a list of the alternative products that could satisfy their need. Once this list is compiled, the consumer will then need to evaluate each alternative. The consumer will compare the alternatives and determine which product offers the most advantages.
- **Purchase:** Once the consumer has evaluated the alternatives and has made a decision on which product to purchase, they would then need to purchase the product. This can be done in a physical store or online.
- **Post-purchase behaviour:** After the consumer has purchased the product, they may experience some discomfort or anxiety regarding their purchase. Usually the consumer worries about whether they have made the right choice. In this instance the consumer will seek out positive reinforcement to ease the anxiety.

According to Mihart (2012:123), researching the influence of IMC tools on the behaviour of the consumer comprises an examination of the default impact of each element of IMC on the stages of the decision-making process. Sponsorship as an IMC tool will now be discussed and its possible effect on the behaviour of the consumer will also be highlighted.

1.3.2 The use of sponsorship as an integrated marketing communication tool

According to Koekemoer (2011:4), IMC is referred to as “a concept of marketing communication planning that recognises the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines”. In essence, the use of IMC is the integration of marketing elements or tools to provide added value to the organisation. IMC tools include advertising, sales promotion, personal selling, sponsorship, public relations and direct marketing. These tools will be discussed in detail in the theory chapters later.

Sponsorship has been evaluated in three main ways: measures of media, research on spectators' awareness and attitudes, and sales or behavioural data (Donovan & Henley, 2010:370). Besides the opportunity for a sponsor to achieve sales at the event, sponsorship theoretically aims to create a favourable image and hence increase the likelihood of later purchase of sponsored brands in a shopping situation (Donovan & Henley, 2010:373). For consumers to ultimately purchase a brand, they need to be exposed to it and persuaded to purchase it. This is where marketers engage with consumers through IMC initiatives. IMC tools are discussed in detail in chapter 3 of this study, however, since sponsorship is the main element under investigation, the discussion will revolve around how this element may lead the consumer to become regular buyers of sponsored brands over time. The hierarchical communication model in Figure 1.3 provides a basis for understanding how sponsorship can influence behaviour as consumers are enthused through the communication process.

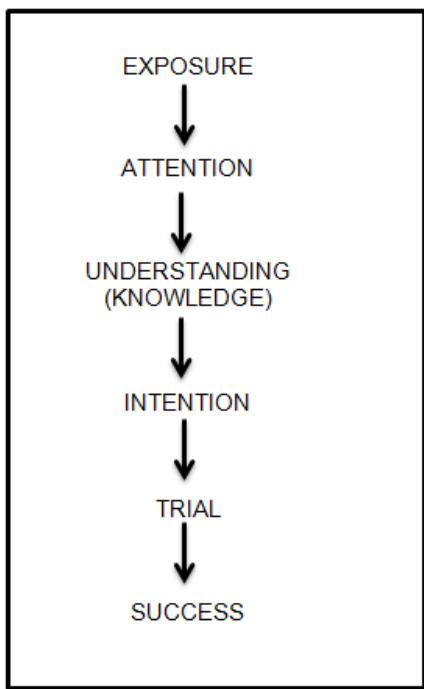


Figure 1.3: Hierarchical communication model

Source: Donovan and Henley (2012:370)

As can be seen from Figure 1.3, sponsorship can provide a platform for consumers to be exposed to the sponsoring brand, thus becoming aware of the sponsoring brand. There are two types of awareness that may result from exposure: awareness of the sponsors'

sponsorship of the event or team and the awareness of the sponsors' brand name or message, regardless of any link with an event (Donovan & Henley, 2010:373).

In the case of creating brand awareness, sports sponsorship has become popular due to the large amount of television broadcasting time dedicated to sport (eMarketing Trends, 2012). Sponsorship therefore does guarantee a certain level of exposure of consumers to the brand. The main sponsors' logos appear on the front of the teams' jerseys and other sponsors have the liberty to advertise within the stadium. Stadium advertising includes Adscroll, wedges, perimeter boards, video board branding and video board onscreen (MegaPro, 2012b). Illustrations and a brief description of these advertising opportunities are provided in Appendix A. Some spectators might not notice or be aware of a specific brand but due to the sponsorship partnerships, they might pay some attention to that brand.

The literature provides us with substantiated knowledge of how this IMC element (sponsorship) has been used to increase such brand awareness. Boshoff and Gerber (2008) investigated sponsorship awareness of the 2007 Cricket World Cup by conducting a quasi-experiment on brand recall and brand recognition levels of respondents before and after the 2007 Cricket World Cup. They concluded that both the brand recall and the brand recognition levels of the sponsors increased significantly, but that neither the brand recall nor the brand recognition levels of non-sponsor brands increased significantly. Their study also showed that the brand awareness of sponsored brands does indeed increase weeks after the event, supporting the notion that sponsorship does in fact increase brand awareness by significantly increasing unaided brand recall, as well as increasing brand recognition.

It is once spectators are aware of the sponsors' brand that they can begin the process of understanding or seeking knowledge about the sponsors. Consumers may receive further knowledge from other supporting marketing initiatives such as advertising. It is from the knowledge that consumers have gained about the sponsors that they can either accept or reject the sponsors through their attitudes. A corporate sponsor hopes the consumers' positive feelings for the sponsored team will become linked with the company. Then after the feelings are linked, a halo effect may suggest to consumers that the sponsor's products are better than those of the competition (Mason, 2005:34). It is suggested by Speed and Thompson (2000:229) that a positive attitude towards a sponsor is positively

associated with the intentions to consider a sponsor's product. The consumer's decision-making process will now be discussed.

1.3.3 Consumer's decision-making process

Purchase intentions, as can be seen from the discussion above, have become one of the most important measures for the conative stage of consumer behaviour and are used extensively by researchers as proxy measures for consumer behaviour (Ngan, Prendergast & Tsang, 2011:552). However, an important aspect that companies need to remember is that intent does not necessarily guarantee actual trial, meaning that just because consumers intend purchasing the sponsors' product does not mean that they will in fact purchase it.

Mihart (2012: 123) identifies a cognitive view of the facets that may impact the behaviour of the consumer; this may also be a more realistic view of consumer behaviour. This cognitive view illustrates the consumer as an open and dynamic person who participates in the decision-making process by seeking information, attempting to make informed decisions. The feelings of consumers can also impact their decision-making in the sense that in some cases, consumers may be impulsive in their purchase decision. It is therefore because of the various factors (individual and group factors) that consumers will behave in a particular matter. Howard and Sheth (1969), Schiffman and Kanuk (2009) and Solomon (2009, in Mihart, 2012:123) extrapolate the role of consumer involvement in the decision-making process. Consumers may make decisions under conditions of low involvement where the resolution is prompted by the environmental stimuli (Mihart, 2012:124).

As can be seen from the discussion above, other factors may influence the consumers' final decision to purchase a product offering. The literature does not reveal studies that investigated the influence of IMC tools on each stage of the consumer decision-making process. Psychological processes that make up consumer behaviour may be impacted by the effects of IMC and acting further to induce a specific decision from the consumer (Mihart, 2012:124).

Within the context of the study, the implication of these theories is that consumers may be exposed to the marketer's messages by means of sponsorship; however, the consumer's decision to purchase the sponsors' product may rest upon the psychological processes

(perhaps a process of identifying a need). It is therefore up to the sponsor to communicate the benefits and leverage sponsorship with other marketing communication tools.

1.4 THE RESEARCH PROBLEM

As indicated in the previous section, companies both locally and internationally spend large portions of their marketing budgets on sponsorship opportunities in order to achieve organisational and marketing objectives. However, can it be said that the decision to purchase the sponsors' products is a direct result of the sponsorship agreement in place?

Little is known about what might influence consumers' intentions to purchase a sponsor's product (Ngan *et al.*, 2011:552). In addition, research does not analyse the influence of marketing communication on each stage of the consumer decision-making process (Mihart, 2012:124) and seemingly limited research has been conducted on the influence of rugby sponsorships on the consumer's purchase decisions within the South African context.

The Springboks are in partnership with an assortment of sponsors, from main sponsors to associate sponsors to official suppliers, all with their own objectives to achieve through their affiliation with the Springboks. Although sponsorship is a rapidly growing marketing communication medium, the problem at hand is that there seems to be uncertainty about aspects related to its impact and effectiveness (Boshoff & Gerber, 2008:2). It is for this reason that the aim of this study was to determine whether the sponsorship of the Springboks is effective thus having a direct influence on consumers' decisions to purchase the sponsors' products.

The study conducted by Repucom (2012) provided interesting findings regarding the demographic profile of consumers who were interest in rugby. According to Repucom (2012), Western Cape had the largest population of consumers that were interested in rugby. Gauteng recorded 22% of its population that were interested in rugby. Consumers in Gauteng were also recorded to have an average personal income of R7 827 (Repucom, 2012). It is for this reason that this study was limited Gauteng; Tshwane.

This study comprises both primary and secondary objectives. These objectives are stated below.

1.4.1 Primary objective

The **PRIMARY AIM OF THIS STUDY** was to explore the influence that the sponsorship of the South African national rugby team, commonly referred to as the Springboks, has on the consumer's decision to purchase the sponsor products within the Tshwane area.

1.4.2 Secondary objectives

1. To identify which sponsors sports consumers were aware of within the Tshwane area as a result of the sponsorship of the Springboks.
2. To explore the attitudes that sports consumers in Tshwane have towards the sponsors of the Springboks as a result of the sponsorship partnership.
3. To explore the extent to which the sponsorship of the Springboks influences Tshwane sports consumers' decision-making process.
4. To explore the influence that the sponsorship of the Springboks has on the consumer's intention to purchase the sponsor products within the Tshwane area.
5. To identify future areas of research in sponsorships of rugby in South Africa.

1.5 IMPORTANCE OF THE STUDY

Sponsorship theoretically benefits all parties involved. Value needs to be added, be it through an increase in sales, increased brand awareness or improved brand image. Renard and Sitz (2011:121) suggest that the key success factor for a sponsored party is to act as a brand. This brand should have strong pillars to build its brand essence: its own identity, a clear offer for a value creation process, an organisation to support this offer in line with strategic alliances of the sponsor and identified targets or consumers. For the sponsors of the Springboks, is this investment worth the millions they are investing to be associated with the national team? The research question that the study aimed to answer is as follows: Do consumers purchase Springbok sponsors' products because of the sponsorship? Sponsorship is a thriving industry but the problem identified in this study is that little research has been done in South Africa regarding the direct effect of sponsorship on consumers' related purchase decisions. Tsotsou and Alexandris (2009:358) found that highly devoted sports fans could possibly develop a more favourable image of their team sponsor and also display stronger intentions to purchase the sponsor's product. The data

for their study was collected from fans of a professional basketball team in Greece (Tsiotsou & Alexandris, 2009:362). Ngan *et al.* (2011:551) found that the performance of a team significantly influences the consumers' intention to purchase the sponsor's product. However, their study was conducted within Hong Kong. It is due to these findings that the influence of sponsorship on consumer purchase decisions needed to be investigated within a South African context, relating it to a South African sports team.

This study contributes to the field of sports marketing by highlighting the effect of sponsorship on the consumer's decision to purchase sponsors' products as well as identifying which stage in the decision-making process sponsorship could influence the behaviour of the consumer. This study will benefit sponsors as useful information is provided regarding the types of sports consumers in Tshwane who are interested in rugby, as well as their demographics, their awareness of the Springbok sponsors, their attitudes towards the sponsors, their intentions to purchase sponsors' products and their decision to purchase the sponsors' products as a result of the sponsorship partnership.

The methodology employed in the study is discussed in the next section.

1.6 METHODOLOGY

The discussion thus far has provided a theoretical introduction to the context and reasons for the investigation. The methodology employed in the study will now be discussed.

1.6.1 Research design

Research designs can mostly be classified as exploratory or conclusive (Malhotra, Birks & Wills, 2012:86). The variance between exploratory research and conclusive research will be discussed in detail later in the theory chapters. For the purpose of this study, an exploratory approach was used. According to Wiid and Diggines (2013:56), the primary goal of an exploratory study is to gain understanding rather than to collect accurate replicable data. This research approach was chosen for this study for the following reasons:

- Constructs of the study cannot be measured in a quantitative manner (Malhotra *et al.*, 2012:88). In essence, the researcher felt that exploratory research may help to establish the influence of sponsorship on the consumers' purchase decisions.

- Exploratory research is characterised by flexibility and versatility with regard to the methods of data collection (Malhotra *et al.*, 2012:89). Since there are a number of factors that can influence the consumer decision-making process, informal data collection techniques could be employed in order to delineate the factors considered by the consumer that may decide to purchase sponsor brands.

A qualitative approach was used in this study since the study aimed to understand if sponsoring the Springboks had any influence on consumers' decisions to purchase sponsors' products. In addition, consumers' awareness of the organisation as the sponsor was crucial to understand, as this might be the result of the sponsorship or simply other marketing communication tools. Lastly, understanding consumers' attitudes was important, as these preconceived attitudes influence the decision whether to purchase sponsors' products or not.

This approach was appropriate for this study since qualitative research addresses marketing objectives through techniques that allow the researcher to provide elaborate interpretations of market phenomena without depending on numerical measurement. For one to capture the underlying reasons for the behaviour of the participants as well as the attitudes towards sponsors, one needs to communicate with participants on a personal level. Qualitative research seldom involves samples with hundreds of respondents (Zikmund & Babin, 2010b:134). Instead, a handful of consumers are usually the source of qualitative data as research is usually discovery orientated (Zikmund & Babin, 2010b:134).

As with any research approach, the researcher is faced with both advantages and disadvantages. Advantages of conducting a qualitative study are that it is unstructured and free form, the researcher is intimately involved and the researcher is required to observe and interpret (Cooper & Schindler, 2011:133). One major disadvantage of qualitative research is that the sample size is small and therefore is not representative of the entire target population.

1.6.2 Sampling design

The following discussion provides an overview of the sampling design employed in this study. The target population, sampling method and data collection methods are meticulously defined.

1.6.2.1 Target population, context and units of analysis

Since rugby appeals to a wide corporate and community demographic in South Africa, the target population for the study consisted of consumers in the Gauteng region who had been exposed to a Springbok rugby game. The term ‘exposed’ is delineated later in the discussion. A profile breakdown of the target population is provided in Table 1.2.

Table 1.2: Profile breakdown of the target population

Variable	Response	Motivation
Gender	Both males and females	What is often overlooked by sponsors and advertisers alike is that a sport like rugby, for example, is actually the number one spectator sport in South Africa amongst not only white males, but white females as well (Nevill, 2012). Similarly, amongst black adults, soccer is the clear first choice amongst both male and female spectators (Nevill, 2012). Surprisingly, actually more black males show a great interest in rugby than white males (Nevill, 2012). In addition, South African women prefer local rugby to international clashes (Nevill, 2012).
Race	Black, white, coloured and Indian	Rugby fans are 48% black, 34% white, 16% coloured and 2% Indian (Koenderman, 2011).
Age	Aged between 16 and 56, 57+	According to the study conducted by Repucom (2012), the demographic profile in terms of the age of people interested in rugby is widely spread. 25% of the respondents who indicated that they were interested in rugby were between the ages of 15 and 24 and 26% were 50 or above.
Geographic location	Gauteng, Tshwane	Since the Springboks are the South African national team and based in Gauteng, supporters reside within the Gauteng province. In order to achieve the objectives with meaningful data, two focus groups were conducted within the Gauteng region. The focus of the study was primarily on the Gauteng region because Western Province and Gauteng have recorded the most individuals who are interested in rugby (Repucom, 2012).

Although individuals younger than 18 years old may have been eligible to participate in the study, only individuals who were 18 years or **older** were included in the study, as the study received ethical clearance to have direct involvement with persons over the age of 18 (see Appendix J).

The units of analysis were the individual consumers who had been exposed to Springbok rugby games. The term ‘exposed’ in the context of the study can be delineated to include the following:

- Individuals who have watched a Springbok match at any rugby stadium or on a television set;

- Individuals who have seen sponsor branding on the Springbok playing attire;
- Individuals who have seen sponsor messages on a television set or at any rugby stadium;
- Individuals who may have attended a Springbok match as a social activity and in the process were exposed to sponsor messages and branding.

The sampling methods employed in the study will subsequently be discussed.

1.6.2.2 *Sampling method*

There are several alternative ways available to a researcher to enable a sample to be drawn. The main alternative sampling plans may be grouped into two categories, namely probability techniques and non-probability techniques (Zikmund & Babin, 2010c:423). Qualitative research involves non-probability sampling; this is where there is little attempt made to generate a representative sample (Cooper & Schindler, 2011:167). Non-probability sampling is typically used in situations such as (1) the exploratory stages of a research project, (2) pretesting a questionnaire, (3) dealing with a homogeneous population, (4) when a researcher lacks statistical knowledge, and (5) when operational ease is required (Aaker, Kumar, Day & Leone, 2011:349). There are four types of non-probability sampling procedures: judgement sampling, snowball sampling, convenience sampling and quota sampling (Aaker *et al.*, 2011:350). These sampling procedures will be discussed briefly in the theory chapters. The sampling method chosen for this study was the snowball non-probability sampling method.

In snowball sampling, an original group of individuals chosen are identified to have the desired characteristics of the target population (Malhotra *et al.*, 2012:506). Once interviewed, the participants are then asked to identify those who belong to the target population of interest. This sampling method was used as it enabled the researcher to handpick the target population. The researcher relied on her own judgement to select initial individuals who would conform to the predetermined qualities and were qualified by the inclusion criteria (the individuals who had been exposed to a Springbok match).

1.6.3 Data collection

Once the sampling method has been defined, the data collection method should be established. Data for the study was collected by means of focus groups and naïve sketches. Naïve sketches are best described as an assortment of open-ended questions or statements provided to respondents and the respondents are given the freedom to complete these questions in writing. These naïve sketches (see Appendix F) were first given to the participants to complete and then the questions were discussed in the focus group. A focus group is an unstructured, free-flowing interview with a small group of people (Zikmund & Babin, 2010b:141). A focus group usually consists of 8 to 12 participants who are led by a moderator in an in-depth discussion on one particular topic. The goal of such a discussion is to learn and understand what people have to say and, most importantly, why (McDaniel & Gates, 2010a:134).

In this study, four focus groups were originally scheduled, but after two focus groups, the researcher concluded that data saturation was reached. This means that new themes were no longer identified in the data obtained from the participants. According to Nixon and Wild (2010), data saturation can be regarded as the point at which no additional data is found.

The two focus groups were conducted in the Gauteng region, Tshwane. Each focus group consisted of six individuals from the black, white, coloured and Indian cultures. The participants in the focus groups were asked to complete naïve sketches; therefore a total of 12 naïve sketches and transcriptions from the focus group interviews were used in the analysis process.

Since consumers' purchase decisions were under investigation, it was imperative to conduct focus groups in order to attain raw data. As mentioned earlier, intent does not necessarily guarantee actual purchase; therefore the underlying factors that influence actual purchase needed to be identified. Focus groups were deemed suitable to accurately identify consumers' development of the purchase decision. Figure 1.4 provides a summary of the research methodology employed in this study.

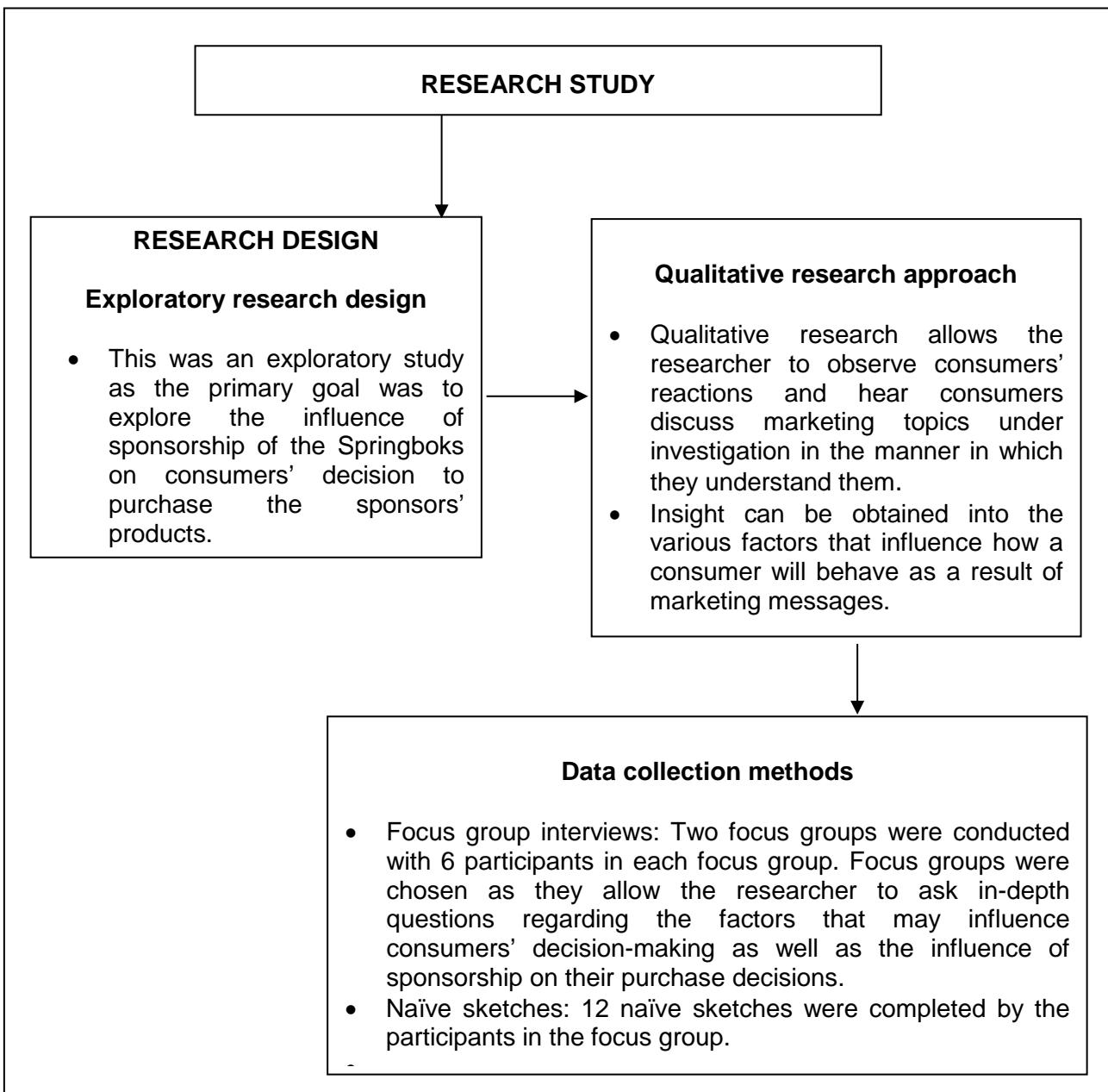


Figure 1.4: Summary of the research methodology employed

1.6.4 Data analysis

Since this study made use of qualitative data collection techniques, the data analysis approach used is referred to as content analysis. Content analysis was used as it reduces the data, and streamlines it by summarising and constructing the data according to rules derived from existing theory (Malhotra *et al.*, 2012:306).

The last component that needs to be addressed is the limitations that would prevent the researcher from obtaining perfect error-free data.

1.7 LIMITATIONS OF THE STUDY

The main limitation of this study is that the sampling technique utilised in this study was the snowball sampling technique. It was for this reason that not all sports consumers within the Tshwane area were included in the sample. The nature of this study was exploratory in nature and therefore the findings cannot be generalised to the population at large. The purpose of the study was to explore consumers' decision to purchase the products of the Springbok sponsors as a result of the sponsorship. The researcher did not aim to make statistical inferences relating to the consumers' purchase decisions. The sample size of the study could also be regarded as a limitation to the generalisability of the findings of the study to the entire population. The exploratory nature of the study therefore substantiated the sample size of 12 participants to be sufficient and adequate. The research did not intent on making statistical inferences but rather explore whether sponsorship had a direct impact on the consumer consumer's decision to purchase the sponsors products.

1.8 CHAPTER OUTLINE

Chapter 1 provided an *introduction* to the study. A background sketch of sponsorship and particularly sponsorship in South Africa was included, leading to the reason the study was conducted.

Chapter 2 provides an *overview of the South African Rugby Union (SARU) and the national team*. SARU and all the teams within its corporate umbrella are discussed. Furthermore, the various competitions, both local and international, that these teams participate in are discussed. Lastly, the component of sponsorship is introduced and how SARU earns revenue from sponsorship deals is discussed.

Chapter 3 deals with *integrated marketing communication (IMC) and the role of sponsorship*. In this chapter IMC and all its elements are defined and discussed. Sponsorship can be identified as a component of IMC, and since the effect of sponsorship was the primary focus of this study, a clear definition and understanding of the concept are given. The model of sponsorship decision-making is discussed and the effect of sponsorship on the behaviour of the sports consumer concludes the chapter.

Chapter 4 contains the theoretical foundations of *consumer behaviour*. The consumer and the types of consumers within the sports environment are examined in this chapter. Their role within the marketplace is discussed and the factors that influence their behaviour are identified. Furthermore, the consumer decision-making process is explained in detail. Lastly, the chapter concludes with a discussion on the influence of sponsorship on the consumers' decision to purchase sponsor products.

Chapter 5 delineates the *research methodology* employed in the study. This chapter elaborates on the marketing research process. In each step, a theoretical background is given, followed by the methodology employed in the study. The chapter also deals with components such as the limitations of the study, strategies employed to ensure data quality and issues relating to ethics.

Chapter 6 deals with the *research findings* of the study. The findings also highlight the influence of sponsorship of the Springboks on the consumers' decision to purchase the sponsors' products.

The last chapter (Chapter 7) presents the *conclusions and recommendations* of the study. Once the data has been collected, analysed and interpreted, it is necessary to present this information for decision-making.

CHAPTER 2

OVERVIEW OF THE SOUTH AFRICAN RUGBY UNION (SARU) AND THE NATIONAL TEAM

2.1 INTRODUCTION

Rugby in South Africa is considered to be one of the country's major sports, along with soccer and cricket. The rugby industry attracts large audiences from different market segments, such as different cultural groups with varied needs and preferences. It is for this reason that companies are spending millions in sponsorship deals to form part of this lucrative market.

Chapter 2, as indicated in Figure 2.1, briefly deals with the South African rugby industry and provides an overview of SARU and its role in the industry. The tasks SARU is responsible for, as well as its members, are discussed briefly. An overview is then given of the national rugby team (Springboks). The chapter concludes with a discussion on SARU's sources of revenue and the contribution of Springbok sponsorship agreements to this revenue.

AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS' SPONSORSHIP ON THE SOUTH AFRICAN NATIONAL RUGBY TEAM AND THE CONSUMERS' DECISION TO PURCHASE THE SPONSOR BRANDS IN TSHWANE

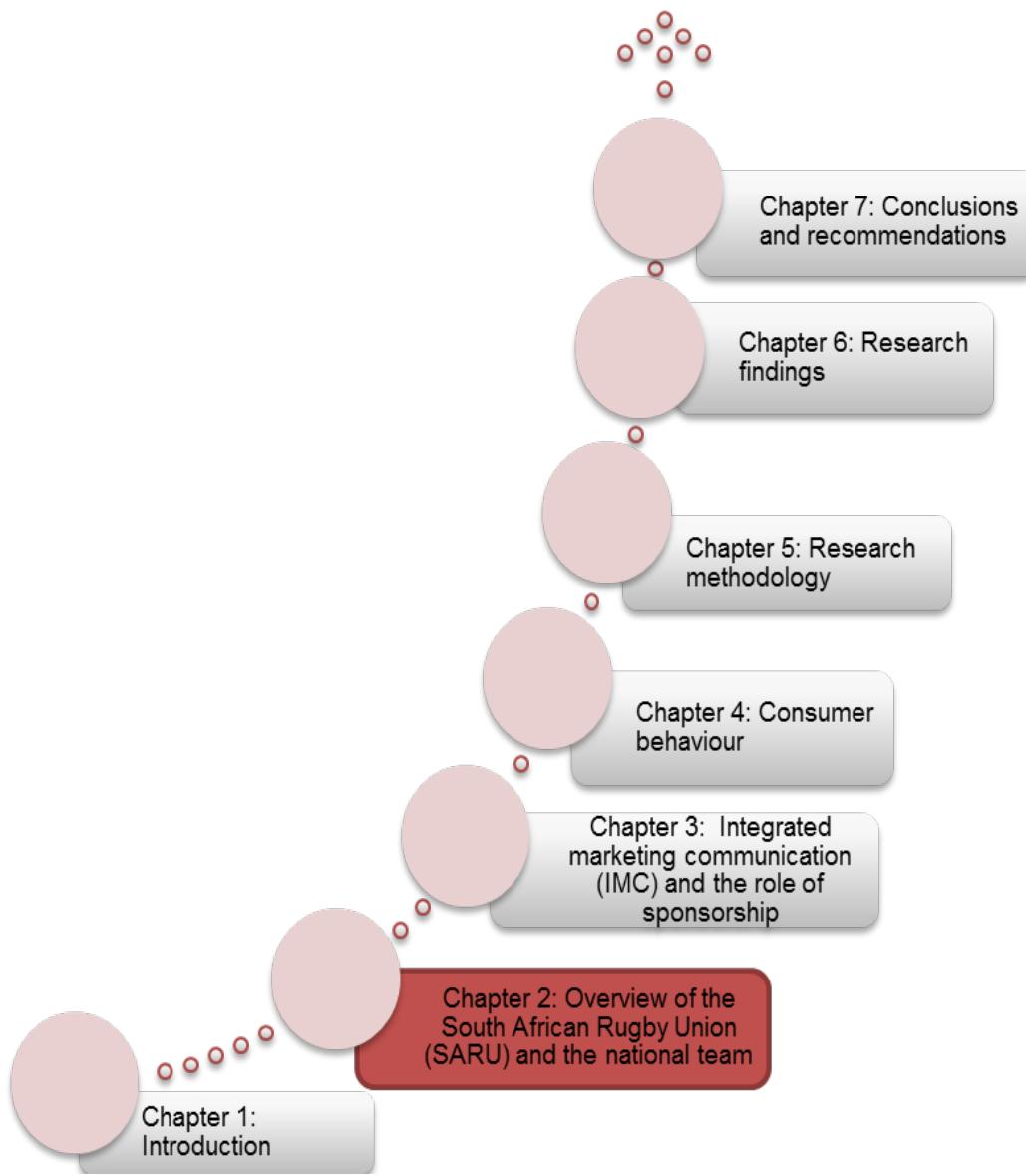


Figure 2.1: Orientation of the study

2.2 THE SOUTH AFRICAN RUGBY INDUSTRY

The South African rugby industry has grown through the years from a self-funding industry to a multimillion rand industry driven by many factors, including sponsorship. The sports industry is receiving tremendous attention from investors and stakeholders on a global spectrum. In the South African market alone, companies are spending millions of their marketing budgets to be affiliated with sports brands such as professional sports teams.

Companies have come to realise the value of sports sponsorships and therefore embark on this venture for various reasons, including the fact that sports sponsorship allows companies to cater for various market segments, being able to reach their target market and create an association in their minds between the sponsor and the rights holder (eMarketing Trends, 2012). Sports such as rugby, which is the focus of this study, have become a platform for companies to engage with consumers and create awareness (eMarketing Trends, 2012).

Research has indicated that popular spectator sports in South Africa include soccer, rugby and cricket (South Africa Tours and Travel, 2012a). In past years, soccer was played primarily by black South Africans, while rugby and cricket were played mainly by white South Africans (South Africa Tours and Travel, 2012a). However, the industry has undergone remarkable changes in terms of general interest and participation in the particular sports. Due to the nature of this study, the focus is therefore on rugby specifically.

Research recently conducted by Repucom (2012) indicates that the number of South Africans who are interested in rugby has gradually increased. In 2007, 18.1% of the South African population was interested in rugby. This increased to 19.5% in 2008, a slight decline to 17.5% in 2009, which increased again to 19.1% in 2010 and was at 20.6% in 2011 (Repucom, 2012). An investigation into the gender distribution of spectators interested in rugby showed that in 2011, 68% of men and 32% of women had an interest in rugby (Repucom, 2012). This information is of great value to role players in the South African rugby industry and specifically companies interested in sports sponsorship, as it will assist in their attempts to better identify new target markets.

The rugby industry in South Africa has been discussed above briefly; however, the focus in the rest of the chapter will be on the role played by the South African Rugby Union within the industry itself.

2.3 THE SOUTH AFRICAN RUGBY UNION (SARU)

SARU, which is the national governing body for rugby, was founded in 1992 as a result of the merger of what was known as the South African Rugby Board and the South African Rugby Union (Sport Know How, 2011). This entity has undergone significant changes in

recent years, having been divided into two divisions, namely the non-commercial and the commercial side (Gerber-Nel, 2004:32). The non-commercial arm of SARU was formed to develop rugby in the country, link with the International Rugby Board and manage amateur teams (Gerber-Nel, 2004:33). SA Rugby (Pty) Ltd was established to manage all SARU's commercial activities locally and internationally (SARU, 2011b). SA Rugby (Pty) Ltd is liable for revenue maintenance and growth from all commercial properties including rights, the Springbok team, brands, sponsorship, merchandising and competitions (SARU, 2011b).

SARU has as its members the 14 provincial unions, namely the Blue Bulls (Pretoria), Boland (Wellington), Border (East London), Eastern Province (Port Elizabeth), Falcons (Johannesburg East Rand), Free State (Bloemfontein), Golden Lions (Gauteng), Griffons (Welkom), Griqualand West (Kimberley), Leopards (Potchefstroom), Mpumalanga (Witbank), KwaZulu-Natal (Durban), South Western Districts (George) and Western Province (Cape Town) (SARU, 2011b). These unions are managed by the SA Rugby (Pty) Ltd division of SARU. Although they principally run as independent businesses, they do receive money from SARU's broadcast and sponsorship revenue (Levet, 2012). Appendix B provides a brief description of the 14 provincial unions and their brand logos.

In the following section, the national teams managed by the SA Rugby (Pty) Ltd division of SARU are discussed briefly.

2.3.1 South African national rugby teams

The SARU brand extends to incorporate the South African national rugby teams. These teams include the Springboks Sevens, the SA Under 20, the SA women's rugby team and the Springboks. The national teams will be discussed below.

2.3.1.1 *South African Sevens team*

Rugby sevens is an abbreviated format of rugby in which teams have seven players on the field instead of 15 (Gerber-Nel, 2004:61). The South African Sevens team have also adopted the Springbok name and brand since they fall under the SARU umbrella; however, many refer to them as the Blitzboks (Duncan, 2012:95). South African sevens rugby has gained momentum and has seen the Blitzboks compete in the IRB Sevens

World Series, the Rugby World Cup Sevens and the Commonwealth Games. The Blitzboks have benefited from sponsorship opportunities equal to those of the Springboks, with Absa as the team sponsor. This sponsorship agreement has allowed both parties to gain international exposure and reach markets that enjoy the compressed rugby format.

2.3.1.2 *South African women's national rugby team*

The South African women's national rugby team, which also adopted the Springbok's brand, played their first international match in 2004 against Wales. The team has grown over the years through an increasing number of competitions and recognition within the rugby industry. The Springbok women's team participates in competitions such as the Senior Nations Cup, which was held in Canada, and the IRB Women's World Cup (SARU, 2011a). In addition, the Springbok women's team also participates in sevens rugby (SARU, 2011a).

SA Under 20 national rugby team

The SA Under 20 national rugby union team are South Africa's junior team and are known as the Baby Boks (Wikipedia, 2012). The team had previously participated in the IRB Junior World Championships since inception in 2008. The Under 20 competition replaced the previously held Under 19 and Under 21 Rugby Championships (Wikipedia, 2012). The competitions that the SA Under 20 team has been involved in include the Argentina tour in 2013 (SARU, 2013).

2.3.1.3 *The Springboks*

South Africa participated in their very first international rugby competition in 1891, but it was not until they toured Britain in 1906 that they became known as the Springboks with the springbok as the official symbol (*Telegraph Media*, 2008). In 1977, the Gleneagles Agreement was signed by the members of the Commonwealth which discouraged any sporting contact with South Africa as a result of the apartheid policy (Rugby Football History, 2007b). However, from 1990 to 1991, the legal apparatus of apartheid was abolished and the Springboks were allowed to compete in international rugby competitions (Springbok Supporter, 2011). The team has had a number of highlights since its readmission. In 1995 South Africa hosted one of the biggest rugby tournaments in the world, the Rugby World Cup, in which the Springboks were victorious and therefore gained

the world's attention as strong competitors in the sport of rugby (Springbok Supporter, 2011).

The design of the Springbok emblem was initially a gently moving springbok. This changed in 1936 to a leaping springbok (Gerber-Nel, 2004:58). In 1963, the emblem was adapted and a rugby ball was added to it. In 1965, the emblem was redesigned so that it was a more accurate representation of the actual animal (Gerber-Nel, 2004:58). The springbok emblem was redesigned again after the formation of SARFU in 1992. The leaping springbok was placed above a rugby ball and four king proteas (Gerber-Nel, 2004:58). The emblem was redesigned again in 1996 and the springbok leapt in the opposite direction to the original springbok, with a single protea above it (Gerber-Nel, 2004:58). In 2003, the emblem was redesigned as depicted in Figure 2.2.



Figure 2.2: The evolution of the Springbok emblem

Source: Financial Mail (2009)

As indicated earlier, one of tasks of SA Rugby (Pty) Ltd is the responsibility to format the competitions that take place on a yearly basis. With each of these competitions,

sponsorship opportunities exist in which revenue can be sourced. These competitions are therefore briefly discussed in the next section.

2.3.2 South African rugby competitions

There are both interprovincial and international competitions. The Currie cup is the most renowned interprovincial rugby competition in South Africa whereby teams locally compete for the Currie cup trophy. International competitions that top South African provincial teams participate in include the Super Rugby. These competitions are discussed below.

2.3.2.1 Interprovincial competitions

The interprovincial competitions that the 14 provincial union teams participate in include the Currie Cup and the Vodacom Cup. Appendix B provides a summary of the rugby provincial unions that participate in provincial rugby tournaments. The details regarding the format of the competitions will be discussed in this section.

The Currie Cup

The Currie Cup tournament is the oldest rugby competition in the world (Rugby Week, Not dated(a)). This competition began as an intertown competition in 1884; however, when the South African Rugby Board was founded in 1889 it came to a decision to arrange a national competition that would involve representative teams from all the major unions in the country. These unions comprised Western Province, Griqualand West, Transvaal and Eastern Province (Rugby Week, Not dated(a)).

When the first overseas team to tour South Africa stepped ashore in 1891, they carried with them a particular cargo, namely a golden cup given to the British Isles squad by Sir Donald Currie, the owner of Union-Castle Lines (Wikipedia, 2012). The Currie Cup, a trademark gold SA rugby trophy, was therefore donated by Sir Donald Currie with the instructions that the trophy be given to the team in South Africa that played the best rugby (Rugby Week, Not dated(a)).

In 1892, the inaugural Currie Cup competition was held in which rugby teams played in a round-robin format at a central venue (Griquas Rugby, 2010). This competition format remained the same until 1920 and in these early years, the competition was not played on an annual basis (Griquas Rugby, 2010). It was only in 1922 that the competition extended

to eight teams participating with matches played on a home and away basis (Griquas Rugby, 2010).

The current Currie Cup format of the competition includes Namibia along with the 14 South African provincial unions (Mostert, 2015). In total, 166 Currie Cup games are played in the first stage of the competition, which ends in July (Mostert, 2015). Regardless of how the six SA Super Rugby teams perform, they automatically move to the premier division of the Currie Cup with three non-franchise teams with the most points (Mostert, 2015). The remaining six teams then compete for the First Division title (Mostert, 2015).

As a result of these competitions, the best players within these provincial teams are selected to represent South Africa in international competitions such as the Super Rugby.

2.3.2.2 International competitions

The competitions that take place on an international spectrum include the Super Rugby competition, the Rugby World Cup and the Rugby Championship. In the discussion that follows, elements regarding the format of the competitions as well as the participating teams are dealt with.

Super Rugby

The Super Rugby competition has gone through a number of format alterations since its introduction. In 2011 the competition was expanded to 15 teams instead of only 14. However, the competition was expanded to include 18 teams in 2016 (SuperSport, 2016). Sponsorship opportunities exist not only for Super Rugby organisers, but also for participating teams. Since this competition takes place on a global spectrum, it is an ideal vehicle to provide companies with intercontinental publicity. The teams from the South African contingent that participated in the Vodacom Super Rugby 2015 season are discussed briefly.

- The Bulls**

The Bulls are a SARU team competing in the Super Rugby competition. This team falls under the Blue Bulls union and is based in Pretoria and its home arena is known as Loftus Versfeld. However, players are drawn from the Falcons to form this team (Super XV, Not

dated). Prior to 1998, the Bulls competed in what was previously known as the Super 12 as the Blue Bulls; however, this team was easily confused with the Blue Bulls who participate in South Africa's provincial competitions such as the Currie Cup (Super XV, Not dated). The logo of the Bulls is illustrated in Figure 2.3.



Figure 2.3: The Bulls logo

Source: Super XV (Not dated)

- **The Cheetahs**

The Central Cheetahs is a rugby franchise that encompasses the Free State, Griffons and the Griquas (Super XV, Not dated). In 2005, the Central Union was named the fifth team that would represent South Africa in the Super 14 rugby competition which would begin in 2006 (Super XV, Not dated). The logo of the Cheetahs is illustrated in Figure 2.4.



Figure 2.4: The Cheetahs logo

Source: Free State Cheetahs (2016)

- **The Sharks**

The Sharks are a team based in Durban and fall under the Natal Sharks Rugby Union (Super XV, Not dated). The team encompasses players from all of KwaZulu-Natal. The Sharks logo is illustrated in Figure 2.5.



Figure 2.5: *The Sharks logo*

Source: Sharks Rugby (2012b)

- **The Lions**

The Lions, previously known as the Cats, are based in Johannesburg (Super XV, Not dated). The Lions are currently known as the Emirates Lions for sponsorship reasons (Sport24, 2014a). The logo of the Emirates Lions is provided in Figure 2.6.



Figure 2.6: *The Lions logo*

Source: Lions Rugby (2013)

- **The Stormers**

The Stormers are based in Cape Town and fall under the Western Province union; however, players are also drawn from the Boland Cavaliers (Super XV, Not dated). Figure 2.7 illustrates the logo of the Stormers.

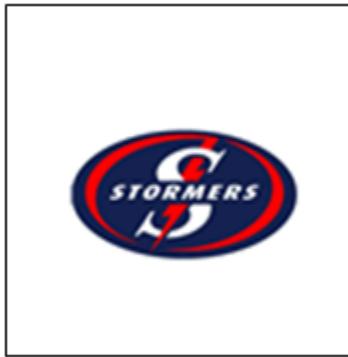


Figure 2.7: The Stormers logo

Source: The Stormers (2013)

- **The Kings**

The Kings are based in the Eastern Province. The union occupies the Nelson Mandela Bay Stadium as their home arena (Southern Kings, 2016). Figure 2.8 illustrates the logo of the Kings.



Figure 2.8: The Southern Kings logo

Source: Southern Kings (2016)

The Super Rugby competition is a platform where the very best of South African rugby teams compete on an international spectrum. Therefore exposure for sponsors is enormous. One of the theoretical objectives of sponsorship deals may be to reach more audiences. Table 2.1 indicates the number of rugby fans that attended home games of the South African Super Rugby participants in the 2011, 2012 and 2015 seasons.

Table 2.1: Attendance figures for selected Super Rugby seasons

Super Rugby team	Stadium	Total 2015 attendance	2011 average	2012 average	2015 average
Stormers	DHL Newlands	163 763	41 850	42 729	40 941
Bulls	Loftus Versfeld	132 452	32 105	35 658	26 492
Lions	Coca-Cola Park	122 452	22 351	24 318	24 490
Sharks	Mr Price Kings Park	118 146	29 140	23 431	19 691
Cheetahs	Free State Stadium	70 073	20 187	19 033	17 518

Source: Statbunker (2016); Van Onselen (2012)

From Table 2.1, it can be seen that the Super Rugby competition attracts a lot of spectators in the various sporting vicinities. The Stormers alone had a total attendance of 163 763 spectators attend their home games. The Bulls attracted a total of 132 452 spectators. The Cheetahs were the team that attracted the least number (70 073) of spectators throughout the Super Rugby season.

The Rugby World Cup and the Rugby Championship are international competitions in which the Springboks play. These competitions are discussed next.

The Rugby World Cup

The Rugby World Cup is managed by the Rugby World Cup Limited (RWCL), which is a subsidiary of the IRB (Rugby Football History, 2007a). The first World Cup match was played in 1987 and the tournament has grown from strength to strength in terms of popularity.

The idea of a Rugby World Cup was first considered in 1979, but it was not until late 1983 that the Australian Rugby Union and the New Zealand Rugby Football Union submitted written proposals to the International Rugby Football Board (IRFB) (Nous, 2010). The tournament is now established as the third biggest sporting event behind the Olympic Games and FIFA World Cup (Nous, 2010).

The Rugby World Cup can also be seen as a great opportunity to reach new target markets by means of sponsorship deals. As the third biggest sporting event, it allows large audiences to be exposed to various brands. This can be observed through the match attendance figures and world television audience figures, which are remarkable. The 2015

Rugby World Cup attracted 120 million rugby spectators through television and over 2.47 million spectators that attended the live games.

Table 2.2 indicates the match attendance and world television audience figure for the Rugby World Cups held from 1987 to 2015.

Table 2.2: Rugby World Cup attendance and television audience figures

Year	Match attendance	World television audience
1987	600 000	300 million
1991	1 million	1.4 billion
1995	1.1 million	2.38 billion
1999	1.7 million	3.1 billion
2003	1.9 million	3.4 billion
2007	2.25 million	4.2 billion
2011	1.35 million	3.9 billion
2015	Over 2.47 million	120 million

Source: Rugby World Cup (2015); Rugby Football History (2007a)

Rugby Championship

The Rugby Championship was launched in 2012 and replaced the Tri-Nations series in which three nations participated, namely Australia, New Zealand and South Africa (Rugby Week, Not dated(b)). The competition was regarded as the premier international competition in the southern hemisphere (Rugby Week, Not dated(b)).

The 2012 Rugby Championship was the introductory yearly rugby union series among the national rugby union teams of New Zealand, Australia, South Africa as well as Argentina. For sponsorship reasons, the tournament was known as the Castle Rugby Championship in South Africa, the Investec Rugby Championship in New Zealand, the Castrol Edge Rugby Championship in Australia and the Personal Rugby Championship in Argentina. The sponsorship of the Springboks and the competition was seen to represent a renewed and passionate commitment by Castle Lager to invest more significantly in rugby as a unifying pillar of South Africa and therefore demonstrating Castle's ambition to represent, harness and support the very best the country had to offer (SuperSport, 2011b). Figure 2.9 illustrates the official logo of the Rugby Championship in South Africa.



Figure 2.9: *The Rugby Championship logo*

Source: SARU (2015b)

The last task that SA Rugby (Pty) Ltd is responsible for is to manage sponsorship deals.

2.3.3 SA Rugby (Pty) Ltd's management of sponsorship deals

The management of sponsorship deals is not an isolated task, but rather something that has achieved success through its integration with other responsibilities. The tournaments arranged by the entity attract a great deal of attention from investors. Since the nature of the sport is popular among the South African population, companies have realised that more and more market segments can be reached through such partnerships. The Currie Cup alone has received financial backing from Absa in the form of a sponsorship deal worth R40 million a year (Van Wyk, 2010). Absa has been the official sponsor of the tournament for the past 30 years (Sport24, 2011a). This company, like others, has seen the value of such partnerships and opted to extend its involvement through partnering with the national teams. Absa was the official title sponsor of the Springboks from July 2011 to December 2015; this deal is estimated to be worth R50 million a year (Sport24, 2015; Mufumba Consulting, 2009).

It is through the sponsorship of these tournaments and other initiatives that SARU generates revenue in order to survive as an entity in this economy. The sources of SARU's revenue are discussed next.

2.4 SARU'S SOURCES OF REVENUE

2.4.1 General sources

The restructuring processes, the increased sponsorships and a new broadcast rights deal all contributed to the increase in profit for SARU (*The New Age*, 2012). In 2011, the

union's revenue grew by 18% to R597 million, posting a pre-tax profit of R24 million (Levet, 2012). This was mainly due to an increase in revenue from broadcasting rights (SARU, 2012). Sponsorship income grew by 11% as numerous contracts were renewed and new sponsors became involved or others increased their rugby portfolio (SARU, 2012). Figure 2.10 illustrates the total revenue pie of SARFU (as it was known then) as reported in the 2011 SARFU annual financial report.

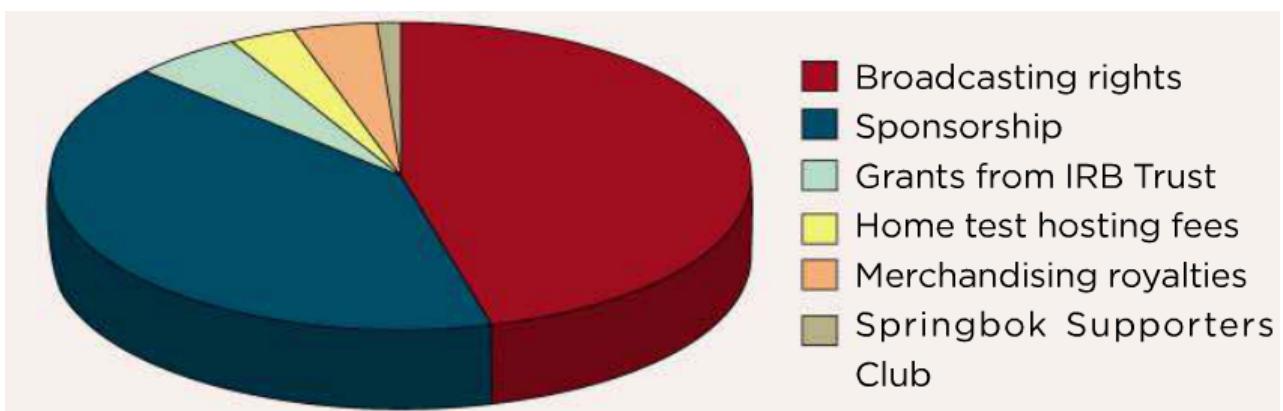


Figure 2.10: SARFU'S revenue pie

Source: Levet (2012)

According to Levet (2012), SARFU's greatest revenue contributor was broadcasting rights, making up 46% of its revenue. Sponsorship accounted for 41% of the total revenue and merchandising royalties accounted for 4% of the revenue pie in 2011. Grants from IRB Trusts, home test hosting fees and the Springbok Supporters Club made up 9% of its revenue.

SARU forms part of SANZAR, which was formed in 1996 to administer annual provincial-based competitions pitting domestic teams from these three nations against each other (SANZAR, 2012). SARU, in its joint venture with the New Zealand and Australian Rugby Unions, secured a 35% increase in broadcasting income with a five-year deal worth \$437 million in 2011 (Levet, 2012). The broadcaster's holding rights comprise SuperSport in South Africa, FoxSports in Australia and Sky Television in New Zealand (Levet, 2012). While SuperSport owns the broadcasting rights to all Springbok rugby matches, it may sell the rights to the South African Broadcasting Corporation (SABC), stipulating that the company may not broadcast matches live (Levet, 2012). This agreement therefore means that more funds are absorbed into the organisation.

According to the SA rugby annual report (2015: 70), the union's revenue from broadcasting rights in 2014 was R 317,032,545 and R 330,546,689 in 2015. Revenue that the union received from sponsorships in 2014 amounted to R 359,781,992 (SA rugby annual report, 2015: 70). A slight decrease in sponsorship revenue was recorded as the union received R 348,553,381 in revenue (SA rugby annual report, 2015: 70).

The focus of the study is on the sponsorship of the Springboks and thus it is imperative to develop an understanding of the contribution of the Springboks' sponsorship deals towards SARU's income structure.

2.4.2 SARU's earnings through Springbok sponsorship deals

As mentioned, SARU's sponsorship income has increased tremendously over the years. In 2003, sponsorship accounted for only 28% of SARU's revenue and increased to 41% in 2011 (Gerber-Nel, 2004:34; Levet, 2012). The Springbok brand has contributed to this increase through the attraction of new investors and old investors expanding their portfolio. Sponsorship, being one of the sources of revenue for the union, has contributed immensely to the profits of the union. According to Sport24 (2014b), SARU group revenue increased in 2013 to R795 million by 14% from the 2012 level of R700 million. This increase was due mainly to increases in broadcasting rights as well as sponsorship revenues (Sport24, 2014b).

Absa's sponsorship of the Springbok team contributed enormously to this increase with an estimated R50 million a year deal securing its position as the title sponsor from July 2011 to December 2015. BMW also came on board in 2011 as a Springbok sponsor with a sponsorship deal estimated to be worth R40 million over five years (Styan, 2012). However, the sponsorship of the Springboks agreement between Absa and BMW came to an end in 2015 when the respective companies decided not to renew their sponsorships (Sport24, 2015). Klipdrift Distillery signed an undisclosed net worth five-year sponsorship deal with SARU to be the official brandy supplier to the Springboks in 2012 (Piek, 2012). The sponsorship deal was inclusive of the exclusive product rights within Klipdrift's category, pouring rights at SARU functions, the right to distribute premiums, which allows Klipdrift exclusive branding and commercial rights to point-of-sale product, as well as branding rights in advertising campaigns (Openfield, 2012).

In addition, SARU came to a new agreement with the South African Rugby Players' Association (Sarpa) and Sarpacom (Pty) Ltd (the players' rights management company) in 2012, which was a source of revenue for the union (SuperSport, 2012). This agreement saw SARU's financial commitment to Springbok player costs increase to R57.6 million (SuperSport, 2012). The new model contained three key elements: SARU would pay the National Players Trust a market-related intellectual property rights fee each year (a portion of which was directed to the Springbok Sevens Players Trust) for collective appearances and the right to use collective attributes of the players in the activations of sponsor partners (SuperSport, 2012). In previous years, SARU paid the Players Trust on a per-appearance basis for the use of the players' attributes and appearances (SuperSport, 2012). The agreement had a positive effect on all the sponsors since it meant that they themselves had full access to make use of the Springbok ambassadors who, in turn, would be their ambassadors. Therefore when companies consider partnering with SARU, they need to be aware of the extended benefits of having their brands linked with the individual players who individually appeal to portions of their target market.

The agreement opened up the possibility of increasing sponsorship deals of the Springboks for potential investors. This means that SARU could request much more in terms of capital from investors and therefore were justified through the extended exposure and tools sponsors had at their disposal.

2.5 CONCLUSION

South African rugby has grown from strength to strength since its readmission to the international arena in 1991 (Springbok Supporter, 2011). This chapter has provided an overview of the rugby market in South Africa and the South African rugby industry. The South African Rugby Union was examined, as well as its provincial unions. The teams that have brought pride to the nations were briefly discussed and the tournaments that make up the industry were described.

The discussion revealed that sponsorship has been an enormous contributor to SARU's revenue and that sponsorship of the Springboks has increased revenue. The next chapter will therefore elaborate more on sponsorship as an IMC tool that companies are utilising.

CHAPTER 3

INTEGRATED MARKETING COMMUNICATION (IMC)

AND THE ROLE OF SPONSORSHIP

3.1 INTRODUCTION

Communication is an important function within an organisation and includes communication between internal and external stakeholders. Organisations are faced with many challenges, including sourcing effective ways of communicating with all stakeholders. Communication with consumers is important because organisations need to portray a message that is persuasive, informative and calls the consumer to action. This area of communication is referred to as the functional area of marketing communication (Du Plessis *et al.*, 2010:1). Among the major challenges facing marketers are media clutter and market fragmentation (Nickell, Cornwell & Johnston, 2011:580). In essence, marketers have to create unique initiatives of reaching target markets.

Smith and Taylor (2004, in Bühler & Nufer, 2010) point out that studies have verified that every customer receives more than 1 000 commercial messages a day, and can seldom remember a single one. It is from this realisation that many marketers have sought other promotional tools. These include tools such as sales promotion, direct marketing, public relations (PR), product placement and sponsorship. The integrated approach is seen to be more effective and therefore sought after by organisations.

This chapter, as can be seen in Figure 3.1, will firstly focus on IMC and the role of sponsorship in the promotional mix. The remainder of the chapter will deal with the nature of sponsorship and the decision-making process that sponsors need to go through in the sponsorship venture. The chapter then concludes with a discussion on the effect sponsorship has on consumer behaviour.

**AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS' SPONSORSHIP ON
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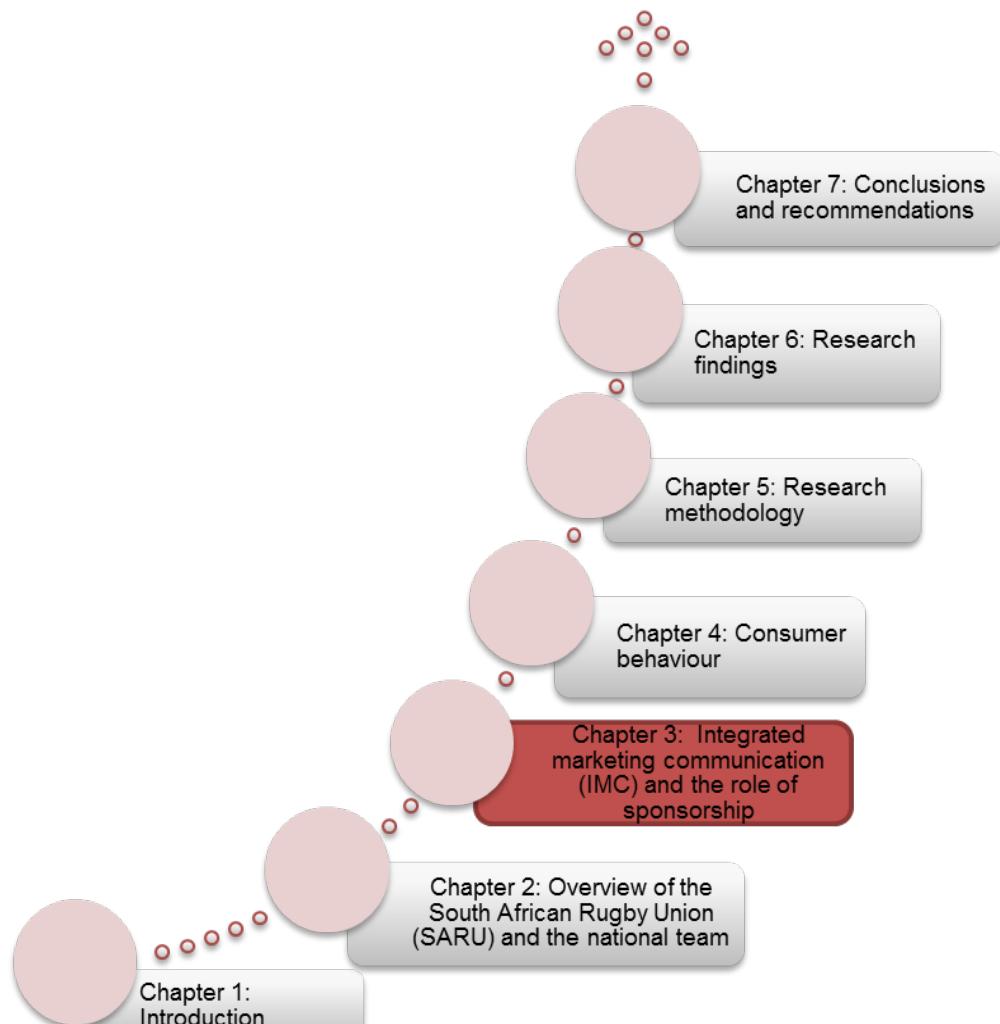


Figure 3.1: Orientation of the study

3.2 DEFINING INTEGRATED MARKETING COMMUNICATION

Organisations are faced with the challenge of communicating with their target audiences in an effective manner as a result of the clutter that exists in the communication realm. This leads to organisations competing for consumers' attention. Companies therefore look for new ways to reach consumers in a coordinated manner through IMC (Kurtz, 2010:491). This approach places the focus on the consumer. An IMC strategy begins not with the organisation's goods and services, but with consumer wants and needs, and then works in

reverse to the product, brand or organisation (Kurtz, 2010:491). The coordination of an IMC strategy often creates a competitive advantage based on synergy and interdependence among the various elements of the promotional mix (Kurtz, 2010:492). This simply means that each element in the communication mix reinforces the others for greater effect (Arens, Weigold & Arens, 2011:272), much like the concept of synergy where the whole is greater than the sum of its parts.

The concept of IMC can be defined as marketing communication planning that recognises the added value of a comprehensive plan and that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communications impact (Egan, 2007:338). IMC is a marketing tool which a company uses to carefully integrate and coordinate its communication channels to deliver a clear, concise and convincing message about the organisation and its product (Kelly & Whiteman, 2010:28).

3.2.1 Benefits and barriers of the integrated approach

This integrated approach provides various benefits to organisations, but the use of the approach can also be obstructed by various factors. These benefits and barriers are illustrated in Table 3.1, as identified by Barker and Angelopulo (2007:157):

Table 3.1: Benefits of IMC and barriers obstructing its use

Benefits	Barriers
<ul style="list-style-type: none"> • Uniformity in the messages delivered to consumers • Effective use of media channels • Improved marketing precision • Better impact of marketing messages • Better communication standardisation • Companies can manage the communication budget better • Working relations become easier • Better measurability of response and accountability for communication programmes • Companies can experience improved brand awareness 	<ul style="list-style-type: none"> • IMC staff need to develop new skills and expertise • The subject of IMC is largely misunderstood • Internal problems such as lack of management understanding of the benefits of IMC • Concern over reductions in the scale of communication budget

Adapted from: Barker and Angelopulo (2007:157)

As is clear from Table 3.1, there are more benefits to using an integrated approach than there are barriers. Holistically, IMC brings about uniformity and consistency in the messages companies project to consumers. This in essence combats the problem of advertising clutter because consumers are not told different things by various media channels. They can therefore remember these messages better and improve their awareness of the brand.

Like the marketing mix, the promotional mix requires a carefully designed blend of variables to satisfy the needs of the consumers and also achieve organisational objectives (Kurtz, 2010:500). The components of the promotional mix are inclusive of advertising, personal selling, sales promotion, public relations or publicity, direct marketing and sponsorship (Kurtz, 2010:500). Since the internet has become such a well-accepted vehicle of conveying marketing messages, it has been included as part of the promotional mix. These components will now be discussed.

3.2.2 Components of IMC and the role of sponsorship

Marketing is an extensive commercial function that consists of product research and development, merchandising and distribution processes and pricing, as well as communication or promotion (Chron, 2016). The marketing communication mix denotes the particular techniques used to promote an organisation or its product/service offering to its target audience (Chron, 2016). The marketing communication mix or the promotional mix consists of various communication platforms. These include advertising, personal selling, sales promotion, public relations, direct marketing, sponsorship and the use of the internet, as illustrated in Figure 3.2. The next discussion will therefore focus on each component and will provide an overview of the role of sponsorship in each component.

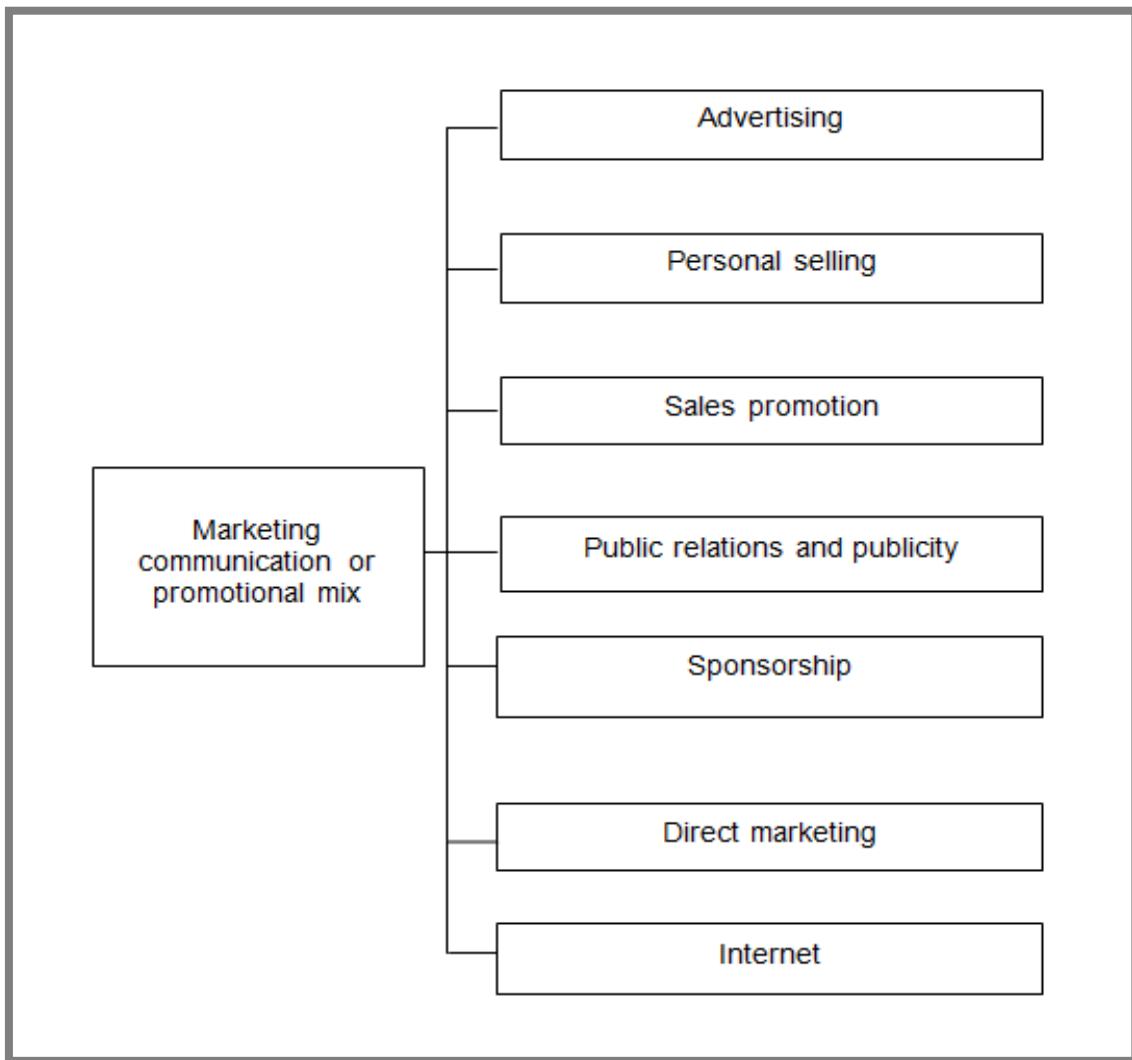


Figure 3.2: The components of the marketing communication mix or the promotional mix

3.2.2.1 Advertising

Advertising can be defined as any paid form of non-personal communication about an organisation, a product, a service or an idea (Kerin, Hartley & Rudelius, 2011:336). These include television commercials, magazine and newspaper advertisements, radio spots, billboards and on public transport (Smith, 2008:172). Advertising therefore offers value to organisations as it guarantees the number of customers reached by these channels. Advertising works in a more direct manner: creating its own values and context for the product and stimulating the desired consumer response from the way that they perceive the brand (Yeshin, 2006:323). For example, advertising can illustrate the positioning bases by means of an advertising campaign, thus creating context and values shared between

the brand and its target audience. Although advertising is of value to organisations that need to communicate to consumers, it can be seen as a stand-alone promotional tool.

For many individuals, sponsorship is seen as being synonymous with advertising. However, these two concepts are vastly different and for the sake of this discussion, a distinction needs to be made. Sponsorship is a business agreement in which one organisation provides financial or in-kind assistance to a sport property in exchange for the right to associate itself with the sport property. Advertising, as defined above, is a form of communication paid for by organisations with the aim of influencing consumers to act in a particular manner (Smith, 2008:194; Green, 2012:6). Yeshin (2006:323) suggests that the difference between conventional advertising and sponsorship is merely how they work rather than what they are meant to accomplish.

Advertising offers numerous advantages: it has a wide reach, messages are persuasive, advertising reaches its target audience relatively fast and provides high exposure. In addition, advertising messages are highly standardised. This simply means that each person who is exposed to the marketing message is presented with the same message. Sponsorship, by contrast, works in a more indirect manner, by association (Yeshin, 2006:323). Sponsorship borrows the values of the sponsored entity, assembling them as part of the nature of the brand in the minds of the consumers (Yeshin, 2006:323).

3.2.2.2 Personal selling

Personal selling can be defined as a seller's promotional presentation conducted on a person-to-person basis with the buyer (Kurtz, 2010:500). This direct form of promotion may involve talking to a consumer on the telephone, face-to-face, communication through text messaging (SMS) or through an internet portal (Smith, 2008:172). The aim of personal selling is to build relationships with consumers in order to convince them to accept a product or brand and ultimately take action (Smith, 2008:172). The main advantages of this promotional tool are that it can be very informative to the consumer, organisations are better able to customise their messages and there is high control over the promotional message being distributed (Smith, 2008:172).

3.2.2.3 *Sales promotion*

Sales promotion is referred to as a short-term inducement of value to arouse interest in buying a product or service (Kerin *et al.*, 2011:339). It consists of activities that use incentives or discounts to increase sales or attendance of sporting events (Allen, O'Toole, Harris & McDonnell, 2011:316). The advantage of sales promotion is that the short-term nature of these programmes often stimulates sales for their duration (Kerin *et al.*, 2011:339). Sales promotion, however, cannot be used in isolation; rather, it should be incorporated with other marketing initiatives (Kerin *et al.*, 2011:339). An example of integrating sales promotion and sponsorship would be offering free samples of the sponsor's product at the sporting event. This activity can be of value to the sponsor in the sense that it allows customers or potential customers to interact with not only the brand, but also with the product in a favourable environment. In addition, the presence of the sponsor's brand can therefore increase the customers' awareness of the brand.

3.2.2.4 *Public relations*

Public relations is concerned with building a good image for the parties involved in the sponsorship agreement. It can be defined as the marketing function that evaluates public attitudes, identifies areas within the organisation the public may be fascinated by and implements a programme of action to earn public understanding and approval (Lamb, Hair & McDaniel, 2011:246). It is deemed imperative for sponsorship parties to have a good relationship with different groups within the community, including the media, fan clubs and sport departments (Smith, 2008:174). Public relations programmes can therefore generate favourable publicity for the organisation. Publicity can be referred to as public information about the company, product or service appearing in the mass media as a news item (Lamb *et al.*, 2011:246). Organisations generally do not pay for the publicity they receive and are not identified by the target audience as the source of the information being communicated, but can benefit from it. An example of how this component can be integrated with sponsorship is if members of a sponsored team participate in community engagements or promotional events (Allen *et al.*, 2008:316). Although the sponsor may incur costs, the publicity obtained is favoured because it provides unpaid space in the media that reaches customers (Allen *et al.*, 2008:316).

3.2.2.5 *Direct marketing*

Direct marketing is described as an interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction in any location (Egan, 2007:290). Direct marketing communicates one-on-one with customers by means of mail, telephone or email (Allen *et al.*, 2008:317). This component relies on the organisers developing a list of people who attended the sporting event. This list can be compiled by hosting competitions during game intervals in which spectators participate voluntarily and provide information such as their email address or cellphone number. With the customers' permission, organisations can then communicate promotional information to customers and thus establish a database.

3.2.2.6 *The internet*

The use of the internet has become an efficient and cost-effective way of communicating to an unlimited target audience. An advantage of using the internet is that the organisation can reach a wide variety of people, those who are already customers using the product and those who have had no prior interaction with the product. The creation of a website for the sporting organisation and linking the sponsor to the website can achieve the marketing objectives of both the sponsor and the sporting organisation. The internet can therefore be integrated with other promotional tools and advertising banners of the sponsor can be placed on the website.

3.2.2.7 *Product placement*

One of the advantages sponsorship has over advertising is that sponsorship provides the sponsor with the opportunity to sell its products at sporting events (Fullerton, 2007:54). An example of this is in the beverages product categories. As part of sponsorship agreements, direct competitors of sponsors are not allowed to sponsor the same sporting organisation and therefore cannot sell their products concurrently with the sponsor at the sporting event. As previously mentioned, this can be seen as an opportunity to not only engage the target market with the brand, but also increase sales.

In summary, it is concluded that the key to maximising sports sponsorship focuses on the importance of integrating all marketing communication mix components involved in that sports sponsorship (Kelly & Whiteman, 2008:28). This can be done by ensuring that

consistent messages are sent in all customer contact points (for example, public relations, advertising and those sent through the internet). The above discussion has highlighted how sponsorship can be integrated into the other marketing communication mix components, but it is essential that this component be delineated and well described. This is done in the next section.

3.3 THE CONCEPT OF SPONSORSHIP

3.3.1 Sponsorship defined

Sponsorship can take various forms which include cultural, education, social, environmental, sporting organisation sponsorship or individual sponsorship deals (Bühler & Nufer, 2010:90). Sponsorship may be for sporting organisations or individuals, including individual athletes, clubs and teams, events, sporting leagues, unions, competitions, venues and special causes (Smith, 2008:192). Alay (2008:8) defines sponsorship as the provision of resources (money, people and equipment) by an organisation (the sponsor) directly to an individual, authority or body (the sponsored entity), to enable the latter to pursue some activity in return for benefits contemplated in terms of the sponsor's promotion strategy which can be expressed in terms of corporate, marketing or media objectives. Sports sponsorship therefore occurs when a sporting organisation, club, league, venue or athlete is supported by a separate organisation (Smith, 2008:192). Table 3.2 presents examples of the various sponsorships that occur in the sporting environment.

Table 3.2: Examples of the types of sponsorships in the sporting environment

Example of the types of sponsorship	Practical example
Club sponsorship	Cell C was named the sponsor for the Community Cup rugby competition (Cell C, 2013)
League sponsorship	The Absa sponsorship of the Currie Cup league competition
Venue sponsorship	Kings Park Stadium, which is home to the KwaZulu-Natal Sharks, is referred to as Growthpoint Kings Park Stadium for sponsorship reasons.

Sponsorship has become a critical element in the IMC mix of many organisations (Allen *et al.*, 2011:328). Grey and Skildum-Reid (2003, in Allen *et al.*, 2011:328) indicate that among all the different types of marketing communication tools, sponsorship is said to be one of the most powerful media now used to communicate and structure associations with

key stakeholders and target audiences. With the emphasis now on ‘connecting with’ rather than ‘talking at’ audiences, sponsorship can be an ideal way for marketers to create brand interaction with stakeholders (Allen *et al.*, 2011:328).

Sponsorships of individuals are referred to as endorsements. An endorsement occurs when a well-known celebrity or athlete uses their fame to help a company sell its products (Smith, 2008:173). These individuals use their reputations to help enhance the image of the company, its products or brand (Smith, 2008:173). This form of sponsorship may be ideal for organisations because sports fans tend to have strong psychological connections with celebrity sports stars and can be persuaded of the quality of the product or brand through the endorsement (Smith, 2008:174).

Since the concept of sponsorship has been explained, the reasons why this marketing tool has grown in prominence will now be discussed.

3.3.2 Why sponsorship has grown in importance

The growth of sponsorship as a marketing communication tool can be attributed to a number of factors. Some of these factors include concerns about traditional promotional methods, creation of favourable association, the ability to overcome linguistic or cultural barriers, multiple target appeal and selective targeting.

3.3.2.1 *Concerns about traditional promotional methods*

Many organisations are concerned about the value that traditional forms of marketing add to their organisations. Technological advancements across the globe have created abundant marketing possibilities for organisations in which communication can occur. Although the number of communication channels has increased, these advancements have created a problem of advertising clutter (Amoako, Dartey-Baah, Dzogbenku & Kwesie, 2012:67). Advertising clutter can be referred to as the context where audiences are continually bombarded by advertisements (Shimp, 2010:208). In addition, traditional promotional methods such as advertising have become expensive. These include television and radio advertising platforms, which cannot be maintained for a longer period of time for organisations with limited marketing budgets. Sponsorship is therefore interpreted as the substitute and possibly a cheaper form of acquiring coverage that avoids clutter and permits distinctive messages to be seen or heard (Amoako *et al.*, 2012:67). A

small business enterprise can opt to sponsor the local rugby team, for example. In this way, the organisation will receive exposure in the immediate community and allow the brand to interact with its target audience.

3.3.2.2 *Creation of favourable association*

The second reason why sponsorship has grown in popularity is that it creates a favourable association between the sponsor and the sponsored organisation. Research studies have found that the primary objectives of many sponsors are to increase brand awareness and enhance brand or corporate image (Cornwell, Roy & Steinard, 2001; Marshall & Cook, 1991; Shanklin & Kuzma, 1992). Brand awareness refers to the strength of a brand's presence in the consumers' mind and to the extent and ease with which consumers recall the brand and can recognise the products and services with which the brand is associated (Boshoff & Gerber, 2008:1). These objectives are consumer-based outcomes that a sponsor can measure to determine a sponsorship's effectiveness in communicating with the target audience (Roy & Cornwell, 2003:379). Sponsorship is increasingly viewed as a way in which awareness can be generated while at the same time creating an association between the values of the sponsored organisation and the sponsoring company (Amoako *et al.*, 2012:67).

3.3.2.3 *Overcomes linguistic or cultural barriers*

The third reason why sponsorship has grown in popularity as a marketing tool is that it has the capability to surpass cultural and linguistic barriers (Amoako *et al.*, 2012:67). Rugby is one of the most followed sports in South Africa, meaning that it has a large audience from varying cultural backgrounds. According to research conducted by Repucom (2012), 20.6% of the population showed great interest in rugby; 68% of these individuals were male and 32% were female. In addition, 51% of these individuals who showed interest in rugby were black, 28% were white, 15% were coloured and 2% were Indian (Repucom, 2012).

From these figures, one can see how much sport (specifically rugby) appeals to different cultural groups. Sports sponsorship is therefore a platform that organisations can use to clearly communicate to these market segments without alienating them.

3.3.2.4 Multiple target audience appeal

The fourth reason for the popularity of sponsorship is that sponsorship as a marketing medium can be used to influence strategic partners, company staff, civic official and government regulators, while at the same time appealing to customers - in essence influencing a company's bottom line (Amoako *et al.*, 2012:67). As previously mentioned, sport appeals to a wide target audience including cultural and age groups with varying demographic profiles. Figures 3.3, 3.4, 3.5 and 3.6 that follow depict the multiple target audiences that rugby appeals to in South Africa. These figures were extracted from research conducted by Repucom (2012).

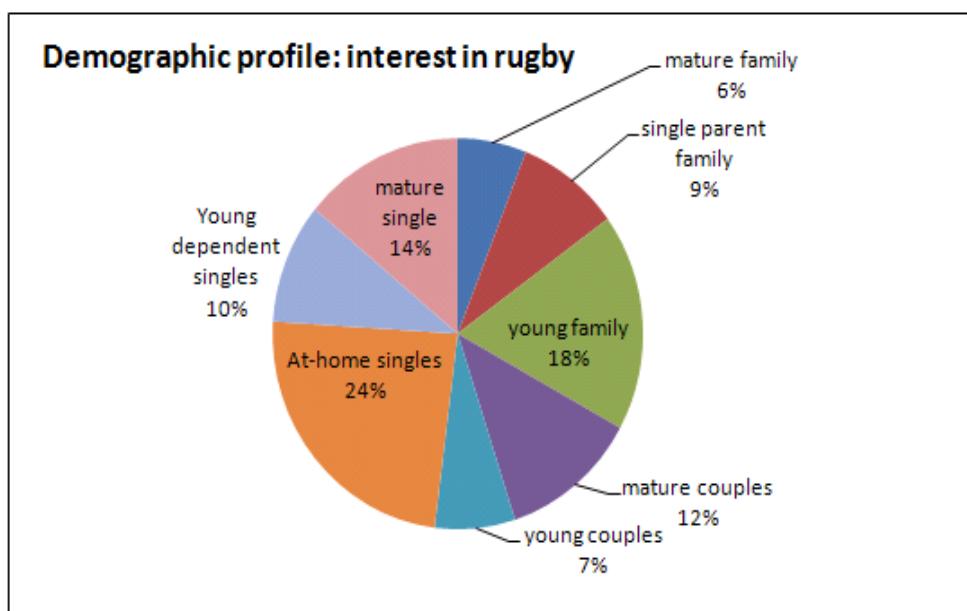


Figure 3.3: Demographic profile: interest in rugby

Source: Repucom (2012)

As is clear from Figure 3.3, at-home single individuals constitute the majority life stage which shows a great interest in rugby. 18% of the respondents that showed an interest in rugby were young families, and mature singles made up 14% of the respondents. These figures demonstrate that a rugby audience consists of individuals in different life stages with different needs and who therefore spend their disposable income differently. Sponsors can use this information in order to determine which products to market to which audience.

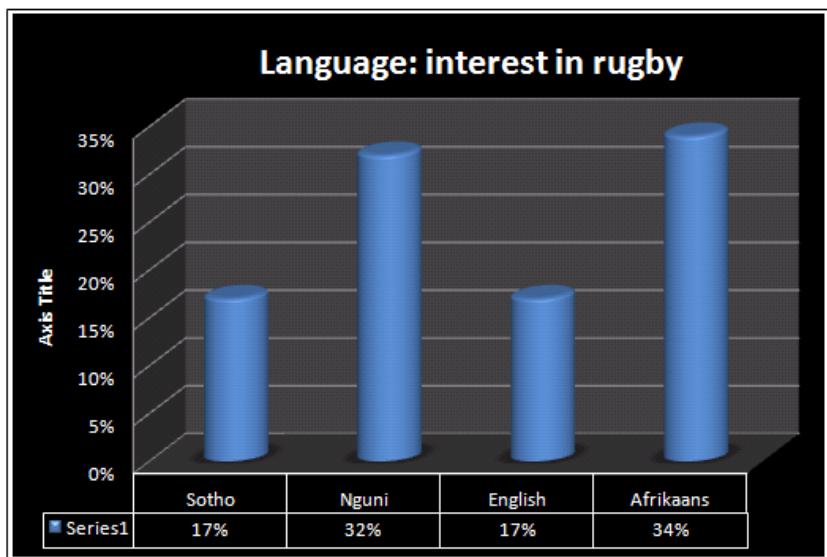


Figure 3.4: Language: interest in rugby

Source: Repucom (2012)

Figure 3.4 illustrates the number of people interested in rugby in South Africa across the various languages. The majority (34%) of individuals who were interested in rugby spoke Afrikaans and 32% spoke Nguni languages. 17% spoke English and Sotho. These figures can be of value to sponsors because they provide a clear picture of who the audience is and what their background is. According to consumer behaviour theory, reference groups are a factor that can influence the consumer's decision-making process (Du Plessis, Rousseau, Boshoff, Ehlers, Engelbrecht, Joubert & Sanders, 2007:67). Therefore sponsors can conduct their own research to better understand these groups.

The investigation into the general interest of consumers in rugby within South Africa can be expanded to delineate this interest across Living Standards Measure (LSM) groups. Figure 3.5 depicts the findings of the study conducted by Repucom (2012).

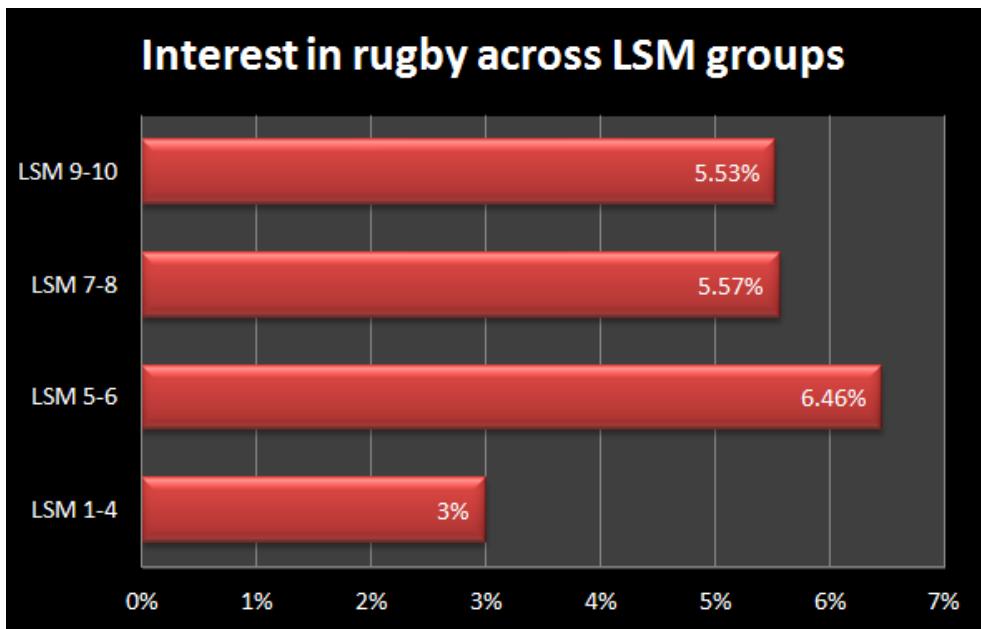


Figure 3.5: Interest in rugby across LSM groups

Source: Repucom (2012)

As can be seen from Figure 3.5, 6.46% of the respondents who displayed an interest in rugby fell within the LSM group 5-6, while 3% fell within the LSM group 1-4. LSM is a unique method of segmenting the South African market (SAARF, 2012). It cuts across race and other outmoded techniques of categorising people, and instead groups them according to their living standards using criteria such as degree of urbanisation and ownership of cars and major appliances (SAARF, 2012).

LSM 7-8 and LSM 9-10 constituted 5.57% and 5.53% of people interested in rugby, respectively. In total, these individuals across all LSM groups made up 20.6% of South Africa's population for 2011. These figures simply indicate that sponsorship has the potential to reach these consumers who vary according to the communication media they are exposed to.

Lastly, Figure 3.6 illustrates the age distribution of those who indicated that they were interested in rugby. This information is particularly important to sponsors as it can assist in targeting their chosen market segment. It is important that sponsors evaluate the value their messages and product offerings will be to these age groups. For example, messages from sponsors need to be relevant to the age group.

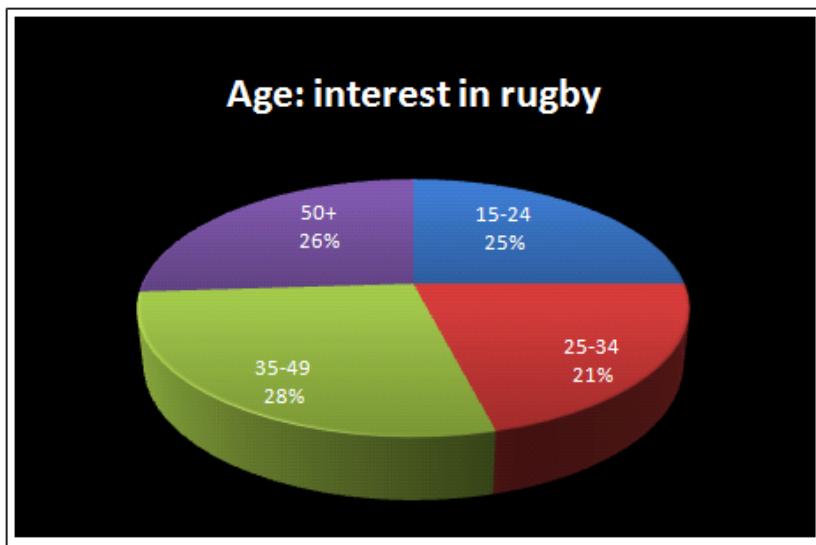


Figure 3.6: Age: interest in rugby

Source: Repucom (2012)

3.3.2.5 Selective targeting

The last reason sponsorship has grown as a communication vehicle is that it offers an exceptional way of targeting particular consumer markets with a particular message (Amoako *et al.*, 2012:67). Through sponsorship, sponsors can communicate the values and the image they wish to portray to a specific market.

Sponsorship by nature is widely accepted by both organisations and consumers. The reasons for the promotional tools' popularity have been elaborated on in the above discussion. Since the focus of the study is on the sponsorship of the Springbok rugby team, it is essential to discuss the types of sponsors in rugby.

3.4 THE TYPES OF SPONSORS IN RUGBY

There are several forms of sponsorship that organisations need to be aware of. The type of sponsor and organisation will be determined by their financial contribution, and they include primary or naming rights sponsors, secondary sponsors, technical sponsors, official suppliers and broadcast or media sponsors.

3.4.1 Primary or naming rights sponsor

A primary or naming rights sponsor is also referred to as the title sponsor. Title sponsors pay a premium fee to have their name as part of the sporting event itself (ASA, 2015). In the South African rugby industry, one of the largest rugby competitions is known as the Rugby Championship competition. Rugby tournaments such as these are sponsored by organisations which, in turn, obtain naming rights. Castle can therefore be regarded as the title sponsor for the Rugby Championship competition. Figure 3.7 illustrates the competition logo of the Super Rugby competition.



Figure 3.7: An example of a primary or naming rights or title sponsor

Source: SARU (2015b)

3.4.2 Secondary sponsors

The distinction between primary and secondary sponsors is particular, with specific rights entitlements depending on the sponsorship agreement (Tassiopoulos, 2010:281). Secondary sponsorship may include the rights of technical and/or official sponsors. Sponsors at this level may also be referred to as presenting sponsors (Tassiopoulos, 2010:281). An example of a secondary sponsor for the Springboks would be Europcar as the company has rights of official sponsors.

3.4.3 Technical sponsors

Technical sponsors are entitled to supply official equipment to be used in the sporting event (Tassiopoulos, 2010:281). For example, Gilbert can be regarded as the official ball supplier for Springbok matches, as illustrated in Figure 3.8. The company manufactures a number of products including balls, boots and body armour and pitch equipment used in rugby games. This has the advantage of a credible link between the brand and the sport. In addition, it provides the opportunity to demonstrate to potential customers what the

equipment (their products) can do (Tassiopoulos, 2010:281). It is important to note that the Springboks may have a number of technical sponsors providing equipment they may need.



Figure 3.8: Technical sponsor of the Springboks

Source: Gilbert SA (2012)

3.4.4 Official suppliers

This type of sponsorship is similar to the technical sponsor, but the official supplier does not supply equipment or other products linked directly with the sporting event (Tassiopoulos, 2010:282). An example of such a supplier or sponsor for the Springboks would be Virgin Active. Virgin Active is a chain of health clubs, gyms and spas (Virgin Active, 2012).

3.4.5 Broadcast sponsors

Broadcast sponsors are defined as those sponsors who have the rights to broadcast the sporting event (Tassiopoulos, 2010:282). Although broadcast sponsorship may be the most expensive component of the total sponsorship cost, it is appealing to marketers because of the perceived benefits of communicating to customers through the media (Tassiopoulos, 2010:282). Broadcasting rights have to be negotiated with the broadcast or television rights holder; this is done separately from the event sponsorship and incorporates all rights involved in the broadcast of sporting events or scheduled

programmes and television credits (Du Plessis *et al.*, 2010:281). In South Africa, the major role players in the sport broadcasting industry include the SABC and SuperSport, which bid for broadcasting rights for Springbok matches (*Mail & Guardian*, 2012). With each type of sponsor identified, certain conditions are stipulated in each sponsorship agreement. Such conditions include what each sponsor is entitled to and what each sponsor is not entitled to. These entitlements are therefore referred to as key components of sponsorship.

3.5 COMPONENTS OF SPONSORSHIP

Organisations both in South Africa and abroad spend a large portion of their marketing budgets on sponsorship deals. In return, these organisations are then entitled to certain privileges such as being able to display their logo on the rugby teams' playing jerseys. These are often referred to as components of sponsorship and include category exclusivity, distribution rights, hospitality areas and entertainment, free tickets, rights to purchase additional tickets and being linked to the rugby team's website.

3.5.1 Category exclusivity

Most often, sponsors anticipate protection from any direct competition for their sponsorship investment (Fullerton, 2007:71). This is therefore known as category exclusivity. In essence, this element prohibits the instantaneous involvement of direct competitors which are in conflicting sponsorship roles (Fullerton, 2007:71). For example, Virgin Active is the official supplier of the Springboks and therefore their direct competitors cannot in any way be associated with the Springboks.

3.5.2 Signage

Signage includes printed messages or logos identifying a sponsor or sporting event on banners, scoreboards and electronic message boards including LED displays (Mullin, Hardy & Sutton, 2007:243). However, the message that is conveyed by means of signage is more accurately described as impression. This means that the message is received and acted upon based on the awareness and feeling of the receiver with regard to the sender (Mullin *et al.*, 2007:243). Signage is therefore an important element of sponsorship. In this context, a customer being exposed to corporate logos at a sporting venue has the

potential to increase product awareness and may potentially lead to loyal product consumption by spectators (Mullin *et al.*, 2007:243).

The question that sponsors should therefore ask themselves regarding the level and intensity of their signage within a sporting arena is: will potential customers perceive the message just as it is intended? Matra, Myers and Aaker in Mullin *et al.* (2007:242) have set out a perception process that individuals may go through. This process is depicted in Figure 3.9 below.

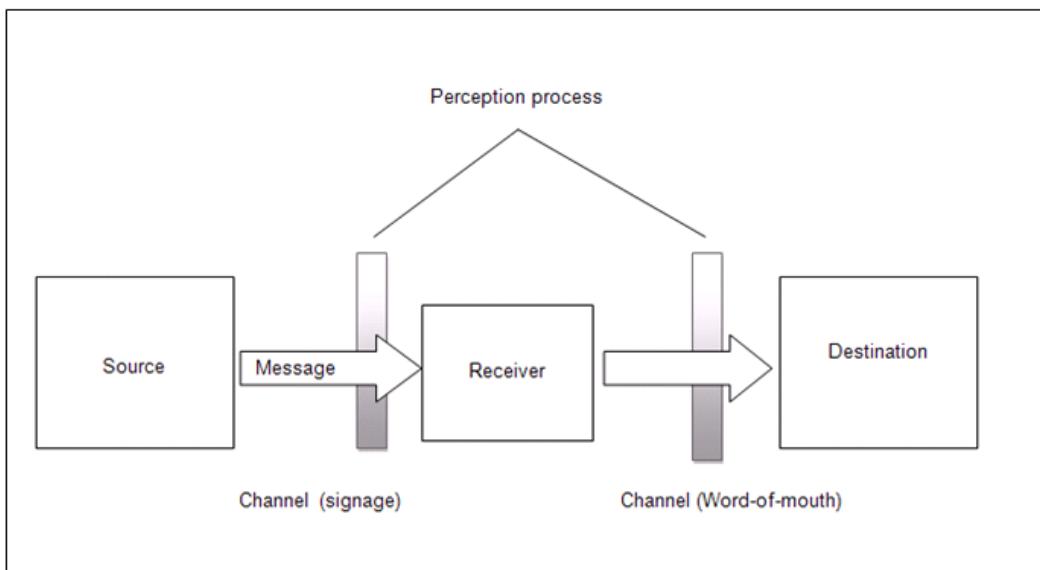


Figure 3.9: *The model of the advertising perception process*

Adapted from: Matra, Myers and Aaker (1996, in Mullin *et al.*, 2007)

When consumers encounter advertising messages by means of signage, they go through a process referred to as the perception process. This process includes elements such as the source, a message, a communication channel and the receiver. The source represents the sponsor, who is the originator of the message. It is important that sponsors determine what they want to convey to customers by means of signage, also bearing in mind the characteristics of signage. A message can be regarded as both the content and the execution of the message (Mullin *et al.*, 2007:241). This is the very content that sponsors want to portray.

The next element in the communication system is the communication channel. An important aspect that sponsors need to consider is whether the channel will execute the intended message accurately. In a sporting scenario, the receiver is known as the sporting

event spectator. This is the audience for which the message was intended. The sponsors need to carefully consider the target audience they intend to reach. As previously mentioned, sport reaches a wide target audience but the sponsor needs to ensure that the audience is a market that can be converted to customers. Therefore research needs to be conducted on who the sponsor's segmented market is.

Lastly, the destination refers to the manner in which the sent message is further disseminated (Mullin *et al.*, 2007:242). The receiver can further broadcast the message. It is important that sponsors ensure that the receiver interprets the message as it is intended and positively welcomes the message. Should the receiver perceive the message negatively, they will in turn broadcast their negative perceptions about the sponsor.

3.5.3 Right to use trademarks and logos

The next component of sponsorship which may be part of a sponsorship agreement is the right to use trademarks and logos. Merchandising of branded clothing ranges and other promotional items provide a follow-through that would not be possible without the vehicle of sponsorship (Tassiopoulos, 2010:283). A trademark is a distinctive word, phrase, logo, graphic symbol or other device that is used to identify the source of the service or a product and to distinguish it from that of competitors. It can therefore include other non-functional but distinctive aspects of the product or service that tend to promote and distinguish it in the market (Stim, 2012:379). Due to the hard work done by trademark owners to shield their property, the utilisation of these trademarks and logos is to a great extent restricted (Fullerton, 2007:74). The sponsors through their investment have therefore reserved the right to use the trademarks and logos or the right for their logos to be used definitively in association with the Springboks (Fullerton, 2007:75). The ability to do so allows the sponsor to employ valuable leveraging programmes and show evidence of its association with the sponsored organisation by placing the trademarks in advertising, packaging and other promotional programmes (Fullerton, 2007:75). Figure 3.10 illustrates how the title sponsors of the Springboks have reserved the right to show their logo on the Springboks' playing shirt.



Asics is the title sponsor of the Springboks and, through this sponsorship agreement, has reserved the privilege to have its logo on the Springboks' playing jersey.

Figure 3.10: Sponsor logo on the Springbok player jersey

Source: SA Rugby Shop (2015)

A study conducted by Mikhailichenko, Tootelian and Mikhailichenko (2012:266) explored theoretical and empirical links between the intensity of shirt advertising and team-related and brand-related customer intention in cross-cultural settings. The results of this study indicated the differences across countries in terms of the relationship between the intensity of on-shirt advertising and team-related attitudinal characteristics (Mikhailichenko *et al.*, 2012:278). In addition, the results show how the level of intensity of logo advertising has diminishing effects for imagery (Mikhailichenko *et al.*, 2012:278).

3.5.4 Distribution rights

In recent years, sponsors have begun to emphasise the granting of distribution rights for their products at the sporting event (Fullerton, 2007:76). This provides sponsors with the opportunity of promoting their products at the sporting event. In addition, securing distribution rights allows the target market to engage and interact with the sponsor brand. This target market is represented by the actual attendees of the sporting event (Fullerton, 2007:76). In the South African rugby sponsorship context, the Klipdrift sponsorship deal of the Springboks includes exclusive product rights within their category, pouring rights at SARU functions, the right to distribute premiums, which allows Klipdrift exclusive branding and commercial rights to point-of-sale product as well as branding rights in advertising campaigns (Openfield, 2012).

3.5.5 Hospitality areas and entertainment

Hospitality and entertainment play an important role in the packaging of sponsorship and promotional licensing programmes. These concepts allow the sponsor to create certain benefits and opportunities that are often unique and unavailable in the marketplace (Mullin *et al.*, 2007:332). Hospitality or entertainment areas in a rugby stadium are suites in the stadium which may include entertainment decks (Free State Cheetahs, 2012).

Sponsorship practitioners emphasise the importance of relations in sponsorship agreements. Sponsors may seek exclusivity in the hospitality and entertainment component of sponsorship mainly to build relationships with stakeholders. Corporate hospitality areas provide sponsors with the opportunity to make face-to-face contact with key stakeholders in a prestigious, informal social context, thereby strengthening and personalising relationships with these stakeholders (Tassiopoulos, 2010:283). In this manner, corporate hospitality can be an effective way to facilitate relationship building with influential stakeholders.

As part of the sponsorship package, the sponsor can secure the right to purchase additional tickets. In major sporting tournaments, the availability of tickets may become limited and therefore sponsorship adds value for the sponsor.

3.5.6 Right to purchase additional tickets

The right to purchase additional tickets for a sporting event can be a major incentive when the event is sold out (Fullerton, 2007:79). Sporting events such as tournament finals and semi-finals are examples of sporting events where tickets may be virtually impossible to acquire closer to the event date. During the Investec Rugby Championship match against New Zealand, for example, there were limited numbers of tickets available as part of hospitality packages (Mortimer & SA Rugby.net, 2012). The starting price of these tickets was R2 700, which offered a prime viewing seat as well as parking within the vicinity, a meal, full local bar and a commemorative gift (Mortimer & SA Rugby.net, 2012). Sponsors had the liberty to secure the right to purchase these tickets to entertain key stakeholders in their organisations. This can therefore be a valuable tool to have at the sponsor's disposal.

An important element of a sponsorship agreement is that a relationship is developed between the sponsor and the sponsored organisation. The sponsorship association goes

beyond the sponsorship fit but also incorporates other strategic links. Sponsors are at liberty to secure an association with the sporting organisation by being linked on the sponsored organisation's website.

3.5.7 Link on the sponsored organisation's website

The internet has grown to be a key tool in the marketing of major sports events (Fullerton, 2007:79). Sporting organisations have comprehensive websites that provide information about sporting competitions. During the events, the site provides updates on results and other news (Fullerton, 2007:79). The sponsorship agreement can provide the sponsor with the opportunity to have their site linked to the sporting organisation. Figure 3.11 illustrates how the sponsoring companies are linked on the SARU website and consumers who visit SARU's website can therefore be directed to the sponsor's web page.

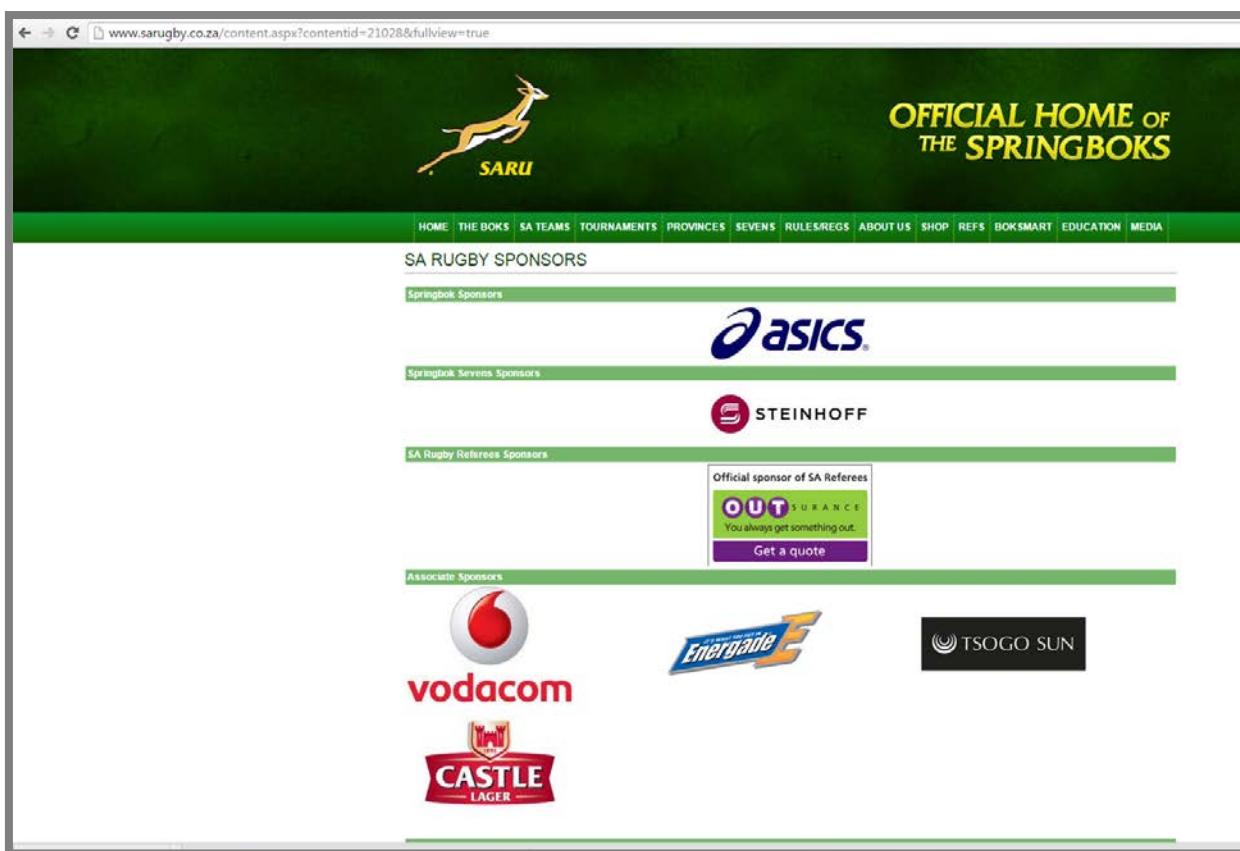


Figure 3.11: Sponsors linked on SARU's website

Source: SARU (2015b)

A number of advantages and disadvantages can be linked to sponsorship. Sponsors will need to consider these before making a final decision about embarking on a sponsorship

venture. Having taken the components of sponsorship discussed above into consideration, sponsors need to ensure that each component will provide them with the greatest advantage in their unique situation. For them to ascertain this, the advantages of the sponsorship must be considered. The advantages and disadvantages of sponsorship are identified in the next section, highlighting why this marketing communication tool can be more effective.

3.6 THE ADVANTAGES AND DISADVANTAGES OF SPONSORSHIP

Like any other marketing communication tool, sponsorship offers sponsors numerous advantages and disadvantages. The advantages of sponsorship include the following:

- Sponsorship can be cost-effective (compared to advertising) in terms of reaching a particular audience (Smith & Zook, 2011:349).
- It does allow access to very specific types of audiences that might otherwise be hard to reach (Smith & Zook, 2011:349).
- This marketing communication tool offers creative opportunities, including the engagement of an audience in a relaxed atmosphere of goodwill (Smith & Zook, 2011:350).
- The effects of a sponsorship programme are measurable (Smith & Zook, 2011:350).
- Sponsorship offers credibility when used in the context of sponsorship of individuals. Customers might believe that the product must work otherwise the sponsored individual would not use it. This assumption establishes credibility (Fullerton, 2007:54).
- Sponsors who associate themselves with the elite organisations aim to enhance their own prestige (Fullerton, 2007:54). This stems from the hope that customers will transfer the image and prestige of the sponsored organisation to the sponsor.
- Highly emotionally charged interactions are possible with consumers both internal and external (Johnson Morgan & Summers, 2005:231).
- It provides avenues for product stimulation and trial (Johnson Morgan & Summers, 2005:231).

Sponsorship by nature works in a more indirect manner, by association (Yeshin, 2006:323). It borrows the values of the sponsored entity, assembling them as part of the nature of the brand in the minds of the consumers. The creativity in sponsorship comes in determining the nature of the fit between the required brand personality and the donated associations (Yeshin, 2006:323). Although advantages of this marketing tool have been identified, it is important to acknowledge the disadvantages. These disadvantages include the following:

- While sponsorship can convey exceedingly cost-effective benefits, it can be misinterpreted as an unnecessary luxury by employees if they are kept in the dark about it and if there are job losses taking place simultaneously (Smith & Zook, 2011:350).
- Quality and excitement of competition are largely uncontrollable (Johnson Morgan & Summers, 2005:231).
- It is subject to personality flaws and social mistakes of sporting personalities (Johnson Morgan & Summers, 2005:231).
- Ambush marketing allows non-sponsoring competitors to gain some benefits without paying full sponsorship fees (Smith & Zook, 2011:350). Ambush marketing can be defined as a planned effort or campaign by an organisation to associate itself indirectly with an event in order to gain some of the recognition and benefits that are associated with being an official sponsor (Mullin *et al.*, 2007:334).
- Quality sports platforms are limited and often infrequent or seasonal (Johnson Morgan & Summers, 2005:231).
- Leveraging costs are high (Johnson Morgan & Summers, 2005:231). Sponsorship is not a stand-alone marketing communication tool therefore leveraging sponsorship with other marketing communication tools may be costly for organisations.
- Evaluation is difficult and many measures are immature and ineffective (Johnson Morgan & Summers, 2005:231).
- Sport properties can be overpriced (Johnson Morgan & Summers, 2005:231).

For sponsors to make an informed decision regarding sponsorship, these disadvantages need to be considered because leveraging costs involved in sponsorship can be expensive and ultimately influence the marketing budget of sponsors.

Sponsorship indeed has grown in popularity among organisations. While the discussion thus far has explained why this is so and what factors potential sponsors need to consider, a further understanding of the processes these sponsors go through when considering sponsorship is essential. The sponsorship decision-making model is explained in the next section.

3.7 A MODEL OF SPONSORSHIP DECISION-MAKING

“If you fail to plan, you are planning to fail!” - Benjamin Franklin

Sponsorship as a marketing tool fits naturally into the marketing mix and plays a vital role in the marketing plan (Abiodun, 2011). When developing marketing plans, marketers need to carefully iron out how marketing communication tools will be utilised. In the sponsorship process, other marketing mix components must be used and the desired cross-impact synergy must be specified in order for this marketing tool to be effective (Koekemoer, 2011:194). These stages for sponsorship decision-making are illustrated in Figure 3.12 and will be discussed in detail next.

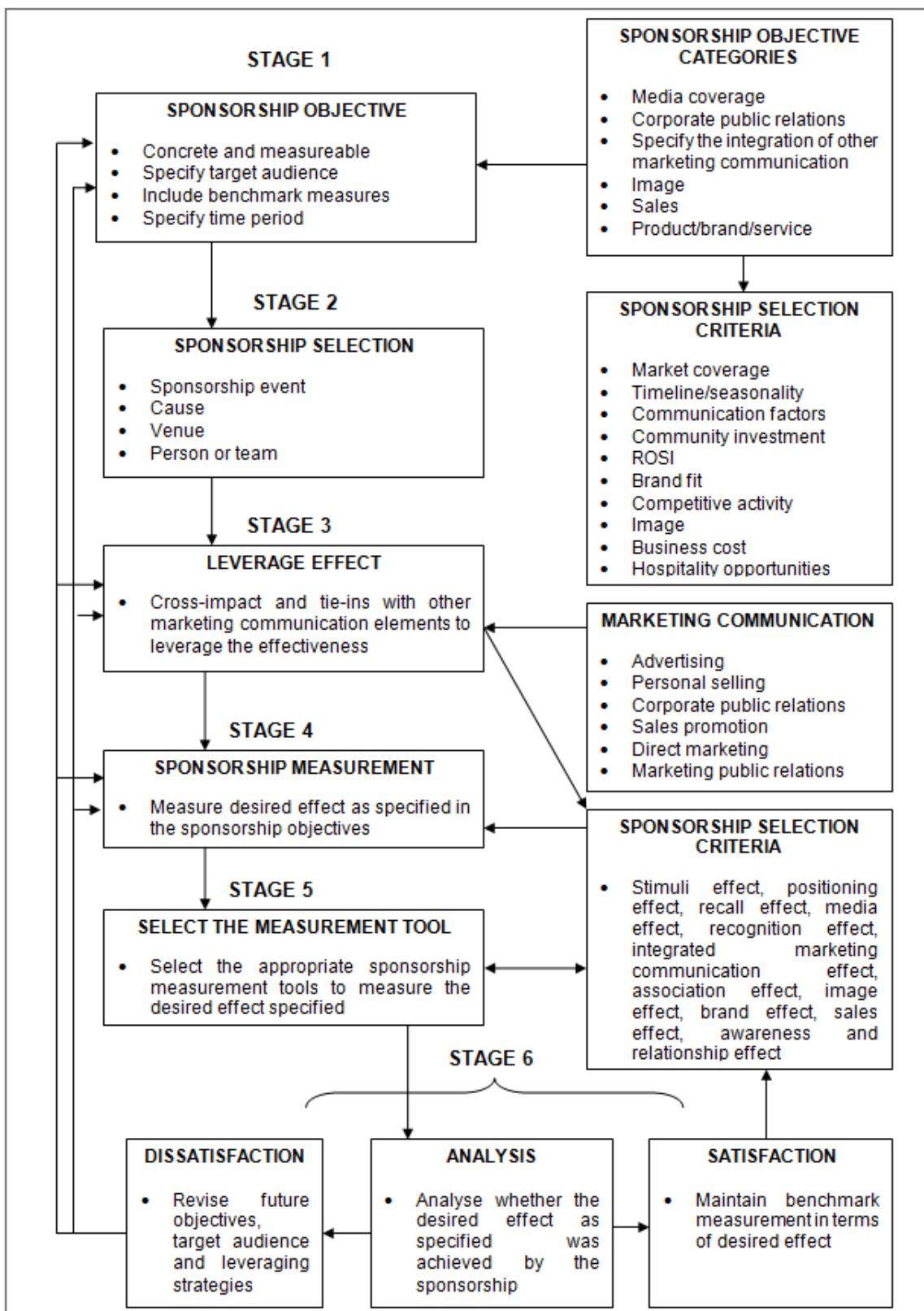


Figure 3.12: A model for sponsorship decision-making

Source: Koekemoer (2011:196); Du Plessis et al. (2010:289)

As is clear from Figure 3.12, the sponsorship decision-making process consists of a number of stages. These stages will now be discussed.

3.7.1 Sponsorship objectives

In the first stage of the sponsorship decision-making process, sponsors and sporting organisations will each develop objectives that are unique to their organisations. Sponsorships provide opportunities to enhance the types of objectives included in any marketing strategy (Du Plessis, Bothma, Jordaan & Van Heerden, 2003:286). It is therefore essential that sponsors determine what the sponsorship must accomplish as this will guide the sponsorship process. The following are common sponsorship objectives (Koekemoer, 2011:195):

Corporate objectives

- To increase or maintain awareness
- To enhance or change the organisation's corporate image
- To change the target market's perception or attitude about the organisation or brand
- To develop an involvement with the immediate community

Marketing objectives

- To enhance or change the brand image
- To create a positive association with a brand among the target audience
- To establish relevancy with the target audience
- To build business or trade relations

Sales or service expansion objectives

- To increase sales or market share
- To strengthen brand preference
- To increase sales and market share through licensing arrangements (for example, the Springbok rugby jersey)

In the process of constructing these objectives, both sponsors and sporting organisations need to consider the following (Koekemoer, 2004:462):

- The objectives set must be clearly defined; therefore they need to be concrete and measurable.
- The objectives set need to be realistic and achievable and therefore consider factors such as budget allocation and the types of sponsorship opportunities available.
- The objectives set need to be clear, meaning that the target audience must be clearly specified.
- The time period for which the sponsorship agreement will be valid needs to be clearly specified by key participants.

Once sponsors have determined their various sponsorship objectives, the sponsor would then select the type of sponsorship to participate in. Sponsorship selection simply means that the sponsor will determine what they are sponsoring.

3.7.2 Sponsorship selection

In this stage of the sponsorship decision-making process, the sponsor is required to establish the type of sponsorship that they are interested in and that will best achieve the set objectives. Essentially, companies need to determine what type of sponsors they would like to be. The sponsor also needs to determine whether they will sponsor a sporting event such as a rugby match, a cause such as breast cancer awareness, a venue such as a rugby stadium, a specific broadcast or a specific team such as the Springboks (Tassiopoulos, 2005:177). The criteria for selecting the type of sponsorship will be unique according to the objectives. However, the criteria are generally based on the following;

- **Target market coverage:** This refers to the audience which the sponsorship must reach. The sponsor must also obtain detailed information about the interests of the target market and the degree to which media coverage of the sporting event will reach the market (Koekemoer, 2011:197).
- **Product or brand relevance:** This refers to how relevant the product or brand will be to the target audience in question.

- **The image of the sporting organisation:** This refers to the corporate image being projected by the sporting organisation. It is important that a strategic fit be in place. The sporting organisation must fit the corporate and brand image and conform to the sponsorship policy of the sponsor. Therefore brand fit is essential for effective sponsorship (Koekemoer, 2011:198).
- **The cost of the sponsorship:** The question that the sponsor needs to ask themselves in this regard is whether the sponsorship opportunity is affordable and if so, whether it represents tangible value for the money spent (Koekemoer, 2011:198).
- **Hospitality opportunities that may exist for the sponsor:** It is imperative that the sponsor consider the potential hospitality opportunities the sponsorship agreement may offer. Therefore factors such as the suitability of the sporting event that the sporting organisation is involved in and the suitability of the facilities that may be used to entertain key stakeholders need to be scrutinised cautiously (Koekemoer, 2011:198).
- **The exclusivity that the sponsorship can provide:** The element of exclusivity is ideal for sponsors in the case where numerous sponsors are involved in the sporting organisation. The right to exclusivity dilutes the impact or the involvement of the other sponsors (Koekemoer, 2011:198).

Once the type of sponsorship has been selected by the potential sponsor, the next stage is the parameters of the leveraging effect of the sponsorship.

3.7.3 Leverage effect

Leveraging refers to getting the maximum benefit and advantage from the sponsorship through careful integration with other marketing activities (Smith, 2008:205). It is therefore imperative that the sponsorship venture tie in (or create a cross-impact) with other marketing communication elements (Koekemoer, 2011:196). These elements are inclusive of advertising, sales promotion, direct marketing and public relations. However, the leveraging effect works both ways, meaning that the other IMC elements can leverage the sponsorship success, but sponsorship can also be used to leverage other IMC elements (Smith, 2008:205).

Leveraging sponsorship encompasses a number of advantages. Since sponsorship by nature is not a standalone marketing tool, it is essential that sponsors understand the full effects of leveraging. The advantages of leveraging sponsorship include the following:

- Leveraging assists in combating ambush markets (Smith, 2008:205). This simply means that other organisations cannot try to project the image that they are associated with the sponsored organisation. If the sponsorship is tied in with other marketing tools, it can communicate the association to the target audience in an accurate manner.
- Leveraging helps build positive and long-lasting relationships among the sponsorship partners (Smith, 2008:205). This is fostered through the investment of time and resources by the sponsorship partners.

Once the leveraging component has been established, the sponsor needs to determine the sponsorship measurement.

3.7.4 Sponsorship measurement

The measurement process of determining the effectiveness of sponsorship involves examining the performance of the sponsorship and inspecting whether the marketing initiatives or efforts linked with the sponsorship are effective (Schwarz & Hunter, 2008:266). All marketing communication tools need to be measured in order to determine whether objectives have been achieved; the same standards apply for sponsorship agreements. Sponsors need to ensure that the sponsorship objectives are achieved and that the sponsorship has the desired effect. In the stage of sponsorship measurement, an evaluation is conducted regarding the performance measure for each objective set. This means that for every objective set, measures are predetermined to evaluate whether the specific objective has been met (Smith, 2008:209). This can involve establishing a way to quantify or put a desired number to the objective.

3.7.5 Select the measurement tool

Once marketing objectives have been set and corresponding performance measures have been allocated, the measurement tools that are required to determine the effectiveness of the sponsorship need to be established. These measurement tools are directly related to the objectives set by the sponsor, namely recall effect, image effect, awareness effect, recognition effect or association effect.

Only when sponsors have determined how the effectiveness of the sponsorship will be measured can the outcome of the sponsorship be determined. This entails the satisfaction or dissatisfaction with the sponsorship performance.

3.7.6 Measure sponsorship outcomes and report on them

Following the evaluation of the effectiveness of sponsorship, which is based on the steps mentioned above, the results should be measured against the benchmark obtained (Smith, 2008:218). From these results, the sponsor may be dissatisfied with the sponsorship and should then revise future objectives, the target audiences or the leverage strategy (Du Plessis *et al.*, 2010:289). Alternatively, the sponsor may be satisfied with what the sponsorship has achieved and will therefore need to maintain benchmark measures in terms of desired effect (Du Plessis *et al.*, 2010:289).

As seen from the above discussion, numerous factors need to be taken into consideration regarding sponsorship agreement decision-making. However, it is essential for sponsors to understand the effect sponsorship has on the behaviour of the very market they wish to reach. This is discussed in the next section.

3.8 THE EFFECT OF SPONSORSHIP ON THE BEHAVIOUR OF THE SPORTS CONSUMER

Many sporting organisations in South Africa are attaining financial security from investors by means of sponsorship agreements; however, these sponsors in turn expect a return on their investments. This chapter has covered literature on what sponsorship is, what it entails and how it should be used, implemented or leveraged for it to achieve the objectives formulated. The consumers or the target audience that sponsors wish to reach have changed in nature. They have become sophisticated in their spending and strategic in their thinking. As a result of the change in consumers' lifestyle, they demand convenience in service offerings. In addition, they can filter marketing messages from marketers and should therefore be communicated to in different yet consistent mediums.

For the sponsorship message to have the desired effect on the consumer or the target audience, it is important that a strategic fit be established by the consumer.

Cornwell, Humphrey, Maguire, Weeks and Tellegen in Allen *et al.* (2011:338) indicate that the greater the fit between the sponsor and the sponsored company, the more effective the sponsorship will be for both parties involved. From consumers' point of view, sponsorship fit can therefore refer to the following (Allen *et al.*, 2011:338):

- Target market and the compatibility of the sponsor's product offering;
- Timing of the sponsorship fits the sponsor's schedule;
- Nature of the sponsored team has similarity with the current aims of the sponsor.

The aim of this section is to determine the effect sponsorship agreements have on the sports consumer. Figure 3.13 illustrates the effect of sponsorship fit on sports consumers.

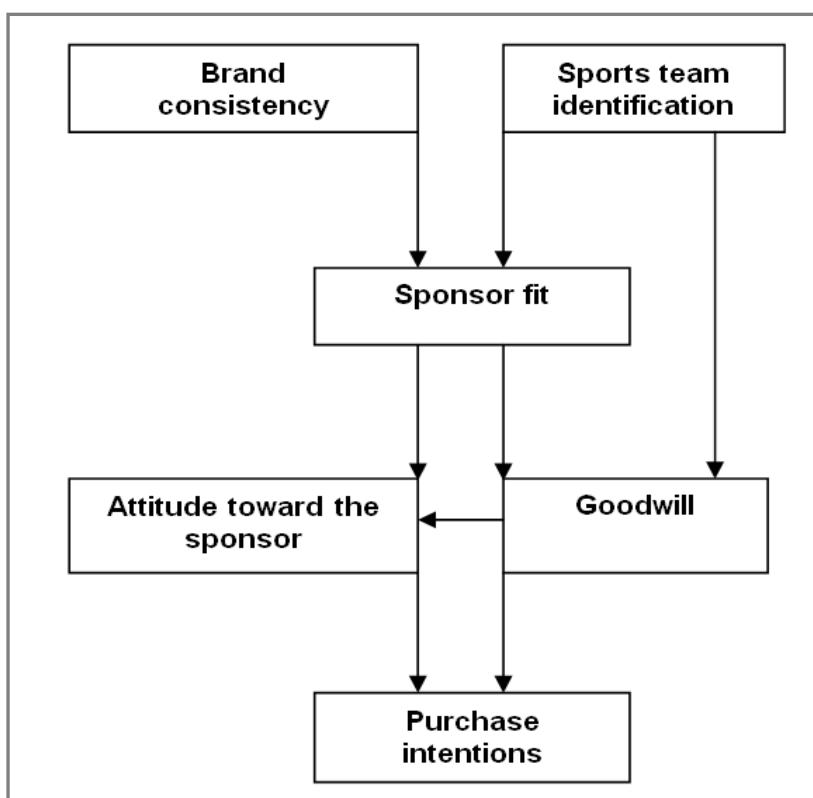


Figure 3.13: The effect of excellent sponsor fit

Adapted from: Gwinner and Bennet (2007, in Allen *et al.*, 2011:338)

Sponsor fit is seen to stem from the similarity between the images projected by the sponsor and the sponsored organisation, the matching personalities and common associations in general (Chien, Cornwell & Pappu, 2011:143). However, when a brand

introduces new products within their portfolio with dissimilar personalities, this may result in inconsistency with the image the sponsor is projecting (Chien *et al.*, 2011:143). Therefore brand consistency is an important factor that may influence the sports consumer's perceived sponsor fit.

Sports team identification is a specific instance of social identification in which the object with which a consumer identifies is a particular sports team (Gwinner & Bennet, 2008:414). In the context of sports sponsorship, to minimise negative associations by resolving inconsistencies, high team identification fans might attempt to view the sporting team sponsorship as congruent (Gwinner & Bennet, 2008:415). They may adjust their thinking to search for a logical team-sponsor connection more than low identified fans (Gwinner & Bennet, 2008:415). To a certain degree fans are successful in doing this, as it reduces the perception of the sponsor commercialising the sport because there is a brand-team connection (sponsor fit) (Gwinner & Bennet, 2008:415). In the context of this discussion, consumers may deem sponsor fit as (1) the sponsorship category relatedness, where the sponsor and the sponsored organisation are in the same category, and (2) event personality fit where both parties involved in the sponsorship agreement have high similarities in the personalities of their relative brands (Chien *et al.*, 2011:143).

Once the sponsor fit has been established, it is then that sports consumers can develop attitudes (positive or negative) towards the sponsor. An attitude is a learned inclination to conduct oneself in a consistently favourable or unfavourable manner with regard to a given object (Kardes, Cline & Cronley, 2011:246). Attitudes towards brands are consumers' learned tendencies to evaluate brands in a consistently favourable or unfavourable way (Du Plessis *et al.*, 2007:194). These attitudes are influenced by goodwill; when a sponsor takes actions that facilitate the audiences' enjoyment, goodwill is generated towards the sponsor (Allen *et al.*, 2011:339). In addition, the actions that sponsors take to facilitate the sports consumers' enjoyment can positively impact the manner in which each consumer identifies with the sports team or sporting organisation. Attitudes will be discussed in detail in the next chapter.

The desired result of this process is one that many studies have proven. It was found that a significant relationship exists between one's attitude towards a sponsor and one's intentions to use the product in the future (Speed & Thompson in Gwinner & Bennet, 2008:416). Although the consumer may intend purchasing a product, their flow through the

decision-making process which may lead to a purchase of the sponsor's products may still be affected by psychological processes, as mentioned by Mihart (2012:124). Figure 3.14 identifies the steps by which sponsorship can encourage consumers to act by guiding them through the sponsorship effects process. Consumers are unaware, aware, informed, attracted, inclined and convinced before they actually consume the product.

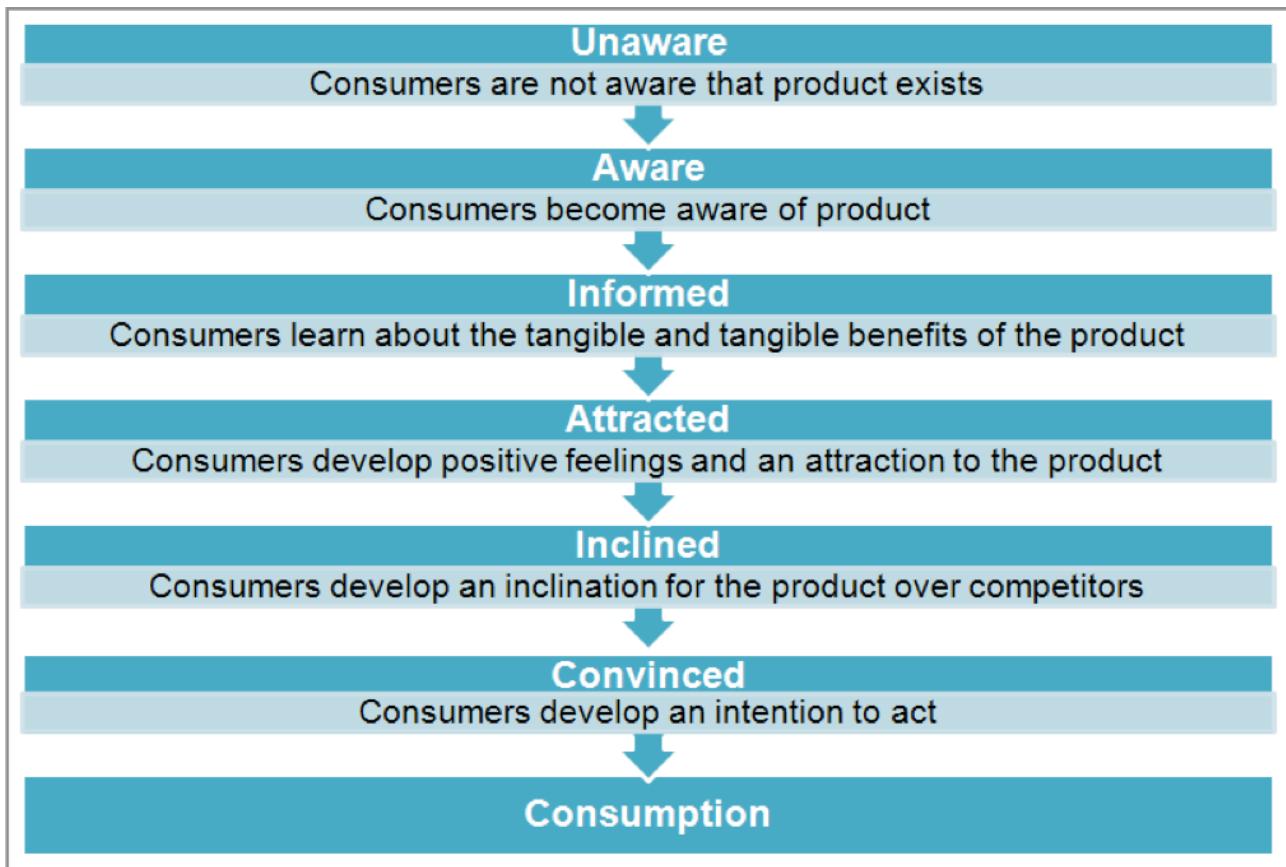


Figure 3.14: The sponsorship effects process

Source: Smith (2008:182)

Step 1: Unaware

Sports consumers begin the process where they are unaware that a product exists (Smith, 2008:183). The objective of the sponsor at this stage would be to embark on the sponsorship venture to create awareness of their product or brand. Sponsorship may in this case be a vehicle to facilitate awareness.

Step 2: Aware

By making use of sponsorships, consumers become aware of the sponsor brand or product. Unless consumers are aware of a brand or product, that brand cannot be a member of their set of viable purchase alternatives (Shimp, 2010:158).

Step 3: Informed

When sports consumers are aware of the product or brand and know of its existence, they may not know much else about the product or brand. Sports consumers therefore need to be informed and educated about the tangible and intangible benefits the product has to offer (Smith, 2008:183). Once they have sufficient information about the brand or product, they can formulate their own opinions about it, which may lead to an attraction to the brand or product (Smith, 2008:183).

Step 4: Attracted

With the consumers being more strategic in their spending, marketers have come to the realisation that just because a consumer is aware of a product and knows about its benefits, it does not necessarily indicate that the consumer will like the product (Smith, 2008:183). Sponsorship therefore encourages an attraction to the sponsor brand or product. This attraction is encouraged as the sponsor brand engages with the consumer on a level with which the consumer is familiar and comfortable, therefore indicating the common values that the sponsor shares with the consumer.

Step 5: Inclined

Once this connection has been established, it is important to convince consumers to prefer the sponsor brand to that of competitors (Smith, 2008:183). In this way, the sports consumer may be more inclined to purchase the products.

Step 6: Convinced

When the consumers' interest in the product has been established, they must be convinced that the product is right for them and that it will fulfil their needs (Smith, 2008:183). This may lead the consumers to intend to make a purchase because throughout the sponsorship relationship, they have come to experience the brand and

have engaged with it in a manner that communicates the brand values. Sponsorship at this stage of the process may create a strong desire to act.

Step 7: Consumption

It is important for sponsors to bear in mind that at this stage, desire does not guarantee action. There are a number of factors that may hinder the consumer from consuming the sponsor's product. These factors may include lack of money or time, or the availability of cheaper alternatives. However, desire is a strong pioneer of consumption and is an ideal emotion to be evoked.

Although Smith (2008) mentioned that consumers tend to follow the trail of thought discussed, that is not always the case. The study conducted by Lafferty (2007:450) found that there is no perceived difference between the poor fit cause and the good fit cause when partnered with a moderately credible organisation. In this context, credibility refers the extent to which consumers feel that the firm has the knowledge or capability to fulfil its claim (Inoue & Kent, 2012:332). The definition includes the perception that the organisation is trustworthy (Inoue & Kent, 2012:332).

In addition, Lafferty's study found that there is no perceived difference in attitudes towards the brand between the poor fit cause and the good fit cause when partnered with a highly credible organisation. This pattern was repeated with regard to purchase intentions (Lafferty, 2007:450). The results of that study therefore highlight the importance of the image projected by both sponsors and sponsored organisations. If consumers perceive the organisations to be credible, because of their existing marketing strategies, they will be more willing to accept future partnerships with other organisations and will not necessarily be concerned about the sponsor and/or strategic fit of the alliance.

3.9 CONCLUSION

Sports sponsorship involves acquiring the rights to be associated with a sporting organisation in order to obtain benefits from the association (Schwarz, Hunter & Lafleur, 2013:291). Sponsorship therefore plays an important role in the sports promotional mix. The South African sponsorship market has grown and is now a self-sustaining industry. In this chapter, the concept of IMC was investigated and therefore developing an understanding of how sponsorship fits into the sports promotional mix. The reasons as to

why this marketing tool has grown in prominence were then discussed. The various levels of sponsorship and its components followed, leading the discussion to the management of sponsorship.

The chapter concluded with the effects of sponsorship on consumer behaviour. It is important to acknowledge that not every sports consumer will react in the same manner to sponsorship since individuals are influenced by various factors. In the next chapter the sponsorship audience is segmented and these very factors that may influence their decision-making process are discussed.

CHAPTER 4

CONSUMER BEHAVIOUR

4.1 INTRODUCTION

Chapter 4 deals with the behaviour of the consumer. The consumer is firstly defined to establish the parameters of what constitutes a consumer and the various roles they occupy within the market. Since consumers do not act on a whim but are influenced by internal and external factors, the consumer behaviour model is illustrated and the internal as well as external factors are delineated within the body of the chapter. The chapter concludes with a discussion on the influence of sponsorship on the consumer's decision to purchase sponsors' products.

AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS' SPONSORSHIP ON THE SOUTH AFRICAN NATIONAL RUGBY TEAM AND THE CONSUMERS' DECISION TO PURCHASE THE SPONSOR BRANDS IN TSHWANE

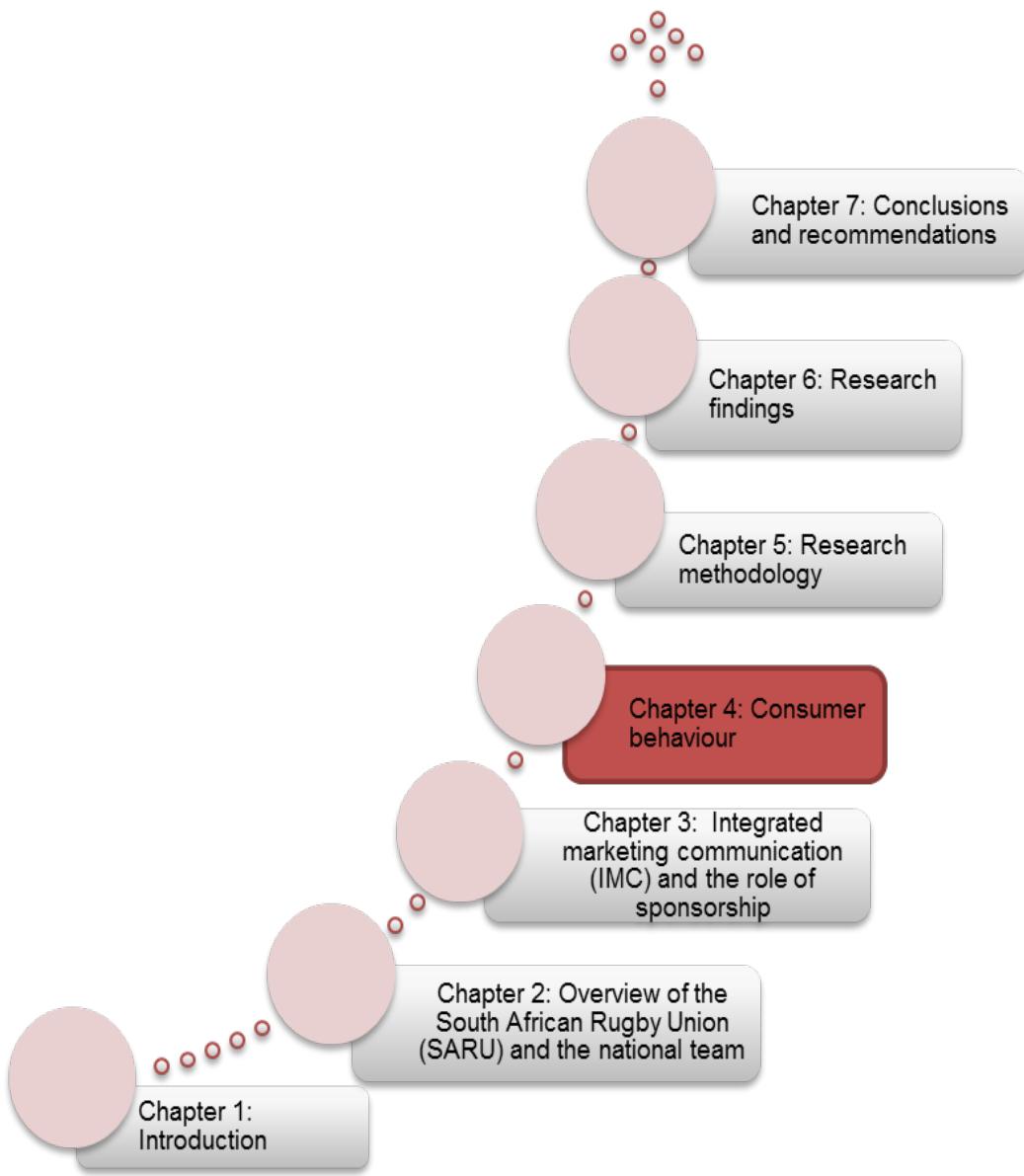


Figure 4.1: Orientation of the study

4.2 CONSUMER BEHAVIOUR

Consumer behaviour is the behaviour consumers demonstrate in seeking out, ordering, buying, using and assessing products that consumers expect will satisfy their needs and wants (Schwarz & Hunter, 2008:90). For product offerings to succeed in the market, organisations need to familiarise themselves with their target audience. Consumers are

different and under different circumstances, they will approach decision-making in various ways.

In the subsequent section a consumer is defined, and the types of consumers that exist in the market and the roles they play are highlighted.

4.2.1 The consumer

The term ‘consumer’ can be used to describe an individual or an entity (Kardes *et al.*, 2011:8). An individual consumer is driven by their own personal needs to purchase goods as well as services, and organisational consumers purchase goods and services in order to either produce other goods and services or merely resell them to individual or organisational consumers (Kardes *et al.*, 2011:8). According to Cant (2013b:41), the consumer is the midpoint around which everything revolves; therefore it is vital that organisations, regardless of their offering to the market, know who their consumers are and what their needs are as well as the motives that drive them to act in a certain way. For the purpose of this study, the theory of consumer behaviour is also applied to the target market of sponsors since sponsorship by nature aims to alter the behaviour of general consumers and those consumers who consume sport or sports-related products. A sports consumer can be defined as an individual or group who uses a sport or sports-related product or service in exchange for a direct payment (for example cash to buy a ticket to a game) or indirect payment (for example purchasing a television on which sport is one form of entertainment) (Smith, 2008:34). It is thus important that marketers understand who their consumers are in order to fully understand the needs of the very individuals they aim to target. These different types of consumers are discussed below.

4.2.2 Types of consumers within the sports environment

There are a number of ways of defining sports consumers; these include identifying the different kinds of sports products or services they consume (Smith, 2008:34). Since the focus of this study is on the sponsorship of the Springboks, their fans are regarded as sports consumers and can be considered to be part of the sponsors’ targeted audience. A fan can be defined as an individual who has a great fondness for or interest in a specific sport or team (Dhurup, 2011:38). Sports consumers can be categorised into six segments and play various roles within the sports environment as they are driven by different factors. These segments are illustrated in Figure 4.2 and will be discussed below.

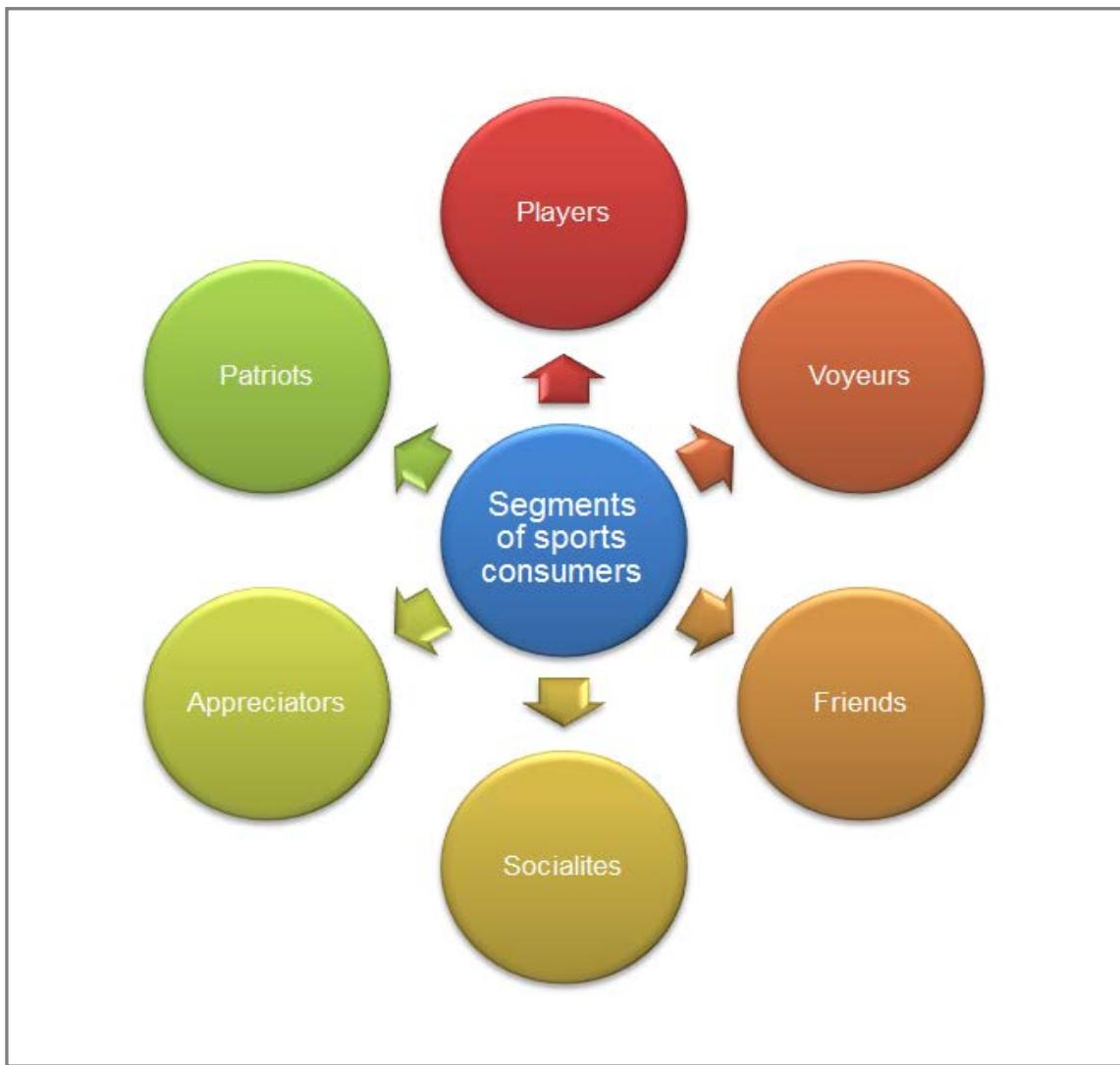


Figure 4.2: Segments of sports consumers

4.2.2.1 Players

The first segment of sports consumers, as indicated in Figure 4.2, is referred to as the players. Players are individuals who consume a sport by participating in that particular sport. The primary motivation behind this segmentation is that those who play a particular sport will be more likely to enjoy watching sports in general (Fullerton, 2007:286). Although they are sports participants, they also become sports consumers by consuming the sport as a fan or a spectator. Players are individuals who understand and appreciate the skills needed from the athletes and therefore become highly involved in the sport (Fullerton, 2007:286). According to Bee and Havitz (2010:144), involvement within the context of leisure is defined as a person's involvement in recreation and sports activities, products and leisure service organisations or settings. In other words, highly involved sports fans

are those individuals who may passionately attend sports matches, purchase sports-related products and openly disclose their approval of a particular sport or team with conviction.

The understanding and passion players demonstrate towards the sport may lead them to seek information about their chosen sport and ultimately invest a considerable amount of time and money in sport in general and their favourite sport in particular (Fullerton, 2007:286). As players consume the sport, they are exposed to various sponsorship initiatives and therefore are, in turn, a market which can be profitable for sponsors.

4.2.2.2 Patriots

The second segment of sports consumers, as illustrated in Figure 4.2, is referred to as patriots. Patriots consider sports or a particular sport as a vehicle to establish a sense of pride for their country and also a sense of community (Fullerton, 2007:286). These are individuals who are highly involved in the sport as well as the team or club. Patriots consider the performance of the team to be important. These individuals value and cherish the team's victorious moments and are saddened by a loss the team may experience. Patriots may express their devotion to the team by exhibiting high attendance levels and following their team on television, the internet and in print media (Fullerton, 2007:286). Ngan *et al.* (2011:553) investigated whether the performance of a team will influence the fans' intention to purchase the sponsor's product. They found that the intention to purchase a sponsor's product will be greater when the team sponsored is perceived to be a winning team than when it is perceived as a losing team (Ngan *et al.*, 2009:559). Based on the findings from that study, patriots can be a very lucrative market for sponsors of sporting organisations as the dedication fans express towards the team may be transferred to the sponsors, who may be seen as part of the team in the eyes of the fans. They may be more willing to purchase the sponsor's products and more accepting of any new offerings made by the sponsor.

4.2.2.3 Appreciators

Unlike the segments of sports consumers described above, appreciators admire the skills, hard work, teamwork and the achievement of the participants (Fullerton, 2007:286). They are motivated to attend the sporting event by the opportunity to witness excellence instead of the adrenaline as a result of a win or a loss (Fullerton, 2007:286). This market segment

may understand the technical aspects of the sport as well as the equipment needed to enhance the athlete's performance. Sponsors may be interested in targeting appreciators as these individuals can understand the technicalities of the products used in the sport and how these products can enhance performance. As a result, an understanding of the sponsor's product can be achieved with little effort from the sponsor to educate the fans about its product offering.

4.2.2.4 Socialites

As can be seen from Figure 4.2, the next segment of sports consumers can be identified as socialites. Socialites are individuals for whom sport is a means of interacting with friends (Fullerton, 2007:286). The decision made by socialites to attend a sporting event is motivated by the desire to simply have a pleasurable experience with specific individuals. These individuals can therefore also be referred to as reference groups. Reference groups are defined as "... an actual or imaginary individual or group conceived of having significant relevance upon an individual's evaluations, aspirations or behaviour" (Solomon, 2011:408). The influence of reference groups will be discussed in detail later in the chapter.

Socialites are not necessarily knowledgeable of the rules and regulations of the particular sport and because their motivation for attending the sporting event was to interact with friends, they may not remember the sporting event itself (Fullerton, 2007:287). However, socialites represent an important source of revenue for sponsors who may be selling their product at the sporting event such as a rugby match; these individuals can at that point consume the sponsor's product. Although the interaction between socialites and the sponsor may be brief and irregular, it is a point of contact which may be the start of a relationship through creation of awareness of the sponsor brand.

4.2.2.5 Friends

As can be seen from Figure 4.2, the next segment of sports consumers is friends. The motivation for attending sporting events may be to provide support for friends and family members who are participating in the sport (Fullerton, 2007:287). These fans have a basic understanding of the sport but have no involvement beyond their effort to support their friends and family members (Fullerton, 2007:287). The importance of this segment cannot

be ignored because each time they attend a sporting event is an opportunity for the sponsor to present its brand to the consumer.

4.2.2.6 Voyeurs

The last segment identified in Figure 4.2 as a group of interest to sponsors is voyeurs. For this segment, the most important aspect is sex appeal (Fullerton, 2007:287). It is not the sport per se that attracts the voyeur or that the voyeur finds exciting, but rather the physical attractiveness of the participants (Fullerton, 2007:287).

Since endorsements may focus on one individual athlete, the sponsors may use these attractive athletes to reach voyeurs and encourage them to purchase their products. The endorsement part of sponsorship will be discussed later in this chapter.

When sponsors utilise sponsorship as a marketing communication tool, they should have a well-defined profile of the consumers they are targeting with the sponsorship initiative. The identified types of sports consumers discussed above each play a role in the marketplace; therefore marketers should understand the role of these consumers. This will ensure that marketing efforts are successfully channelled to reach the consumer who will ultimately purchase the sponsor's products.

4.2.3 The roles consumers play in the marketplace

In the discussion thus far, the various roles sports consumers play in the sporting environment have been identified. These consumers are important for organisations and as a result, marketing efforts are directed at them. These marketing efforts could be sponsorship initiatives, advertising initiatives or sales promotion initiatives.

For the consumer to get to the point where they are ready to purchase the sponsor's product or any product, they progress through a particular process referred to as the decision-making process. Although this process will be discussed in detail later in the chapter, it is important to touch on it now because during the decision-making process, consumers are involved in a transaction that summarises their role within the market. Joubert (2010:3) has identified the possible roles which consumers can carry out in the marketplace: the role of selector, the payer or the user.

4.2.3.1 *The selector*

The selector is regarded as the individual who participates in the procurement of the product from the marketplace (Joubert, 2010:3). This individual therefore chooses or selects the product to be bought and consumed by others. The selector plays a vital role and cannot be ignored by the sponsor since these individuals bridge the gap between the sponsor's product and the end user. It is important that the selector be made aware of products that the sponsor wishes to sell to consumers for them to choose the product for consumption.

4.2.3.2 *The payer*

The second role that consumers can play in the marketplace is that of the payer. The payer is the person who physically finances the purchase (Joubert, 2010:3). Because the payer has the power to either purchase or not to purchase the sponsor's product, the payer grants household members the opportunity to become more acquainted with the sponsor's offering. It is for this reason that sponsors need to leverage sponsorship with other marketing communication tools to ensure that the full benefits of the product are communicated to the payer.

4.2.3.3 *The user*

Lastly, the consumer can occupy the role of the user who receives the benefits from the product offering (Parumasur & Roberts-Lombard, 2012:4). It is these individuals who, through their experiences, contribute to positive word of mouth regarding the efficiency of the sponsor's product. Through continuous use, these consumers may develop some loyalty to the sponsor as a result of positive experiences with the sponsor's product.

As the consumer has been defined and the types of consumers have been categorised into various segments according to their interest in sports, the discussion will now focus on the behaviour of the consumer.

4.2.4 Defining consumer behaviour

The study of consumer behaviour scrutinises the products and services offered to consumers for purchase and use and how these products and services influence their daily lives (Noel, 2009:12). This phenomenon can be defined as a blend of actions and

pressures that transpire before, during and after the purchase itself (Parumasur & Roberts-Lombard, 2012:2). Since the study focused on the consumers that may ultimately consume sports, the interdisciplinary approach of the study of consumer behaviour was adopted. Sports consumer behaviour can be defined as a process "... through which individuals select, purchase, use and dispose of sport-related products and services" (Shilbury, Westerbeek, Quick & Funk, 2009:43). The process is established by the desires consumers have to search for sports consumption occurrences that offer benefits and satisfy their needs (Funk, 2008:6).

Generally, this approach is seen to describe the attitudes and behaviour of the individual consumer relative to sports products and services (Shilbury *et al.*, 2009:43). In essence, the definition is viewed as a holistic process that describes how individuals make decisions to spend available resources of time and money on sports consumption activities. Time resources therefore characterise the amount of time dedicated to watching either a live sports match in person or through other digital media, the participation in a number of sporting competitions and the involvement in the sport (Funk, 2008:7). Money resources refer to the financial commitment for the actual sports consumption activities, including the purchase of tickets to the sporting event, licensed merchandise, sport equipment and subscriptions (Funk, 2008:7). The financial situation of the individual will influence the level at which they will engage in the sport since the money spent on such activities will be determined by the individual's disposable income (Funk, 2008:7).

There are a number of factors that can influence the decision to purchase or consume sports products and services. These factors will be explained now in more detail.

4.3 FACTORS THAT INFLUENCE CONSUMER BEHAVIOUR

Consumer preferences for products and services as well as buying patterns change continuously (Joubert, 2013:2). These changes are brought about by a number of factors and it is essential that marketers fully understand how and why these factors cause consumers to act in a particular manner. One of the problems facing marketers today is how to assess the effects of sports sponsorship on consumer behaviour and how to determine its business value (Harvey, 2001; Meenaghan, 2001). In the past, researchers have relied on theories from various social science disciplines to describe the potential effects that sponsorship has on consumer behaviour (Douvis, 2004; Mason, 2005:32).

From the given definition of consumer behaviour, one can deduce that sports consumers or spectators undergo processes that result in them consuming sports products or attending the sporting event itself. The consumption of the sports product or attendance of a sporting event (a game) depends not only on the consumer alone, but also on other factors influencing the consumer's decision. These factors will vary from one consumer to another. It is therefore vital that sports organisations understand the importance of consumer behaviour and the factors influencing it. Organisations can gain a competitive advantage by anticipating and predicting customers' needs and wants, and providing benefits which customers may be unaware of at the time, but may desire in the future (Parumasur & Roberts-Lombard, 2012:7). This competitive advantage can be gained by understanding the factors that may influence the manner in which consumers react to environmental stimuli. Figure 4.3 illustrates the overall model of consumer behaviour and provides a clear view of the factors that can influence the way consumers react or behave.

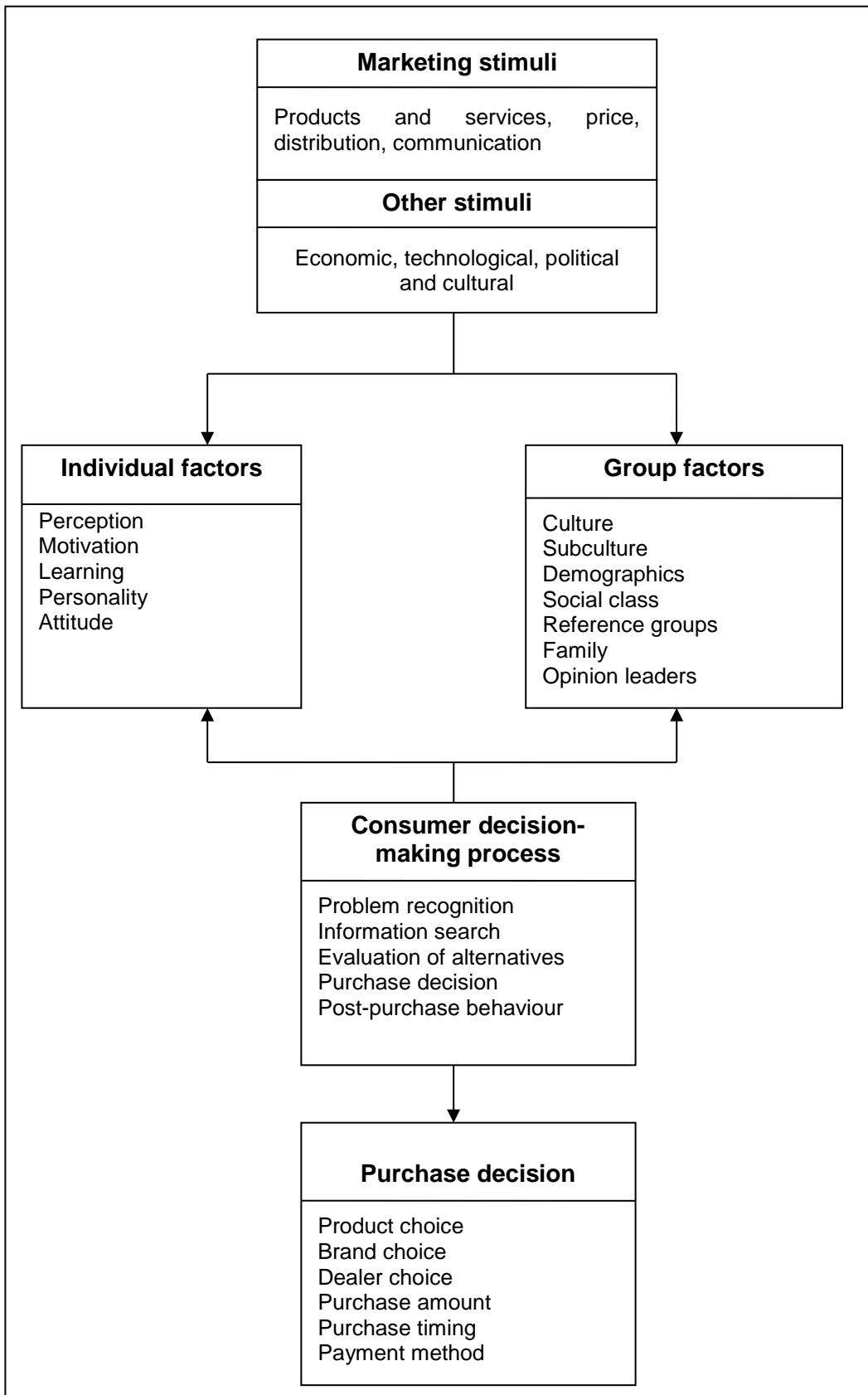


Figure 4.3: *Model of consumer behaviour*

Source: Cant (2010:40)

Factors that influence consumer behaviour can be categorised as either group (external) or individual (internal) factors. Group factors may include significant others such as family or peers, social and cultural norms, race and gender relations. Individual factors include one's perceptions, motivations and attitudes. These factors influence how and to what extent people become involved in and are committed to sports and sponsors use this as a means of reaching their desired target audience (Mullin *et al.*, 2007:68). In context, this simply explains how with any sport, a spectator is triggered by something or someone to engage in the sporting event or purchase a sponsor's products. The model of consumer behaviour is now discussed in more detail.

4.3.1 Marketing stimuli

Organisations continuously develop product offerings that satisfy the needs of consumers. In turn, consumers are surrounded by numerous marketing stimuli that influence their behaviour. Marketing stimuli that influence the way in which consumers will act are referred to as the marketing mix, namely product, price, place and promotion. These are referred to as the elements of the marketing mix.

4.3.1.1 Product

A product is considered to include tangible goods, the packaging of the tangible good, the brand as well as the value the consumers receive (Lamb *et al.*, 2011:25). As mentioned earlier in the chapter, the need that a product fulfils is important. Without it, the consumer will not be motivated to purchase the product. Sponsors should therefore identify what the need its target audience has and provide the right product to fulfil that need.

4.3.1.2 Price

Price is the second element of the marketing mix and is described as what the consumer must give up in order to obtain the product (Lamb *et al.*, 2011:26). Price can be measured in monetary terms; however, marketers should remember that the element of price can also include the time consumers need to sacrifice to acquire the desired product. Sponsors need to ask themselves how much the consumer is willing to pay for the product, how price sensitive the target audience is, how important price is in the decision-making process and whether the target audience will be willing to pay premium prices for customised products (Du Plessis *et al.*, 2007:9). It is therefore essential that the product be

priced right because if the value the consumer perceives they will receive from the product is not aligned with the price, the consumer will simply seek alternative products.

4.3.1.3 *Place*

The distribution (place) element of the marketing mix is concerned with making the product available when and where consumers want it (Lamb *et al.*, 2011:25). Sponsors need to investigate and consider where consumers are likely to purchase their products and the importance of intermediaries in the distribution process (Du Plessis *et al.*, 2008:10). Some consumers may value convenience and therefore the location of the products is a factor that may influence the consumers' decision to purchase.

4.3.1.4 *Promotion*

The last element of the marketing mix is promotion. Products cannot do well in the market without effective communication messages (Du Plessis *et al.*, 2010:3). Promotion is concerned with communicating product information to consumers, ultimately convincing them to purchase the product offering. Sponsors need to consider the most effective ways to communicate with their target audiences, the effects of consumer literacy on the communication strategies, cultural factors that influence how messages will be interpreted and which media will prove to provide effective reach (Du Plessis *et al.*, 2008:9). Since these messages aim to convince, educate and encourage consumers to purchase, they need to be packaged in such a way that they reach the target audience and that they are understood by the consumer. If consumers do not understand the message, then their behaviour will not be altered as no gap is identified in their minds.

Elements of the marketing mix have been introduced above that may have an impact on the behaviour of the consumer. However, stimuli are not limited to marketing stimuli, but may also include environmental stimuli, namely the economic conditions, technological developments, political advancements and cultural stimuli. It is important for sponsors to consider these factors because the economic state of the country contributes to how much disposable income consumers will have to spend on products; technological advancements may prohibit certain consumers from being able to access products, and political advancements such as legislation may influence the manner in which organisations can interact with consumers.

As can be seen from Figure 4.3, marketing stimuli initiate a consumer's behaviour; therefore marketers need to ensure that all the elements of the marketing mix are in harmony with one another to produce satisfying exchanges with the target market. Internal or individual influences on consumer behaviour are discussed next.

4.3.2 Internal/individual influences

When marketers have a product to offer a market, they should ask themselves a series of questions (Cant, 2010:51):

- What products do customers buy?
- Where do consumers buy certain products?
- When do consumers buy products?
- How do consumers buy these products?
- Why do consumers buy certain products?

From these questions, it can be seen that for consumers to act in a specific manner, they are influenced by a number of factors. These factors may be internal or stem from the external environment. The internal or individual factors that are discussed below are perception, motivation, learning, personality and attitude as depicted in Figure 4.3.

4.3.2.1 Perception

As can be seen from Figure 4.3, the first individual influencer of consumer behaviour is referred to as perception. Perception is a process of receiving, selecting and interpreting environmental stimuli involving the five senses (Kardes *et al.*, 2011:141). The perceptions consumers have about the team or the sport are an important factor that influences the way they are going to act. Through this process consumers tend to make sense of the world around them. Perceptions depend on the characteristics of the person, situation or thing perceived and also the characteristics of the perceiver (Mullin *et al.*, 2007:82). For example, one spectator may perceive a rugby team as a good team because of key star players within the team, whereas another spectator may perceive the same team as good because of the high level of support the team receives from spectators. This is because perceptions differ from one spectator to another. An individual interprets environmental stimuli differently because each perceptual process (the process of selecting and

interpreting stimuli) of each individual will not be identical. Figure 4.4 illustrates the perceptual process each individual undergoes.

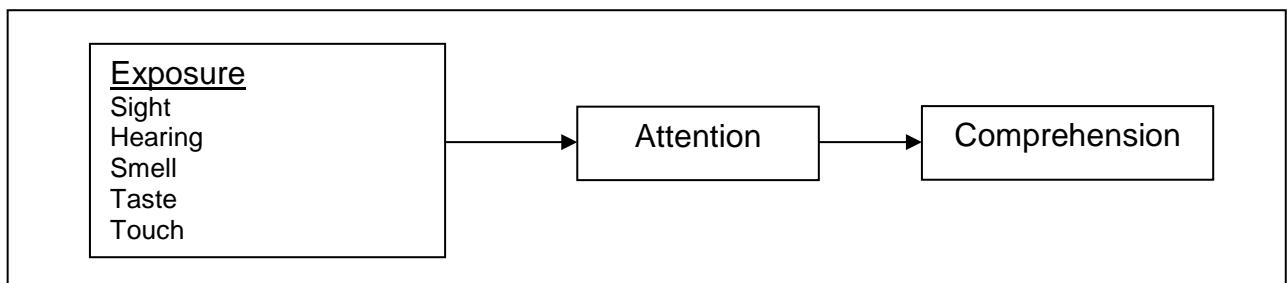


Figure 4.4: The perceptual process

Source: Kardes et al. (2011:142)

As can be seen from Figure 4.4, consumers progress through the perceptual process by being exposed to stimuli, then their attention comes into play, followed by consumers comprehending what they have been exposed to.

Exposure refers to the process by which the consumer comes into contact with a stimulus or by which their senses (sight, hearing, smell, taste and touch) are stimulated by marketing stimuli. Marketing stimuli can be in the form of marketing messages, advertisements in the sporting arena or any signage visible to the consumer (Hoyer & MacInnis, 2010:70). For example, when sports spectators attend a sporting event at their nearest stadium, they will be exposed to marketing stimuli such as the sponsors' brand logos on the playing jerseys of the participants on the field. Or alternatively, they may be exposed to the sponsors' messages by means of video clips that may be played on various multimedia screens around the sporting arena. This is when the process of developing perceptions about the sporting team or the sponsor will begin. The spectators will receive stimuli through their senses and be forced to make sense of them.

Once spectators have been exposed to marketing stimuli, attention is aroused. When spectators are attentive to stimuli, it means that they are focusing on one or more environmental stimuli while potentially ignoring other forms of stimuli around them. Therefore, attention can be regarded as selective in nature (Kardes et al., 2010:64). For example, if sports spectators are exposed to multiple marketing messages within the sporting arena, they can only focus on those messages stimulating interest, therefore paying attention to them. This is an important phase in the formation of perceptions

because this is the stage where the spectators become aware of the sponsor's brand and/or message. For sponsors to try and engage with spectators, they need to seize the attention of these spectators.

The last step of the perceptual process that sports consumers go through involves providing meaning to the sensory data that is processed (Kardes *et al.*, 2010:65). Comprehension is the ability to construe and give meaning to the new information consumers have been exposed to by relating this new information to existing knowledge within the consumers' memory (Kardes *et al.*, 2010:65). Therefore, although sports spectators are exposed to the same stimuli, they will not necessarily interpret them in the same manner because of their existing knowledge.

4.3.2.2 *Motivation*

Another factor that influences consumer behaviour is motivation. When a consumer purchases a product, they do so because they seek to fulfil a certain need that they have identified (Lamb *et al.*, 2012:218). Motivation is an aspect that can be seen to persuade consumers to take action and respond to the desire to change their current state. Motivation can be defined as an activated internal need state leading to goal-directed behaviour to satisfy the established need (Lantos, 2011:361). Motives are therefore somewhat continuing, strong and unrelenting internal stimuli that stir up and direct one's behaviour to a certain goal (Lantos, 2011:361). It can be said that at different times, different motivations might take priority and have more influence over how the consumer will behave as the various needs are identified by the consumer (Brassington & Pettitt, 2006:119).

A need is defined as a discrepancy between the consumer's actual and desired state (Cant, Van Heerden & Ngambi, 2010:52). Maslow developed a theory that characterised needs according to importance (Kurtz & Boone, 2010:145). Figure 4.5 illustrates the arrangement of Maslow's hierarchy of needs, namely physiological needs, safety needs, social needs, esteem needs and self-actualisation needs. According to Maslow's theory, a consumer is required to at least partially satisfy lower level or basic needs before seeking to satisfy the higher level needs (Kurtz & Boone, 2010:145). Sponsors therefore need to keep this in mind when evaluating or analysing their consumers' behaviour. For lower income consumers, products that fall within the higher level scope may not be appealing to

such consumers because they simply cannot afford them and those individuals who can afford them are motivated by various aspects. These needs are discussed below.

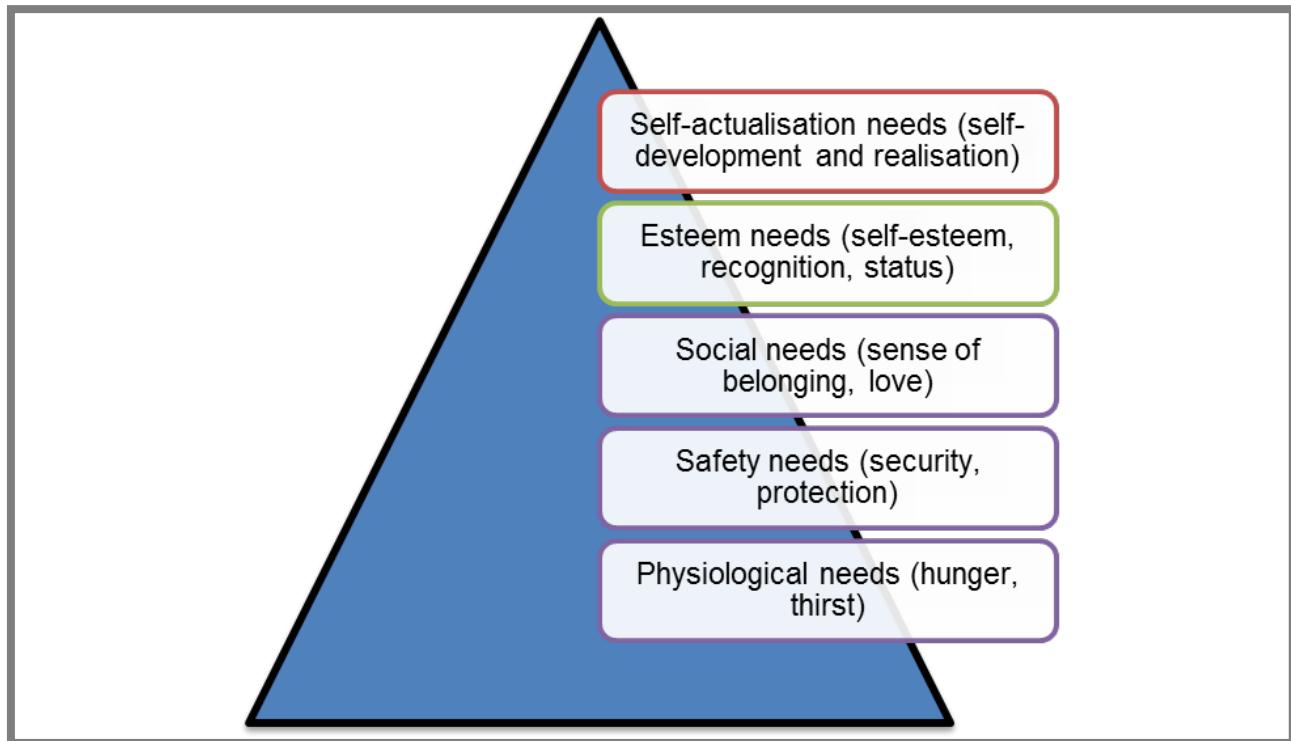


Figure 4.5: *Maslow's hierarchy of needs*

Adapted from: Shank (2009:117)

The most basic needs, *physiological needs*, refer to needs that are essential for survival and should therefore be satisfied first (Kurtz & Boone, 2010:145). These needs include the need for food, water and shelter (Lamb *et al.*, 2012:218). When products appeal to consumers' fears and anxieties about safety, these products are addressing *safety needs*. Safety needs include security, protection and freedom from pain and discomfort (Lamb *et al.*, 2012:218; Kurtz & Boone, 2010:145). Organisations that offer life assurance to consumers tend to appeal to consumers' fear of leaving their families without financial security, thus motivating them to reduce this fear by purchasing their offering. The third-level needs that consumers may wish to satisfy are *social needs*. These needs are primarily about emotional security and simply desiring acceptance by those closest to one (Brassington & Pettitt, 2006:121). The fear of personal or public rejection can motivate consumers to behave in a particular manner.

The fourth-level needs that consumers may desire to fulfil are referred to as *esteem needs*. These needs are concerned with self-respect and self-esteem as well as with the

need for respect and approval from others (Joubert, 2010:69). Consumers may therefore seek products that express prestige to gain validation from their peers or from themselves. Airline companies that offer preferential treatment in first class flights may, for example, appeal to these needs and encourage consumers to purchase these higher priced airline tickets.

The last-level need in Maslow's hierarchy of needs is the *self-actualisation need*. According to Maslow, a consumer will seek to realise their full potential and improve themselves when all the other needs mentioned above have been satisfied (Joubert, 2010:69).

Since the consumer will satisfy or at least partially satisfy the lower level needs first before moving onto the next level, these needs are important and should be considered by sponsors when targeting consumers because needs directly motivate consumers to act in a certain manner. If a product does not satisfy a consumer's need or want on any level, they will not be encouraged or motivated to acquire the product. It is therefore essential that sponsors leverage sponsorship with other marketing tools and communicate the need that the product offering will fulfil. In addition, at different life phases, consumers will have different needs and particular products will appeal to them. It is therefore also important that sponsors understand the life phase consumers are in and determine whether the motivation will be sufficient to drive consumers to act upon it.

The next individual factor that influences consumer behaviour is learning.

4.3.2.3 Learning

Learning can be seen as a factor that may influence how a consumer will act or behave towards a particular product. Learning is described as the changes in an individual's behaviour that are a result of their experiences (Masterson & Pickton, 2010:96). From this definition, it can be seen that the behaviour of consumers can change because of a situation that the consumers may have encountered or experienced in their past. The more a particular situation is encountered, over time the reaction becomes a learnt response. According to Kotler and Armstrong (2010:160), learning occurs through the interplay of drivers, stimuli, cues, responses and reinforcement as illustrated in Figure 4.6. These are referred to as the elements of learning.

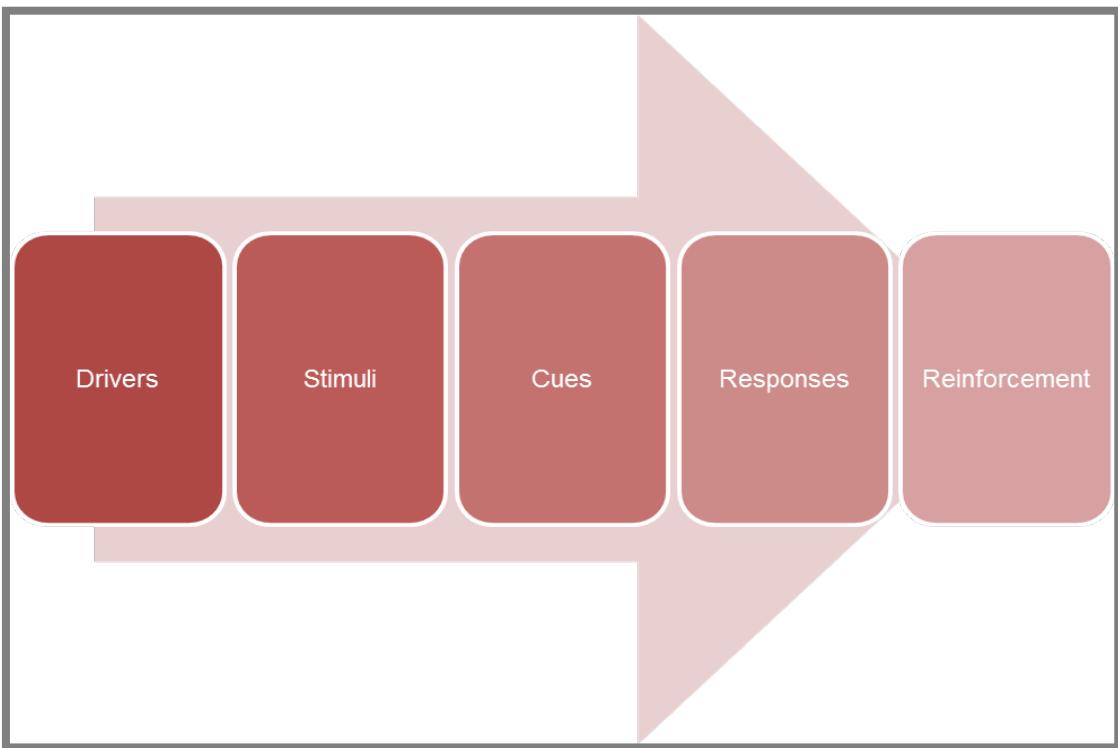


Figure 4.6: Elements of learning

Adapted from: Kotler and Armstrong (2013:169)

When consumers learn certain behaviour, they are driven by something. From Figure 4.6, it can be seen that learnt behaviour is a result of various elements at work. A drive can be regarded as a strong internal stimulus that calls the consumer to action (Kotler & Armstrong, 2010:160). This drive in turn becomes a motive when it is directed at a specific stimulus object. For example, a consumer can respond to the idea of purchasing a specific product to fulfil an identified need; the idea is conditioned by the cues around the consumer. Cues are referred to as stimuli that determine when, where and how a person responds to the stimuli (Kotler & Armstrong, 2013:169). With advertising, messages regarding the product a consumer is motivated to purchase can act as cues that influence the consumer's response in making the purchase. Should the consumer's motivation escalate and intensify, they will probably make the purchase. Once the purchase has been made and the experience with the product is satisfactory, the consumer will probably reuse the product, thus reinforcing their response to the product (Kotler & Armstrong, 2010:169). As a result, the consumer may continue purchasing the same product when the same need arises and, over time, this can become learnt behaviour.

Sponsors need to be aware of the learning process that their target market goes through. It is essential for sponsors to correctly identify the possible or potential drivers that encourage the consumers to seek more information. These drivers may lead sports consumers through the elements of learning. As discussed above, repeated behaviour becomes learnt behaviour over time and this is what sponsors need to attend to. Since sponsorship is not a lifetime commitment, sponsors would want sports consumers to continue consuming their product even when past the sponsorship agreement. It is for this reason that consumers, through marketing messages leveraged with sponsorship, are encouraged to learn positive behaviour towards the product (learn to prefer the sponsor's product to that of its competitor).

4.3.2.4 Personality

The next factor that influences consumer behaviour is personality. Personality is regarded as the collection of an individual's characteristics that make a person unique, and that control an individual's responses and relationship with the external environment (Blythe, 2013:79). Hoyer and MacInnis (2008:371) suggest that personality consists of distinctive patterns of behaviours, an inclination to act in a particular manner, qualities or personal dispositions that make consumers different from one another and that lead to a consistent response to marketing stimuli. These patterns are considered to be internal characteristics that consumers are born with or that result from the manner in which they have been brought up (Hoyer & MacInnis, 2008:371).

When marketers are considering utilising sponsorship as a marketing communication tool, it is important that they consider the personality of their target market as well as the personalities of those individuals who strongly support the sponsored organisation. Specific consumer personalities are based on various personality traits. Marketers should therefore be aware of the following personality traits:

- **Dogmatism:** This refers to the consumer's tendencies to be resistant to change and new ideas (Hoyer & MacInnis, 2008:371). This is particularly important since potential consumers may not accept the sponsorship as a means of communication. They may interpret the sponsor as intrusive and this may therefore alienate the potential consumer.

- **Need for uniqueness:** This refers to the need some consumers have to be unique and not conform to the trends around them or the expectations of others (Majumdar, 2010:108). Marketers considering sponsorship need to consider this personality trait since those individuals who think like this might not be accepting of the sponsors' products. Messages need to be communicated to these consumers to highlight the uniqueness of the product offering.
- **Optimal stimulation level (OSL):** This refers to the level or amount of novelty or complexity which consumers seek in their personal experiences (Majumdar, 2010:108). Highly stimulating activities are not always desirable to consumers. According to this personality theory, people prefer things that are moderately arousing to things that are either too arousing or not arousing at all. In the manner marketers communicate to consumers through sponsorship, they need to ensure that the association sufficiently stimulates consumers to encourage them to consume their product (Hoyer & MacInnis, 2008:374).

As can be seen from the above discussion, consumers' characteristics and personality traits influence the manner in which consumers will react to a particular product or service. For example, certain products, especially clothing items that may be bright in colour, may not appeal to a consumer who is an introvert and who prefers to divert attention away from themselves. The personality of a consumer may also determine how accepting the consumer will be of change. Consumers who are fixed on certain methods may not be willing to accept a new way of living. For example, if a consumer prefers going inside a bank branch to withdraw money and is comfortable with doing things in this manner, it may be difficult for this consumer to change to withdrawing money from an ATM. If a bank prides itself on providing consumers with self-service options, this competitive advantage falls away in the eyes of this particular consumer. Sponsors therefore need to consider the personality of their consumer in order to prevent losing their competitive advantage in the eyes of the consumer.

4.3.2.5 Attitude

The last individual factor that influences consumer behaviour is attitudes. Research has highlighted the importance of measuring attitudes towards sponsors as an important indicator of sponsorship effect (Kim, Ko & James, 2011:569). An attitude can be defined as

a learned inclination to conduct oneself in a consistently favourable or unfavourable manner with regard to a given object (Kardes *et al.*, 2011:246). Attitudes towards brands are consumers' learned tendencies to evaluate brands in a consistently favourable or unfavourable way (Du Plessis *et al.*, 2007:194). This construct can be captured through three components, namely the cognitive component, the affective component and the behavioural component. The model of attitude formation is illustrated in Figure 4.7.

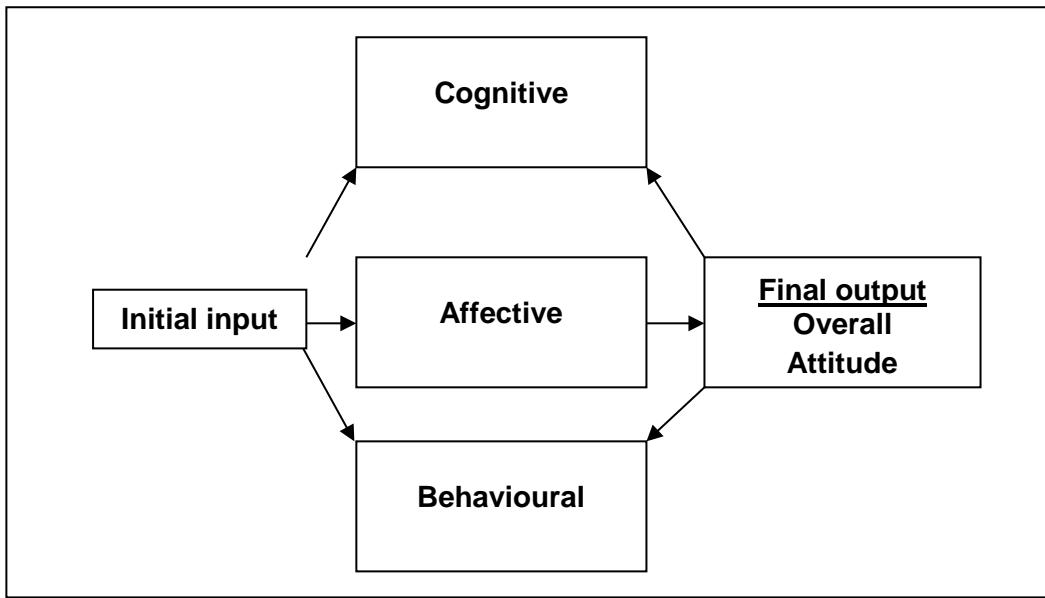


Figure 4.7: Model of attitude formation

Adapted from: Shank (2009:123)

Attitude is identified as a factor that influences how consumers will react to marketing stimuli and how they will react to a product. Marketers seeking sponsorship opportunities or considering using sponsorship as a marketing communication tool should be aware of how consumers develop their attitudes. As can be seen from Figure 4.7, the initial input is required to begin the process. This initial input could be the specific given object the attitude is directed towards. Where this study is concerned, the initial input that consumers consider could be the sponsoring companies themselves or the sponsorship agreement between the sponsors and the sponsored organisations. The model of attitude formation suggests that an attitude is based on the consumer's thinking, feelings and actions towards the initial input or the given object (Shank, 2009:123).

The *cognitive component* refers to the knowledge and perceptions that are acquired by direct experiences and linked information from a variety of sources. This knowledge takes

the form of beliefs. Beliefs may not entirely be true; however, they are what consumers perceive to be true about the initial input (Cant *et al.*, 2010:58). If the cognitive thoughts or beliefs are prominent in the consumers' memory, the impact will be greater on the consumers' attitudes and thus their behaviour (Mason, 2005:32). The *affective component* of attitude is based on feelings or emotional reactions to the initial input (Shank, 2009:123). This simply means that consumers associate how they feel regarding the initial input as their attitude towards the initial input. The last component in the model of attitude formation is the *behavioural component*. This component is concerned with the probability or inclination of a consumer acting in a meticulous way towards the initial input. It may express the consumers' intentions to act in a positive manner in response to the initial input (Du Plessis *et al.*, 2007:197).

Consumers ultimately desire all three attitude components to be harmonious, thus altering their overall attitudes. A corporate sponsor hopes the consumers' positive feelings for the sponsored team or organisation will become linked with their company. It is therefore important that attitudes of consumers be understood when strategic decisions are made since they influence the end behaviour of consumers.

The above discussion has elaborated on the internal factors of the consumers' decision to act in a particular manner towards marketers. As can be seen from Figure 4.3, there are other factors that come into play, thus affecting the overall decision-making process. These factors are referred to as external or group factors.

4.3.3 External/group influences

The external factors influencing the behaviour of a consumer include aspects of society and interacting with others, namely culture, subculture, demographics, social class, reference groups, family and opinion leaders (Shank, 2009:124).

4.3.3.1 Culture

The first group factor that influences the behaviour of a sports consumer is culture. According to Solomon (2011:568), culture is a society's personality. Solomon suggests that marketers cannot begin to understand consumption of products unless the cultural context is considered; that culture is the "lens" through which people view products. Kardes *et al.* (2011:261) define culture as the patterns of meaning acquired by members of

society expressed in their knowledge, beliefs, values, art, laws, morals, customs and habits. From this definition, it can be seen that culture is a selective human-made way of responding to experience or behavioural patterns which influence motives, brand comprehension, attitudes and the consumers' intention to use (Parumasur & Roberts-Lombard, 2012:75). The following observations regarding culture can therefore be made (Parumasur & Roberts-Lombard, 2012:76):

- Culture as a whole is a system of interdependent components.
- Culture is not only the view of people's activities, but is inclusive of all the activities that characterise the behaviour of communities, for example the manner in which they talk, appear and eat.

The literature has identified characteristics of culture that marketers should take note of. The first is that culture is *learnt behaviour*. Consumers are not born knowing the values and norms projected within their cultural groups; instead, they are taught them by family and friends (Lamb *et al.*, 2012:201). For example, if parents strongly support the Springboks and encourage the same behaviour from their children, the children will begin to learn this behaviour. The second characteristic of culture is that it is both *dynamic and permanent* (Lamb *et al.*, 2008:48; Du Plessis *et al.*, 2012:201). This simply suggests that culture gains permanence when it is passed on from one generation to another and is dynamic in the sense that the values held within the culture may change over time (Du Plessis *et al.*, 2008:48). The third characteristic of culture is that it is regarded as a *guideline to behaviour*. The behaviour of members of a specific cultural group are steered and directed by cultural norms.

South Africa is a multicultural country that is diverse in terms of cultural groups within the population. Members of each cultural group have their own preferences developed from their upbringing and also enjoy different things. Sport, however, is seen as a tool to unite South Africans and bring these different cultural groups together, for each group to stand as one unit. As a result of this, marketers have identified sport in South Africa as a channel of reaching various target markets of varying beliefs, customs, morals and habits. It is therefore important that marketers identify the cultural shifts within the South African market in order to predict and identify the products that consumers will accept.

4.3.3.2 Subculture

The idea has been introduced above that there is more to the concept of culture. Consumers from various cultural groups live differently because of what they have grown accustomed to as a result of their circumstances. Culture can therefore be divided into subcultures on the basis of demographic characteristics, geographic regions, national and ethnic background, political beliefs and religious beliefs (Lamb *et al.*, 2012:203). Each culture includes numerous subcultures, groups with their own distinctive forms of behaviour (Kurtz & Boone, 2010:137). Understanding subcultures within the South African context can help sponsors understand their target audience and how they might react to sponsors' products based on their cultural background.

According to South African Government Information (2013), the South African population consists of various subcultures, namely Nguni (comprising the Zulu, Xhosa, Ndebele and Swazi people), Sotho-Tswana (including the Southern, Northern and Western Sotho people), Tsonga, Venda, Afrikaans, English, coloured and Indian people. This variation alone serves as an opportunity for sponsors to expand their target market. The cultural subculture is specifically significant to sponsors that use sports as a vehicle for reaching consumers.

The South African Constitution provides all citizens with the opportunity to exercise their right to freedom of conscience, religion, thought, belief and opinion (South African Government Information, 2013). As per consumer behaviour theory, subcultures can be identified on the basis of religion. South Africa acknowledges a number of religious groups, as illustrated in Table 4.1.

Table 4.1: Types of religious church subgroups in South Africa

Type of religious church subgroup	Type of religious church subgroup
Dutch Reformed	Orthodox
Zion Christian	Other Apostolic churches
Roman Catholic	Other Zionist churches
Methodist	Ethiopian type churches
Pentecostal/Charismatic	Other Reformed churches
Anglican	Other African independent churches
Apostolic Faith Mission	Other Christian churches
Lutheran	African Traditional Belief
Presbyterian	Judaism
Bandla Lama Nazaretha	Hinduism
Baptist	Islam
Congregational	Other beliefs

Adapted from: South African Government Information (2013)

As can be seen from Table 4.1, there are numerous religious groups as recognised by the South African Constitution. Just as subcultures are significant to sponsors, religious groups should also be considered when segmenting the sponsors' market. These religious groups are different by nature and, because of their beliefs, consume different products. Some do not consume certain products, for example according to Islamic laws, individuals of this religious group are explicitly forbidden from consuming alcoholic beverages (Wikipedia, 2014). In the context of the South African sponsorship industry, this has a direct implication on the organisations that produce alcoholic beverages, as some of their products may not be accepted by Islamic subcultures. Sponsors of the Springboks who offer alcoholic beverages cannot target this particular religious group and would be faced with the decision to overlook them or develop non-alcoholic beverages.

As can be seen from the above discussion, South African consumers vary by nature; therefore understanding subcultures is vital as it allows the market to be segmented into more manageable groups that are likely to respond similarly to products (Kardes et al., 2011:261).

4.3.3.3 Demographics

Another external influence on consumer behaviour that sponsors need to be aware of and understand is demographics. Demographics of consumers can be categorised into age,

race, ethnicity and location (Lamb *et al.*, 2011:42). Demographics influence consumer behaviour by affecting other attributes such as personal values and the manner in which decisions are made (Hawkins & Mothersbaugh, 2010:116). For example, consumers in different age groups will react differently to products as a result of their experiences; therefore they might value varying aspects of the same product. In addition, consumers from different generations think differently. Older consumers might not be accepting of change and prefer communication to be done in a precise manner. This affects how marketers should approach consumers and also how consumers will behave. Certain products may also be gender specific and in this regard sponsors can only target the specific gender. However, the gender component of demographics can become an opportunity for sponsors if they would like to expand their product to appeal not only to one gender group, but to both males and females.

4.3.3.4 Social class

The fourth group factor that impacts on consumer behaviour is referred to as social class. Some form of class structure or social stratification has existed in all civilisations for many years, and is something that will continue to divide nations (Schiffman & Kanuk, 2010:338). In the modern standard of living within South Africa, marketers are still faced with the challenge of using social class as an instrument of determining how consumers behave. Social class can be defined as “the division of members of a society into a hierarchy of distinct status classes so that members of each class have the same status and members of all other classes either have more or less status” (Schiffman & Kanuk, 2010:338).

South African consumers can be categorised into lower class, working class, middle class, upper-middle class and upper class. According to Roberts (Not dated:12), 37% of South Africans fall within the lower social class of the population, 22% within the working class, 29% within the middle class, 7% within the upper-middle class and 2% within the upper class of the population. Social class is an influence that marketers need to understand as it is related to how much money consumers have at their disposal and which products they will likely purchase. Organisations considering sponsorship should therefore bear this in mind to ensure that their product offerings are aligned with the correct social class. For example, consumers who fall into the lowest social class cannot afford to purchase costly products or services. Therefore sponsors whose products or services can be classified as

such cannot target these consumers. To illustrate this example, suppose BMW, which is a title sponsor of the Springbok, introduces a new BMW X6 car. BMW needs to target its marketing messages to consumers who fall into the middle, upper-middle and upper classes. This is because those who fall into the lower social class can only afford products that fulfil their basic needs and a luxury car is a product that they simply cannot afford to purchase. Sponsors should therefore ask themselves if their target market or the individuals who are exposed to their brand as a result of the sponsorship can afford their product.

4.3.3.5 Reference groups

Reference groups are another factor that has an impact on consumer behaviour. This impact can be negative or positive. A reference group is considered to be a set of people with whom consumers compare themselves to mould their mindsets, principles, understanding and conduct (Kumar, 2009:239). There are various reference groups that can be identified and, depending on the situation, consumers will base their behaviour on a different group. These types of reference groups include the following:

- *Primary groups* are groups that consumers interact with on a regular basis. Although this interaction may not necessarily be face-to-face, consumers still consider the groups' opinion important enough to follow (Mittal, Holbrook, Beatty, Raghurir & Woodside, 2008: 275). Blythe (2008:213) suggests that people tend to choose friends who think in a similar manner and who have the same interests; therefore the primary group is often very consistent and enduring.
- *Secondary groups* consist of individuals that consumers infrequently come into contact with such as professional groups or sports clubs (Mittal *et al.*, 2008:275).
- *Formal groups* have a known list of members recorded (Blythe, 2008:214). The rules and structure of membership are thus usually laid down and the members' behaviour is constrained while they are associated or affiliated with the group (Blythe, 2008:214).
- *Informal groups* have fewer restrictions and constraints in place. Less explicit rules of conduct are given to members (Mittal *et al.*, 2008:276).

- *Aspirational groups* are those groups which consumers yearn to join. The group exerts enormous power because individuals will adopt the behaviour of the group in the hope of being accepted by its members (Blythe, 2008:214).
- *Dissociative groups* are considered to have negative desirability (Hawkins & Mothersbaugh, 2010:228). These groups also exert power on individuals and therefore influence their purchasing behaviour. For example, women may avoid purchasing products that may imply they are older than what they are.
- *Automatic groups* are groups that consumers belong to because of their age, gender, culture or even education (Blythe, 2008:214).

As can be seen from the above discussion, numerous reference groups exist and sponsors need to consider these groups when targeting their specific audience. The influence reference groups have on consumers can be applied to sports consumers. As identified in Figure 4.2, players are sports consumers who may play a particular sport. Young rugby players may aspire to be included in the Springbok team in the future and sponsors would need to ensure that the sporting organisation they sponsor has a credible image since the image consumers have of the sporting organisation may be transferred to the sponsor.

Reference groups influence behaviour and in understanding how each group conducts itself, marketers can better package their messages to positively influence these groups.

4.3.3.6 *Family*

Family is another group factor that influences consumer behaviour. A family consists of a group of individuals residing in one household. Blythe (2013: 243) defines a family as individuals in a home who are interrelated as man and wife or as parent and never-married child by blood or adoption. Because each individual within the family is different and has different needs, marketers need to recognise that the way the household income is used will depend on the needs of the family as a whole. Traditionally, the breadwinner would be the one making all the decisions about what products to purchase for the household and which brands to purchase; however, this might not always be the case. Table 4.2 indicates the various roles that family members play in the decision-making process.

Table 4.2: Role in the family decision-making process

Nature of role	Description
The initiator	This is the family member who recognises the need and therefore begins the purchase process.
The information gatherer	The information gatherer is the family member that gathers the information about the product. This information can be used to evaluate alternatives and to assist in making the final decision.
The influencer	This individual may openly or implicitly influence the final decision.
The decision-maker	This family member takes it upon themselves to make the actual decision and make the final decision regarding alternatives.
The purchaser	This is the person who physically purchases the product. They may be acting upon instructions of the decision-maker.
The user	This is person or people making use of the end product.

Adapted from: Hawkins and Mothersbaugh (2010:208); Cant *et al.* (2010:61)

It is essential that sponsors understand and determine which roles family members play. A family member can easily portray one or more roles and therefore sponsors should understand which role the consumer is playing when contact is made. The intensity of the marketers' approach will therefore be influenced by which role the consumer is playing. For example, when communicating to the decision-maker, the sponsor will be communicating more benefits of the product to assure the consumer that the product will meet their needs, whereas the sponsor would aim to entice the initiator in the hope that they influence the decision-maker and the purchaser.

4.3.3.7 Opinion leaders

The last external factor that may influence a consumer's decision is opinion leaders. Opinion leaders are individuals who, by merit of birth, beauty, talent or achievement, are held in high esteem and provide cultural meaning to those of lesser standing (Kardes *et al.*, 2011:264). According to Lamb *et al.* (2010:86), opinion leaders are often the first individuals to try new products out of interest. It is important for marketers to persuade opinion leaders to purchase the organisation's products, thus becoming ambassadors of the organisation and encouraging consumers to purchase product offerings.

Opinion leaders are specifically important for sponsors because they directly or indirectly encourage consumers to act in a particular manner and these consumers look up to them and to a certain extent may trust what they have to say. Marketers in turn use well-known

sporting personalities in their marketing campaigns to trigger the consumers' affection for the sporting personality and persuade them to purchase the sponsor's product. According to sponsorship theory, this is referred to as celebrity athlete endorsement. Mullin *et al.* (2007:246) define a celebrity athlete endorser as "a well-known celebrity athlete who uses his or her fame to help a company sell or enhance the image of the company, products or bands". Athletes can endorse products through a variety of styles or modes which include (Mullin *et al.*, 2007:246):

- The explicit mode: The sportsperson recommends the product they are endorsing.
- The implicit mode: The sportsperson publicly says that they use the product.
- The imperative mode: The sportsperson says that the target audience should use the endorsed product.
- The co-present mode: The sportsperson simply appears in the scenery with the product without assuming the above styles.

The effectiveness of celebrity endorsements varies depending on how credible and attractive the spokesperson or opinion leader is and how familiar people are with them (Lamb *et al.*, 2010:87). However, what sponsors need to bear in mind when using opinion leaders is that should the opinion leaders' image be tarnished by a scandal, the organisation's reputation may be linked to the negative stigma surrounding the opinion leaders.

The next section will deal with the process that consumers follow in reaching their final decision to purchase the products offered by marketers.

4.4 CONSUMER DECISION-MAKING

The discussion thus far has focused on consumers' internal make-up and relevant external influences. This represents the psychological field encompassing individual decision-making (Du Plessis *et al.*, 2008:262). Consumer behaviour is triggered by the gap consumers have identified between their current state and their desired state. Consumer decision-making directs needs by assessing and selecting the actions that will fulfil these needs (Parumasur & Roberts-Lombard, 2012:250). Parumasur and Roberts-Lombard (2012:250) further describe consumer decision-making as a cognitive process that

consists of mental activities that determine what actions should be taken to remove the apprehension state as a result of the need. According to Solomon (2011:333), marketers should investigate and understand the steps taken by consumers in decision-making, how consumers obtain information, how they form beliefs and what criteria they use to make product choices. It is once this understanding is established that organisations can develop product offerings that give emphasis to the appropriate attributes (Solomon, 2011:333). Consumers, however, might not sequentially follow the decision-making process. They may identify a need and skip some stages and move on in the process. The above influences play a vital role because they influence and encourage the consumer to act.

4.4.1 Consumer decision-making process

Consumers are approached by organisations with different products to satisfy their needs on a daily basis. When determining which products to purchase, consumers follow the consumer decision-making process. This process is depicted in Figure 4.8 and will now be discussed.

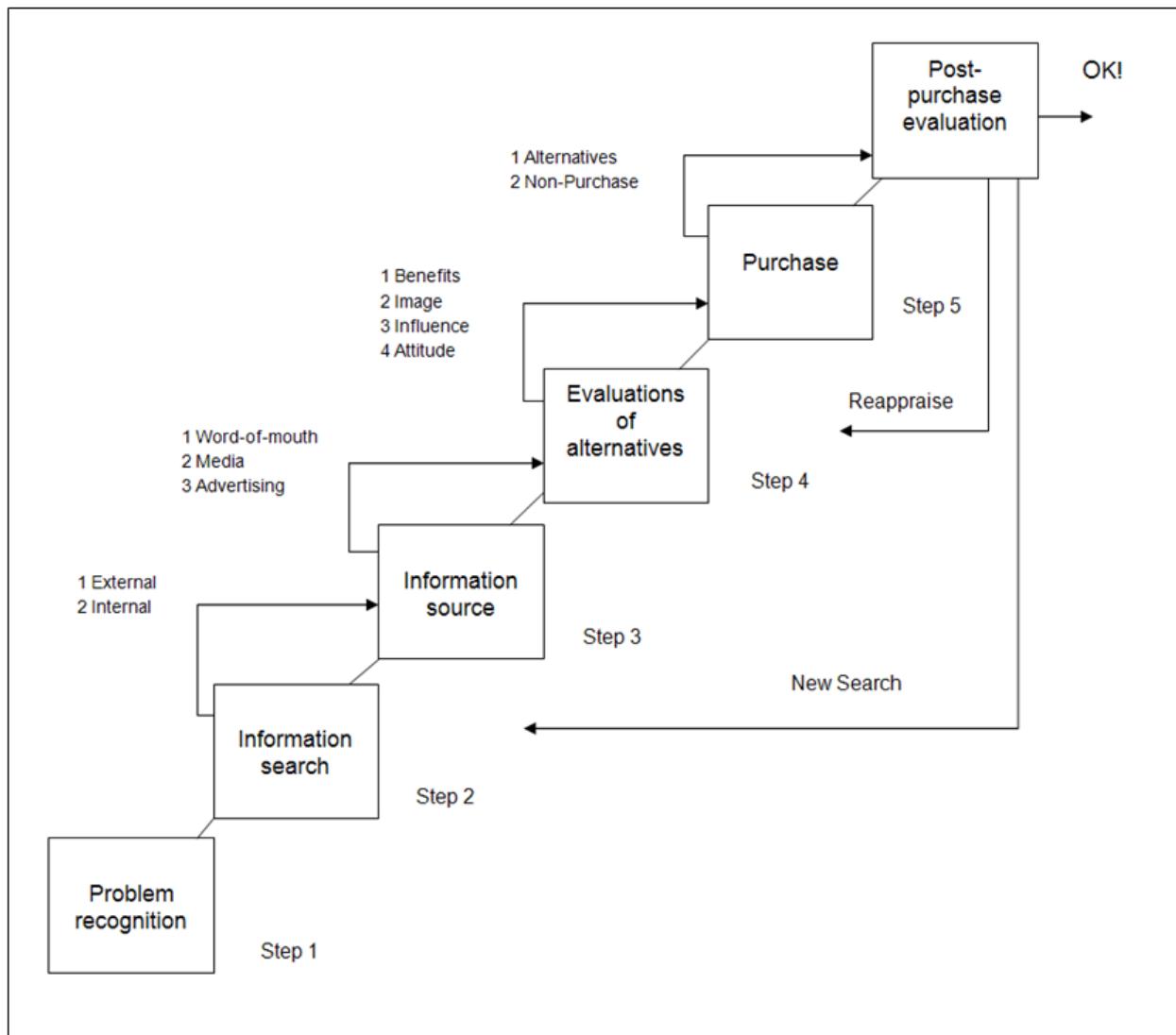


Figure 4.8: The consumer's decision-making process

Source: Shilbury et al., (2009:55)

4.4.2 Step 1: Problem recognition

The first stage in the decision-making process is when the consumer recognises that there is a problem. It is during problem recognition that the consumer realises that they have a need which is not being met (Shank, 2009:108). A want can be referred to as the way the consumer goes about addressing a need (Lamb et al., 2012:190). The consumer comes to this realisation through the observation of the difference between what they perceive as the current or actual state of affairs and the state of affairs that they want (Parumasur & Roberts-Lombard, 2012:252). This means that the consumer has developed a need to alter their current state to conform to a state which they perceive to be ideal. The

consumer may become aware of these problems as a result of a number of factors. These factors are illustrated in Figure 4.9.

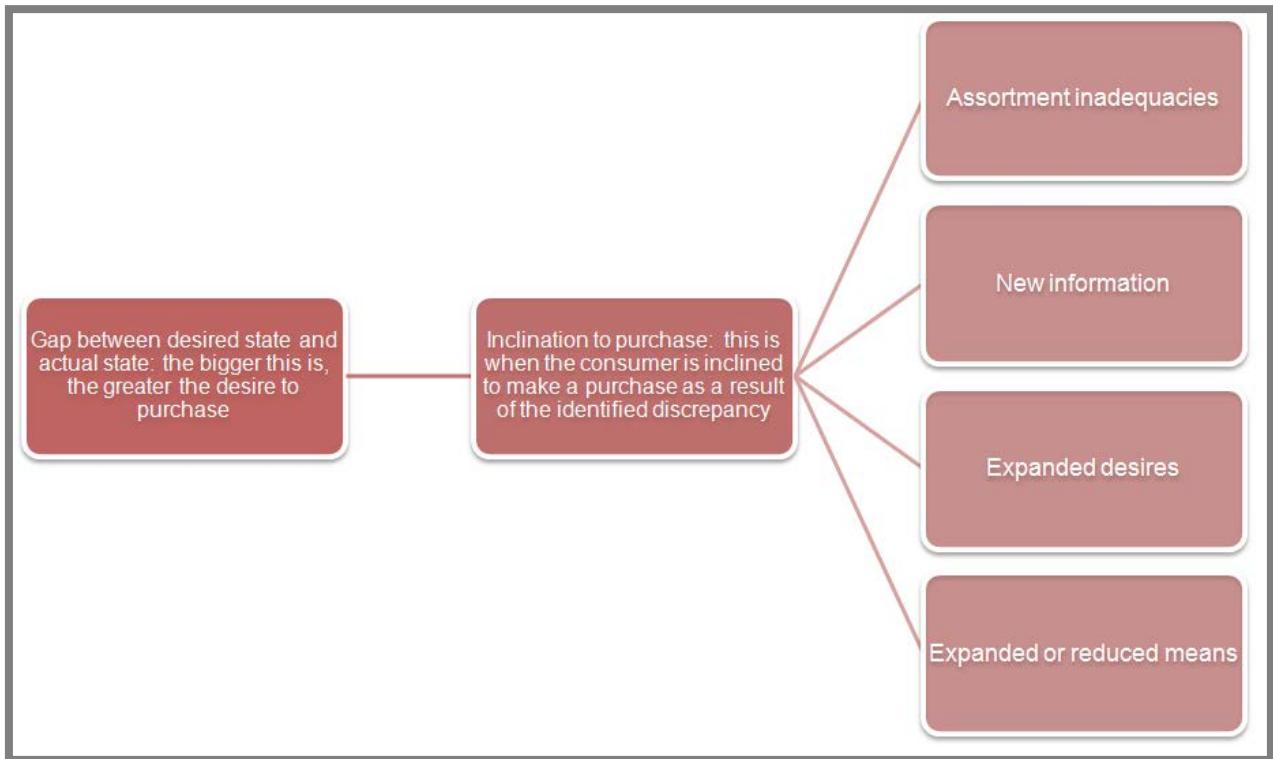


Figure 4.9: *Influences on the inclination to purchase*

Source: Blythe (2006:107)

As can be seen from Figure 4.9, once the consumers have identified a gap between their current state and their desired state, they may be inclined to take action in order to change their current state. The need to alter their state may be a result of the following:

- Assortment inadequacies: The consumers run out of a particular product and need to obtain more of it (Joubert, 2010:132).
- New information: New information that the consumer has at their disposal may create the state of awareness that makes the consumer feel the need to obtain the product and they now view the product as a solution to their current discomfort (Parumasur & Roberts-Lombard, 2012:253).
- Expanded desires: Consumers are driven by their desire to improve their standard of living, which may result in the formation of new desires for new products and services offered by marketers to fulfil a need (Joubert, 2010:133).

- Expanded or reduced means: There is a change in the disposable income of the consumer. An increase in disposable income will likely cause the consumer to spend more or consume more products, whereas a decrease in their disposable income may cause the consumer to be more cautious in their spending (Parumasur & Roberts-Lombard, 2012:253).

When a consumer has recognised the need, the arousal will activate the consumer decision-making process. The next stage which the consumer will progress through will be to search for information that will help them make their final decision.

4.4.3 Step 2: Search for information

As can be seen from Figure 4.8, once the consumer has identified the need or want, they now seek information about the alternatives available to them to satisfy their need or want (Lamb *et al.*, 2012:191). The search for information can be defined as “the psychological and physical actions undertaken by consumers to obtain information in identified problems” (Parumasur & Roberts-Lombard, 2012:254). The consumer progresses through a learning process by becoming attentive of the various alternative products, brands, prices and consumer services (Joubert, 2010:133). The search that the consumer engages in may be internal or external (Parumasur & Roberts-Lombard, 2012:254). An internal search refers to the information from the individual consumer’s experience that can be retrieved in their memory (Cant, 2013a:143). The individual determinant to which it is most closely related is learning (Du Plessis *et al.*, 2007:267). Remembering previous experiences with a certain product, the manner in which sales personnel treated the sports consumer, the prices paid for an item and any problems the sports consumer may have experienced in the process of acquiring the product all constitute an internal search based on learning experience (Du Plessis *et al.*, 2007:267). An external search, on the other hand, refers to seeking sources outside the consumer’s own experiences to obtain the necessary information they need for decision-making (Cant, 2013a:143). These sources include family, reference groups, culture and social groups, the economy and business as well as marketing activities (Du Plessis *et al.*, 2007:267).

The types of information searches that the consumer may engage in were identified above. However, it is important that marketers understand the internal and external factors

that affect the search for information. These factors can be divided into four categories or risks (Blythe, 2006:109):

- Physical risk: This refers to the consumer's perception of whether buying the wrong product can in some way cause them injury.
- Financial risk: The product might prove to be a waste of money.
- Functional risk: This simply means that the consumer must bear the risk that the product will not do what it is supposed to do in terms of its functionality.
- Psychological risk: The final purchase might prove to be embarrassing within the consumer's social or family group.

According to Blythe (2006:109), the consumer's information search can be affected by a number of factors which are dependent on the individual consumer's current situation. For example, when consumers are simply replacing worn-out products, little information search will be required since they already know which product to buy and how it works. However, when a consumer is seeking to purchase a product they have not used before, they will be highly involved and the information search process will be far more extensive.

Sponsors need to further identify the types of decisions that can be made by consumers as these can justify the consumers' actions. These purchase decisions include complex purchase decisions, dissonance-reducing purchase decisions, habitual purchase decisions and variety-seeking purchase decisions.

Types of consumer purchase decisions

Since not all consumers are alike in their consumption of products or in their behaviour, their decision-making will differ. Decisions that consumers perceive to be important will receive more of their time, effort and thought, whereas decisions made purely out of habit will require less involvement from the consumer (Shank, 2009:113). According to Lamb et al. (2009:173), the level of consumer involvement can be regarded as the most important determinant in classifying purchase decisions. Involvement is defined as the amount of time and effort the consumer invests in the search, evaluation of alternatives and decision processes (Lamb et al., 2009:173). Figure 4.10 illustrates the types of consumer purchase decisions based on the degree to which the consumers are involved and the degree of differences among brands.

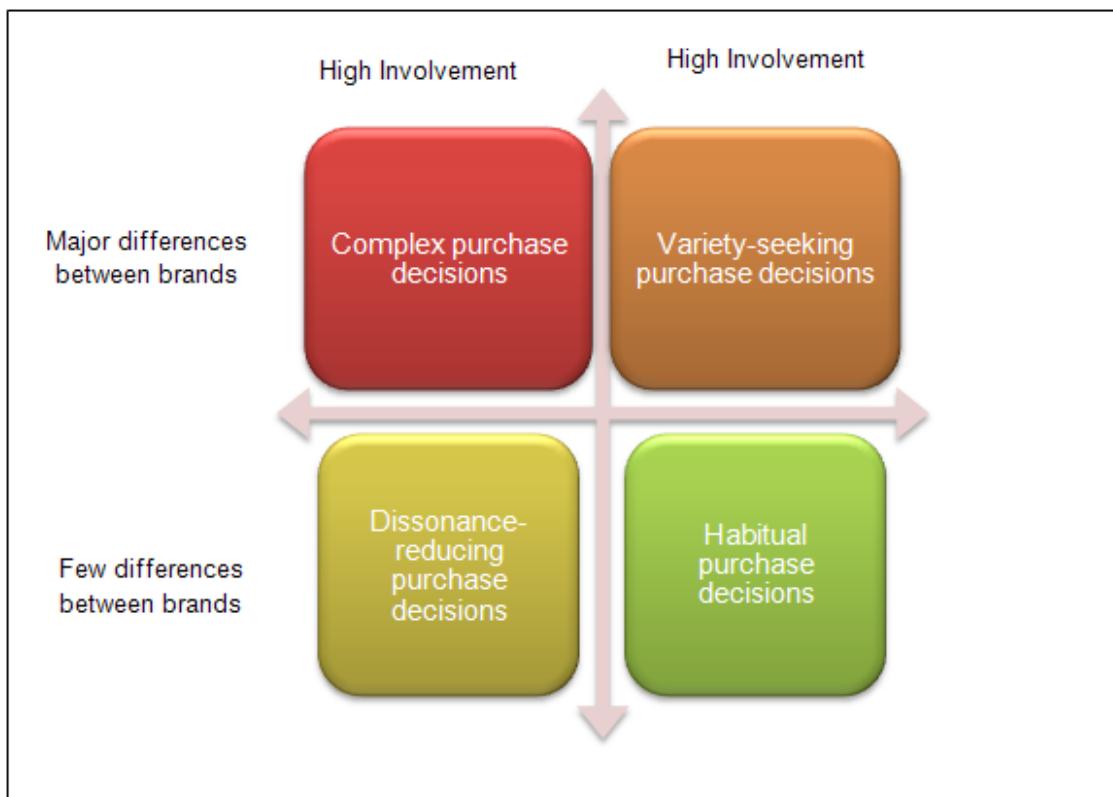


Figure 4.10: Types of consumer purchase decisions

Adapted from: Kotler and Armstrong (2010:161)

The discussion will now elaborate on the four types of consumer purchase decisions:

- Complex purchase decisions: Consumers engage in complex purchase decisions when they are very involved in a purchase and are aware of noteworthy differences between the various brands (Cant, 2013a:143). For example, when a consumer is considering purchasing a new vehicle, they will undergo a complex decision-making process since this purchase can be deemed expensive, infrequent and is high risk. A consumer in this case will then be aware of the various brands such as BMW, which they can choose from.
- Dissonance-reducing purchase decisions: These occur when consumers are highly involved in the purchase but see very little difference between the brands available to them (Kotler & Armstrong, 2010:161). For example, a consumer may seek to purchase life assurance but may consider all insurance companies to be the same. Although they may seek alternatives, they may make a purchase quickly from an insurance company based purely on price. After the consumer makes the purchase, they may experience some post-purchase discomfort. This can be remedied by after-sales communication

by the insurance company. This post-purchase discomfort will be discussed in detail later. An aspiring rugby player may seek a rugby academy to attend in order to develop their career. The theory of consumer behaviour can be applied in this decision-making process as this rugby player would be seeking a service from the rugby academy. Since this decision is important to the consumer, they would be highly involved and would seek information to validate their choice. In order to remedy post-purchase discomfort, the aspiring rugby player could read up on how many rugby players from the chosen academy are called up to play for the Springboks. A high success rate could therefore persuade this individual that they made the right decision.

- Habitual purchase decisions: These purchase decisions occur when there is low consumer involvement and insignificant brand difference (Joubert, 2013:130). Consumers simply make purchases out of habit and not necessarily out of loyalty to a specific brand (Boshoff & Du Plessis, 2009:61). For example, a consumer who travels across the country on a regular basis may hire a car from a specific car hire company out of habit and not because they are loyal to the same company. A sports consumer who strongly supports a rugby team can purchase the team's jersey from one outlet out of habit and not necessarily because of their loyalty to the specific outlet.
- Variety-seeking purchase decisions: Consumers in this situation have very little involvement but are considerably aware of brand differences (Cant *et al.*, 2006:64). For example, a sports consumer seeking to purchase an energy drink might be aware of the various brands available to them. Consumers might switch brands from time to time depending on what they want at that precise moment.

The above discussion has illustrated the types of purchase decisions consumers make. These purchase decisions are notably important for sponsors to consider as they are derived from the consumers' level of involvement. The higher the involvement, the more information the consumer will require. Therefore sponsors need to ensure that sufficient information is available in these various purchase decisions. This information is important because it directly influences the consumers' decision to either purchase a product or seek alternatives. As consumers have more information readily available to them, their awareness and knowledge of the available brands and features increase (Kotler & Armstrong, 2004:200). They therefore need to move on to the next stage in the decision-making process, which is to evaluate the alternatives.

4.4.4 Step 3: Evaluation of alternatives

In the third step of the decision-making process, as indicated in Figure 4.8, the consumer is faced with the task of making sense of the information gathered to evaluate the alternatives. For consumers to come to their final decision, they need to form three different sets of options:

- Consideration or evoked sets: These sets refer to the available products or brands that the consumer considers when making their selection (Reisinger, 2009:309).
- Inert sets: Certain products may be omitted from this list of alternatives because they are unknown (not very well marketed), or they are unacceptable (they have poor features), or overlooked (products which have not been well positioned in the market) or simply because the product does not meet the consumer's needs (Reisinger, 2009:309).
- Inert sets: Consumers may possibly be uninterested in those products that they feel do not have any special features or outstanding benefits to offer (Reisinger, 2009:309).

After consumers have developed their various sets, they need to evaluate each product based on its significant features and characteristics (Shank, 2009:111). These features and characteristics are called evaluative criteria and are used to justify the consumers' final decision (Shank, 2009:111). The evaluation of alternatives is also greatly influenced by the beliefs consumers hold about products as well as their attitudes towards these products (Shilbury *et al.*, 2009:57). The consumer has now collected sufficient information to make an informed decision about making the purchase.

4.4.5 Step 4: Purchase decision

The next step in the decision-making process is making the decision to make the purchase. The consumer will therefore seek out the required brand, decide on the intermediary to purchase from and select the method of payment (Blythe, 2012:53). This step of the decision-making process should not be considered straightforward. Shilbury *et al.*, (2009:57) describe the decision to purchase a particular product as:

Choice = Intention + Unanticipated circumstances
--

For example, having made the decision to make a purchase, the consumer may proceed with that intent in mind but be faced with an unanticipated circumstance of the store not having the consumers' desired brand. In this case the consumer will need to consider perhaps seeking the specific desired brand at another location.

4.4.6 Step 5: Post-purchase evaluations

Once the consumer has made their purchase, they then progress through post-purchase evaluation. This is the phase in which the consumer evaluates whether there is a difference in their current state, which the intention of the purchase was to modify. Here the consumer decides whether they are satisfied or dissatisfied with their purchase. In determining this, the consumer goes through post-purchase assessment, which involves evaluating the performance of the product (Brijball Parumasur & Roberts-Lombard, 2012:260). As a result, consumers may experience cognitive dissonance. This dissonance occurs because consumers experience doubt and anxiety about the wisdom of their decision and question their total decision (Shank, 2009:112).

Sponsors need to ensure that the consumer's post-purchase evaluations are positive. Positive evaluations mean that the consumer is satisfied with their purchase and only satisfied consumers become loyal consumers (Mittal *et al.*, 2008:329).

The next section will highlight research surrounding sponsorship and whether this marketing communication tool can influence consumers' purchase intentions towards the sponsor's brand.

4.5 INFLUENCE OF SPONSORSHIP ON CONSUMERS' DECISION TO PURCHASE SPONSOR'S PRODUCTS

The literature surrounding the effectiveness of sponsorship has highlighted some of the outcomes of sponsorship as being the change in sponsor image, purchase intentions, interest in the sponsor's products or use of the sponsor's products (Ngan *et al.*, 2011; Tsiotsou & Alexandris, 2009; Speed & Thompson, 2000:229). Organisations in South Africa have rapidly adopted sponsorship as a medium of communicating to consumers. This is done not only through sponsorship of sporting organisations, but also through sponsorship of art programmes, causes and sponsorship of individuals. A number of

factors that may influence consumers' decision-making have already been discussed. As mentioned earlier, attitudes consist of three components: the cognitive, affective and behavioural components. Sponsorship seems to affect the affective component of an attitude by creating a positive association between the sponsored organisation and the sponsor. However, sponsorship can also affect the attitudinal cognitive component by altering brand perceptions (Mason, 2005:32). Studies have reported a relationship between these two variables. It was suggested that a positive attitude towards a sponsor is positively associated with the intention to consider a sponsor's product (Speed & Thompson, 2000:229). Although attitudes influence the consumer's decision-making, marketers cannot simply assume that purchase intentions are influenced by attitudes alone. Fans that identify with the team may be favourably biased towards the sponsors. This biased behaviour could result from their belief that the sponsor shares comparable convictions about the team and they thus transfer perceived team image to the sponsor.

For sponsors to be considered by consumers as a viable alternative to satisfy the identified need, the consumers need to be aware of the sponsor and their product offering. Awareness is also considered as a way to measure the effectiveness of sponsorship. Brand awareness refers to the strength of a brand's presence in the consumer's mind and to the extent and ease with which consumers recall the brand and can recognise the products and services with which the brand is associated (Boshoff & Gerber, 2008:1). It measures the percentage of the market that is aware of the existence of a brand. Walliser (2003) suggests three broad approaches to measuring sponsorship awareness in literature, namely measuring to what extent consumers take notice of sponsors, identifying factors influencing sponsor recall and analysing the internal processes related to recall taking place in the consumer's mind. The study conducted by Rowley and Williams (2008:781) suggests that sponsorship has an impact on brand recall, awareness and attitude. However, that study provided little evidence of impact on brand use.

Similarly, social identity theory formulated by Tajfel and Turner in 1979 has been evidenced to be an explanatory construct in several areas and disciplines. Under the construct, identification is defined as the perceived oneness with or belongingness to an organisation (Jones & Volpe, 2010). When an individual identifies with an organisation, they become emotionally involved in its success and failures. Kim and Kim (2009) found that team identification is linked to various aspects of sponsorships including sponsor

identification, a positive sponsor image and a high level of awareness of the sponsor. The literature referred to above links sponsorship to awareness; however, the question remains whether this awareness leads to the decision to purchase the sponsors' product.

The literature does not reveal studies that investigated the influence of IMC tools on each stage of the consumer decision-making process. Psychological processes that make up consumer behaviour may be impacted by the effects of IMC and acting further to induce a specific decision from the consumer (Mihart, 2012:124).

Within the context of the study, the implication of these theories is that consumers may be exposed to the marketer's messages by means of sponsorship; however, the consumer's decision to purchase the sponsors' product may rest upon the psychological processes (perhaps a process of identifying a need). The study therefore aimed to explore the influence of sponsorship on the consumers' decision to purchase the sponsors' products.

4.6 SUMMARY

In the conception of this chapter, the idea was to describe the decision-making processes that consumers go through regarding purchase decisions. Consumer behaviour is an intricate phenomenon that marketers need to understand. Consumers react differently to the same marketing and environmental forces because of their unique composition. People are generally different and as a result of their beliefs, personality, cultural background and ways of thinking, they follow the decision-making process with dissimilar mindsets.

The methodology used in the study is explained in the following chapter.

CHAPTER 5

RESEARCH METHODOLOGY

5.1 INTRODUCTION

In Chapter 4, the consumer decision-making process was discussed. For organisations that sponsor the South African national rugby team (the Springboks), it would be valuable to understand whether their sponsorship efforts have an impact on this decision-making process. To these organisations, marketing research provides essential information concerning the consumer to marketers (Arora & Mahankale, 2013:2). McDaniel and Gates (2010a:5) define marketing research as the function that connects the target audience and community to the marketer by means of information. This information that connects these parties is used to recognise and describe marketing opportunities and problems; create, improve and assess marketing activities; scrutinise marketing performance and develop an understanding of marketing as a process (McDaniel & Gates, 2010a:5). From this definition, it can be determined that marketing research plays a significant role in the success of product offerings as it aids the organisation's decision-making (Arora & Mahankale, 2013:3).

Chapter 5, as can be seen from Figure 5.1, provides a description of the methodological process followed in this study so as to achieve the primary and secondary objectives of the study.

AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS' SPONSORSHIP ON THE SOUTH AFRICAN NATIONAL RUGBY TEAM AND THE CONSUMERS' DECISION TO PURCHASE THE SPONSOR BRANDS IN TSHWANE

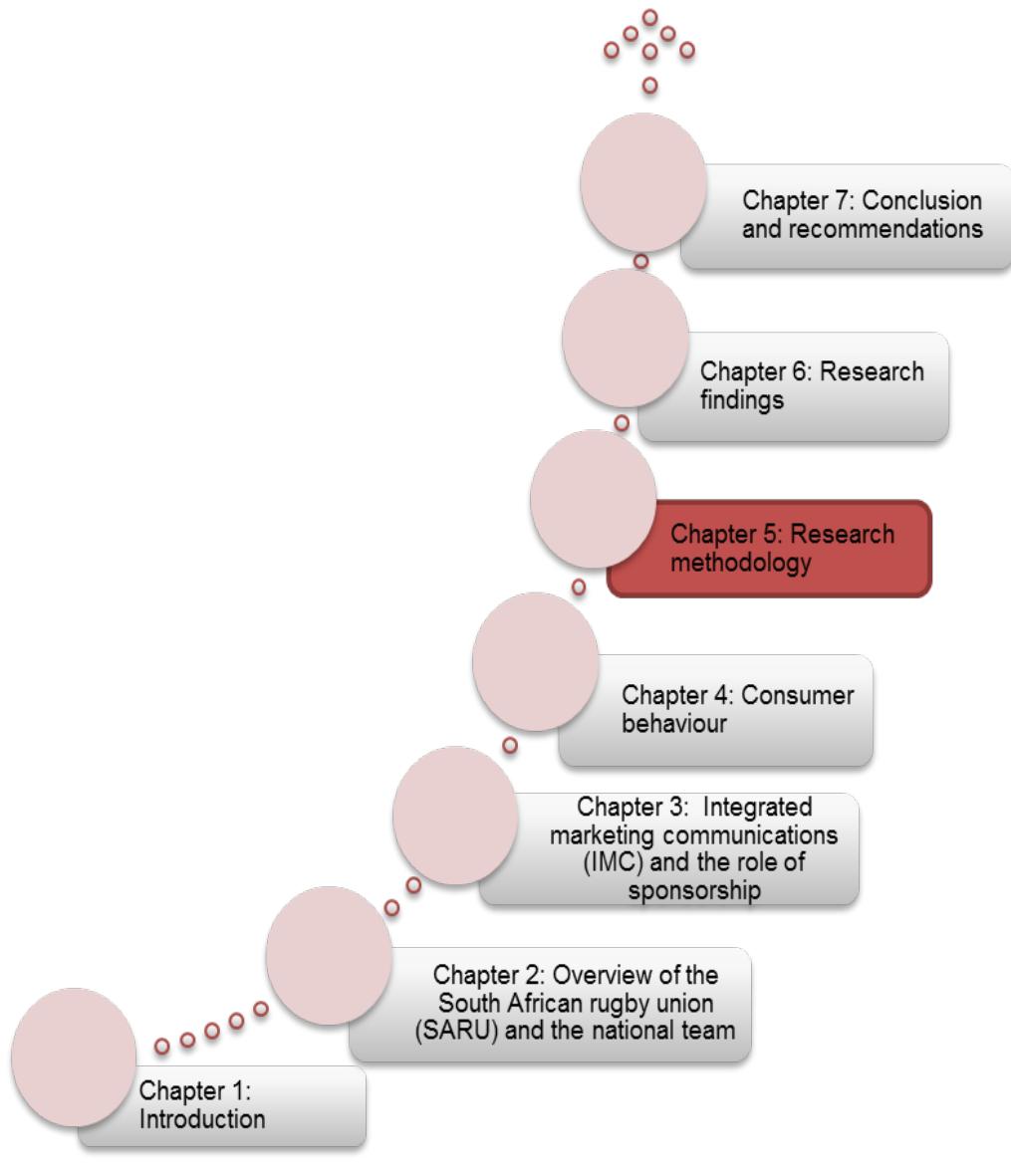


Figure 5.1: Orientation of the study

5.2 THE MARKETING RESEARCH PROCESS

Marketing research is defined as the "... application of the scientific method in searching for the truth about marketing phenomenon" (Zikmund & Babin, 2010b:5). In Chapter 2, it was established that sponsorship deals cost organisations millions of rands per annum and all this is done in order to attract or capture a particular market segment. For these organisations to target consumers correctly; they need marketing intelligence regarding the consumers and this intelligence can be gathered by means of marketing research.

Marketing research involves the identification, collection, analysis and dissemination of information and consists of multiple steps. These steps, followed in this study, are illustrated in Figure 5.2.

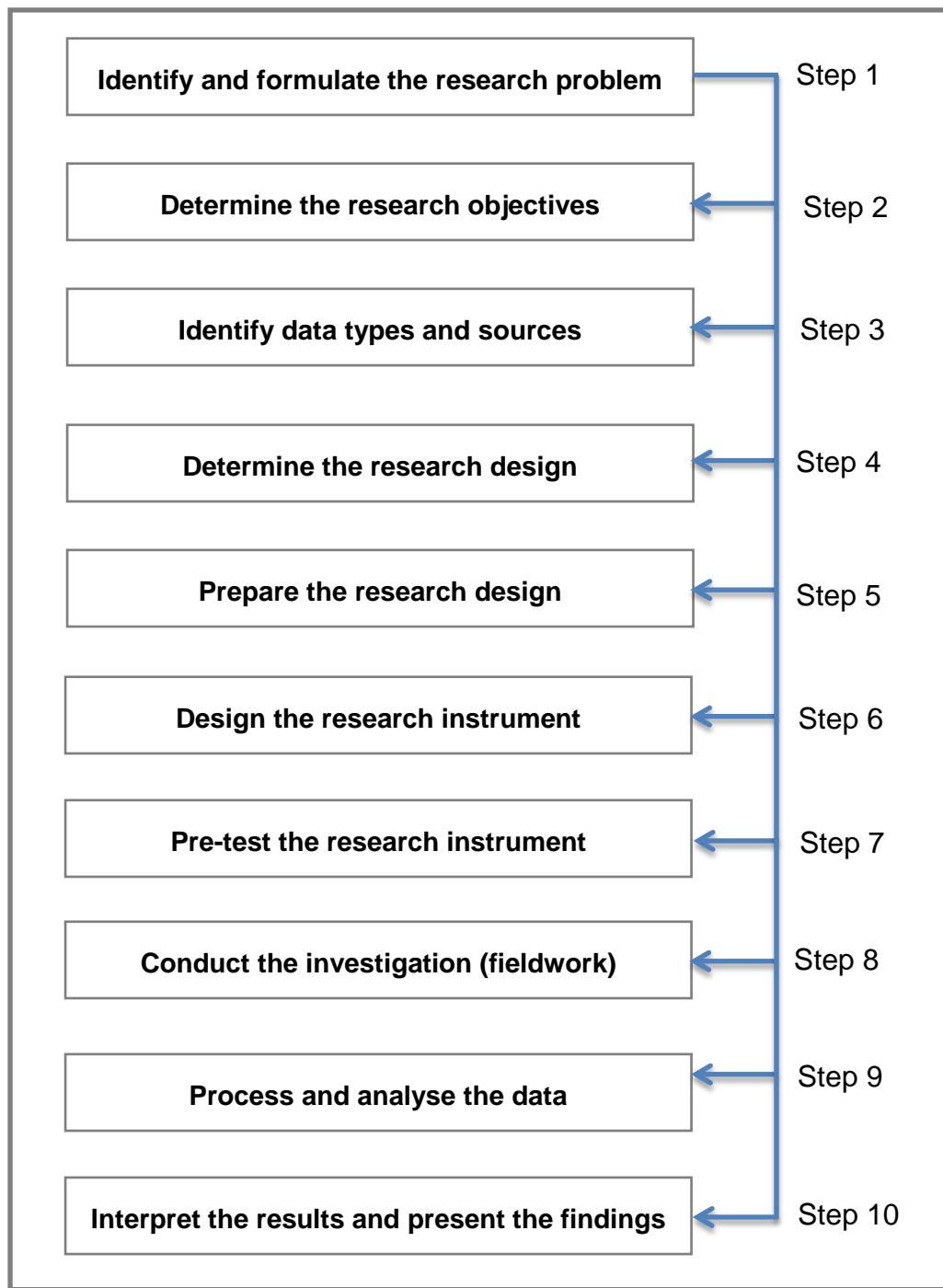


Figure 5.2: The marketing research process

Adapted from: Wiid and Diggines (2013:32); Beri (2008:46); Tustin, Lighelijn, Martins and Van Wyk (2005)

As can be seen from Figure 5.2, the marketing research process consists of 10 steps. These steps are discussed below as applied in this study.

5.2.1 Step 1: Identify and formulate the research problem

Identifying and formulating the research problem or what can be seen as an opportunity is the first step in the marketing research process. The primary aim of formulating a research problem is to decide what the research is supposed to find out (Kumar, 2011:23). It is therefore important to identify the gaps in existing knowledge of relevant disciplines that the research will fill.

In this study, the influence of the sponsorship of the South African national rugby team on consumers' intention to purchase the sponsors' products was investigated. Sponsorship as highlighted by the literature is believed to impact the consumer in different ways (Tsotsou & Alexandris, 2009:358; Speed & Thompson, 2000:226; Olson, 2010:180). Rowley and Williams (2008:781) found that sponsorship has an impact on brand recall, awareness and attitude towards the brand. However, little evidence was found from that study to conclude that sponsorship had any influence on brand use. Later on, Biscaia, Correia, Rosado, Ross and Maroco (2013:288) found that sponsorship awareness influences the attitude towards sponsors significantly, while the attitude towards the sponsor was the strongest predictor of purchase intentions.

As established in Chapter 2, the Springboks have numerous sponsors providing financial or in-kind support and these sponsorship deals are worth millions (Mufumba Consulting, 2009; Sports Trader, 2009; Fin24, 2012; Department of Public Enterprises, 2012). However, the question still remains whether this investment reaps the desired rewards for the sponsors. The research problem that warranted this research is that sponsorship is a well-adopted marketing communication tool but its effect has scarcely been researched in South Africa. According to Hooper (2014), sponsorship spend in South Africa has increased dramatically since it first became popular in the 1980s. Historically it was used more as a tactical tool than as a worthwhile contributor to the overall brand and communication strategy and its measurable impact has tended not to be too closely scrutinised. The gap that the researcher therefore aimed to fill is to add knowledge to the field on whether sports consumers' decision-making process in Tshwane is influenced by the sponsorship. In addition, this study will provide sponsors of the Springboks with

information on whether consumers within Tshwane purchase their products as a result of the sponsorship of the Springboks.

5.2.2 Step 2: Determine the research objectives

The second step in the marketing research process is determining the research objectives. Objectives are defined as the goals set out to be achieved in the investigation (Kumar, 2011:50). The research objectives describe the nature of research that is essential and what intelligence may result from the research which would permit the decision-maker to make knowledgeable decisions (Zikmund & Babin, 2010a:62).

When formulating research objectives, it is essential that these objectives meet the following requirements (Farrugia, Petrisor, Farrokhyar & Bhandari, 2010):

- Feasible: Research objectives should be manageable in scope and should include an adequate number of subjects.
- Novel: Research objectives should confirm, refute or extend onto existing literature.
- Ethical: Research objectives should adhere to ethical standards of research.
- Relevant: Research objectives should be relevant to future research and further current knowledge in the field.
- Concise: Research objectives should be specific and focus on solving a particular identified problem (Merrick, 2010:3).

In this study, research objectives formulated were categorised into a primary (main) objective and numerous secondary objectives. The main objective encompasses an overall statement reflecting the drive of the research study, while the secondary objectives reflect the specific aspects of the topic under investigation within the main framework of the study (Kumar, 2011:50).

The **PRIMARY AIM OF THIS STUDY** was to explore the influence that the sponsorship of the South African national rugby team, commonly referred to as the Springboks, has on the consumer's decision to purchase the sponsor products within the Tshwane area.

Secondary objectives were formulated from the primary objective:

1. To identify which sponsors sports consumers were aware of within the Tshwane area as a result of the sponsorship of the Springboks.
2. To explore the attitudes that sports consumers in Tshwane have towards the sponsors of the Springboks as a result of the sponsorship partnership.
3. To explore the extent to which the sponsorship of the Springboks influences Tshwane sports consumers' decision-making process.
4. To explore the influence that the sponsorship of the Springboks has on the consumer's intention to purchase the sponsor products within the Tshwane area.
5. To identify future areas of research in sponsorships of rugby in South Africa.

Once the research problem and the objectives have been formulated, the next step in the marketing research process is to identify the information types and sources of information that will be consulted.

5.2.3 Step 3: Identify data types and sources

After the aims and goals of the research have been formulated, the next step is to establish the nature of the data to be collected (Reddy & Acharyulu, 2008:30). Identifying data types and sources is therefore the third step in the marketing research process. Data can be categorised distinctively into secondary and primary data. Secondary data consists of information that has previously been collected and is possibly of significance to the identified research problem (McDaniel & Gates, 2010a:72). Primary data, on the other hand, is survey, observation and experiment data collected to solve the identified research problem (McDaniel & Gates, 2010a:72).

5.2.3.1 Secondary data

Research projects often begin with secondary data, which is data collected and recorded previously for purposes other than the current research conducted (Zikmund & Babin, 2010a: 123). According to Wiid and Diggines (2013:75), secondary data can be classified in terms of internal and external data (see Figure 5.3).

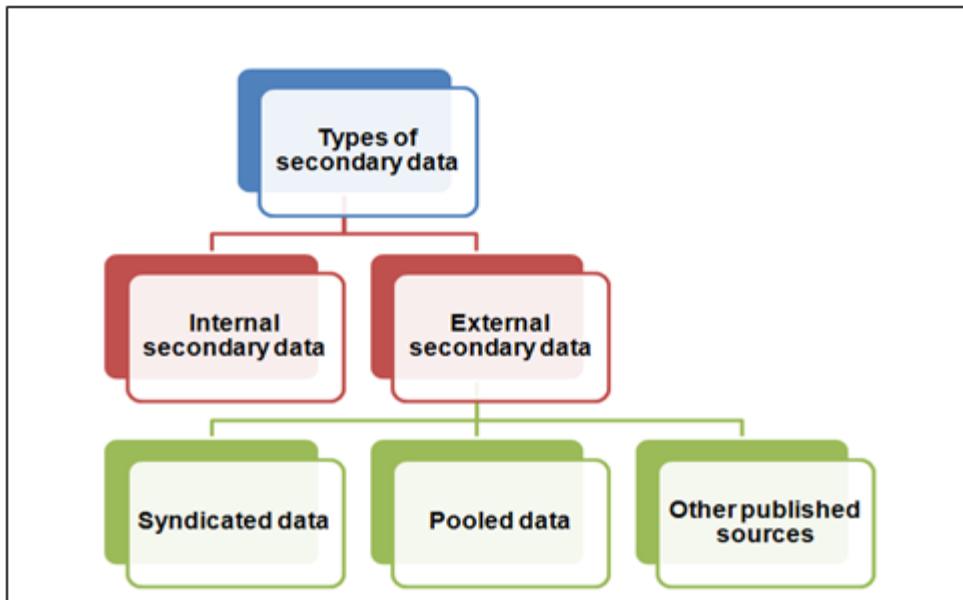


Figure 5.3: Types of secondary data

Adapted from: Wiid and Diggines (2013:75 - 77)

Internal secondary data is defined as data collected by an organisation in the course of its normal business transactions (Wiid & Diggines, 2013:75). The data is not collected with the objective of providing solutions to a specific marketing problem. External secondary data is thus found from sources outside of an organisation and comprises all data appearing in reports, bulletins published by government departments and associations. External secondary data can be categorised as follows (Wiid & Diggines, 2013:76):

- Syndicated data: This is common data which research organisations collect and sell to researchers. Data is standardised to meet the information needs shared by researchers.
- Pooled data: This is data that is shared by stakeholders with similar interests. The stakeholders have a say in the nature of data that is collected and the layout in which the findings are released.
- Other published sources: This refers to data that is published in books, journals, newspapers, magazines, reports and government publications.

As an alternative source of data, secondary data provides the researcher with a number of advantages. This data is cheaper and more quickly accessible than primary data and may be available when primary data cannot be obtained at all (Management Study Guide,

2013). Zikmund and Babin (2010a:123) highlight that the use of secondary data eradicates many of the actions more often than not coupled with primary data such as sampling and data processing. According to Beri (2008:13), secondary data assists in identifying deficiencies and gaps in knowledge and, as a result, the collection of primary data can be more specific and relevant. However, making use of secondary data is not without fault. An intrinsic disadvantage of secondary data is that it is not designed specifically to meet the objectives of the researcher (Zikmund & Babin, 2010a:124). This means that when the data was collected, the purpose varied from the current goals and objectives of the researchers. Beri (2008:13) further highlight that researchers making use of secondary data may not know how accurate the data is and therefore the data should be viewed with caution.

Since the objectives used for the collection of the secondary data may not be compatible with the current situation, it is essential that secondary data be scrutinised. Table 5.1 therefore provides the criteria that can be used to evaluate the usability of the secondary data as identified by Malhotra (2012:130).

Table 5.1: Criteria for evaluating secondary data

Criteria	Description
Specifications	Data should be reliable, valid and generalisable to the problem at hand.
Accuracy/error	The researcher needs to examine errors in the research design, in the data collection or in the analysis and assess the accuracy by comparing data from different sources.
Currency	The time lag between the collection and the publication of the data must be evaluated. If there have been recent updates of the data, these changes should be considered.
Objective	The researcher should ask themselves why the data was collected and what the objective was. Identifying the objective will determine the relevance of the data.
Dependability	The researcher should evaluate the trustworthiness of the data source and the credibility and the expertise of the data. Data should be obtained from an original source rather than an acquired source.

Adapted from: Malhotra (2012:130)

In the current study, the researcher made use of secondary data in order to determine the various demographic groups in South Africa that are interested in rugby and to establish whether there is a gap in the literature regarding research in sponsorship. In Chapter 3,

the researcher made use of research conducted by Repucom (2012) for this purpose. Although the initial purpose of the research conducted by Repucom (2012) was to analyse the consumer and television audience with regard to rugby, the data was relevant to the researcher to provide a demographic analysis of rugby consumers in South Africa. Chapters 2, 3 and 4 in this study therefore represent the literature review summarising the secondary data available.

After much deliberation concerning secondary data, the gap identified in the literature was deemed not to have been filled. Therefore it was decided by the researcher to collect primary data to establish or achieve the objectives and goals of the research study.

5.2.3.2 Primary data

According to Cooper and Schindler (2011:100), primary data sources are new works of research or raw information that has not been interpreted or information on a subject matter where an official opinion or position has not been established. Wiid and Diggines (2013:86) identify the approaches in which primary data can be collected. These approaches include a quantitative approach where primary data can be collected by means of surveys, observation and experiments. Primary data can also be obtained using a qualitative approach. When utilising the qualitative approach, researchers can obtain primary data through in-depth interviews, projective techniques as well as focus groups (Wiid & Diggines, 2013:86). In this study, primary data was collected from respondents within the Tshwane region by means of focus groups.

The next step in the marketing research process is determining the research design.

5.2.4 Step 4: Determine the research design

The concept ‘research design’ is defined as a master plan, outline and a series of research tasks and actions performed in a research study (Shukla, 2008:29). According to Reddy and Acharyulu (2008:33), a research design is the order of methods and actions for attaining the information that is required. The main function of a research design is to explain how the answers to research questions or objectives will be found (Kumar, 2011:23). A well-structured research design offers researchers a number of benefits. These benefits are highlighted by Reddy and Acharyulu (2008:34):

- A researcher realises the objectives of the study with the help of a research design which helps to bridge what has been established and what is to be done.
- Research design helps the researcher to understand and decide what data is needed to achieve the identified objectives.
- It enables the researcher to define in clear terminology what is to be done and why it should be done.
- It helps the researcher to keep their computation and thinking on the path to solutions and recommendations.
- It guides the researcher on how to conduct the research.

According to Arora and Mahankale (2013:47), research designs can be classified according to their purpose or use. Malhotra (2012:100) has identified two broad types of research designs, namely exploratory research design and conclusive research design (see Figure 5.4).

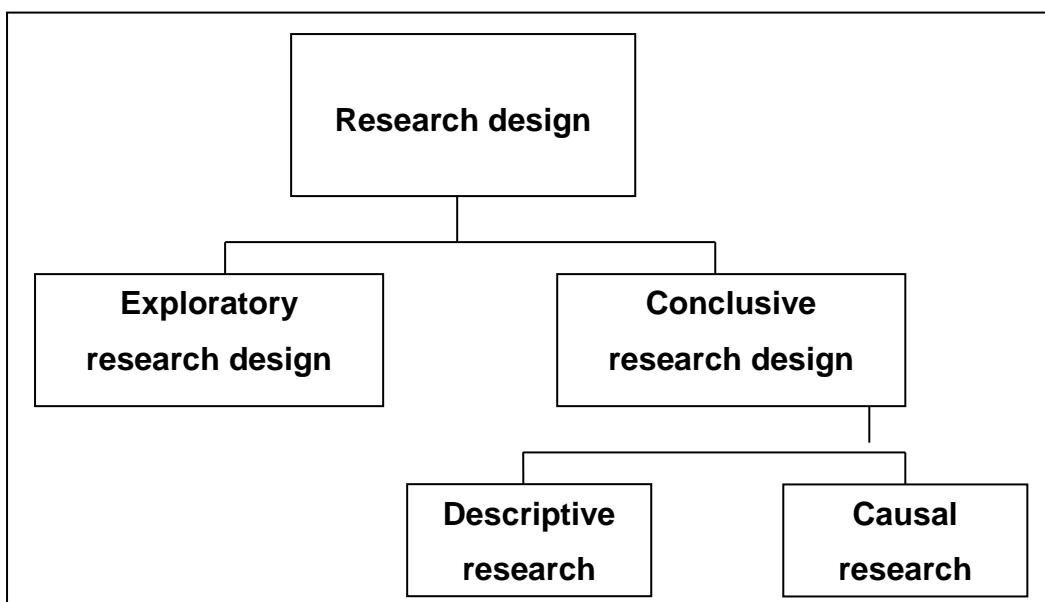


Figure 5.4: A classification of research designs

Source: Malhotra (2012:100)

Exploratory, conclusive, descriptive and causal research design will now be discussed below.

5.2.4.1 *Exploratory research design*

Exploratory research design by nature is valuable when in search of insight into a problem (Reddy & Acharyulu, 2008:34). According to Cooper and Schindler (2011:140), exploratory research focuses primarily on loose structures with the objective of discovering future research objectives. An investigation by means of exploratory research may be conducted to obtain greater understanding of a concept. It is also used to identify important variables to be studied (McDaniel & Gates, 2010:68a).

The second type of research design, as indicated in Figure 5.4, can be referred to as conclusive research.

5.2.4.2 *Conclusive research design*

According to Malhotra (2012:101), conclusive research is designed to aid the decision-maker in establishing, scrutinising and choosing the most suitable course of action for a particular situation. Conclusive research can be used to verify insights through objective procedures (Pride & Ferrell, 2010:134). This type of research is considered to be more formal and structured in nature because the researcher specifies the detailed steps in the research to be conducted prior to conducting the research (Malhotra, 2012:101). As can be seen from Figure 5.4, conclusive research can further be classified into descriptive research and causal research.

Descriptive research

Descriptive research contains descriptions of items, individuals and factions of people, entities or surroundings (Zikmund & Babin, 2010a:45). According to Iacobucci and Churchill (2010:59), such research is concerned primarily with determining the regularity with which something occurs or the association between two variables. Marketers who need to determine who purchases a product and the size of the market at hand and to identify what competitors are doing would conduct descriptive research (Zikmund & Babin, 2010a:45).

Causal research

This research design is concerned with determining cause-and-effect associations to be evidence for how one occurrence essentially makes another happen (Iacobucci &

Churchill, 2010:59; Zikmund & Babin, 2010a:47). In such studies, researchers characteristically have a good understanding of the occurrence under investigation and therefore the research can make a well-informed forecast about the cause-and-effect association to be tested (Zikmund & Babin, 2010a:47). From this, a causal-predictive research design can be identified, meaning that the study attempts to predict an effect on one variable by manipulating another variable while ensuring that all other variables are kept constant (Cooper & Schindler, 2011:141). A causal-explanatory research design refers to a study focused on learning how one variable produces changes to another (Cooper & Schindler, 2011:141).

Figure 5.5 illustrates a comparison of the three types of research designs in terms of uses and types.

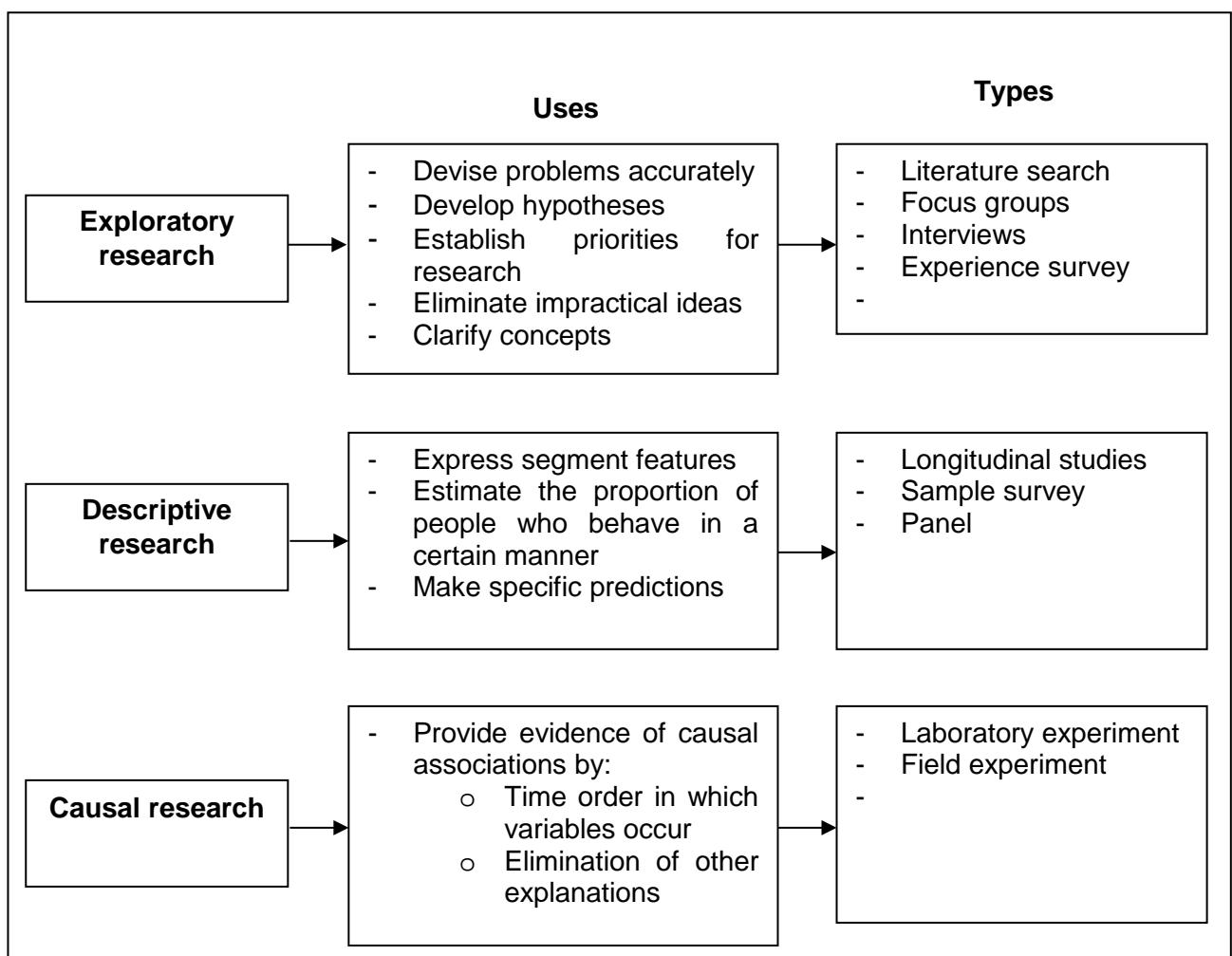


Figure 5.5: Comparison of the research designs

Source: Iacobucci and Churchill (2010:60)

In this study, an exploratory research design was utilised. Wiid and Diggines (2013:56) point out that the decisive objective of an exploratory study is to gain insight and expand one's understanding, instead of collecting perfect information that can be duplicated. Since the purpose of this study was to develop an understanding of the influence of sponsorship of the Springboks on the consumers' decision to purchase sponsors' products, this research design was deemed suitable by the researcher. Exploratory research would provide a better understanding of whether consumers in Tshwane purchase the sponsors' product as a result of the sponsorship of the Springboks. The data collection methods will now be discussed.

5.2.4.3 Qualitative and quantitative research

Once the type of research has been established, the next phase in developing the research design entails ascertaining whether the study will utilise a qualitative or a quantitative research approach. According to Wiid and Diggines (2013:86), the difference between qualitative and quantitative research can be seen in their respective definitions. Quantitative research is defined as a data collection method that uses more formal, standard, structured interrogative procedures and involves a significantly large sample (McGivern, 2009:189). This approach tends to be highly structured which makes it easier to measure and analyse the responses (Wiid & Diggines, 2013:87). A qualitative research approach, on the other hand, is defined as a research approach that attends to marketing objectives by means of techniques that permit the researcher to make available a detailed analysis of market phenomena without relying on numerical measurement (Zikmund & Babin, 2010a:92). This research approach is designed to uncover consumer attitudes, beliefs and opinions rather than facts (Kolb, 2008:29). This approach uses fewer respondents who do not necessarily represent the entire consumer market (Kolb, 2008:29). Table 5.2 elaborates on the differences between qualitative and quantitative research in various respects.

Table 5.2: Differences between qualitative and quantitative research approaches

Characteristic	Qualitative research	Quantitative research
Focus of research	<ul style="list-style-type: none"> To understand and interpret data 	<ul style="list-style-type: none"> To describe, explain and predict
Common purpose	<ul style="list-style-type: none"> Discover new ideas Used in exploratory research with general research objectives 	<ul style="list-style-type: none"> Test hypotheses or specific research questions
Approach	<ul style="list-style-type: none"> Observe and interpret 	<ul style="list-style-type: none"> Measure and test
Data collection approach	<ul style="list-style-type: none"> Unstructured Free-form 	<ul style="list-style-type: none"> Structured responses Categories provided
Types of questions	<ul style="list-style-type: none"> Probing questions 	<ul style="list-style-type: none"> Limited probing
Sample design	<ul style="list-style-type: none"> Non-probability; purposive 	<ul style="list-style-type: none"> Probability
Sample size	<ul style="list-style-type: none"> Small 	<ul style="list-style-type: none"> Large
Requirements for administration	<ul style="list-style-type: none"> An interviewer with special skills 	<ul style="list-style-type: none"> Interviewer with fewer special skills or no interviewer
Type of analysis	<ul style="list-style-type: none"> Subjective Interpretive 	<ul style="list-style-type: none"> Statistical Summation
Degrees of replicability	<ul style="list-style-type: none"> Low 	<ul style="list-style-type: none"> High
Type of research	<ul style="list-style-type: none"> Exploratory research 	<ul style="list-style-type: none"> Descriptive or causal research
Validity	<ul style="list-style-type: none"> High 	<ul style="list-style-type: none"> Low
Data presentation	<ul style="list-style-type: none"> Words Results cannot be generalised to the entire population 	<ul style="list-style-type: none"> Numbers Results are generalised to the entire population as the sample is considered representative

Adapted from: McDaniel and Gates (2010a:92); Wiid and Diggines (2013:88); Zikmund and Babin (2010a:94); Arora and Mahankale (2013:72); Cooper and Schindler (2011:163)

In this study, a qualitative approach was employed. This approach was deemed suitable because it would provide an in-depth understanding of the influence of sponsorship on consumer's decision to purchase sponsors' products. Secondly, qualitative research allowed the researcher to observe consumers' reactions and hear consumers discuss marketing topics under investigation in the manner in which they understood them. Therefore, insight could be gained into the various factors that influence how a consumer will behave as a result of marketing messages.

5.2.5 Step 5: Prepare the research design

As indicated in Figure 5.2, the fifth step in the marketing research process is preparing the research design. Since an exploratory research design was employed in this study, it was essential that the researcher develop a detailed plan specifying the procedure for collecting the data and sampling frame for the research. The objectives of the study

discussed in step 2 were considered in the preparation of the research design in order to ensure that the data collected was relevant to the specific objectives.

5.2.5.1 *Determining the data collection approach and instrument*

Exploratory research (the approach followed in this study) focuses on collecting data using unstructured formal or informal procedures to interpret the data (Shukla, 2008:32). Data collection approaches utilised in exploratory research designs suitable for qualitative research include surveys, in-depth interviews, projective techniques, observation and focus groups (Shukla, 2008:32).

Surveys

The first method of collecting qualitative data is through surveys. Surveys are written instruments that ask a series of prearranged questions (Kolb, 2008:29). These questions can be answered by choosing the appropriate answer from a predetermined list of possible answers, where the nature of the research would be quantitative. When open-ended questions are used in a questionnaire, the data received can be considered to be qualitative (Kolb, 2008:29). Open-ended questions simply mean that respondents are allowed to answer the questions in their own words. According to Shilbury *et al.* (2009:71), sports organisations or sponsors can collect primary data using survey research at sporting events, by going door-to-door in a defined geographical area, at shopping centres, over the telephone or over the internet. This method of data collection may be attractive to many organisations because surveys provide a quick, inexpensive, efficient and accurate means of assessing information about a defined population (Zikmund & Babin, 2010b:191).

In-depth interviews

These are another way in which sponsors can collect qualitative data. In-depth interviews are defined by McDaniel and Gates (2010a:107) as one-on-one interviews where the interviewer is thoroughly trained in the skill of probing and eliciting detailed answers. In-depth interviews can be classified into two groups, namely non-directive interviews and semi-structured interviews. In a non-directive interview, the respondent is given liberty to answer in a way that they desire; however, the response must be within a realistic perimeter of relevancy to the topic being discussed (Arora & Mahankale, 2013:78). In a

semi-structured interview, the interviewer has to cover a specific list of points. This list is often referred to as an interview guide and has been predetermined in advance in order to achieve the objectives (Arora & Mahankale, 2013:79). This technique of collecting qualitative data offers sponsors and other sporting organisations a number of benefits over other qualitative techniques. Group pressure is eliminated so participants are likely to disclose their true feelings, the individual one-on-one situation provides the respondents with the feeling of being the focal point of interest and the attention levels of the participants are constantly sharp as a result of the constant interaction with the interviewer (McDaniel & Gates, 2010a:107).

Projective techniques

The third technique in which qualitative data can be collected is referred to as the projective technique. Projective techniques are a meandering way of inquiring that allows participants to project their viewpoint and opinions onto a third party, onto a non-living thing, or onto a situation (Wiid & Diggines, 2013:98). These techniques are based on the theory that in order to describe an unclear object, interpretation is needed and this interpretation can only be based on the individual's background, their outlook and principles (Wiid & Diggines, 2013:98). Projective techniques can be incorporated in both interviews and focus groups to encourage communication or can be used on their own (Kolb, 2008:31). Such techniques include word association, where the respondent is asked to disclose the first response to a name, event or photo, and sentence completion and cartoon tests, where the respondent is asked to complete the dialogue in the cartoon (Kolb, 2008:31).

Observation

The observation method is another tool that can be used by organisations in order to gather valuable information from the target population. Zikmund and Babin (2010b:244) define observation as a methodical procedure of recording the actions or the manner of conduct of individuals, objects and incidences as they transpire. Observation can be done through the use of humans, where the observer physically observes the subjects and takes notes of what they observe or observation can be through the use of machinery such as video recorders (Zikmund & Babin, 2010b:244). The main disadvantage, however, of using this particular technique is that the method is highly subjective as the information

recorded greatly depends on how the observer perceives the situation at hand (Arora & Mahankale, 2013:84).

Focus groups

Malhotra (2012:184) describes a focus group as an interview with a small group of respondents conducted by a skilled facilitator who guides the conversation between respondents in a non-structured way. The purpose of this structure is to establish a less formal environment where participants can exchange views, bringing out their opinions, attitudes and feelings about a specified topic (Nargundhar, 2008:40). A focus group is used to gain insight into people's ideas and attitudes (Reddy & Acharyulu, 2008:60). Saunders, Lewis and Thornhill (2009:347) define this technique as a group interview that focuses clearly on a particular issue and encompasses the need for interaction among the participants. The size of the group is usually between six and ten participants to provide all the participants with the opportunity to contribute to the discussion (Shilbury *et al.*, 2009:72). For example, the kit sponsor of a rugby team may invite eight team supporters to discuss the new season jersey of the team to try and see whether the supporters would purchase the jersey. Participants who engage in the discussion are selected because they have certain features and qualities in common that relate to the subject at hand and are encouraged to discuss as well as share opinions without particular pressure to reach agreement (Saunders *et al.*, 2009:347).

Naïve sketches

Giorgi (in Van Eeden, 2009:37) describes naïve sketches as a data collection technique that can be used to obtain descriptions of personal experiences regarding the research phenomena with sensitivity towards the social and cultural context of research. Burns and Grove (in Van Eeden, 2009:37) further describe naïve sketches as a collection of open-ended questions or statements provided and the respondents are given the liberty to complete these questions in writing.

For the purpose of this study focus groups and naïve sketches were considered to be the best alternatives to achieve the objectives of the study. Since the purpose of the study was to establish whether the sponsorship of the Springboks influences the consumers' decision to purchase sponsors' products, focus groups could allow consumers, in an informal environment, to disclose their purchasing behaviour as a result of the sponsorship.

Furthermore, focus groups could also provide sponsors and sporting organisations with a number of benefits. The group interaction within a focus group stimulates thoughts and may assist the participants in keep their thinking as realistic as possible. In addition, the group setting enhances creativity; in other words the interaction among the participants can spark new ideas and thoughts that may not arise in a one-on-one setting.

Focus groups may also provide the researcher with challenges. Table 5.3 illustrates the various disadvantages of using focus groups.

Table 5.3: The disadvantages of focus groups

The disadvantages of focus groups
<ul style="list-style-type: none">• Non-representative sample: The groups are moderately small and do not give a representative view of the entire population studied.• Respondents' fear of embarrassment: Respondents may be self-conscious about expressing certain opinions that may differ from the rest of the group. They may therefore give answers they feel are more common rather than expressing their true feelings.• Lack of generalisation: Focus groups can be seen to be inconclusive. The small sample size and uniform group combinations make any information collected from them highly tentative.• Opportunity for misuse: This originates from the opportunity for moderators and managers to deduce focus group data subjectively.• Effect of the moderator: Although a good moderator is crucial to have, a poor moderator reduces the prospects of obtaining quality.

Adapted from: Wiid and Diggines (2013:92); Arora and Mahankale (2013:84); Parasuraman, Grewal and Krishnan (2007:189)

As can be seen from Table 5.3, there are a number of disadvantages of making use of this data collection technique. The greatest disadvantage is that the groups are moderately small and do not provide a representative view of the population. In addition, since the element of a group setting can cause respondents to be self-conscious about expressing certain opinions, responses may be skewed towards the group's general opinion regarding the matter at hand. Due to these disadvantages, naïve sketches were also used in the data collection process. The naïve sketches consisted of open-ended questions that required the participants to answer in their own words. They further contained visual stimulus material to engage with the participants. The reasoning behind the use of naïve sketches was to enable individual participants to reflect upon their answers and provide their personal views without influence from other participants. The naïve sketches are

included in Appendix F. The next phase in preparing the research design is designing the sampling frame and will now be discussed.

5.2.5.2 Designing the sampling frame

Thus far in the research process, the research problem under investigation and the research objectives have been highlighted, the information types and sources have been identified, the research design has been determined and the steps undertaken in the preparation of the research design have been presented. Figure 5.6 illustrates the process that the researcher followed when drawing a sample of the population.

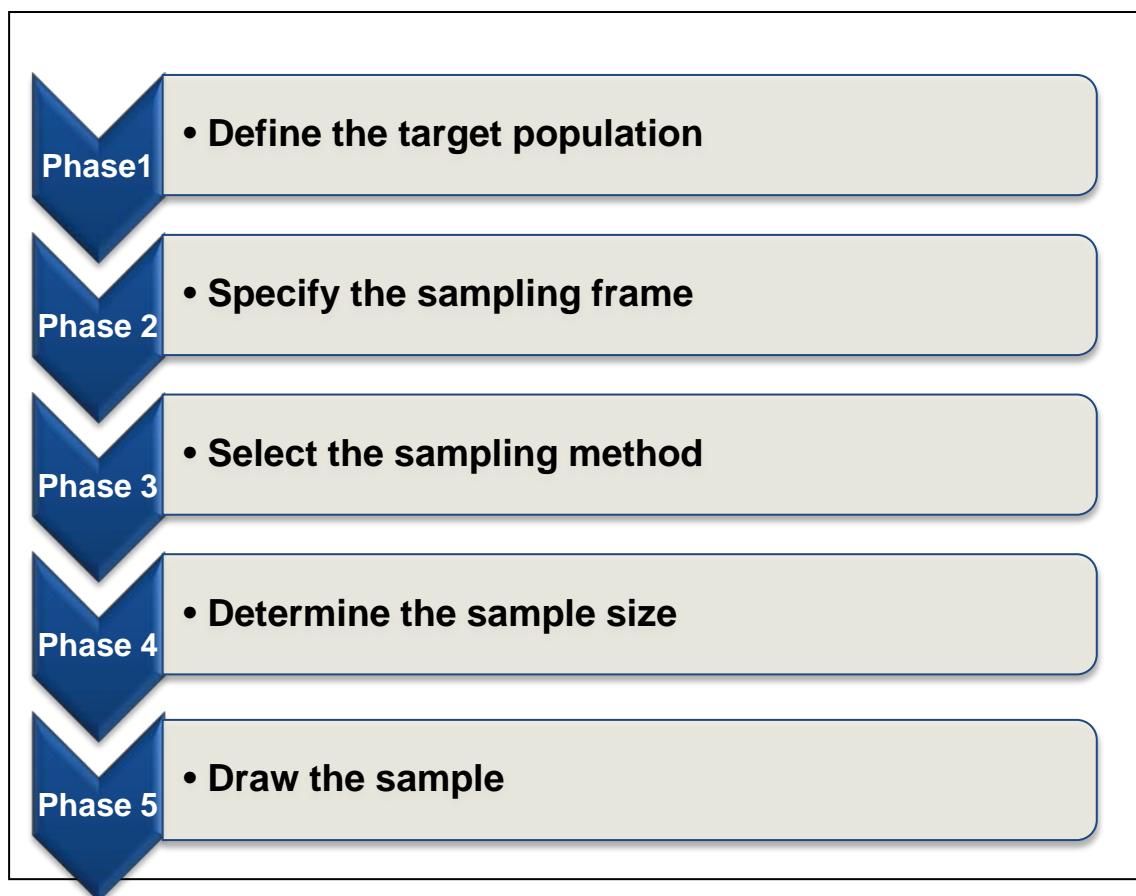


Figure 5.6: The sampling process

Adapted from: Iacobucci and Churchill (2010:283); Tustin et al. (2005:96)

Phase 1: Define the target population

From Figure 5.6, it can be seen that the first phase in the sampling process is defining the target population. Iacobucci and Churchill (2010:282) define a target population as the entirety of cases that match some chosen requirements. Malhotra (2012:369) describes a target population as the collection of elements or objects that possess the information the researcher is seeking. Defining the target population, in other words, entails translating the research problem into a precise statement of who should and should not be included in the sample for the study (Malhotra, 2012:369).

According to Barbour (2007:59), it is essential that the members of the target population share at least one important characteristic. The target population in this study was defined as any person who had been exposed to a Springbok rugby match through any medium in the Tshwane region. The term ‘exposed’ in this context can be delineated to include the following:

- Individuals who have watched a Springbok match at any rugby stadium or on a television set;
- Individuals who have seen sponsor branding on the Springbok playing attire;
- Individuals who have seen sponsor messages on a television set or at any rugby stadium;
- Individuals who may have attended a Springbok match as a social activity and in the process were exposed to sponsor messages and branding.

Phase 2: Specify the sampling frame

The sampling frame is referred to as a list of the members of the population from which units to be sampled are to be selected (McDaniel & Gates, 2010a:330). In an ideal situation, a precise sampling frame would include a complete list of individuals who would participate in the study. However, this list is not always available. The sampling frame will therefore specify the procedure that will produce a representative sample with the desired characteristics (McDaniel & Gates, 2010a:331).

The study conducted by Repucom (2012) found that 20% of the South African population were interested in rugby and 22% resided in Gauteng. The study further showed that

92.8% of the population were interested in rugby and had access to a television through which they could be exposed to rugby. Since the study at hand was an exploratory study, using non-probability sampling, it was not necessary to draw up a sampling frame. Exploratory research is conducted on a small and non-representative sample, so findings should be regarded as tentative and can be used as building blocks for further research (Malhotra, 2012:100).

Phase 3: Select the sampling method

The sampling methods available to the researcher can be divided into two types, namely probability sampling and non-probability sampling. In essence, probability sampling means that it is possible to answer research questions and to achieve objectives that require the researcher to estimate statistically the characteristics of the population from the sample (Saunders *et al.*, 2009:213). However, in non-probability sampling, the probability of each case being selected from the total population is not known and it is impossible to answer research questions or address objectives that require statistical inferences about the population under investigation (Saunders *et al.*, 2009:213). These sampling methods can further be divided into various categories which are illustrated in Figure 5.7. The discussion will now focus on these categories.

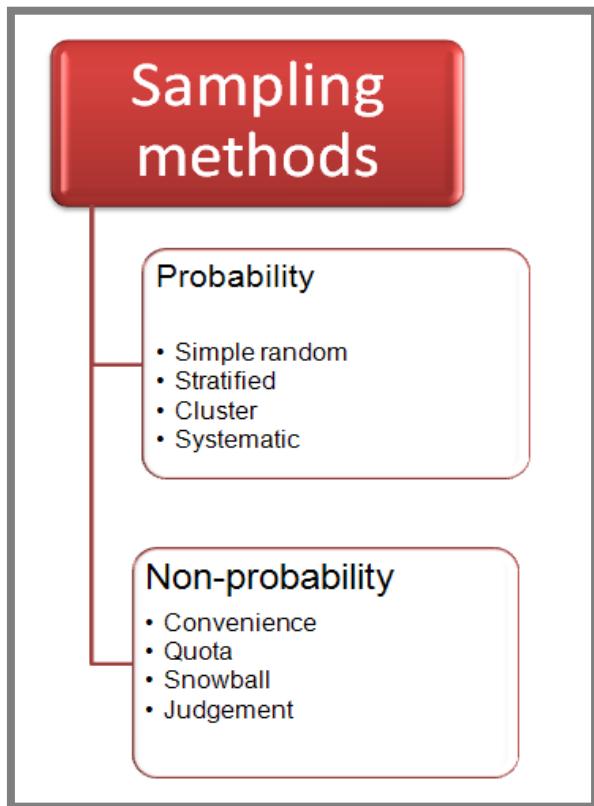


Figure 5.7: Types of sampling methods

Adapted from: Iacobucci and Churchill (2010:285); Saunders *et al.* (2009:213)

- **Probability sampling**

Probability sampling offers a number of advantages, as discussed by McDaniel and Gates (2010a:334). These include that the researcher can be sure of obtaining information from a representative cross-section of the population, sampling errors that may occur can be computed and the survey results can be generalised to the entire population. As can be seen from Figure 5.7, probability sampling comprises simple random sampling, stratified sampling, cluster sampling and systematic sampling.

- **Simple random sampling:** This is a sampling method in which units of the population are randomly selected individually and directly (Wiid & Diggins, 2013:192). Each unit is selected in such a manner that it has an equal probability of being selected for the sample.
- **Stratified sampling:** According to Wiid and Diggins (2013:195), stratification is a two-step process where the diverse population is firstly grouped into identical groups that

are mutually exclusive as well as comprehensive, and then a random sample of units is drawn independently from each group using either random or systematic sampling.

- Cluster sampling: This is much like stratified sampling where the first step is to divide the population into mutually exclusive and extensive groups which are referred to as clusters (Shukla, 2008:61). Nargundhar (2008:103) states that a cluster could be established on the basis of any criterion, but marketers could establish clusters in terms of geographical areas, membership to sports team supporter clubs or positions of influence held within a household.
- Systematic sampling: This is a flexible form of probability sampling (Cooper & Schindler 2011:378). In this approach, every n^{th} unit in the population is sampled. The selection begins with a random start of a unit in the range of 1 to n .

The above sampling methods each offer their unique advantages, but it is important to take note of their disadvantages. These probability sampling methods can take more time to implement and the relative magnitude of sampling errors is large (Malhotra, 2012:383). The next sampling method that can be identified, as illustrated in Figure 5.7, is non-probability sampling.

- **Non-probability sampling**

Kapoor and Kulshrestha (2010:142) explain that in non-probability sampling, units in the population have an unequal or zero chance of being selected as a sample element. This therefore means that findings cannot be generalised beyond the sample. Non-probability sampling methods include:

- Convenience sampling: Units or participants are obtained according to how conveniently available they are (Zikmund & Babin, 2010b:423).
- Quota sampling: This involves precise characteristics that the units must possess. The aim of this sampling method is to produce a sample that reflects a population in terms of the relative proportions of people in different categories such as gender, cultural groups, age and geographic locations (Zikmund & Babin, 2010b:425).
- Snowball sampling: A form of judgement sampling that is appropriate to use when a small and specialised population is targeted (Aaker *et al.*, 2011:350). The researcher purposefully chooses a number of units with the qualities that are particularly essential

and these units are then used to further identify other units that encompass the same qualities (Wiid & Diggines, 2013:190).

- Judgement sampling: The researcher selects the sample based on their judgement about some appropriate qualities needed from a member of the sample population (Zikmund & Babin, 2010b:424).

For the purpose of this study, a non-probability sampling method was employed. This method was deemed suitable because the aim of the study was to explore the effects of sponsorship on the consumers' decision to purchase the sponsors' product. Due to the exploratory nature of the study, the main aim was not to make statistical inferences and therefore it was not necessary to have a representative sample (Malhotra, 2012:100). It is for this reason that a non-probability sampling method was suitable as the researcher could rely on her own judgement as to who should be included in the target population (Zikmund & Babin, 2010b:424). Another reason for the use of non-probability sampling is that costs are lowered and procedures required to develop a sampling frame are eliminated (Aaker *et al.*, 2011:349). As much as non-probability sampling was suitable for the study, it is not without fault. A major disadvantage of non-probability sampling that should be noted is that the accuracy with which the consequential information can be presented is uncertain (Aaker *et al.*, 2011:349). In addition, results in this study may contain hidden biases and uncertainties. The research findings of the study also cannot be generalised to the entire population.

The non-probability sampling method that was employed in this study is snowball sampling. This method was used as it enabled the researcher to handpick the target population. The researcher relied on her own judgement to select initial individuals who conformed to the predetermined qualities (the individuals in the population must have been exposed to a Springbok match). The remainder of the population was identified from the initial individuals selected. The inclusion criteria were the following:

- Males and females who were 18 years or older;
- Any person who had been exposed to a Springbok rugby match (discussed more in the section that follows);
- Any person who resided in the Tshwane area within Gauteng;

- Any individual who was able to understand, read, write and speak English.

Although individuals younger than 18 years old were eligible to participate in the study, only individuals who were 18 years or **older** were included in the study as the study received ethical clearance from the university to have direct involvement only with persons over the age of 18.

The next phase in the sampling process is determining the sample size chosen for the proposed study.

Phase 4: Determine the sample size

A sample size can be defined as the number of participants that ought to be integrated in the research to ensure that the results are representative of the entire population, provided that the purpose of the study is to do so (Kolb, 2008:187). According to Wiid and Diggines (2013: 200), the researcher is therefore required to select a sample that is sufficiently large to yield a moderately specific estimation of the population values but that can simultaneously be executed economically and practically. Kolb (2008:188) has identified a number of factors that researchers should consider when determining the sample size:

- **The more variation there is within the population, the larger the population will need to be**

For example, suppose a sponsor of the Springboks is considering introducing a new cellular phone to the market. They would need to know the technological preferences of consumers who are technologically savvy, those who may not be technologically savvy, those who can afford the latest technological gadgets and those who may not be able to afford them.

- **The thoroughness in the exhaustiveness between the given answer by the participant and the reality of the population as a whole**

For example, a question posed to respondents might ask them how much they would be willing to pay for a particular new cellular phone with added features. In this case the researcher would need to establish the range or interval amount that they are willing to accept when considering the true characteristic of the population in its entirety.

- **The need for assurance that the research conclusions truly reveal authentic data about the population**

Complete accuracy would entail a census study to be conducted. Since this is not always possible, the researcher must decide what level of confidence is needed to determine whether there is sufficient statistical power to indicate whether a result such as a relationship between two variables is statistically significant. This can be remedied by means of a larger sample. In the case of the study at hand, data was collected until saturation was reached. This means that focus groups were conducted with consumers until no new information was obtained from the participants.

Two focus group sessions were held with six participants in each group. The participants were asked to complete naïve sketches prior to the focus group sessions. The total of the naïve sketches used in the analysis was twelve and the transcriptions from the focus group interviews were also used. Since the study at hand was an exploratory study with the sole purpose of merely exploring the purchase decisions of consumers, two focus groups were deemed acceptable when the point of data saturation was reached (Sage Encyclopedia, 2008:3). In Chapter 4, various types of sports consumers were identified, which include players, patriots, appreciators, socialites, friends and voyeurs (see section 4.2.2). Each type of consumer would have a different reaction to sponsorship as each consumer's consumption of a sporting service is motivated by varying factors. It is therefore essential that individuals within these consumer segments be included in the sample size in order to obtain data that explores the purchase decisions of consumers within the target population. In order to achieve this diversification, participants were asked to categorise themselves in the naïve sketches according to the consumer segments identified in Chapter 4.

The last phase in the sampling process as illustrated in Figure 5.6 is to draw the sample.

Phase 5: Draw the sample

According to Wiid and Diggines (2013:204), this phase in the sampling process involves selecting the participants from which data will be collected. For the purpose of this study, the specific sample unit was identified and selected as per the inclusion criteria. The initial sample unit was specific as the aim was to identify individuals with specific characteristics. The participants initially selected were therefore asked to identify any individuals they may

have known who could participate in the study (also referred to as snowball non-probability sampling). The participants were then invited by means of an email to participate in the study. The topic and aim of the study, the date as well as the time of the focus group were communicated to the participants.

The discussion thus far has led to the sixth step in the research process, designing the research instrument, as indicated in Figure 5.2.

5.2.6 Step 6: Design the research instrument

At this stage of the research process, the research design has been prepared and the next step is to design the research instrument. The research instrument is considered to be the apparatus that is used to obtain data from the selected sample. Since the study at hand was a qualitative study with the method of data collection being focus groups, it was essential that the researcher consider the format in which responses would be received. There are two types of questions used in marketing research, namely closed questions, used in quantitative studies, and open-ended questions, used in qualitative studies.

5.2.6.1 *Closed questions*

Closed questions are those questions that require respondents to choose from a fixed set of possible answers (Hyman & Sierra, 2010:155). According to Zikmund and Babin (2010a:273), these types of questions require less interviewer skill, take less time and are easier to answer by respondents. Closed questions can further be categorised into simple-dichotomy questions, determinant-choice questions, frequency-determination questions and checklist questions, illustrated in Figure 5.8.

Simple-dichotomy question

1. Are you interested in rugby?

YES	1
NO	2

Determinant-choice question

2. Which of the following teams do you think refers to South Africa's National rugby team?

All Blacks	1
Springboks	2
Blue Bulls	3
The wallabies	4

Frequency-determination question

3. How often do you watch a rugby match on television?

Only on weekends	1
2-3 times a week	2
4-5 times a week	3
Once a month	4
Never	5

Checklist question

4. Please check which of the following you think are rugby sponsors

Absa	1
Planet fitness	2
SAB	3
Coca-cola	4

Figure 5.8: Examples of closed questions

Adapted from: Cooper and Schindler (2011:329-338)

5.2.6.2 Open-ended questions

According to McDaniel and Gates (2010a:293), open-ended questions are those in which the researcher relies on the respondents' own words. In essence, the respondent verbally reports the answer to the interviewer, who records it for analysis. Figure 5.9 provides an example of an open-ended question that may be directed to a respondent.

1. How do you think sponsorship can improve the image of an organisation?

Figure 5.9: Example of an open-ended question

An advantage identified by Malhotra *et al.* (2012:343) is that open-ended questions enable participants to express general attitudes and opinions that can assist the researcher in interpreting the given responses. Their remarks regarding a specific given topic and the way they describe their opinions can provide the researcher with insightful information, in this case on the potential effect of sponsorship on the consumer within the South African context. Kapoor and Kulshrestha (2010:96) identify the following advantages of using open-ended questions:

- They allow participants to articulate their responses with no influence of suggested alternatives given by the interviewer.
- They expose matters that respondents consider to be important and may possibly divulge results not initially expected.
- They permit the respondents to further elaborate on or qualify their answers.

The principal disadvantage of open-ended questions, say Malhotra *et al.* (2012:343), is that probability for interviewer bias is relatively high. Regardless of whether the interviewer documents the participants' responses word-for-word or writes down only the key points, the interpretation of the data depends on the skills of the interviewer (Malhotra *et al.*, 2012:343). Additional disadvantages of using open-ended questions as identified by Bryman and Bell (2007:259) include the following:

- They are too lengthy as the interviewer is likely to talk for longer and the responses must be coded.
- These questions involve further effort from the respondents.

For the purpose of this study, the research instruments used to obtain the relevant data were naïve sketches and focus group interviews by means of open-ended questions. The participants were asked to complete the naïve sketches prior to the focus group and the same questions were then asked in the focus group. Open-ended questions were utilised

in order to obtain rich and detailed information. These types of questions were considered suitable for the research because respondents were at liberty to express their true feelings regarding the given question. According to Zikmund and Babin (2010a:273), by obtaining free and uninhibited responses, the researcher may find some unanticipated reactions towards the given topic. Due to the fact that respondents are not limited in terms of how they should answer, the underlying reasons for the given answers that come to mind can further be identified, thus providing meaningful information. Demographic questions were asked in the naïve sketches and included questions regarding age, gender, race and home language. See Appendix E for the demographic questions and Appendix F for the naïve sketches.

The seventh step in the research process is pre-testing the research instrument.

5.2.7 Step 7: Pre-test the research instrument

Pre-testing, also known as piloting, is considered to be an important step in the research process and cannot be omitted. Wilson (2012:177) describes pre-testing as a process that involves conducting a pilot study on a restricted number of prospective participants in order to recognise and remedy any flaws within the research instrument itself. The sample chosen to participate in the pilot study should be comparable to the survey respondents in terms of their background characteristics, knowledge of the topic and attitudes, as well as behaviours of interest (Malhotra, 2012:350). It is essential that the research instrument be administered in the same way as that planned for the full research (Wilson, 2012:17).

Bryman and Bell (2007:273-274) have identified a number of reasons why researchers need to conduct pilot studies before the fieldwork is conducted. These reasons include the following:

- The pre-test can provide the researcher with some experience of conducting an interview and can improve their level of confidence.
- If all the respondents answer a certain question in the same way, the end data from the fieldwork will likely be uninteresting as it does not form a variable. Questions of this nature can therefore be identified in the pre-test.

- During interviews, questions that may make respondents uncomfortable can be identified and the researcher may notice any inclination for respondents' attention to be lost at particular moments.
- Questions that seem not to be understood or questions that are often not answered may become evident.
- Pre-testing allows the researcher to determine the adequacy of the instructions given to the respondents and the interviewers.
- Pre-testing provides the researcher with the opportunity to evaluate the flow of the questions and whether it is necessary to move them around to improve the research design.

In the study at hand, the research instrument was pre-tested using a focus group consisting of six individuals. The participants of the pre-test were similar in characteristic to those who participated in the study, meaning that they conformed to the inclusion criteria and had previously been exposed to a Springbok match. The participants in the pre-test were provided with the naïve sketches and were requested to complete them before the focus group session. The same questions asked in the naïve sketches were then discussed in the focus group interviews.

The pre-test assisted the researcher in identifying problems with the research instrument. The following challenges were identified:

- The participants were asked what they understood about sports sponsorship. The question seemed unclear to the participants as they were unsure from which perspective to approach the answer (from a sponsor's perspective or from a consumer's perspective). The question was therefore changed to read: What do you understand about the term sponsorship?
- The question that aimed to determine how aware consumers were of the Springbok sponsors was perceived as ambiguous. The participants were unclear whether more than one sponsor could be identified in the respective groups. The question was therefore reformulated to instruct the participants to circle more than one sponsor in each group.

- Initially, the respondents were asked if they intended purchasing the sponsor's product and if they would actually do so. However, these questions seemed similar; therefore a combined question was developed. The amended question read: Do you or would you intend on purchasing the sponsor's product as a result of the sponsorship? Discuss.

Once all the amendments to the research instrument were made, the researcher then commenced with the eighth step in the research process.

5.2.8 Step 8: Conduct the investigation (fieldwork)

In conducting the investigation (also known as fieldwork) and collecting the data, the researcher made use of naïve sketches and focus groups. The naïve sketches consisted of nine questions that were formulated from the research objectives as indicated in step 2. The logos of the sponsors were included in the naïve sketches as visual stimulus to establish how aware participants were of the Springbok sponsors. The questions are as follows and the researcher has indicated how the questions are linked to the objectives of the study:

1. Are you interested in rugby? Why? (Qualifying question)
2. How would you classify the type of sports consumer you are based on the given definitions? (qualifying question)
3. What do you understand about the term sponsorship? (Qualifying question)
4. Please circle the companies you think are sponsors of the South African National rugby team (Springboks). You may circle more than one company in a group. (Secondary objective 1)
5. Please indicate which of the groups you think are main sponsors of the Springboks and which groups are other types of sponsors. (Secondary objective 1)
6. What would you say causes you to be aware of the sponsors? Explain. (General question)
7. What are your thoughts and feelings towards the sponsors of the Springboks? Explain. (Secondary objective 2)
8. How does the sponsorship of the Springboks influence your decision to buy products offered by sponsors? (Secondary objective 3)

9. Do you intend on purchasing the products offered by the sponsors of the Springboks because of the sponsorship? Explain. (Secondary objective 4)

The primary objective of the study was inferred from the secondary objectives, and it was to explore the influence that the sponsorship of the South African national rugby team, commonly referred to as the Springboks, has on the consumer's decision to purchase the sponsor products within the Tshwane area. The information for the objective was therefore inferred from questions 8 and 9 in the naïve sketches.

The sponsor's target market is not limited to the supporters of the Springboks, but also includes general consumers. The identification of different types of consumer segments in Chapter 4 led to the realisation that consumers can also be exposed to sponsorship marketing messages and it is for this reason that they were included in the population. Once all the naïve sketches were completed, the participants were asked to sit in a circle and the focus groups began. The same questions that were asked in the naïve sketches were asked in the focus group to obtain in-depth information from the participants regarding their decision to purchase the sponsors' products as a result of the sponsorship of the Springboks.

The researcher and the moderator had 45 minutes per session to collect the data from each group by means of focus group interviews and the completion of naïve sketches. The researcher made use of a discussion guide to structure the focus group. A discussion guide is used when the facilitator of the interview wishes to outline the broad agenda of issues to be explored in the discussion (Wilson, 2012:111). The focus group was divided into three phases, namely the introduction phase, the discussive phase and the summarising phase (Wilson, 2012:111-112).

- Introduction phase: The objectives of the session were communicated to the participants and the researcher explained the nature of the group discussion. The respondents were informed of the types of questions that would be asked in the group discussion in order to ease their anxieties and to give them an idea of what to expect. Lastly, the researcher asked each participant to introduce themselves to promote a tranquil and stress-free environment.
- Discussive phase: The general questions were asked in this phase. Respondents were asked if they were interested in rugby and why, leading to the classification of each

respondent in relation to the segments of sports consumers identified in Chapter 4. Objective-achieving questions were then asked and stimulus materials such as visual images were used to determine how aware consumers were of the Springbok sponsors.

- Summarising phase: The researcher prompted the respondents to summarise what was discussed in the focus group and once conclusions were made, the researcher thanked them for participating and the group was dissolved.

Once the data has been collected, the next step, as indicated in Figure 5.2, is to process and analyse the data.

5.2.9 Step 9: Process and analyse the data

The ninth step in the research process is processing and analysing the data obtained. For the purpose of the study, the researcher made use of qualitative content analysis to analyse the data. Silverman (2011:171) describes content analysis as an approach that entails inspection of the data for recurrent instances. This is irrespective of the type of instance (for example, word or phrase); the preferred label for such instances (for example, themes); whether the instances are subsequently grouped into larger units, also labelled, and whether the instances are counted or not. Content analysis offers the researcher a number of advantages, but disadvantages can also be identified. These are listed in Table 5.4.

Table 5.4: Advantages and disadvantages of content analysis

Advantages of content analysis	Disadvantages of content analysis
The coding scheme and the sampling measures can be clearly set out so that duplication and follow-up studies can easily be done.	It is almost impossible to devise coding manuals that do not entail some interpretation on the part of coders.
It can allow a certain amount of time for longitudinal analysis with relative ease.	Particular inconveniences are likely to arise when the intent is to attribute underlying content rather than apparent content.
It is a highly flexible method that can be applied to a wide variety of unstructured information.	It may be difficult to establish the answers to questions pertaining to "Why".
Content analysis can allow information to be generated about groups that may be difficult to access.	The emphasis in content analysis on measurement can easily result in an accent being placed on what is measurable rather than on what is theoretically significant.

Source: Bryman and Bell (2007:318-321)

Based on Table 5.4, content analysis was deemed suitable for the study as it would generate information about general consumers and consumers who were interested in rugby. These groups may have been difficult to assess as the intention of the study was to establish the influence of sponsorship on the behaviour of these groups. The steps undertaken in the data analysis process are provided in Table 5.5.

Table 5.5: Steps in the content analysis process employed in the study

Steps	Description
Step 1: Prepare the data	Qualitative data collected may be in various formats; however, data needs to be transformed into written text before it can be analysed. Since focus groups were conducted in this study and the focus groups were recorded, the audio needed to be transcribed.
Step 2: Define the units of analysis	The units of analysis denote the basic unit of text to be categorised during content analysis. Content analysis uses the singular themes as the units of analysis.
Step 3: Develop categories and a coding scheme	Categories and a coding scheme may be derived from three sources, namely the data, previous studies and theories.
Step 4: Test the coding scheme on a sample of text	Testing the coding scheme can be done to clarify the consistency of the categories identified. The best way to do this is to code a sample of the data, then check the consistency. If the consistency differs, the coding rules need to be revised.
Step 5: Code all the text	Once the consistency in the coding is established, the entire text can be coded. However, it is important that the

Steps	Description
	coding be checked repeatedly.
Step 6: Assess coding consistency	Since humans are subject to fatigue and may make mistakes, it is essential that the coding consistency be checked.
Step 7: Draw conclusions from the coded data	This step includes making sense of the themes and the categories that have been identified.
Step 8: Report methods and findings	It is essential that the methods used in the study as well as the findings are reported on. This will ensure transferability.

Adapted from: Zhang and Wildemuth (n.d.:2 - 5)

The last step in the research process is interpreting the results and presenting the findings.

5.2.10 Step 10: Interpret the results and present the findings

According to Wiid and Diggines (2013:313), interpretation is the transformation of the research results into integrated and meaningful findings. It is essential that the findings of the research be relevant to the objectives set at the beginning of the study. Zikmund and Babin (2010a:60) describe this step in the research process as the communication of the conclusion, findings and recommendations developed from the analysed data. The research findings for the study at hand are therefore presented in Chapters 6 and 7.

5.3 THE LIMITATIONS OF THE STUDY

In marketing research, no study is 100% correct and each study is subject to certain limitations unique to the specific circumstances (Wiid & Diggines, 2013:317). The results presented are only an estimate of the truth with a greater or lesser degree of probability (Wiid & Diggines, 2013:317). The limitations applicable to this study are the following:

- The sampling technique utilised in this study was the snowball sampling technique. It was for this reason that not all sports consumers within the Tshwane area were included in the sample.
- The nature of the study at hand was exploratory in nature and therefore the findings cannot be generalised to the population at large. The purpose of the study was to explore the consumer's decision to purchase the products of the Springbok sponsors as a result of the sponsorship.

These limitations may have impacted the results of the study, but the purpose of this study was not to make statistical inferences relating to the consumers' purchase decisions; rather, the aim was to explore the influence of the sponsorship of the Springboks on the purchase decisions of consumers.

With the limitations of the study acknowledged, the discussion will now focus on the strategies employed to ensure data quality. These are the processes followed to ensure that the data received reflects the true views of the respondents and that the results are dependable.

5.4 STRATEGIES EMPLOYED TO ENSURE DATA QUALITY

Qualitative research involves the premeditated utilisation and gathering of a selection of observed resources such as case studies, personal experiences or interviews that explain habitual and challenging moments and meanings in a consumer's life (Bashir, Afzal & Azeem, 2008:38). Klenke (2008:38) states that quality assurance of data in qualitative research can be described through strategies such as credibility, transferability, dependability and confirmability. These concepts are considered to encompass the authenticity of the results obtained from the research.

- Credibility refers to the degree to which the findings of the study are plausible or authentic from the stance of the participants. Credibility in this study was attained by prolonging the engagement with the participants and also building trust. This was done by honouring the views and opinions of the participants, ensuring that the participants are in an environment that encourages openness and honesty.
- Transferability refers to the extent to which the findings can be transferred to other circumstances or situations. In this study, the inclusion criteria that were used in selecting the target population were clearly described. This is done to ensure that future researchers who may wish to replicate the study can have sufficient information regarding the characteristics that the population should possess.
- Dependability refers to the degree to which the same findings can be achieved by independent researchers. In this study, dependability was ensured by the recoding procedure. An independent coder was used to code the findings during the data analysis process.

- Confirmability refers to the extent to which the findings can be substantiated or confirmed by others. In this study, confirmability was sanctioned by the participation of the independent coder in the data collection process (Jooste, Khumalo & Maritz, 2013:4). Since two focus groups were used to collect primary data from the participants, the data was supported by naïve sketches completed by the participants as well as recorded on an audio recorder (Jooste *et al.*, 2013:4).

During this study, credibility was ensured through the use of naïve sketches because the same questions asked in the naïve sketches were also asked in the focus group. Trust was established by honouring the views and opinions of the participants and ensuring that the participants were in an environment conducive to openness as well as honesty. For the researcher to ensure transferability, the full purpose as well as the objectives of the study were thoroughly discussed and communicated throughout the study.

As researchers are obliged to consider certain ethical issues regarding their research, the following discussion will focus on the ethical considerations taken into account in this study.

5.5 ETHICS

The researcher obtained ethical clearance to commence with the study from the internal ethical committee of the University of South Africa (UNISA). The university has an ethics policy, which was adhered to by the researcher. The informed consent form that the participants needed to complete before participating in the study is provided in Appendix D. Key ethical considerations applied in the study as per the informed consent form were as follows:

- The methodological processes of collecting data were safe and secure, and did not cause any harm to any of the participants.
- The researcher communicated to the participants that the responses were confidential, that their names would not appear on responses and that any personal information, such as answers to demographic questions, obtained from them would be used only for the purpose of the study.

- The participants were told that their participation was voluntary and they had the liberty to withdraw from the study at any time without any negative consequences.
- The purpose of the study was clearly communicated to the respondents and they were given an opportunity to ask questions in order to clarify any misunderstandings.
- Consent from the participants to participate in the study was obtained in writing after all the necessary information was communicated to them.
- The researcher communicated to the participants that the results of the study would be used for academic purposes only and might be published in an academic journal. A summary of these results were made available for the participants upon request.

5.6 CONCLUSION

The study at hand aimed to establish the influence of sponsorship of the Springboks on the decision of consumers to purchase the sponsors' products. This chapter therefore dealt with the research methodology and processes followed in acquiring the relevant qualitative data in order to achieve the objectives of the study as indicated in Chapter 1. Primary data was collected by means of naïve sketches and focus group interviews conducted among various consumer segments that were included in the sample population. The next chapter (Chapter 6) presents the research findings of the study.

CHAPTER 6

RESEARCH FINDINGS

6.1 INTRODUCTION

The purpose of this study was to explore the influence that the sponsorship of the South African national rugby team, commonly referred to as the Springboks, has on the consumer's decision to purchase sponsor brands within the Tshwane area. As can be seen in Figure 6.1, the discussion has thus far provided an introduction to the study, an overview of SARU and the national team, a broad discussion on IMC and the role of sponsorship, a theoretical background on consumer behaviour as well as the explanation of the research methodology employed in the study.

Data to achieve the predetermined objectives of the study was obtained by means of focus group interviews and naïve sketches and analysed by means of content analysis.

The chapter commences with an outline of the objectives of the study as indicated in Chapters 1 and 5, followed by a description of key terms that will frequently be used in this chapter. A presentation of the age and gender profile of the participants in the study is provided and the chapter concludes with the research findings. As indicated in Chapter 5, participants in this study were asked to complete naïve sketches before the focus groups commenced and the same questions that were asked in the naïve sketches were then asked in the focus group interviews. The structure of the research findings will therefore follow the sequence of the questions as they appear in the naïve sketches (see Appendix F).

**AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS' SPONSORSHIP ON THE
SOUTH AFRICAN NATIONAL RUGBY TEAM AND THE CONSUMERS' DECISION TO
PURCHASE THE SPONSOR BRANDS IN TSHWANE**

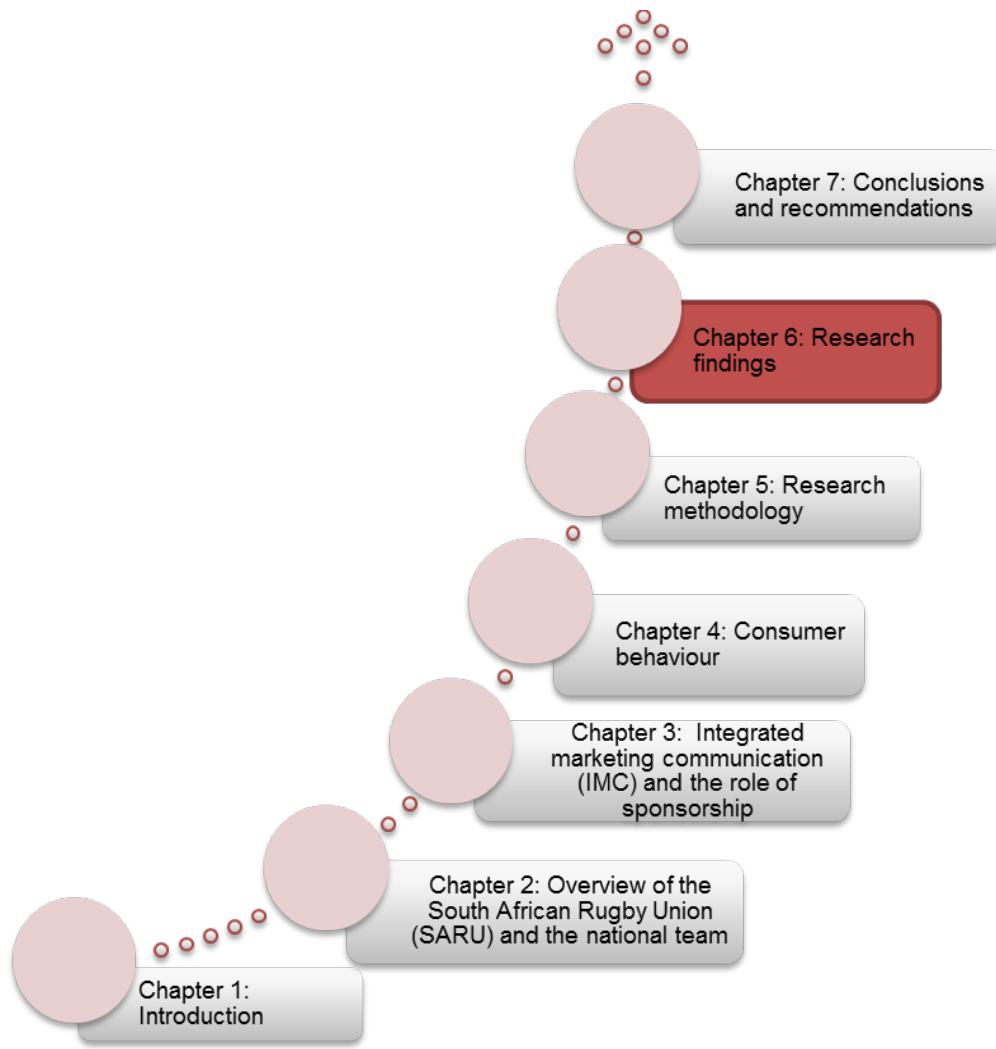


Figure 6.1: Orientation of the study

6.2 DEFINITION OF KEY TERMS USED IN THE ANALYSIS PROCESS

Before the findings of the study are presented, it is imperative that key definitions used in this chapter be defined. These terms have been discussed in detail in the theory chapters of the study. The definitions are divided into three main categories: general research terms, segments of sports consumers and types of Springbok sponsors.

6.2.1 General research terms

In the marketing research process, a study can take on a qualitative or a quantitative approach. In each approach key terms or jargon words are used consistently to denote meaning to certain aspects within the specific approach. For the purpose of this study, a qualitative research approach was utilised and the key terms associated with qualitative research used in this chapter include the following:

6.2.1.1 *Focus group interviews*

A focus group interview is regarded as an interview with a small group of individuals where the conversation is guided by a facilitator in a non-structured way (Malhotra, 2012:184). Focus groups are utilised in order to gather information from a small group of participants, usually consisting of six to ten participants (Wiid & Diggines, 2013:90). The group setting is viewed as an environment in which the respondents are free to express their true feelings regarding the given topic. For the purpose of this study, two focus groups were conducted in order to obtain primary data.

6.2.1.2 *Naïve sketches*

Naïve sketches are best described as an assortment of open-ended questions or statements provided to participants and the respondents are given the freedom to complete these questions in writing. According to Giorgi (1985, in Visagie, 2009:59), naïve sketches were developed in a phenomenological orientation and can be described as an open description given by participants in the format of an essay, or short story or notes.

6.2.1.3 *Code*

A code in qualitative research is regarded as a word or a short phrase that symbolically allocates a cumulative, relevant, core seizing and/or suggestive characteristic for a portion of language-based data (Saldana, 2009: 3).

6.2.1.4 *Themes*

Themes refer to searching for and identifying common ideas that spread through a set of interviews. The identified ideas are referred to as themes and are generally fairly abstract. Often, these themes are thoughts indicated by the information gathered rather than

concrete concepts directly labelled by the participants of the study (DeSantis & Ugarriza, 2000:354).

6.2.1.5 *Transferability*

Transferability refers to the extent to which the findings of the study can be transferred to other circumstances or situations (Klenke, 2008:38).

6.2.1.6 *Confirmability*

Confirmability refers to the extent to which the findings can be substantiated or confirmed by others.

6.2.1.7 *Leveraging*

Leveraging refers to getting the maximum benefit and advantage from the sponsorship through careful integration with other marketing activities (Smith, 2008:205).

6.2.1.8 *Attitude*

In the secondary objectives of the study, the attitudes that sports consumers in Tshwane have towards the sponsors as a result of the sponsorship are explored. The term ‘attitude’ in this context refers to the propensity to react positively or negatively concerning a particular notion (Business Dictionary, 2016). Elements or components of attitude are affective (emotions or feelings), cognitive (belief or opinions held consciously) and conative (inclination for action) (Business Dictionary, 2016).

The next category of definitions can be regarded as the segments of sports consumers in terms of this study. Within the sports environment, the target audience is referred to as sports consumers because they consume the sport by either watching the sport on television or in the stadium arenas, or they consume the sport by participating in it. Each sports consumer is therefore motivated by different factors to consume the sport. This motivation assists sports marketers in determining the segments of sports consumers. The types of consumers within the sports environment are discussed in detail in section 4.2.2 of Chapter 4, but a brief definition of each segment is provided again below.

6.2.2 Segments of sports consumers

6.2.2.1 *Players*

Players are consumers who consume the sport by participating in that particular sport. Although they may be participants in the sport, they also consume the sport by becoming spectators of it (Fullerton, 2007:286).

6.2.2.2 *Patriots*

Patriots are individuals who are highly involved in the sport and their favourite team. Patriots consider the performance of the team to be important and cherish the team's victorious moments (Fullerton, 2007:286).

6.2.2.3 *Appreciators*

Appreciators are individuals who admire and appreciate the skill, hard work and the achievements of the participants (Fullerton, 2007:286). Their motivation for attending sporting events lies in the opportunity to witness the participants' excellence and skills.

6.2.2.4 *Socialites*

Socialites are individuals who consume the sport purely to interact with friends and enjoy the social experience that comes with attending sporting events. These individuals may not particularly have vast knowledge regarding the general rules and regulations of the particular sport; however, the social aspect is sufficient motivation to attend the sporting event (Fullerton, 2007:286).

6.2.2.5 *Friends*

Friends are individuals who do possess a rudimentary understanding of the sport but are not as involved. The primary motivation for attending the sporting event is to offer support to their friends and family members participating in the sport (Fullerton, 2007:286).

6.2.2.6 *Voyeurs*

Voyeurs are motivated to consume the sport not because of the sport per se, but are motivated rather by the attractiveness of the players on the team (Fullerton, 2007:286).

The last category of definitions that will be discussed is the types of Springbok sponsors, as discussed in Chapter 3.

6.2.3 Types of Springbok sponsors

Sponsorship agreements are subject to certain terms and conditions. These terms may include exclusivity rights that a company acquires from the sponsorship. The Springbok sponsorship is no different. According to SARU (2015b), categories of Springbok sponsors are referred to as main sponsors, associate sponsors, official suppliers, tournament sponsors and tournament associate sponsors. A clear description of the companies that sponsor the Springboks is provided in Appendix C of this dissertation.

As previously mentioned, Absa was a main sponsor of the Springboks. The sponsorship was effective from July 2011 to December 2015, but Absa decided not to renew their sponsorship of the Springboks (Sport24, 2010). During the time the study was conducted, Absa was still a sponsor and therefore their logo appeared in the data collection instrument.

6.2.3.1 Main sponsors

The main sponsors of the Springboks are the primary sponsors of the Springboks. These sponsors possess the right to display their brand logos on the team's apparel. For example, Absa and Asics have their brand logos displayed on the team's playing jersey and BMW has their brand logo on the team's playing shorts (SARU, 2015b).

6.2.3.2 Associate sponsors

Associate sponsors are companies that, although do not have naming rights, have the right to be associated with the Springboks (SARU, 2015b). Associate sponsors to the Springboks include Vodacom, Energade, Shield, Tsogo Sun, Castle and Samsung. These companies may seek to sponsor the Springboks for a number of reasons. According to MegaPro (2012b), Samsung communicated that they share the same vision as SARU, which entails providing the consumer with an exciting experience with the brand. For this reason, Samsung believed SARU to be a perfect sponsorship fit.

6.2.3.3 *Official suppliers*

Official suppliers are organisations that supply the sporting organisation with technical products or services needed for the team (Tassiopoulos, 2010:282). For example, Gilbert is the official ball supplier for SARU. This means that only Gilbert balls are used at Springbok matches.

6.2.3.4 *Tournament sponsors*

In the theory chapters in this dissertation, the teams that are managed under the SARU umbrella were discussed. These teams participate in various tournaments. Tournament sponsors are those organisations that sponsor these various tournaments, which may include provincial, national or international tournaments. Super Rugby, as indicated in detail in the theory chapters, is one of the biggest international rugby competitions in which provincial teams such as the Bulls and the Sharks participate. This competition is sponsored by Vodacom in the South African context. This means that in South Africa, the Super Rugby competition is referred to as the Vodacom Super Rugby tournament.

6.2.3.5 *Tournament associate sponsors*

Tournament associate sponsors are similar to tournament sponsors. The only difference between them is related to the rights secured by the sponsors. The tournament sponsors may possess the naming rights to the tournaments; however, the tournament associate sponsors may still include their branding at the respective tournaments.

Thus far the definitions of key terms that have been used in this chapter have been provided. The discussion will now focus on the process followed in the analysis of the data collected.

6.3 THE PROCESS OF QUALITATIVE CONTENT ANALYSIS

In this study, content analysis was used to analyse the data that was collected from the focus groups as well as the naïve sketches. Table 6.1 provides a summary of the steps undertaken in the analysis process.

Table 6.1: The content analysis process

Steps	Description
Step 1: Prepare the data	Qualitative data collected may be in various formats; however, data needs to be transformed into written text before it can be analysed. In this study, focus groups were conducted; each focus group interview was recorded with an audio recorder and thus the audio data needed to be transcribed.
Step 2: Define the units of analysis	The units of analysis denote the basic unit of text to be categorised during content analysis. Content analysis uses the singular themes as the units of analysis.
Step 3: Develop categories and a coding scheme	Categories and a coding scheme may be derived from three sources, namely the data, previous studies and theories.
Step 4: Test the coding scheme on a sample of text	Testing the coding scheme can be done to clarify the consistency of the categories identified. The best way to do this is to code a sample of the data, then check the consistency. If the consistency differs, the coding rules need to be revised (see Appendix G for rules).
Step 5: Code all the text	Once the consistency in the coding is established, the entire text can be coded. However, it is important that the coding be checked repeatedly to ensure that the coding is done correctly.
Step 6: Assess coding consistency	Since humans are subject to fatigue and may make mistakes, it is essential that the coding consistency be checked.
Step 7: Draw conclusions from the coded data	This step includes making sense of the themes and the categories that have been identified.
Step 8: Report methods and findings	It is essential that the methods used in the study as well as the findings be reported on. This will ensure transferability

Adapted from: Zhang and Wildemuth (n.d.:2 - 5)

The process of content analysis was therefore followed in achieving the objectives of the study. The objectives are discussed in the section that follows.

6.4 THE OBJECTIVES OF THE STUDY

The primary aim of this study was to explore the influence that the sponsorship of the South African national rugby team, commonly referred to as the Springboks, has on the consumer's decision to purchase sponsor products within the Tshwane area. As indicated in Chapters 2 to 5 of this study, companies spend tremendous portions of their marketing budgets on sponsorship agreements with various organisations. The Springbok

sponsorship in particular costs sponsors millions annually. For example, from July 2011, Absa Bank began sponsoring the Springboks in a four-year deal worth over R50 million a year (Mufumba Consulting, 2009). From this, it can be seen that sponsoring the Springboks may cost sponsors a substantial amount of money, and therefore it was important to explore whether this costly effort somewhat influences the behaviour of the very consumers that the sponsors aim to reach.

It is important to note that at the end of the 2015, the ABSA sponsorship contract with the Springboks expired and ABSA decided that they will not renew their sponsorship. ABSA was however, a sponsor of the Springboks when the data was collected and the findings of the study are presented as such.

Although research (Tsiotsou & Alexandris, 2009; Ngan *et al.*, 2011) has established possible effects of sponsorship on the behaviour of consumers, very little research has been conducted particularly in South Africa relating to South African sporting organisations. The secondary objectives of the study were the following:

1. To identify which sponsors sports consumers were aware of within the Tshwane area as a result of the sponsorship of the Springboks.
2. To explore the attitudes that sports consumers in Tshwane have towards the sponsors of the Springboks as a result of the sponsorship partnership.
3. To explore the extent to which the sponsorship of the Springboks influences Tshwane sports consumers' decision-making process.
4. To explore the influence that the sponsorship of the Springboks has on the consumer's intention to purchase the sponsor products within the Tshwane area.
5. To identify future areas of research in sponsorships of rugby in South Africa.

As indicated in Chapter 4, the model of consumer behaviour highlights the various factors that may influence the consumer's decision-making. These factors could be individual factors such as perception, motivation, personality or attitude. External factors that influence the consumer's decision-making may include a person's culture, demographic factors or their family. When deciding on a product to purchase, the consumer goes through a process known as the consumer decision-making process. At the end of this process, the consumer can decide to purchase or may intend to purchase a product or the

consumer can decide not to purchase a specific product to fulfil a need they have identified. It is due to this theoretical foundation that the study aimed to explore sports consumers' decisions to purchase the sponsors' products as a result of the sponsorship.

Since this study was exploratory in nature, the aim was to explore sports consumers' purchase decisions in Tshwane, but the findings cannot be generalised to the entire population. This therefore leaves room for future research, which is addressed in Chapter 7 (section 7.7) in this study. The next section will focus on how the research objectives were achieved in this study.

6.5 SAMPLE FOR THE STUDY

As indicated in Chapter 5 (section 5.2.5.2), no sampling frame was available and therefore the researcher made use of the non-probability snowball sampling method to collect primary data. The researcher relied on her judgement to identify the initial individuals who conformed to the inclusion criteria. The inclusion criteria were the following:

- Males and females who were 18 years or older;
- Any person who had been exposed to a Springbok rugby match (discussed more in the section that follows);
- Any person who resided in the Tshwane area within Gauteng;
- Any individual who was able to understand, read, write and speak English.

Although individuals younger than 18 years old were eligible to participate in the study, only individuals who were 18 years and **older** were included in the study as the study received ethical clearance from the university to have direct involvement only with persons over the age of 18.

The initial sample was drawn from participants that had been exposed to a Springbok rugby match. The term 'exposed' in this context can be delineated to include the following:

- Individuals who have watched a Springbok match at any rugby stadium or on a television set;
- Individuals who have seen sponsor branding on the Springbok playing attire;

- Individuals who have seen sponsor messages on a television set or at any rugby stadium;
- Individuals who may have attended a Springbok match as a social activity and in the process were exposed to sponsor messages and branding.

Once the individuals indicated that they had been exposed to a Springbok rugby match, participants were then asked to refer the researcher to individuals who conformed to the exposure inclusion criteria as previously indicated. For the purpose of this study, focus groups were used to gather primary data from the sample drawn. All participants of the focus groups were also required to complete naïve sketches. In the study, two focus groups were conducted and each focus group consisted of six participants. This was due to the availability of the participants on the day on which the focus groups were held. Initially four focus groups were scheduled but no new data was received after the second focus group, and therefore data saturation in the focus groups was reached and no further focus groups were then conducted. According to Nixon and Wild (2010), data saturation can be regarded as the point at which no additional data is found.

The summary of the demographic profile of participants, as well as the findings to follow in the next section will therefore be based on the data collected in the two focus groups as well as a total of 12 naïve sketches completed by participants in the focus groups.

6.6 DEMOGRAPHIC PROFILE OF THE PARTICIPANTS IN THE STUDY

As mentioned in Chapter 5, the participants of the study were identified based on the exposure inclusion criteria explained above. Among those who were able to attend the focus group interviews, the participants of the study consisted of 83% females (10 individuals) and 17% males (2 individuals).

It is important to note that rugby appeals to both men and women, although the study conducted by Repucom (2012) showed that males were more interested in rugby. Of the participants in this study, 83% were female. This was due to the availability of the participants during the data collection period. An equal number of male and female participants were invited to participate in the study (see Appendix I), but only 17% of the invited males could attend. The researcher therefore commenced with the data collection and the results are presented in this chapter.

The next demographic component that will be presented is the age distribution of the participants, as illustrated in Table 6.2.

Table 6.2: Age distribution of participants

Age	Number of participants	Percentage
18 - 25 years	5	42%
26 - 35 years	7	58%
TOTAL	12	100

As can be seen from Table 6.2, 42% of the participants (5 individuals) were between the ages of 18 and 25 years. The majority (58%) of the participants were between 26 and 35 years, representing 7 of the 12 participants.

The last demographic component that will be addressed in the discussion is the race profile of the participants in the study. Figure 6.2 illustrates this.

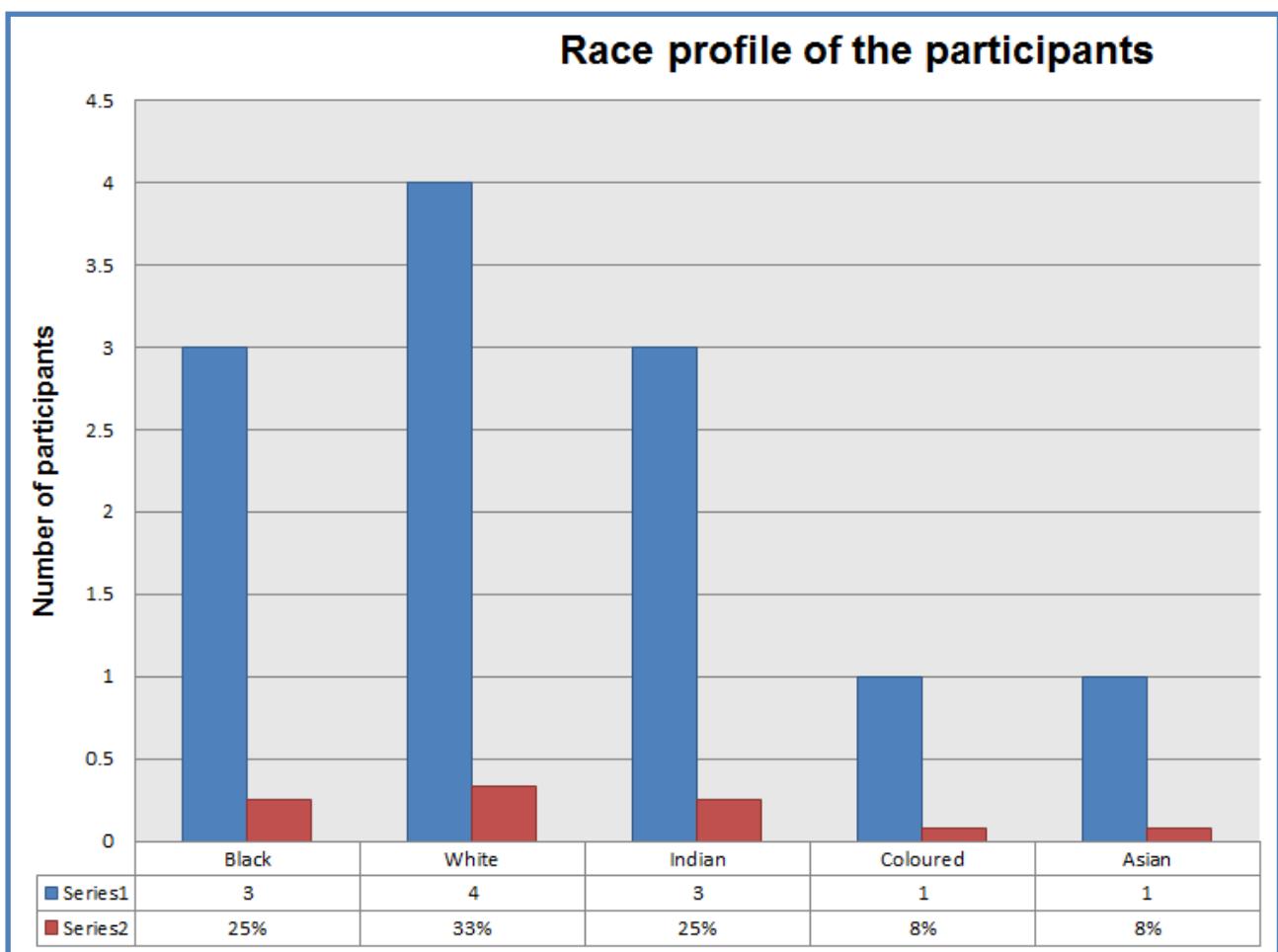


Figure 6.2: Race profile of the participants

As can be seen from Figure 6.2, 25% (3 individuals) of the participants were black, 33% (4 individuals) were white and 25% (3 individuals) were Indian, 8% (1 individual) were coloured and 8% (1 individual) were Asian. The race profile of participants was particularly important as it was established in the theory chapters that rugby appeals to a wide range of cultural groups. A number of factors were identified in Chapter 4 (section 4.3) that influence consumer behaviour, one being cultural backgrounds. It was therefore important to include various cultural backgrounds as the sample represented a portion of the market that sponsors appeal to with their marketing strategies.

The research findings are now presented in the subsequent section as per the questions asked in the naïve sketches and subsequently in the focus groups.

6.7 RESEARCH FINDINGS

The inclusion criteria of participants have been discussed in this chapter. The discussion below provides the description of the study participants in terms of their interest in rugby, the types of sports consumers they would classify themselves as and their understanding of the definition of sponsorship. This description of the participants explains that the participants were qualified to participate in the study. The description of the participants was addressed in questions 1, 2 and 3 in the naïve sketches (see Appendix F).

6.7.1 Description of the study participants

The first question as can be seen from the naïve sketches (See Appendix F) was aimed at determining the general interest of participants in rugby. The level of interest would therefore provide an indication of the consumer's involvement in the sport and denote some of the reasons why consumers tend to go watch rugby matches. The participants are now described in relevant sections below.

6.7.1.1 *Interest displayed in rugby*

Question 1, as can be seen from the naïve sketches (see Appendix F), was aimed at determining whether participants displayed any interest in rugby as a sport. This would provide an indication of participants' involvement in rugby and some of the reasons why consumers go to rugby matches.

Although the question was not an objective of the study, it was important to determine the extent to which participants were interested in the sport of rugby because the level of interest may in some way impact the participants' disposition towards marketing tools used in the sport. These participants were qualified to participate in the study as they had knowledge of rugby and had been exposed to the sport in various contexts, such as on a television set or at a sporting arena. From the findings, three codes can be identified, which are discussed below.

Code 1: Interested

From the focus group interviews and naïve sketches it was clear that the participants were interested in rugby, though for various reasons. They watched rugby or had been exposed to a Springbok game because they enjoyed rugby. Some of the participants were interested in rugby because they grew up watching the sport. Although knowledge of the rules and regulations relating to the sport may have been limited, the participants still enjoyed watching rugby. Some of the participants pointed out that they enjoyed watching rugby because rugby brings people of different cultures together and unites the nation.

Direct quotes from the naïve sketches, indicating the various reasons why interest was displayed by the participants, are given below:

- "... I watch it to spend time with people who watch it ..."
- "Though I do watch it, my knowledge of the rules and how it's played is limited."
- "I love rugby because it has a combination of white and black cultures and represents the unique sport culture of SA ..."
- "... it is the pride of SA ..."
- "... We grew up with rugby as a sport and therefore still watch it. My spouse is also very passionate about the sport which also increases my interest ..."
- "... it brings various walks of life together with the same goal of supporting a team ..."
- "... it is a fun game to watch ..."
- "... I enjoy the thrill of the game ..."
- "... Grew up with it ..."

- "... we played rugby at school ..."

In the next code, participants displayed a neutral response to rugby. In this context, neutral means that the participants were not necessarily devoted to rugby, nor did they have a negative perception of the sport.

Code 2: Neutral

Some of the participants included in the sample displayed a neutral response to rugby. In essence, these participants were not necessarily interested in rugby, but neither did they disregard the sport. The reason for the neutral response as indicated by the participants was that the only time these individuals were exposed to the sport was during big events such as the Rugby World Cup. The social aspect also motivated the participants to watch rugby. The participants indicated that they enjoyed watching rugby when they could spend time with their friends and family members. Watching rugby was essentially a platform for them to have a good time with their loved ones in a relaxed and favourable environment. Lastly, some participants indicated that they were not necessarily interested in rugby, but they did follow the general performance of the national team. For example, they were interested in how well the Springboks were doing in the World Cup or how the teams perform in tournaments such as the Currie Cup.

The following direct quotes of the participants were extracted from the focus group interviews and the naïve sketches to validate the findings:

- "Not really. I am not a huge fan of sports in general. The only time that I watch rugby is during the world cup."
- "I don't mind watching the sport, but this is mainly due to the social aspect involved ..."
- "... watching the game with friends and family makes it more interesting as we have bets between each other ..."
- "... watch during the world cup due to the atmosphere and vibe ..."
- "... I watch when it is showing and I am in the area, will then cheer enthusiastically ..."
- "... I won't go out of my way to watch a game however, like supporting big matches such as the world cup ..."
- "it was never one of our favourite sports growing up ..."

- "... We were more into soccer, my dad played soccer."
- "I don't watch the games as much, but I follow the progress of the team [SA rugby team] ..."

As can be seen from the above findings, the participants indicated that they neither disregarded rugby, nor strongly followed rugby. From the direct quotes it is clear that these individuals would not initiate watching a rugby match themselves, but they did not mind attending a rugby match when suggested by friends, for example. It can also be deduced from the direct quotes that these participants placed value on the social aspect surrounding a rugby match.

Code 3: Negative

In the next code, participants demonstrated negative responses towards rugby, meaning that they did not display any interest in rugby. The participants that were not interested in rugby pointed out that they thought rugby was a very aggressive sport and therefore not really to their taste. Although the participants were not interested in rugby per se, they were qualified to participate in the study as they had been exposed to the sport and subsequently to marketing messages from sponsors. The following direct quotes were extracted from the focus group interviews in order to validate the findings regarding the negative response to rugby:

- "... it is a very aggressive sport which isn't to my taste ..."
- "... It was never one of my favourite sports growing up ..."

A question one can ask from the findings is why there would be individuals in the target population who held negative responses regarding rugby or those who may not have particularly liked the sport. It is important to note that the sample for this study was drawn from individuals who had been exposed to a Springbok match. The term 'exposed' in this context can be delineated to include various scenarios as mentioned in section 6.5. Although these participants did not display much interest in rugby, they could have still been exposed to messages from the sponsor. Sports consumers may consume rugby for various reasons, one of them being a social activity. The value that participants place on the social activity could outweigh the negative view of the sport and thus result in them attending a Springbok match. The aim of the study was to explore consumer purchase

intentions and explore the reasons why they would intend purchasing a sponsor brand. Therefore someone may be at a game with no intention to consume marketing messages, but leave with the intention to find out more about a sponsor brand to which they were exposed during a rugby match.

Interest in rugby can contribute to the categorisation of sports consumers. It can assist also in determining the level of involvement with the particular team. In essence, the types of sports consumers are based on the involvement consumers have towards the sport. The next section will provide the types of sports consumers identified in the study.

6.7.1.2 *Types of sports consumers*

The participants were asked to classify the type of sports consumer they considered themselves to be. As can be seen from the naïve sketches (see Appendix F), the participants were given the definitions of the various sports consumers and were expected to use these definitions to categorise themselves. The participants in this study categorised themselves as socialites, appreciators, patriots and friends. The definitions of each type of sports consumer are provided in section 6.2 of this chapter. Sports consumers may attend a sporting event for various reasons and these reasons may assist in determining the various types of sports consumers.

Although question 2 as indicated in the naïve sketches was not an objective of the study, determining the types of sports consumers was essential as this provides sports marketers with an overview of the composition of the target they aim to appeal to within the Tshwane areas. This discussion could therefore denote the reasons or motivation for consumption of the sport.

Type of sports consumer 1: Socialites

The first type of sports consumer identified in this study is socialites. The majority of the participants considered themselves to be socialites based on the definitions provided. This represents individuals who enjoyed the social component relating to watching a rugby game. The participants indicated that watching rugby was a platform to socialise with their loved ones. Having their friends and family members present at a game motivated these participants. The following quotes from the participants were taken from the naïve sketches which justify the findings:

- “This is usually a time where as friends we get together on the purpose of catching up and also enjoying the sport.”
- “... do not know how to play but my primary motivation is to join my friends and get to spend time with them ...”
- “... usually a time where as friends we get together with the purpose of catching up ...”
- “... I watch with friends at social gatherings ...”
- “... watching the game with friends and family makes it more interesting as we have bets between each other ...”
- “... watch it with friends either at a bar or at someone’s house for a braai ...”

As can be seen from the findings, participants watched rugby because it was an opportunity to socialise with friends and family. It can be deduced that for these types of sports consumers, the environment or context in which the sport is consumed plays a bigger role in the consumption of the sport than the sport itself.

The next type of sports consumer identified in the study is appreciators.

Type of sports consumer 2: Appreciators

The second type of sports consumers identified in the study is regarded as appreciators. Appreciators are sports consumers who admire and appreciate the skill required to participate in the sport as well as the dedication and achievements of the players (Fullerton, 2007:286). According to the findings, some of the participants considered themselves to be appreciators as per the definitions provided in section 6.2. This represents a few individuals who may occasionally watch rugby because of the exceptional skill displayed by the players. These participants also indicated that the quality of the event influenced their decision to watch the sport. For example, the Rugby World Cup is considered to be a prestigious and high-quality event as it is a world-renowned event, and therefore some individuals would be more inclined to watch the sport when these events take place. The following quotes are taken from the naïve sketches in order to validate the findings:

- “... enjoy watching good games ...”
- “... Quality of the event influences the need to watch it ...”

- “... sportsmen and women work really hard to be their best and to represent the country ...”

As can be seen from the above findings, it is clear that a few participants enjoyed watching games in which the players display great skill in their craft and were motivated to watch games that are highly regarded. Examples of highly regarded games are World Cup matches as they include the very best teams in the world competing for the prestigious title of being world champions.

The next type of sports consumer identified in the study is patriots. As per the definition provided in section 6.2 of this chapter, patriots are those individuals who are highly involved in the sport and can be regarded as followers of the sport.

Type of sports consumer 3: Patriots

The third type of sports consumer that was identified from the participants, were patriots. Participants considered themselves to be patriots because they felt a sense of national pride when the Springboks play. These participants also felt that rugby brings people together and that it builds the diverse South African nation. The following quotes from the naïve sketches are provided to validate the findings:

- “... I get a sense of pride when I see our sportsmen play against other countries ...”
- “... it makes me proud of my country ...”
- “... it brings people together ...”
- “... I understand the nation building aspect ...”

As can be seen from the quotes provided, the participants displayed great pride in the victorious performance of the Springboks. They tended to feel proud that they were South African when the Springboks play and understood that victorious moments bring the country together, assisting to build the nation through sport.

The last type of sports consumer identified in the study is friends.

Type of sports consumer 4: Friends

The last type of sports consumer identified is referred to as friends. Friends are individuals who are motivated to consume the sport by friends and family members who participate in the sport. The following quotes were extracted from the naïve sketches to validate the findings:

- "... motivation is to provide friends and family members who participate ..."
- "... husband plays soccer and support him ... applies to any sport ..."

As can be seen from the above quotes, these participants watched rugby because they supported their friends or family members who participated in the sport. The participants did not necessarily like the sport, but provided support for their loved ones.

Now that the consumer segments have been identified, the discussion will provide evidence of whether the participants had a clear understanding of the concept of sponsorship. This was imperative to explore in order to ensure that the sample understood the concept and that there were no ambiguities regarding the term 'sponsorship'.

6.7.1.3 *Definition of sponsorship*

The third qualification question, as can be seen in the naïve sketches, describes the participants' understanding of the term 'sponsorship'. Appendix F shows that the participants were required to define this term in their own words. According to Bühler and Nufer (2010:90), sponsorship can take numerous forms which may include cultural, education, social, environmental, sporting organisation sponsorship or individual sponsorship deals. Shilbury *et al.* (2009:247) define sponsorship as the provision of resources (money, people and equipment) by an organisation (the sponsor) directly to an individual, an event or entity, which yields some privileges and association that may be used for commercial advantage. Two codes were identified from the findings denoting the participants' description of what they perceived sponsorship to be and are discussed next.

Code 1: Providing resources

From the findings, it was found that most participants understood the term 'sponsorship' as meaning a form of providing resources/funding (either financial or material) to the team that has multiple benefits. Participants understood that sponsorship as a marketing and

communications tool could promote brand awareness for the sponsor and exposure to the product, and enhances the image as well as the reputation of all parties involved. Sponsorship agreements were therefore seen as a mutual process of exchange between parties. The following quotes were taken from the focus groups and the naïve sketches to validate the findings:

- “I think it is mostly organisations, maybe supporting a person or another organisation. So either financially or with products but it is usually for their commercial gain. So either financially or with products but it is usually for their commercial gain.”
- “I think it is basically supplying with money or physical iPhones for the purpose of getting your brand recognized and shown somewhere.”
- “But again a lot of companies use sponsorship as a way of getting free marketing from these non-profit organizations as well as these sports clubs and whatever so it is a win-win situation, they get money at the gate, exposure, publicity and stuff like that.”
- “... for example, a rugby team and from that they get the benefit of attaching their brand to the team. This earns them an audience of possible customers who support the team.”
- “Brand attributing monetary means to a team in exchange for marketing ...”
- “... a paid method or organisations that provides financial support to certain non-profit organisations/clubs in order to gain advertising or exposure or publicity ...”
- “... associated with a sporting event, enhances sponsors image and reputation.”
- “... the sponsor usually has the aim of achieving commercial gain such as exposure and awareness of the organisation.”
- “Sponsorship is by all means coming from supporting stakeholders, to support the course thereof. It is done by either by offering free goods and/or services ...”
- “A brand paying for marketing space, time and recognition based on the recognition of the team sponsored.”

Code 2: Social responsibility

Participants also mentioned that sponsorship can encompass social responsibility. According to Investopedia (2016), corporate social responsibility refers to initiatives that

businesses involve themselves in that benefit the community. These initiatives can vary and may improve the organisation's image in the minds of community members. Participants of this study highlighted that sponsorship could also form part of a company's corporate social responsibility initiative when working with non-profit organisations. The following quotes were taken from the focus groups and the naïve sketches to validate the findings:

- “And it could also be part of social responsibility for the companies to use sponsorships for these big non-profit organizations.”
- “... being involved by means of putting some money to the sport so that the sport can grow ...”
- “A sponsorship is funding from an elite and established company ...”
- “Sponsorship is by all means coming from supporting stakeholders, to support the course thereof. It is done by either by offering free goods and/or services ...”

Once the general understanding of the term ‘sponsorship’ was established among the participants, they were clearly qualified to participate in the study and it is clear that the correct sample was chose as per the inclusion criteria. The remainder of the findings will focus on the results relating to the objectives of the study.

6.7.2 Central storyline

The data collected through focus group interviews and naïve sketches was analysed by means of content analysis. The researcher made use of Tesch's model to present the findings. Figure 6.3 illustrates the central storyline of the study whereby the themes of the study pertaining to the objectives of the study are identified. The direct quotes are embedded within the text in order to validate the findings within each category. The direct quotes are extracted from the focus group transcripts or from the 12 completed naïve sketches.

- **Theme 1** identifies the various sponsors that are associated with the Springboks. The findings illustrate which sponsors the participants were aware of and the sponsors' level of involvement in the team, for example if the sponsor was a main sponsor or a tournament sponsor. Although Absa is no longer a sponsor of the Springboks (Sport24, 2015b), the entity was a title sponsor when the data was collected. As qualitative

research techniques allow for the researcher to determine the underlying issues pertaining to the study, theme 1 infers the reasons why the participants were aware of the sponsors. Within this theme, the participants were also required to indicate why they were aware of the various sponsors. For example, participants were aware of a particular sponsor because of the visibility of their corporate logo on the Springbok playing jersey, branding on the playing jersey and in the playing arena, television adverts by sponsors and because of other promotional tools used by the sponsors.

- **Theme 2** explains the participants' attitudes towards the sponsors of the Springboks. As previously mentioned, the term 'attitude' in the context of the study refers to the propensity to react positively or negatively concerning a particular notion, which denotes the sponsors of the Springboks (Business Dictionary, 2016).
- **Theme 3** highlights the influence that the sponsorship of the Springboks has on the consumer's decision-making process. In essence, the theme describes whether the sponsorship of the Springboks influenced the participants' decision-making process.
- **Theme 4** describes whether the participants of the study intended purchasing sponsor brands solely because of the sponsorship agreement in place.

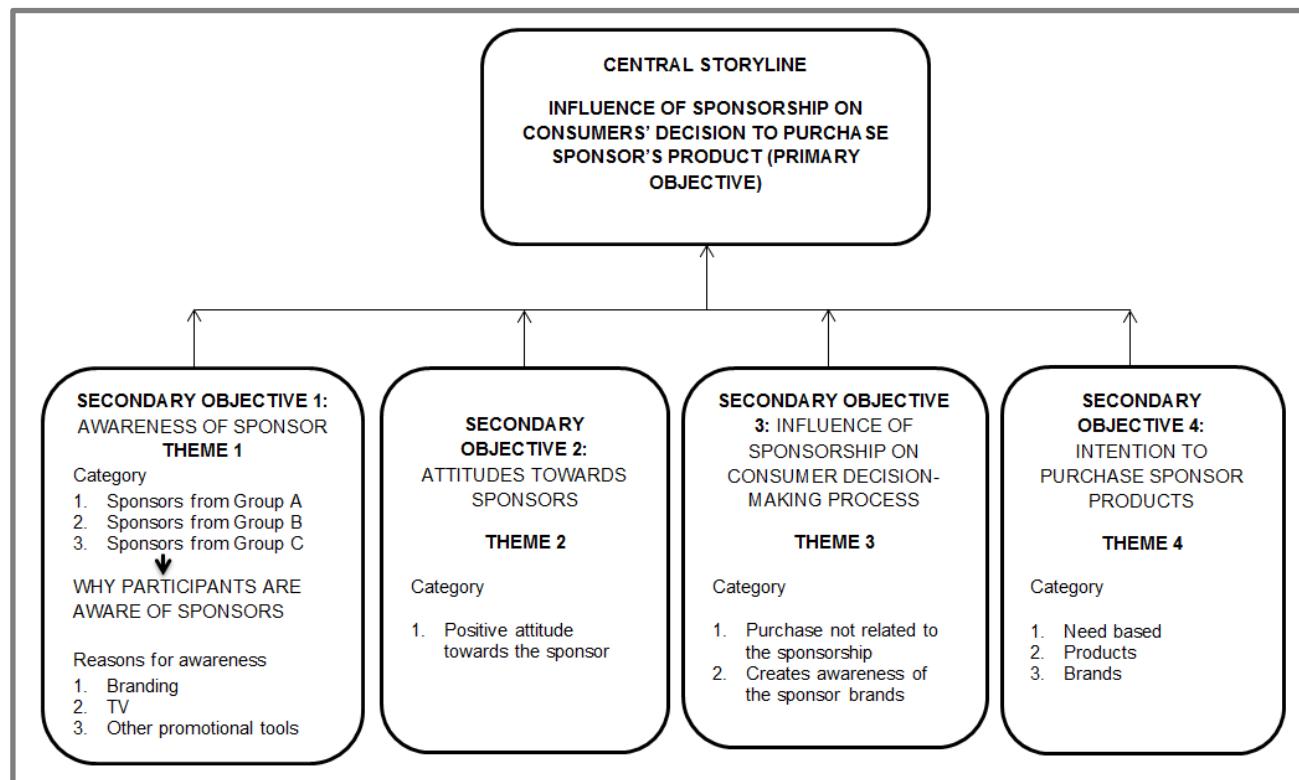


Figure 6.3: Flow of storyline, themes and categories

Adapted from: Nell (2013:107)

The themes and categories as identified in Figure 6.3 will now be discussed.

6.7.2.1 *Theme 1: Awareness of the sponsors of the Springboks*

As can be seen from Figure 6.4, the first theme identified is awareness of the sponsors of the Springboks. This question (as can be seen from Appendix F) addresses **secondary objective 1** of this research study as indicated in section 6.2, namely to identify which sponsors sports consumers were aware of within the Tshwane area as a result of the sponsorship of the Springboks.

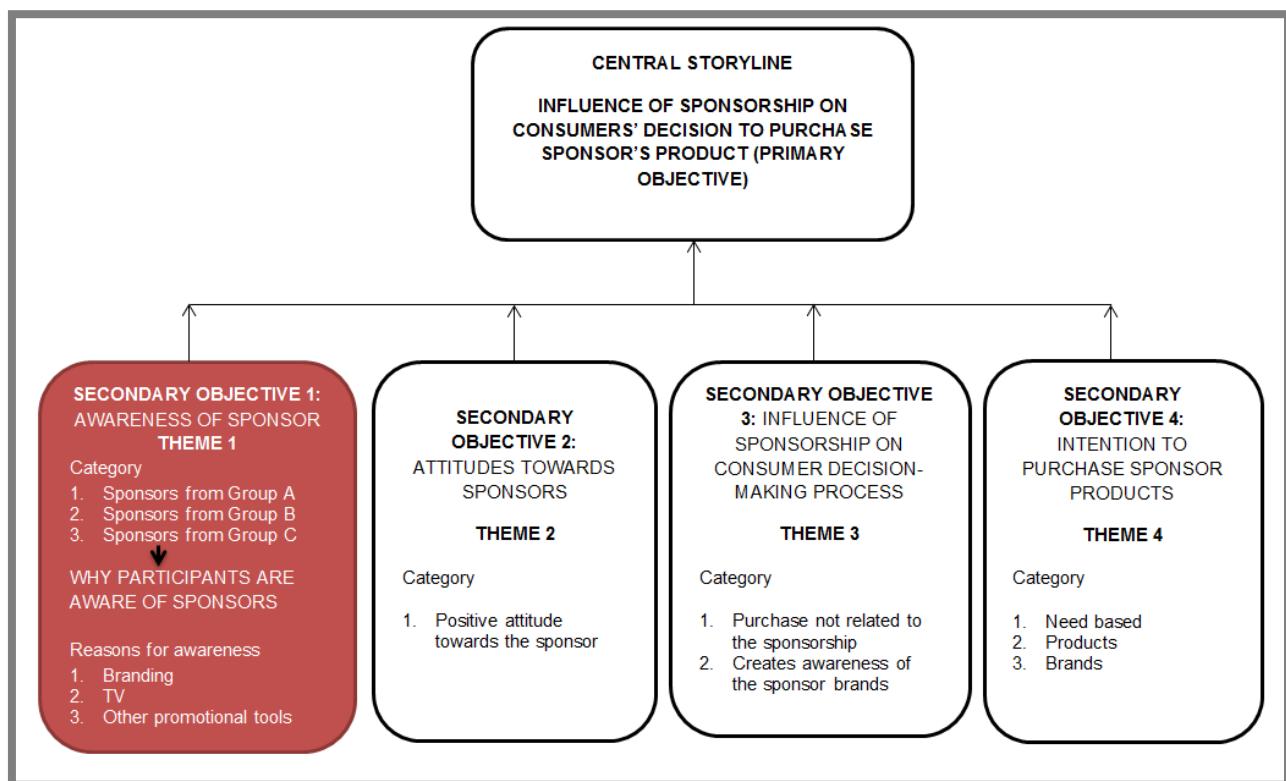


Figure 6.4: Theme 1 - the awareness of sponsors

In the naïve sketches, the participants were presented with three groups, each displaying company logos of established entities in South Africa, and the participants were required to correctly identify the sponsors of the Springboks from these three groups. The correct combination of the Springbok sponsors that the participants could have identified is provided in Table 6.3.

Table 6.3: Correct combination of Springbok sponsors

Group	Type of sponsor	Sponsor
A	Main sponsors	<ul style="list-style-type: none"> • Absa • Asics • BMW
B	Associate sponsors	<ul style="list-style-type: none"> • Castle • Vodacom • Shield
C	Official suppliers	<ul style="list-style-type: none"> • Klipdrift • Gilbert • Virgin Active

The discussion will now explore whether the participants correctly identified the sponsors of the Springboks within Groups A, B and C (examples of the completed naïve sketches can be found in Appendix H). In Table 6.3, Absa and BMW were title sponsors of the Springboks at the time of data collection. According to Sport24 (2015b), Absa opted to not renew their sponsorship contract with the Springboks as of 2016. BMW's five-year sponsorship deal expired in December 2015 and the organisation also opted not to renew their contractual obligation (Sport24, 2015b). The data was collected in November 2014, which is why Absa and BMW are included in the findings of the study.

Category 1: Sponsors from Group A

From the naïve sketches, most of the participants correctly identified Absa, which is a main sponsor from Group A as indicated in Table 6.3. The participants further stated that Absa came to mind when they thought of rugby. Participants also indicated that Absa had to be a sponsor because the company had their branding on the front of the Springbok shirt. The following quotes were extracted from the focus group transcripts to validate the findings:

- "... a lot of organizations, they are like known as the sponsorship Company and I think ABSA ..."
- "I circled ABSA because it is the one that really comes to mind when you think of rugby. I am not familiar with all the sponsors but when I thought of ABSA I remembered rugby ..."
- "ABSA has got those big signs on the front of their shirts"

From the naïve sketches, it was found that half of the participants correctly identified BMW as a sponsor of the Springboks within Group A. Although not all the participants knew that BMW was a Springbok sponsor, some indicated that they saw BMW signs at the stadium during a Springbok game. Participants further indicated that the visibility of the BMW logo on the Springboks' playing kit assisted in them identifying the organisation. The following quotes are extracted from the focus group transcripts to validate the findings:

- "... I mean it is their kit, so it is not something that you can miss really and then I think the only other one is BMW, that is because I am a fan so that's the association"
- "And the BMW signs are usually everywhere in the stadiums, I have seen them before"

Lastly, it was found from the naïve sketches that a few of the participants correctly identified Asics as a sponsor of the Springboks. A few participants also indicated that they noticed the Asics logo on the Springboks' playing jersey. This visibility of the Asics logo on the jersey assisted in them correctly identifying the sponsorship partnership. The following quote was extracted from the focus group transcripts to validate the findings:

- "... I am not familiar with all the sponsors but when I thought of ABSA I remembered rugby and also I think it is ASICS, I don't know how to pronounce that, I know they produce a lot of sporting gear so they are the two that make sense."

As can be seen from Figure 6.4, sponsors from Group B are identified in category 2 of theme 1. The branding of these companies does not appear on the Springboks' attire, but are still associated with the Springboks. The participants were required to correctly identify the companies from this group who were sponsors of the Springboks. The findings will now be discussed.

Category 2: Sponsors from Group B

The naïve sketches and the focus groups revealed that the participants correctly mentioned the sponsor they associated with the Springboks, namely Castle. The participants indicated that the long-term association between the Springboks and Castle was something they were aware of. Other participants mentioned that the Castle culture was more evident in the sponsorship. They associated the celebration that takes place during rugby games and the Castle products consumed during this time. The following

quotes were extracted from the focus groups as the participants provided reasons for associating Castle with the Springboks:

- "... usually when it is rugby, it is a celebration so everybody is happy and enjoying themselves and drinking beer"
- "It has been for a long, a very long time"
- "And with the race factor as well, Castle in my opinion, is primarily, Castle and Black Label, those are things that are primarily enjoyed by Afrikaans speaking people who are largely patrons of rugby, if I am being a stereotypical person, so it makes sense that rugby would have Castle as their main sponsor and not Heineken or Castle Light which is enjoyed by people who don't necessarily watch that much rugby"

From the findings, it can be seen that Vodacom was recognised by some of the participants as a sponsor of the Springboks. The general dynamic within the groups was one of uncertainty. Generally, the group was apprehensive about naming Vodacom as a sponsor. The participants stated that they knew Vodacom was somehow associated with rugby in South Africa, but were not sure if they sponsored the Springboks. The following quotes were extracted from the focus group transcripts to validate the findings:

- "I circled Vodacom because I wasn't sure; I know it has got something to do with rugby."
- "For me that is also difficult, I remember that a brand has something to do with rugby but I can't remember is it is a Currie Cup or a Springbok or Blue Bulls team or whether they are sponsored by that particular brand. Now that you mentioned it, isn't it Vodacom"
- "I assume if they sponsor the rugby, they will sponsor the main team as well"

Lastly, Shield was least recognised by participants as a sponsor. The following quote can be extract to validate the findings:

- "And even with Shield, I think I remember an ad, a supporting ad with Shield but I wasn't sure if it was a soccer one because I know who soccer sponsors are, and also rugby I am not sure if they are also sponsored but I know some of them are sponsored."

The last group of sponsors that the participants had to identify, as can be seen from Table 6.3, were the official sponsors of the Springboks. The findings are provided below.

Category 3: Sponsors from Group C

From the naïve sketches and the focus groups, the participants indicated that Gilbert was a sponsor of the Springboks. As previously mentioned, the participants were drawing these conclusions from what they perceived to be the value that the company added to the Springbok brand. The participants indicated that Gilbert possibly supplied rugby balls and could therefore be sponsors of the Springboks. The following quotes are provided to validate the findings:

- “Gilbert”
- “The rugby balls”
- “I have got Gilbert ...”

In the focus groups, participants described Virgin Active as a sponsor of the Springboks. The participants were not very forthcoming about why they thought Virgin Active was a sponsor and the company was the least recognised by participants. The following quote can be extracted from the focus groups as a few of the participants unanimously agreed on it and this therefore validates the findings:

- “And Virgin Active”

Lastly, it was found that the participants were not very aware of the sponsorship agreement between the Springboks and Klipdrift. The following minimal quotes are extracted from the focus group transcripts to validate the findings:

- “I remember somewhere a Klipdrift, you know where they spray on the grass.”
- “I remember Klipdrift on the grass”

Secondary objective 1 was to identify which sponsors sports consumers were aware of within the Tshwane area as a result of the sponsorship of the Springboks. From the findings, it can be seen that participants were more aware of Group A sponsors. The uncertainty rose when the participants had to identify sponsors from Groups B and C.

Qualitative research techniques were deemed suitable for this study as they enabled the researcher to seek underlying insights into consumer behaviour. It is for this reason that the participants were probed in the focus groups regarding why they were aware of the sponsors of the Springboks. From the focus group discussion, it can be inferred that the following are reasons why participants were aware of the sponsors of the Springboks.

WHY PARTICIPANTS WERE AWARE OF THE SPONSORS

In Chapter 3, the model of sponsorship decision-making was discussed. In this model, leveraging the sponsorship was identified as an important aspect. Sponsorship is not a standalone marketing and communications tool and should therefore be used together with other marketing tools. As a result of this, there could be various reasons why the participants were aware of the sponsors, and therefore the aim of this question was to isolate the promotional tools that contributed to the awareness. The findings relating to this question are now discussed in detail.

Reason 1 for awareness: Branding

According to Figure 6.4, the first reason for awareness identified in the findings of the study is branding. The participants indicated that the presence of sponsors' branding on billboards and paper/print advertising created the greatest consciousness of the sponsors. This was followed by logos on players' gear and equipment. Banners as well as advertising boards with company branding in and around the stadium also contributed to the awareness of the sponsors. The following quotes are provided to validate the findings:

- “And even on the clothing, on the gear, there is always a huge logo which I am assuming that the biggest logo there is the main sponsor and then there will be other smaller ones here and there and also television ads that are focusing on the team that's being advertised. You find that they do mention the company that is sponsoring or sometimes you have an ad of the company and at the end they will say, official sponsor of the Springboks or something like that. So it does draw attention.”
- “It is the banners and posters and everything so they are doing their marketing through branding.”
- “... they brand the stadiums around the field ...”
- “Branding on the field ... They painted in on the middle line, you can't really miss it”

- “It is even at the ATM’s, the sponsors, you get there, a picture pops out and they also have posters here and there”

Reason 2 for awareness: TV

As can be seen in Figure 6.4, TV was identified by the participants as the reason for their awareness of the sponsors of the Springboks. The participants mentioned that they had previously seen TV adverts that would communicate the association with the Springboks. In cases where participants watched a Springbok match on TV, they paid attention to the pop-up adverts from the sponsors during the allocated interval during the match (informally referred to as half time). Participants were particularly fond of these pop-up ads and thought they were not disruptive to their television viewing. The following quotes validate the findings:

- “... TV adverts, in the game zone ...”
- “Half time it will be TV ads usually for people like sponsors.”
- “Ads popping up of ads was seen as ‘cute’ and not disruptive and was generally remembered well.”

Reason 3 for awareness: Other promotional tools

As can be seen from Figure 6.4, the last reason identified for awareness is that of other promotional tools that contributed to the awareness of the sponsors. Participants indicated that to a lesser extent the marketing of free goods and competitions run by sponsors which included the Springbok brand created awareness. Lastly, social media had some influence on the extent to which participants were aware of the sponsor, although not used often. The following quotes are provided to validate the findings:

- “Even with competitions, because a lot of the companies, or sponsors they run competitions for the team”
- “... Even social media as well”

From the above findings, it is clear that the participants were aware of the sponsors due to other promotional tools such as social media and competitions. With so many tools being used to reach consumers, it would be interesting to explore how consumers perceive

these messages. Do consumers view these messages as excessive and disruptive when watching a rugby game? From the data gathered, the sponsor messages (pop-up adverts) that were viewed on TV during a rugby match were not considered disruptive of the viewing of the game. Participants considered these messages to be ‘cute’ as sponsors sometimes use animations. Furthermore, these pop-up adverts were frequent and therefore effective as the repetition caused the participants to remember the sponsors.

The next question aimed to explore the thoughts and feelings participants had towards the Springbok sponsors. As per the definition given at the beginning of the chapter, an attitude consists of the following elements or components: affective (emotions or feelings), cognitive (belief or opinions held consciously) and conative (inclination for action) (Business Dictionary, 2016). Therefore the question addresses the **second secondary objective** of the study, namely to explore the attitudes participants held towards the Springbok sponsors.

6.7.2.2 *Theme 2: Attitudes towards the sponsors of the Springboks*

Secondary objective 2 was to explore the attitudes sports consumers have towards team sponsors as a result of the sponsorship partnership. This is depicted in Figure 6.5.

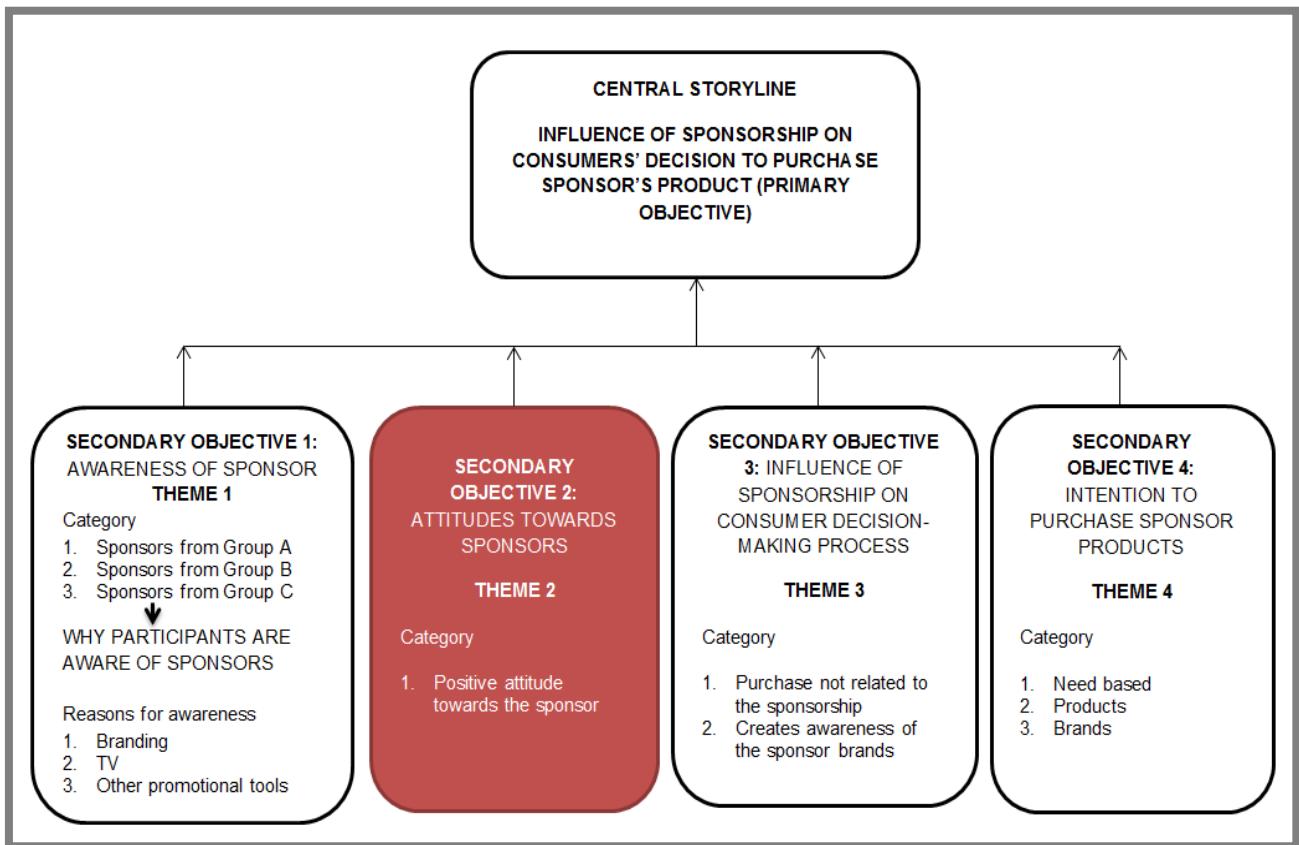


Figure 6.5: *Theme 2 - the attitudes of participants towards sponsors*

Category 1: Positive attitude towards the sponsors

As can be seen from Figure 6.5, the first category in theme 2 is positive attitudes towards sponsors. From the focus groups and the naïve sketches, it was found that most of the participants had a positive attitude towards the sponsors. They felt that the sponsorship agreements built positive relations, that they promoted the sport, endorsed team worth and promoted a sense of unity and nation building. Some participants mentioned that they felt as though the sponsors were more strategic and their sponsorship was more of an act of corporate social responsibility. Lastly, a few participants' attitudes towards the sponsors were positive as they felt that the sponsor brands were well known already and therefore their attitude was not as a result of the sponsorship itself. The following quotes were extracted from the focus groups as well as the naïve sketches to validate the findings:

- “... sponsors are doing a great job in providing financial support to our Springbok team, so that they can excel in their game ...”

- “I feel it is great that they support the national team by providing a means but it does not mean that I consider these brands to be my favourite.”
- “Positive ... they endorse teamwork, sports, healthy lifestyle, nation building ...”
- “... I am thinking of how proud South Africans were to host the world cup or when the Springboks won the world cup. It brings people together; it fosters a sense of unity ...”
- “Neutral, there are a lot of sponsors and their decision to sponsor the Springboks does not influence my feelings ... Most of these companies also sponsor other areas if development within the country.”
- “... I look up to these companies for providing support for our national team ...”
- “... positive as it demonstrates support and appreciation for the game of rugby ...”
- “I think they are good, they have presence but they could do a lot more ...”
- “Indifferent, however, there is a certain level of appreciation as they are national team sponsors.”
- “Good sponsors”
- “... fosters unity ...”

From the above discussion, it is clear that participants had a positive attitude towards the sponsors of the Springboks. The next theme identified in Figure 6.6 is the influence of sponsorship on the consumer decision-making process.

6.7.2.3 *Theme 3: Influence of sponsorship on consumer decision-making process*

Secondary objective 3 was to explore the extent to which the sponsorship of the Springboks influences the sports consumers' decision-making process. In Chapter 4 (section 4.4), the decision-making process was discussed. This process consists of the steps of recognising the problem, searching for information, finding an information source, evaluating alternatives, purchasing the product and lastly, evaluating the purchase. In each step the consumer is faced with information that they need to process and make sense of before they can make a decision regarding what product to purchase.

The discussion below will therefore explore whether the participants believed that the sponsorship of the Springboks impacted their decision-making process. The first category

identified in Figure 6.6 is that participants felt that although they may purchase sponsor brands, the purchases were not a result of the sponsorship agreements in place.

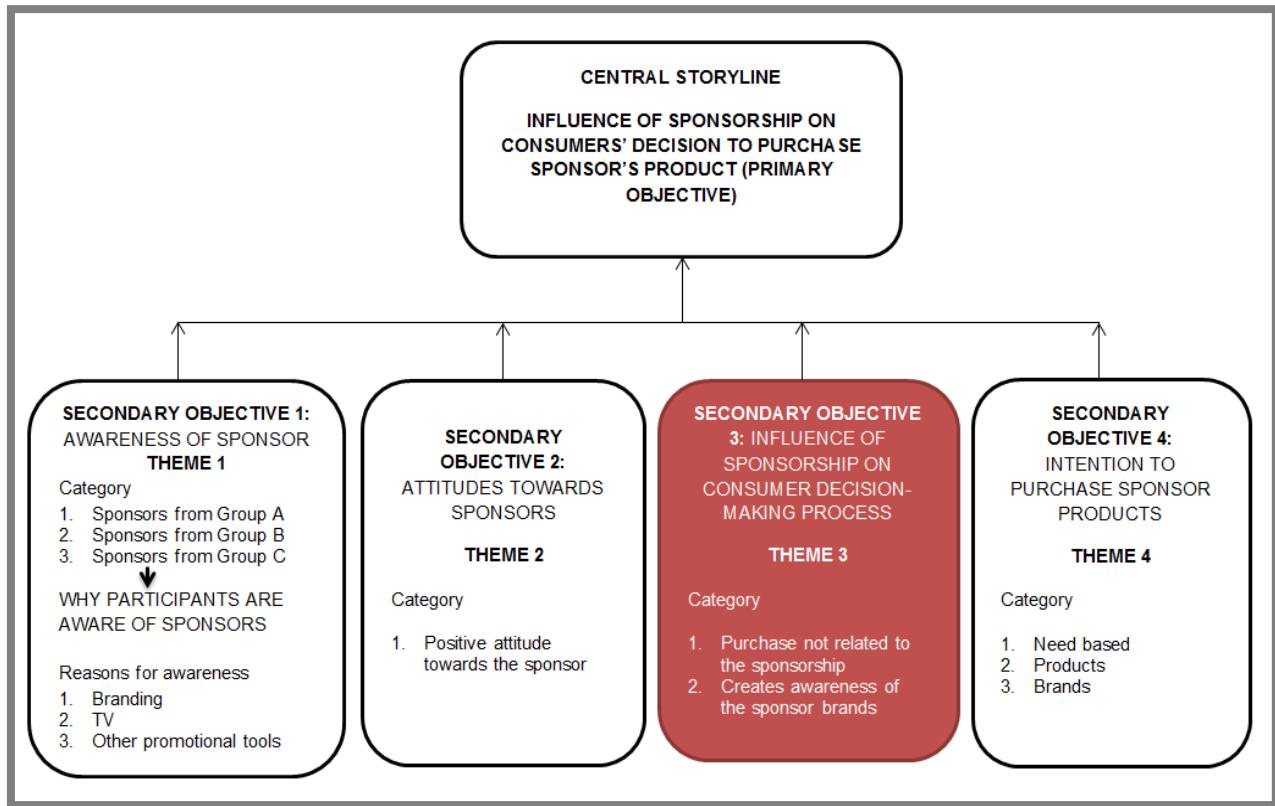


Figure 6.6: *Theme 3 - the influence of sponsorship on consumer decision-making process*

Category 1: Purchases not related to the sponsorship

The majority of the participants stated that the sponsorship of the Springboks did not necessarily influence their decision-making process. They explained that they may identify a need and search for information and alternatives to satisfy the identified need. However, when evaluating alternatives to satisfy the identified need, the participants did not base their decisions on whether the company offering the product or service was a sponsor of the Springboks. In some cases, it may seem almost coincidental that they purchased products or consumed services from companies that are sponsors as participants highlighted that their decision to purchase products was made according to what the company offered and at what price. Some of the Springbok sponsors are established brands that consumers have tried and tested for years and they are leveraged well in the market. Participants therefore felt that they preferred to use these brands because they had previously satisfied their needs. In essence, these consumers liked the brands

regardless of whether they were sponsors of the Springboks. A few quotes are provided below to illustrate the consumers' views on whether the sponsorship of the Springboks influenced their decision-making process.

- "... does not influence my buying decisions because I work on a limited budget. I always make decisions based on what I need and not where the company spends on sponsorships. But there are instances where I support some sponsors in the spirit of being patriotic."
- "The brands are definitely top of mind in the category but them just being a sponsor will not influence my decision to buy the products ..."
- "not really any influence. I like certain brands regardless of whether they are sponsors of the Springboks."
- "... I would purchase the products offered by sponsors regardless of who they sponsor. I look at the brand itself and the value they possess."
- "It doesn't necessarily influence my decision to purchase products of the sponsors. In terms of purchasing the rugby jerseys it does matter but not in terms of sponsor products themselves."
- "prefer products that I have used ... always better to gain personal experience."
- "... I will consider them as an alternative but not base my decision on this fact alone."

As can be seen from Figure 6.6, two categories were identified in Theme 3. The first is that participants believed that they purchased sponsor brands not necessarily because of the sponsorship of the Springboks. In other words, the participants evaluated the brands based on the price offered and in some cases participants purchased sponsor brands habitually. The second category identified in Figure 6.6 will now be discussed, namely that some participants felt that the sponsorship of the Springboks created awareness of the sponsor brands.

Category 2: Creates awareness of the sponsor brands

As can be seen from Figure 6.6, participants felt that sponsorship created awareness of the sponsor brands. This may impact consumers' decision-making process as sponsor brands can be identified as alternatives when evaluating which brands can best satisfy

their needs. Participants explained that the sponsorship made the product more well-known and that they would assume that the products were of a high quality. and they would stand a better chance of me purchasing them." Participants also indicated that '*it (sponsorship) creates awareness but I will still not buy the product.*'

The following quotes are extracted from the data to validate the findings:

- "... I might be more aware of the brand and have more of a positive attitude towards them but I wouldn't necessarily buy the product."
- "... the sponsorship makes the produce much more known. These products would be considered in my decision-making process. I assume that they are of a high quality and they would stand a better chance of me purchasing them."
- "... [sponsorship] creates awareness but I will still not buy the product."

From the findings thus far, secondary objective 1 was addressed in Theme 1 where it was found that the participants were aware of sponsors of the Springboks, although some more than others. For example, participants were more aware of sponsors such as Absa, BMW, Castle, Vodacom and Gilbert, and to a lesser extent Shield, Klipdrift and Virgin Active. If attitudes of the participants were positive, the researcher then explored whether these positive attitudes and beliefs as a result of the sponsorship would in any way influence the consumer during the decision-making process. This represents the second secondary objective of the study and was addressed in Theme 2. As discussed in section 4.4 of Chapter 4, the consumer decision-making process consists of recognising the problem, searching for information, evaluating alternatives, making the purchase and conducting post-purchase evaluations. The study found that the sponsorship of the Springboks does not single-handedly influence the consumer's decision-making process. Participants mentioned that they were influenced by other factors such their budget as well as the price of the products or services. However, participants would consider the sponsors as an alternative in the decision-making process. The participants did indicate that sponsorship improved their awareness of the sponsor brands.

In essence, the findings from categories 1 and 2 of Theme 3 show that participants bought some sponsor products but they did so because of the perceived value and quality of the products, and not necessarily due to the sponsorship of the Springboks. With the findings in mind, the researcher then aimed to explore whether the positive reviews induced action

from the participants. The next theme as identified in Figure 6.7 illustrates the participants' intention to purchase sponsor products. Theme 4 addresses the fourth secondary objective of the study, which was to explore the influence that the sponsorship of the South African national rugby team has on consumer intentions to purchase sponsor products within the Tshwane area. This will be discussed next.

6.7.2.4 Theme 4: Intention to purchase sponsor products

The **fourth secondary objective of this study** was to explore the influence that the sponsorship of the South African national rugby team, commonly referred to as the Springboks, has on the consumer's intentions to purchase the sponsor products within the Tshwane area.

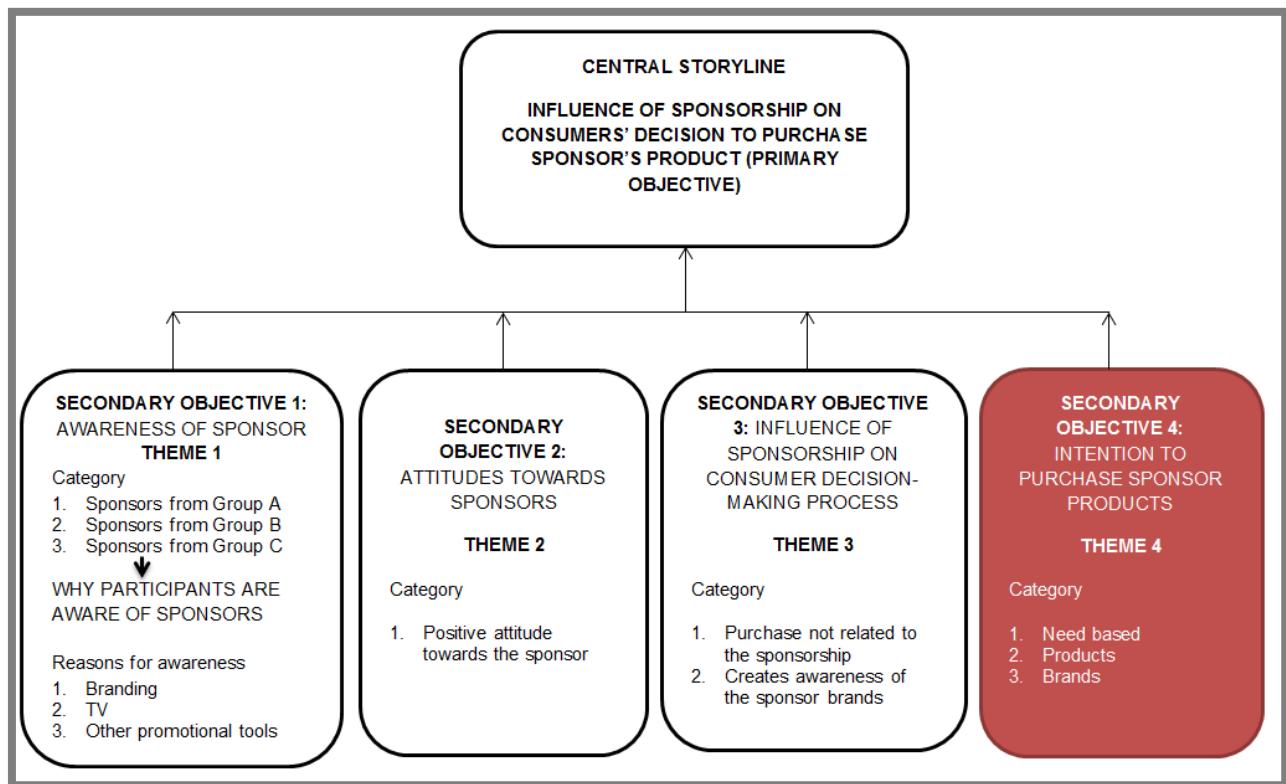


Figure 6.7: Theme 4 - the participants' intentions to purchase sponsor products

From the findings illustrated in Theme 4 (see Figure 6.7), it can be seen that sponsorship alone did not encourage the participants to purchase the sponsors' products. Category 1 reveals that participants did not intend buying sponsor brands solely because of the sponsorship of the Springboks. They indicated that if they were to purchase sponsor

brands, it would be based on their own personal needs that they had identified. Category 1 within Theme 4 will now be discussed in detail.

Category 1: Need based

When asked if they intended purchasing the products offered by the sponsors of the Springboks because of the sponsorship, some participants indicated that there would need to be enough motivation from their side that would persuade them to purchase the products from these sponsors, such as lower prices, promotions, coupons and discounts. In other words, the need for lower prices would therefore be motivation for participants to purchase sponsor brands. Some participants explained that purchasing products was based on the usage, how the products suited their needs, the quality of the products and really not on the sponsorship factor.

As can be seen from the above, the participants did not intend purchasing sponsor brands solely because of the sponsorship agreement in place with the Springboks. Other factors were considered by the participants and therefore influenced their intention to purchase the sponsors' products. The sponsorship of the Springboks alone did not compel participants to purchase sponsor products. The following quotes are provided to validate the findings:

- "... it is based on my needs, not always because, you always look at the sponsors ..."
- "... but if there is a product that they have or whatever I need at that time, say a sponsor ABSA has it, I will go and get it but it is not influenced by their sponsorship of anything or anyone"
- "It is based on my need but sometimes one is a bit patriotic like I said earlier on and just support for the sake of supporting"
- "... primarily because of a limited budget."
- "I would be more aware of the product and its higher quality, but I would not necessarily purchase the product because it is a sponsor of the Springboks."

Category 2: Products

As can be seen from Figure 6.7, the second theme identified is products. Participants indicated that sponsors' products influenced their intent to purchase the product. They did

not intend purchasing these products merely as a result of the sponsorship. Participants mentioned that if Absa offered a particular product that they needed at that time, they would purchase the product but the decision to purchase the product would not be influenced by the sponsorship of the Springboks. Other participants indicated that they preferred the products sponsors offered, but that this preference had developed over time and was not induced by the sponsorship of the Springboks. Lastly, the quality of the products offered also impacted on the participants' intent to purchase the sponsors' products. The following quotes are provided to corroborate the findings:

- "... but if there is a product that they have or whatever I need at that time, say a sponsor ABSA has it, I will go and get it but it is not influenced by their sponsorship of anything or anyone"
- "... some of the products I usually purchase as I have a preference for these but I will not change my bank, cell phone contract or gym membership just because of the fact that they sponsor the Springboks."
- "I would be more aware of the product and its higher quality, but I would not necessarily purchase the product because it is a sponsor of the Springboks."
- "... I would rather base my purchasing decisions on the perceived quality of the product or service of companies."

Category 3: Brands

The last category as identified in Figure 6.7 is brands. Participants indicated that they were fond of the brands offered by the sponsors. The participants were already supporting some of the brands and therefore the sponsorship of the Springboks did not induce the participants to act favourably towards the sponsors. The following quote is provided to corroborate the findings:

- "Not really an influence some of the brands I do use but it is not because they are sponsors but because I like the brand or I already have a contract with that specific sponsor, it won't influence the fact that they sponsoring that I will now change to ABSA or to FNB just because they sponsor. It is about what they can actually give to me, their sponsorship is not"

From the findings, it is clear that there are other factors that influence the consumer's intention to purchase sponsor brands. Factors such as the need identified, products or brands offered by the sponsors at a satisfactory price and at the best perceived quality all influence the consumer's intention to purchase the sponsors' product.

In the next section, the primary objective of the study will be discussed.

6.7.3 Primary objective of the study

From the findings thus far, it can be seen that the participants of the study were well aware of the Group A sponsors. This included sponsors such as Absa, BMW and Asics. In the focus groups, uncertainty rose when the participants had to identify sponsors from Groups B and C. Although the participants were aware of some of the sponsors, such as Castle and Vodacom, they were unsure when identifying sponsors such as Gilbert, Virgin Active and Klipdrift. The first secondary objective of the study was therefore achieved, namely to identify which sponsors sports consumers were aware of as a result of the Springbok sponsorship.

The second secondary objective of the study was to explore the attitudes that sports consumers in Tshwane have towards the sponsors of the Springboks as a result of the sponsorship partnership. The study found that the participants were aware of the Springbok sponsors to a certain extent and had positive attitudes towards them. This objective was therefore achieved.

The third secondary objective of the study was to explore the extent to which the sponsorship of the Springboks influences Tshwane sports consumers' decision-making process. The study found that the Springbok sponsorship does not single-handedly influence the consumer's decision-making process. Participants mentioned that they were influenced by other factors such as their budget as well as the price of the products or services. However, participants would consider the sponsors as an alternative in the decision-making process. The third secondary objective was therefore achieved.

Secondary objective 4 in this study aimed to explore the influence that the sponsorship of the Springboks has on the consumer's intention to purchase the sponsor products within the Tshwane area. The findings illustrated that the participants did not intend purchasing sponsor brands merely because of the sponsorship agreement in place between the

Springboks and the sponsors. Other factors were considered by the participants and therefore influenced their intention to purchase the sponsors' products. The fourth secondary objective was therefore achieved.

The secondary objectives of the study discussed above essentially lead to the main or primary objective of the study, which was to explore the influence that the sponsorship of the Springboks has on the consumer's decision to purchase the sponsor products within the Tshwane area. It can therefore be inferred that sponsorship of the Springboks does not influence the consumer's decision to purchase the sponsors' products. Participants indicated that they would purchase the sponsors' products but that this action was not induced by the sponsors' sponsorship of the Springboks. Essentially, consumers are compelled by their needs to purchase sponsor products. The following quotes can be extracted to validate the findings:

- "... but if there is a product that they have or whatever I need at that time, say a sponsor ABSA has it, I will go and get it but it is not influenced by their sponsorship of anything or anyone"
- "... I would rather base my purchasing decisions on the perceived quality of the product or service of companies."
- "The brands are definitely top of mind in the category but them just being a sponsor will not influence my decision to buy the products ..."
- "... I would purchase the products offered by sponsors regardless of who they sponsor. I look at the brand itself and the value they possess."
- "It doesn't necessarily influence my decision to purchase products of the sponsors. In terms of purchasing the rugby jerseys it does matter but not in terms of sponsor products themselves."

The literature is limited regarding studies that investigate the influence of IMC tools on each stage of the consumer decision-making process. For this study, it can be seen that there are several variables that impact on the consumer's final decision to purchase products. Mihart (2012:124) states that psychological processes that make up the consumer behaviour may be impacted by the effects of IMC and acting further to induce a specific decision from the consumer. This is in line with the findings of the current study.

The study at hand provides knowledge on the influence of sponsorship on consumer behaviour. The study found that sponsorship can contribute to increased awareness of sponsors and that it contributes to positive attitudes maintained within the minds of the consumers. As a result of positive attitudes and increased awareness, participants mentioned that they may consider sponsor brands as alternatives in their decision-making process. The final decision, as indicated by participants, to purchase sponsor brands is not dependent on the sponsorship of the Springboks.

The summary of the findings of the study is provided next.

6.8 SUMMARY

In this chapter, a description of the participants in the study was provided and was illustrated in questions 1, 2 and 3 of the naïve sketches. From the findings it can be seen that the majority of the participants were interested in rugby, although for various reasons. The participants who exhibited an interest in rugby indicated that they enjoyed watching the sport or had grown up watching rugby in their households. Another reason for the interest in rugby as indicated by the participants was that rugby brings people of different cultures together and unites the diverse nation of South Africa.

Although the majority of the group showed great interest in rugby, there were a few participants who displayed a neutral disposition towards it. The reason for this neutral response was that the only time these individuals were exposed to the sport was during big events such as the Rugby World Cup. The social aspect associated with watching a rugby match was therefore the primary motivation for watching rugby. The last code that was identified in question 1 was a negative disposition towards rugby. The minority of the participants did not display any interest in rugby simply because they felt that it was a very aggressive sport which did not appeal to them.

The second question addressed in the naïve sketches denoted the types of sports consumers that were identified within the focus group dynamic. In category 1, socialites were identified as these participants enjoyed the social component of watching a rugby game. Participants indicated that for them, watching rugby was a platform to socialise with their loved ones. Having their friends and family members present at a game motivated these participants. In category 2, participants indicated that they occasionally watched

rugby because of the exceptional skill displayed by the players. These participants also said that the quality of the event also influenced their decision to watch the sport. In category 3, participants indicated that rugby brings people together and it builds the nation. This indicates their patriotism. Individuals who are motivated to consume rugby by friends and family members who participate in the sport were identified in category 4.

Once the types of sports consumers had been identified within the sample, the researcher aimed to determine the general understanding of the concept of sponsorship within the focus group. It was found that most participants understood the term 'sponsorship' to mean a form of providing resources/funding (either financial or material) to a team that has multiple benefits. Participants understood that sponsorship as a marketing and communications tool could promote brand awareness for the sponsor and exposure to the product and enhance the image as well as the reputation of all parties involved. Sponsorship was also seen by participants as a social responsibility initiative by sponsors.

THEME 1 of the study addresses secondary objective 1, which was to identify which sponsors sports consumers were aware of within the Tshwane area as a result of the sponsorship of the Springboks. From the findings, category 1 shows that Absa and BMW were the companies that the participants were most aware of. The participants indicated that the reason for this was that Absa and BMW had branding on the Springbok playing attire. The minority of the participants were aware of Asics as a sponsor of the Springboks. Category 2 provided a list of associate sponsors of the Springboks. The findings reveal that Castle and Vodacom were widely known by the participants. The participants indicated that the long-term association between these companies and rugby was the reason for their awareness. The minority of the participants hesitantly identified Shield as a sponsor of the Springboks; the awareness levels were therefore very low. In category 3, participants were aware of Gilbert as an official sponsor of the Springboks. They indicated that Gilbert supplied rugby balls and could therefore be a sponsor. Participants were least aware of Virgin Active and Klipdrift as official sponsors. Within the theme, the reason for participants' awareness of the sponsors of the Springboks can be inferred - the findings show that promotional tools used to emphasise the sponsorship was this reason. The participants indicated that the presence of sponsors' branding on billboards, on TV and in paper/print advertising created the greatest awareness of the sponsors. This was followed by logos on players' gear and equipment. Banners and advertising boards in and around

the stadium also created awareness. To a lesser extent the marketing of free goods and competitions run by sponsors that included the Springbok brand created awareness among participants.

THEME 2 described the attitudes the participants had towards the sponsors of the Springboks. This theme denotes the secondary objective of the study. In category 1, the findings showed that the participants exhibited a positive attitude towards the sponsors, the participants felt that the sponsors are good companies and essentially believe that these companies stand for good values (team worth, unity and nation building). The participants felt that the sponsorship agreements built positive relations, that they promoted the sport, endorsed team worth, and promoted a sense of unity and nation building.

THEME 3 explained the influence of the sponsorship of the Springboks on the consumer's decision-making process. This theme addressed secondary objective 3. In category 1, the participants explained that they may identify a need and search for information and alternatives to satisfy the identified need. However, when evaluating alternatives to satisfy the identified need, the participants did not base their decisions on whether the company offering the product or service was a sponsor of the Springboks. In some cases, participants highlighted that their decision to purchase products was made based on what the company offered and at what price. In category 2, participants felt that sponsorship created awareness of the sponsor brands. They said that this may impact their decision-making process as sponsor brands could be identified as alternatives when evaluating which brands could best satisfy their needs.

THEME 4 addresses the fourth secondary objective of the study, which was to explore the influence that the sponsorship of the Springboks has on the consumer's intention to purchase the sponsor products within the Tshwane area. From the findings, it can be seen that sponsorship alone did not encourage the participants to purchase the sponsors' products. The findings within theme 4 explain that participants did not intend buying sponsor brands solely because of the sponsorship of the Springboks. The participants indicated that if they were to purchase sponsor brands, it would be based on their own personal needs that they had identified. Other factors such as the products and brands offered by sponsors were considered by the participants and therefore influenced their

intention to purchase the sponsors' products. The sponsorship of the Springboks alone did not compel participants to purchase sponsor products.

The **main or primary objective of the study** was to determine the influence that the sponsorship of the Springboks has on the consumer's decision to purchase the sponsor products within the Tshwane area. It can be inferred from the findings that sponsorship of the Springboks does not influence the consumer's decision to purchase the sponsors' products. Essentially, consumers are compelled by their needs to purchase sponsor products.

The next chapter (Chapter 7) provides the conclusions and recommendations of the study.

CHAPTER 7

CONCLUSIONS AND RECOMMENDATIONS

7.1 INTRODUCTION

This chapter presents the conclusions and recommendations of the study. As previously stated, the primary purpose of this study was to explore the influence that the sponsorship of the South African national rugby team has on the consumer's purchase decision within the Tshwane area. As can be seen from Figure 7.1, the discussion thus far has provided a theoretical background of the study as well as the findings of the study. The data was collected by means of qualitative data collection techniques, namely focus group interviews and naïve sketches. The findings were provided in Chapter 6 of the study.

This chapter will highlight the conclusions of the study based on the objectives, and will indicate the contribution of the study to the field of sports marketing. The limitations of the study are also highlighted and the suggestions for future research will conclude the chapter.

**AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS' SPONSORSHIP ON THE
SOUTH AFRICAN NATIONAL RUGBY TEAM AND THE CONSUMERS' DECISION TO
PURCHASE THE SPONSOR BRANDS IN TSHWANE**

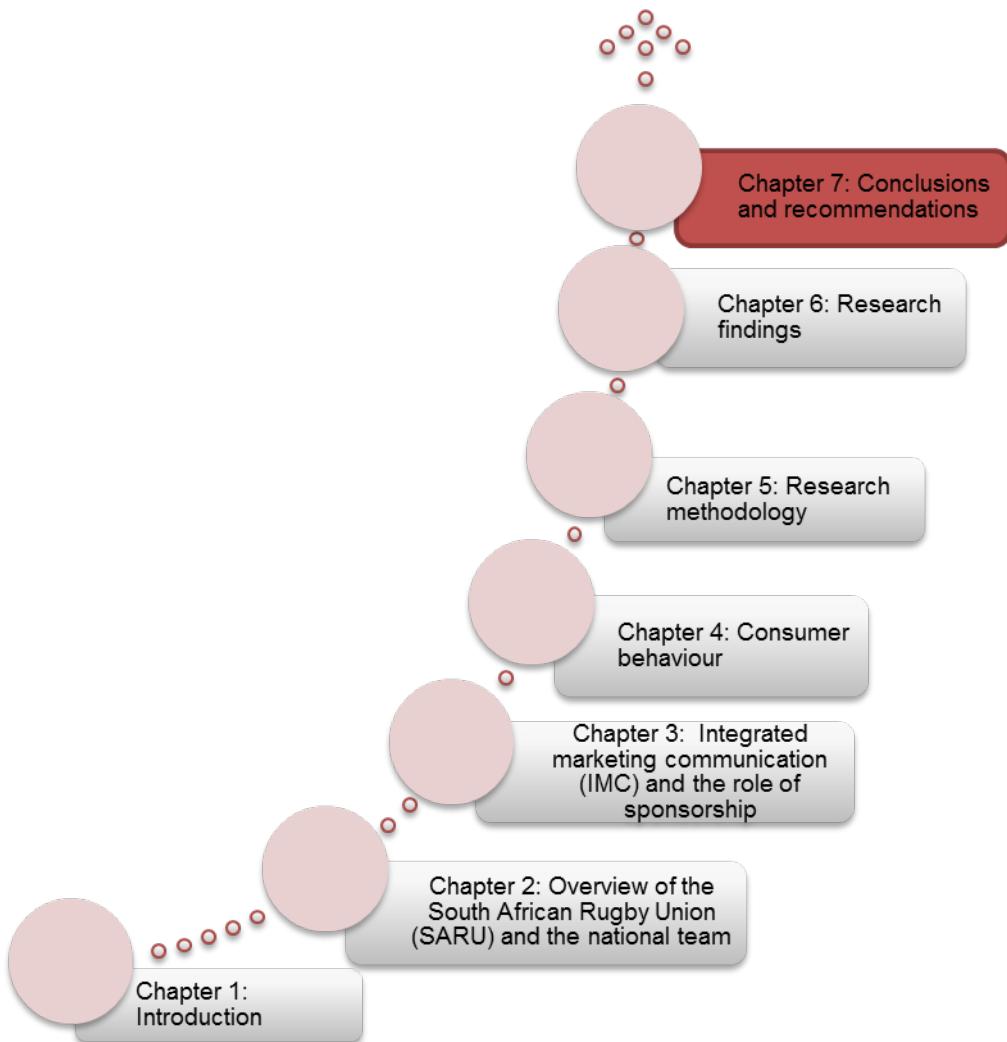


Figure 7.1: Orientation of the study

7.2 THE OBJECTIVES OF THE STUDY

The **PRIMARY AIM OF THIS STUDY** was to explore the influence that the sponsorship of the South African national rugby team, commonly referred to as the Springboks, has on the consumer's decision to purchase the sponsor products within the Tshwane area. As indicated in the theory chapters of this study, companies spend tremendous portions of

their marketing budgets on sponsorship agreements with various organisations. The Springbok sponsorship in particular costs sponsors millions annually; therefore it was important to determine whether this costly effort influences the very consumers that the sponsors aim to reach.

In the case of creating brand awareness, sports sponsorship has become popular due to the large amount of television broadcasting time dedicated to sport (eMarketing Trends, 2012). The literature provides substantiated knowledge of how this IMC element (sponsorship) has been used to increase such brand awareness. Boshoff and Gerber (2008) investigated sponsorship awareness in the 2007 Cricket World Cup by conducting a quasi-experiment on brand recall and brand recognition levels of respondents before and after the competition. They concluded that both the brand recall and the brand recognition levels of the sponsors increased significantly, but that neither the brand recall nor the brand recognition levels of non-sponsor brands increased significantly. Their study also showed that the brand awareness of sponsored brands does indeed increase weeks after the event, supporting the notion that sponsorship does in fact increase brand awareness by significantly increasing unaided brand recall, as well as increasing brand recognition.

It was suggested by Speed and Thompson (2000:229) that a positive attitude towards a sponsor is positively associated with the intentions to consider a sponsor's product. Tsiotsou and Alexandris (2009:358) found that highly devoted sports fans could possibly develop a more favourable image of their team sponsor and also display higher intentions to purchase the sponsor's product. Ngan *et al.* (2011:551) also found that the performance of a team significantly influences the consumers' intention to purchase the sponsor's product.

Although research (Tsiotsou & Alexandris, 2009; Ngan *et al.*, 2011) has established possible effects of sponsorship on the consumer's behaviour, very little research has been conducted particularly in South Africa relating to South African sporting organisations.

Mihart (2012:123) has identified a cognitive view of the facets that may impact the behaviour of the consumer, which may also be a more realistic view of consumer behaviour; this cognitive view illustrates the consumer as an open and dynamic person, who participates in the decision-making process by seeking information, attempting to make informed decisions. The feelings of consumers can also impact their decision-

making in the sense that in some cases, consumers may be impulsive in their purchase decision. It is therefore because of the various factors (individual and group factors) that consumers will behave in a particular manner. Howard and Sheth, 1969; Schiffman and Kanuk, 2009; Solomon, 2009 in Mihart (2012:123) extrapolate the role of consumer involvement in the decision-making process. Consumers may make decisions under conditions of low involvement, where the decision is prompted by environmental stimuli (Mihart, 2012:124).

As can be seen from the above discussion, other factors may influence the consumers' final decision to purchase a product offering. The literature does not reveal studies that investigate the influence of IMC tools on each stage of the consumer decision-making process. Psychological processes that make up the consumer behaviour may be impacted by the effects of IMC and acting further to induce a specific decision from the consumer (Mihart, 2012:124).

It is for this reason that the following secondary objectives were formulated from the primary objective:

1. To identify which sponsors sports consumers were aware of within the Tshwane area as a result of the sponsorship of the Springboks.
2. To explore the attitudes that sports consumers in Tshwane have towards the sponsors of the Springboks as a result of the sponsorship partnership.
3. To explore the extent to which the sponsorship of the Springboks influences Tshwane sports consumers' decision-making process.
4. To explore the influence that the sponsorship of the Springboks has on the consumer's intention to purchase the sponsor products within the Tshwane area.
5. To identify future areas of research in sponsorships of rugby in South Africa.

7.3 CONCLUSIONS OF THE STUDY

In this study, the participants had previously been exposed to a Springbok rugby match or advertisements, which meant that they had previously been exposed to sponsorship messages. The first question in both the focus groups and the naïve sketches aimed to determine the level of interest that these participants had towards rugby as a sport. The

study found that most of the participants were interested in rugby. The interest was expressed through a genuine love of the game and enjoyment of watching it. Because the sample included individuals who had been exposed to a Springbok rugby match, there were a substantial number of individuals who also had a neutral response to rugby. This means that they were not necessarily interested in the sport, but did not disregard it. The term ‘exposed’ in this context can be delineated to include the following:

- Individuals who have watched a Springbok match at any rugby stadium or on a television set;
- Individuals who have seen sponsor branding on the Springbok playing attire;
- Individuals who have seen sponsor messages on TV or at any rugby stadium;
- Individuals who may have attended a Springbok match as a social activity and in the process were exposed to sponsor messages and branding.

The level of interest was important to determine, as this could have impacted on the participants’ willingness to pay attention to any marketing messages distributed by the sponsors during any Springbok game. The study therefore found that participants were generally interested in rugby and were still willing to watch rugby matches even though the sport was not a priority in their lives.

Since the sample of the study did not have to be strong supporters of the game of rugby (as per the criteria above), different types of sports consumers could be identified within the focus groups. Table 7.1 provides a summary of the types of sports consumers that were identified in the study as well as the evidence extracted from the data collected:

Table 7.1: Summary of the types of sports consumers

Type of sports consumer	Conclusion	Evidence
Socialites	Socialites were the most dominant type of sports consumer within the study. These participants enjoyed being able to spend time with their loved ones during a rugby match. The social aspect was therefore seen as motivation for watching rugby.	The following quotes substantiate the conclusion and were extracted from the naïve sketches: <ul style="list-style-type: none"> • “This is usually a time where as friends we get together on the purpose of catching up and also enjoying the sport.” • “... do not know how to play but my primary motivation is to join my friends and get to spend time with them ...” • “... usually a time where as friends we get together with the purpose of catching up ...” • “... I watch with friends at social gatherings ...” • “... watching the game with friends and family makes it more interesting as we have bets between each other ...” • “... watch it with friends either at a bar or at someone’s house for a braai ...”
Appreciators	The second most dominant type of sports consumer was the appreciators. The study found that these participants enjoyed quality events and prominent rugby tournaments such as the Rugby World Cup.	The following quotes were extracted from the naïve sketches to validate the findings: <ul style="list-style-type: none"> • “... enjoy watching good games ...” • “... Quality of the event influences the need to watch it ...” • “... sportsmen and women work really hard to be their best and to represent the country ...”
Patriots	Although patriots were not dominant within the group dynamic, the study found that there were a few individuals who felt a sense of pride when the Springboks played. These individuals appreciated that rugby brought people of different cultural backgrounds together in support of a common goal.	The following quotes were extracted from the naïve sketches to confirm the findings: <ul style="list-style-type: none"> • “... I get a sense of pride when I see our sportsmen play against other countries ...” • “... it makes me proud of my country ...” • “... it brings people together ...” • “... I understand the nation building aspect ...”
Friends	The last category that was identified was friends. The study found that participants that considered themselves to be ‘friends’ were motivated by their loved ones (friends and family members) who participated in the sport.	The following quotes were taken from the naïve sketches and therefore authenticate the findings: <ul style="list-style-type: none"> • “... motivation is to provide friends and family members who participate ...” • “... husband plays soccer and support him ... applies to any sport ...”

The conclusions of the study pertaining to the specific secondary objectives highlighted in Chapters 1, 5, 6 and 7 are now discussed.

7.3.1 Secondary objectives

The following section provides a discussion on the conclusions for the first secondary objective of the study based on the findings discussed in Chapter 6 (see Figure 7.2).

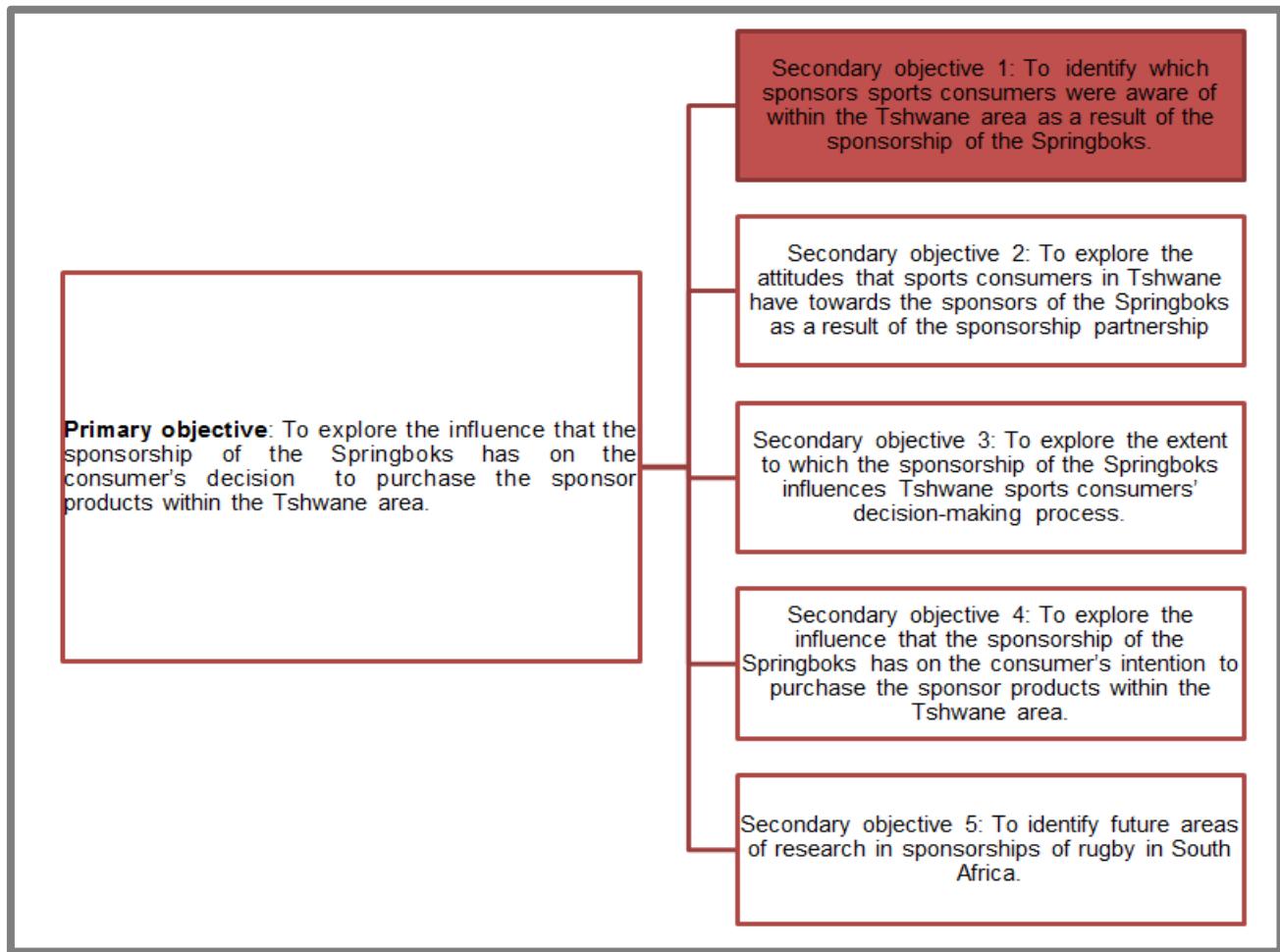


Figure 7.2: Secondary objective 1

7.3.1.1 Secondary objective 1

The first secondary objective of the study was to identify which sponsors sports consumers were aware of within the Tshwane area as a result of the sponsorship of the Springboks. This objective was addressed in Theme 1, as identified in Chapter 6.

The participants were presented with three groups of sponsors and were required to correctly identify the sponsors of the Springboks. It was clear from the naïve sketches that

the participants were more aware of the key sponsors; these were sponsors who had their branding on the Springboks' playing jersey. Absa was a sponsor of the Springboks from 2011 to 2015 (Mufumba Consulting, 2009; Sport24, 2015b) and the study found that participants were aware that Absa was a sponsor of the Springboks. The participants indicated that they had associated Absa with rugby, and brand recall also contributed to them knowing that Absa was a sponsor as they had remembered the association from the past. The participants mentioned that they knew that Absa was a sponsor because of the visible signage within sporting arenas when the Springboks play a rugby match.

When the data for the study was collected, BMW was also a sponsor of the Springboks. BMW's contractual obligation with the Springboks has since expired. The study found that the participants were aware of the sponsorship agreement that was in place. They mentioned that they had previously seen BMW branding in and around the sporting arena where the Springboks had played as well as on the Springboks' playing kit.

Asics was the last sponsor within Group A (main sponsors of the Springboks), as indicated in Appendix F, that participants needed to identify correctly. Since Asics is one of the main sponsors of the Springboks, its corporate logo is visible on the Springboks' playing jersey. Although some participants were aware of the sponsorship, the awareness and association were not significantly strong. This was deduced through the participant who correctly identified Asics as a sponsor but was initially unsure of the association. The participant came to the conclusion that the organisation could be a sponsor because the company offers sporting apparel. According to SANZAR (2013), Asics has been a sponsor of the Springboks from 1 January 2014 and will be until 31 December 2019. The reason for the insignificant awareness of the Asics sponsorship of the Springboks at the time of data collection could be that the organisation was a relatively new addition to the Springboks' body of sponsors.

As can be seen from the naïve sketches in Appendix F, the participants were provided with a combination of sponsors within Group B and were particularly aware of the sponsorship agreement between the Springboks and Castle. Castle Lager prides itself on being the domestic favourite beverage that brings people together (Castle Lager, Not Dated). This is the legacy that the organisation carries in its business activities as well as in its sponsorship partnerships (Castle Lager, Note Dated). It is for this reason that the participants were well aware of the sponsorship of the Springboks. The participants

mentioned that usually when people gather to watch a rugby game, there are celebrations and people are united by the game and the atmosphere. Castle has also been an associate sponsor of the Springboks since 1997 (Castle Lager, Not Dated). The longevity of the sponsorship was mentioned as one of the reasons why participants were aware of the sponsor.

Vodacom is a sponsor that participants knew was somehow involved in rugby in South Africa. The participants did not particularly know what type of sponsorship agreement was in place between the Springboks and Vodacom, but they could clearly identify that there was an association. According to Sport24 (2015b), Vodacom has been associated with rugby in South Africa for 26 years; therefore, this can be a strong reason why participants were aware of the association with rugby.

Shield, a subsidiary of Unilever, were least recognised as sponsors by the participants. When the participants mentioned Shield, they were unsure if the company could be a sponsor. They indicated that they knew that Shield sponsored a sport in South Africa as they had previously seen an advert linking the brand to a sport.

As can be seen from Figure 6.4, the third category was identified from which participants had to identify the Springbok sponsors in Group C. The study found that as more sponsors needed to be identified, the participants were identifying the sponsors based on what they believed the sponsors offered the Springboks. The participants identified a strong association between the Springboks and Gilbert, as they mentioned that the company is a supplier of rugby balls. Virgin Active and Klipdrift were identified as sponsors; however, participants were generally not well aware of the sponsorship. Particularly in the case of Virgin Active, participants were not very sure as to why they identified the company as a sponsor.

In summary, it was established that sports consumers in this study were predominantly aware of key sponsors whose logos are dominant on the playing attire of the Springboks. These include Absa and BMW. The longevity of the sponsorship agreement between the Springboks and these entities also played a vital role in the awareness levels. Companies such as Castle and Vodacom, which have been sponsoring the Springboks for many years, were associated with the Springboks in the minds of the participants. There was

awareness of Gilbert as a sponsor simply because of what the company could offer within the sponsorship agreement.

It is therefore important for sponsors to not only rely on longevity to increase awareness of their sponsorship. Companies need to ensure that they fully embrace and utilise the sponsorship by leveraging it more with other IMC tools.

7.3.1.2 Secondary objective 2

Secondary objective 2, as seen in Figure 7.3, was to explore the attitudes that sports consumers in Tshwane have towards the sponsors of the Springboks as a result of the sponsorship partnership. This objective was addressed through Theme 2 as identified in Chapter 6.

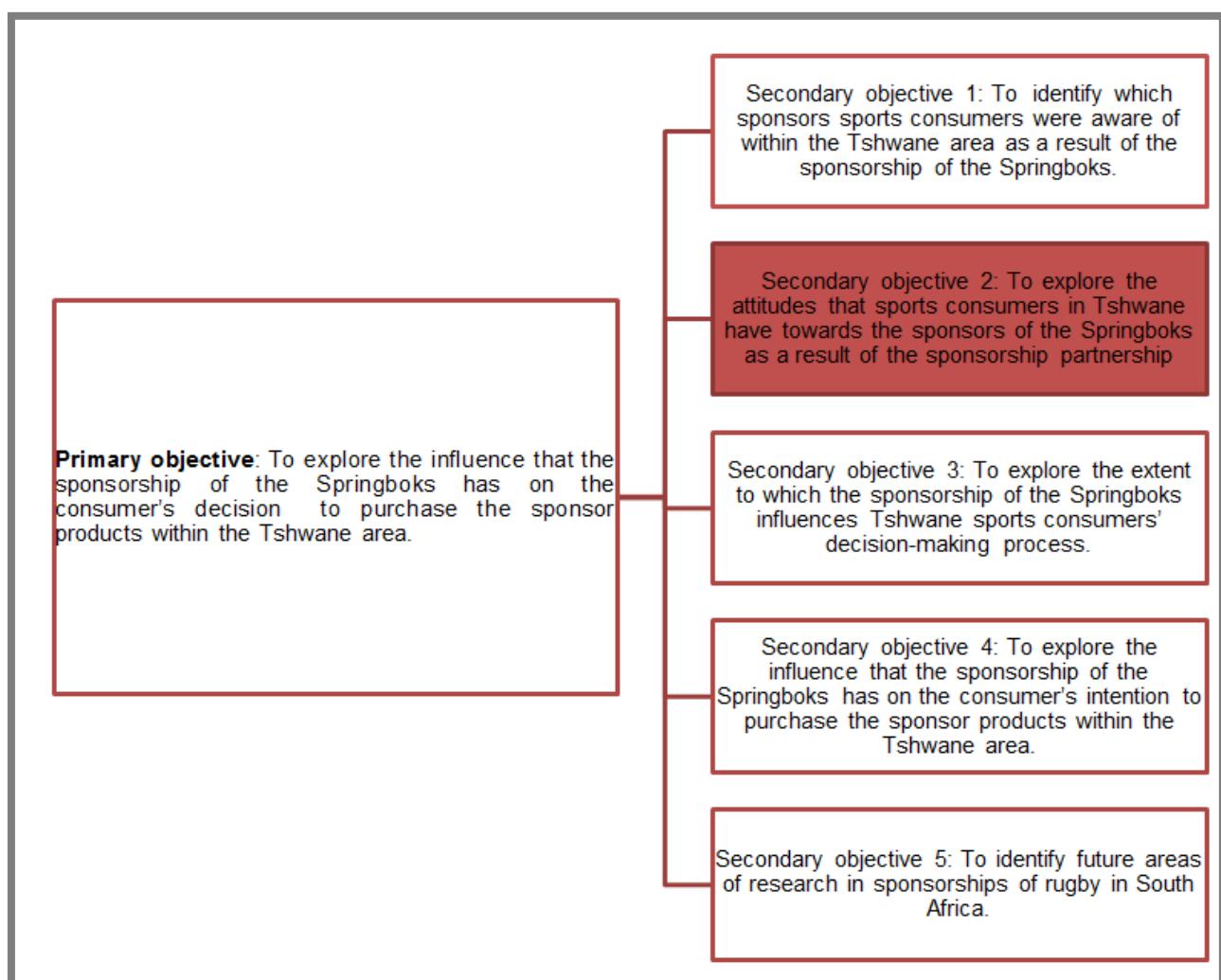


Figure 7.3: Secondary objective 2

In the focus group discussion as well as in the naïve sketches, it was found that the attitude of the participants in this study was generally positive towards the sponsors of the Springboks. The participants believed that the sponsorship built positive relations, that the companies promoted the sport, endorsed team worth and promoted a sense of unity and nation building. The participants further mentioned that the sponsors were doing a great job in providing financial support to the Springbok team which facilitated their excellent performance. Some reasons given by the participants for the positive attitude towards the sponsors as a result of the sponsorship are as follows:

- Participants believed that the sponsorship demonstrates support and appreciation that sponsors have towards rugby.
- Participants believed that the sponsorship of the Springboks fosters unity and brings people together within South Africa.
- Participants believed that the sponsors endorsed good qualities such as teamwork, sports, healthy living among people and nation building.

In summary, it was established that the participants had a positive attitude towards the sponsors of the Springboks as a result of the sponsorship agreement. According to Rani (2014:60), consumers generally have specific beliefs and attitudes about products and such beliefs and attitudes make up brand image and affect consumer behaviour. It is possible that when consumers have a positive image of the brand, they may consider the brand when seeking brands to fulfil their needs. It is therefore important that companies try to change the beliefs and attitudes of consumers in a favourable manner (Rani, 2014:60).

It is also important to note that from the focus groups it was evident that some of the participants had a prior positive attitude towards the companies that are Springbok sponsors. The participants mentioned that this was the case because of the existing reputations of the brands and not necessarily because of the sponsorship of the Springboks.

7.3.1.3 Secondary objective 3

The third objective of the study, as highlighted in Chapters 1, 5, 6 and 7 of the study, was to explore the extent to which the sponsorship of the Springboks influences Tshwane

sports consumers' decision-making process (see Figure 7.4). This objective was addressed in Theme 3, as identified in Chapter 6.

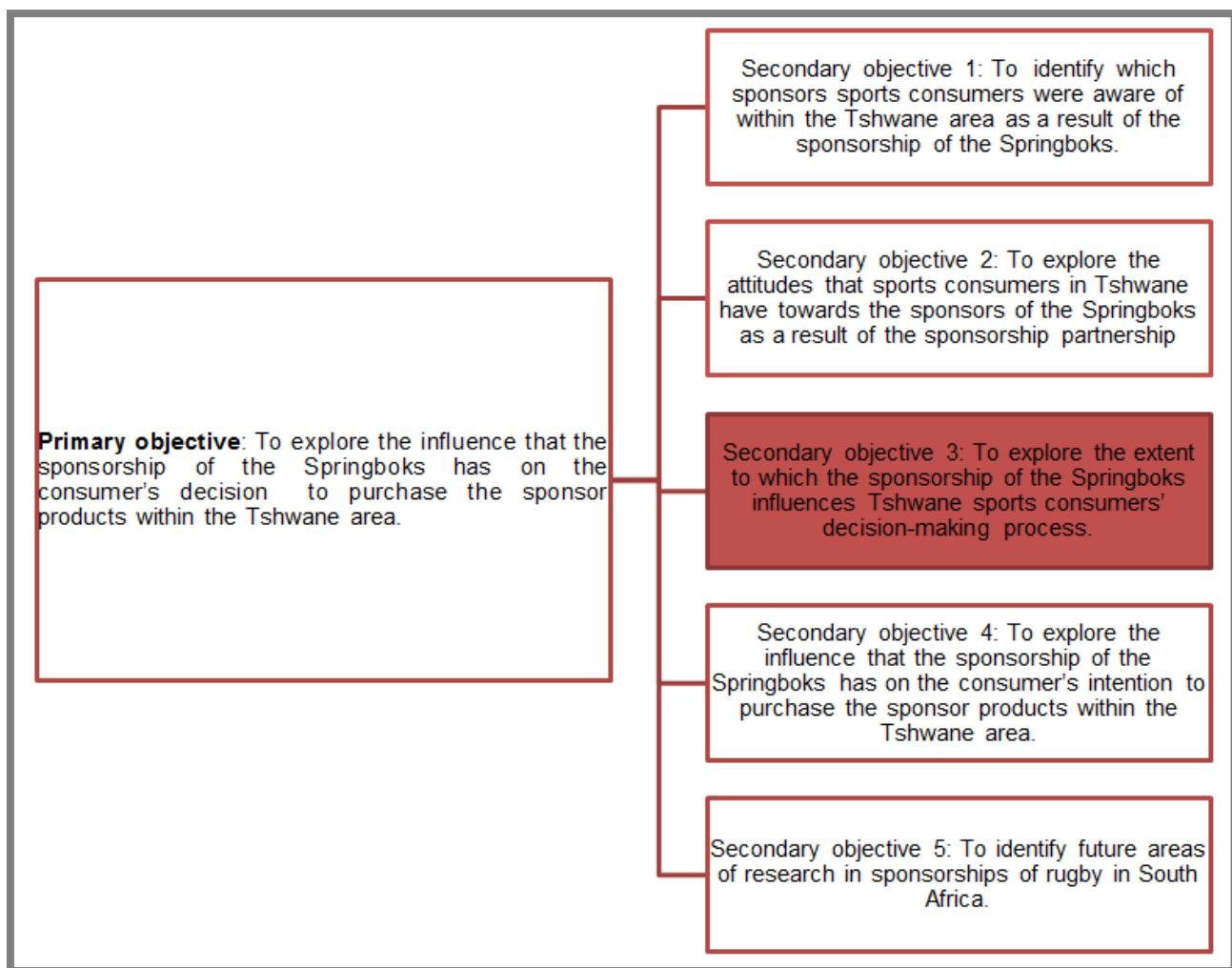


Figure 7.4: Secondary objective 3

The participants indicated that they did not base their decisions on whether the company offering the product or service they wished to consume was a sponsor of the Springboks. They explained that they may identify a need and search for information and alternative brands to satisfy the identified need. However, when evaluating alternatives to satisfy the identified need, the sponsorship essentially had no bearing on their decision-making. Participants mentioned that occasionally they may purchase products or consume services from companies that are sponsors, but that the decision to purchase products was made based on what the company offered and the price. Some of the sponsors of the Springboks are established brands that consumers have tried and tested for years and they are well leveraged in the market. Participants mentioned that although the

sponsorship did not influence their decision-making, it did improve their awareness of the sponsor brands. This could impact the brand positively as sponsor brands could be identified as alternatives when evaluating which brands could best satisfy their needs.

In summary, it was established that the sponsorship of the Springboks does not single-handedly influence the consumers' decision-making process. Consumers are influenced by other factors such as their budget as well as the price of the products or services. Sponsorship, however, in this study was found to improve awareness of the sponsor brands and this may influence the consumers' decision-making process as sponsor brands could be included on the list of alternatives to satisfy needs. With sports consumers being aware of the sponsors of the Springboks and these very consumers having positive attitudes and feelings towards the sponsors, the question is whether this would result in them intending to purchase the products of the sponsors in the future as a result of the sponsorship.

What must be determined is the following: has the sponsorship of the Springboks been worthwhile for the sponsors in terms of acquiring new consumers?

7.3.1.4 Secondary objective 4

The fourth secondary objective of the study was to explore the influence that the sponsorship of the Springboks has on the consumer's intentions to purchase the sponsor products within the Tshwane area (see Figure 7.5). This objective was addressed in Theme 4 of the study, as identified in Chapter 6.

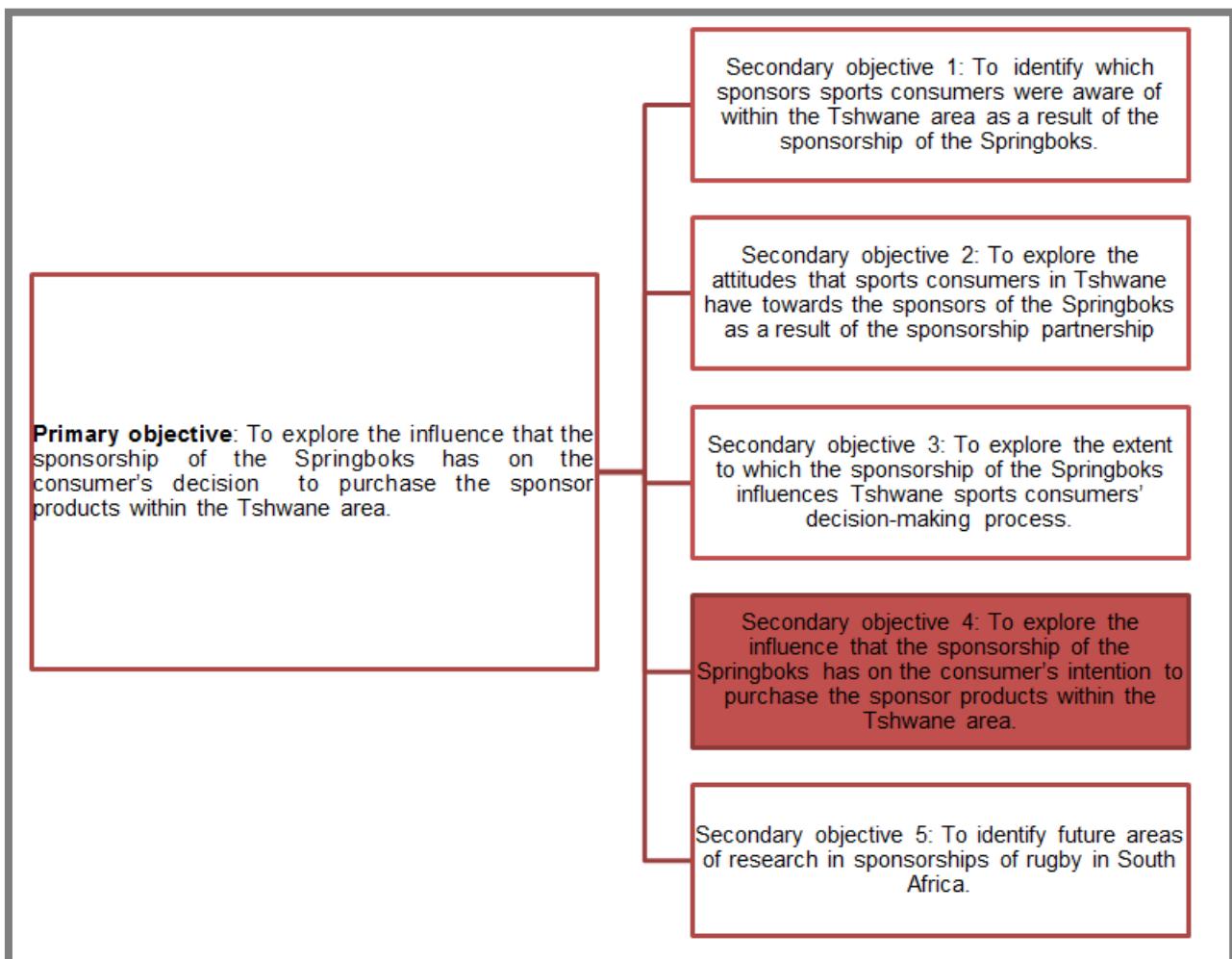


Figure 7.5: Secondary objective 4

When the participants were asked if they intended purchasing any products or services offered by the sponsors in the future, they mentioned that they would. They made it clear, though, that their intention to purchase the sponsors' products was not because of the sponsorship of the Springboks. The study found that the participants indicated that if they were to purchase sponsor brands, it would be based on their own personal needs that they had identified.

Some participants mentioned that the sponsorship did not really influence them in any way, as some of the sponsors' brands were brands that the participants already used and not because they were sponsors. The participants were descriptive and specific and mentioned that the fact that Absa was sponsoring the Springboks, for instance, would not make them change their financial services provider from another bank to Absa. The participants felt that what was important to them was what the companies could offer them.

Participants further mentioned that if Absa had a product that the consumer needed (a savings account with better interest rates, for example), the participants would “go for it” and get the product, but this decision was not influenced by Absa’s sponsorship of the Springboks.

Participants mentioned that they usually purchased some of the products (such as cellphone or gym contracts) as they had a preference for these products but that they would not change their bank, cellphone contract or gym membership just because Absa, Vodacom and Virgin Active, respectively, are sponsors of the Springboks.

The participants said that they would be more aware of the product or service offered by the sponsors, but that they would not necessarily purchase the product or service simply because the companies were sponsors of the Springboks. According to the participants, seeing the sponsorship may generate interest in the sponsors, but it would not necessarily lead the participants to buy the product without any other motivation to purchase. In essence, participants would consider sponsor products as an alternative to fulfil their identified need, but would not base their decision to purchase a product or service solely on the sponsorship of the Springboks.

The fifth secondary objective of this study will be addressed in section 7.7 of this chapter.

From the findings of the study addressing the secondary objectives, it can be inferred that sponsorship does not influence the consumer’s decision to purchase sponsor products. The main or primary objective of the study was to determine the influence that the sponsorship of the Springboks has on the consumer’s decision to purchase the sponsor products within the Tshwane area (see Figure 7.6). This will now be addressed.

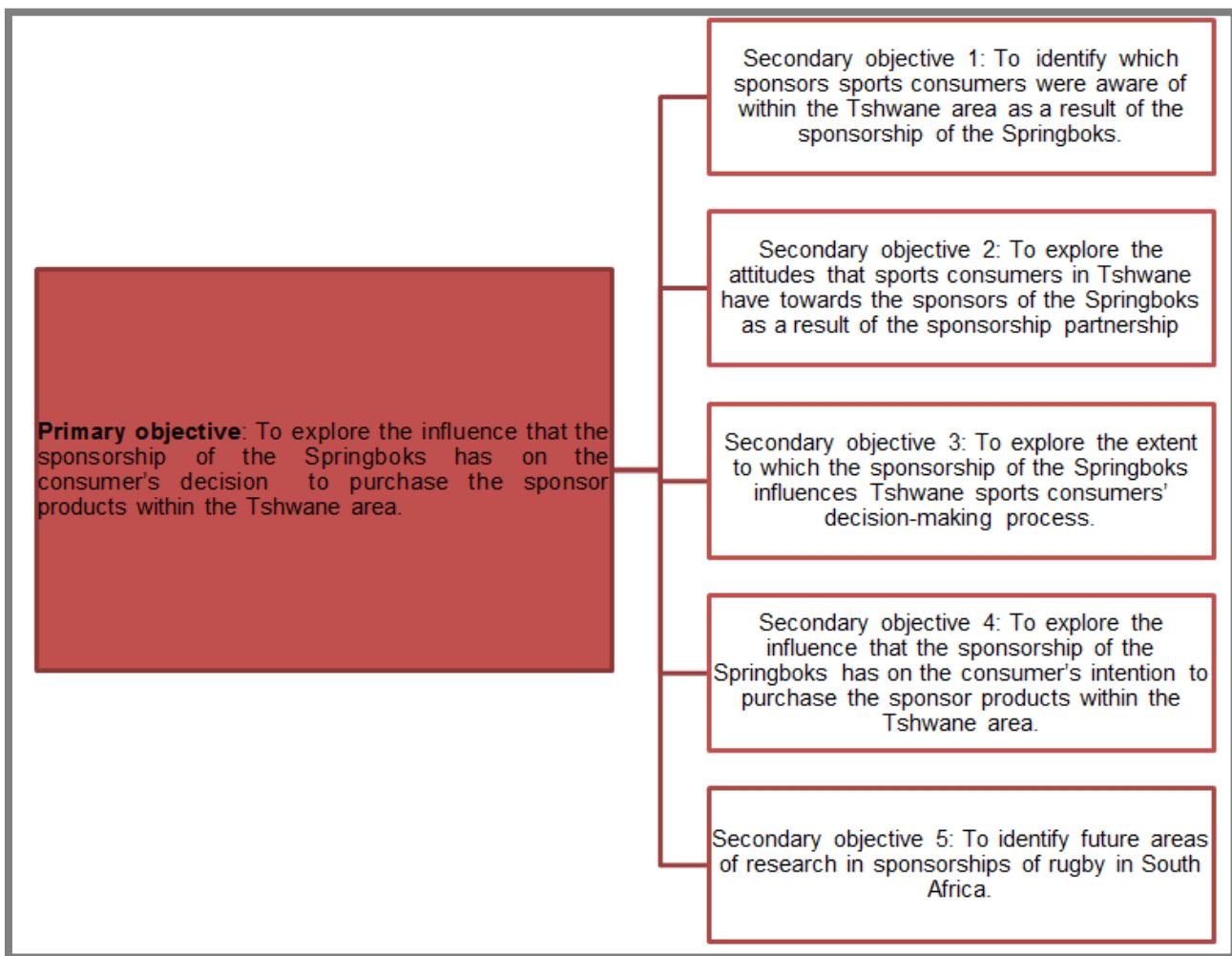


Figure 7.6: Primary objective of the study

7.3.2 Primary objective of the study

As can be seen from Figure 7.6, the four secondary objectives of the study discussed in the previous sections essentially lead to the thrust of the study (the primary objective), which was to explore the influence that the sponsorship of the Springboks has on the consumer's decision to purchase the sponsor products within the Tshwane area. It can therefore be inferred that sponsorship of the Springboks does not influence the consumer's decision to purchase the sponsors' products. Consumers might purchase the sponsors' products, but this action is not induced by the sponsors' sponsorship of the Springboks. Essentially, consumers are compelled by their needs to purchase sponsors' products.

Needs vary from one consumer to another and many consumers may require quality, reliability and affordable pricing from a brand. It can be deduced that consumers rather

base their decisions to purchase the sponsors' product offerings on the perceived quality of the product or service of those companies. Purchase decisions are also based primarily on limited budgets. Consumers' intention to purchase products or services offered by sponsors can be said to be based on their need, but sometimes they may be "*patriotic*" in the sense that they will support the sponsors because of the sponsorship.

In summary, it was established that consumers will purchase the sponsors' products in future only if they have identified a specific need that the product can fulfil. Consumers are influenced by factors such as the price of the product/brand or service and the quality of the product or service offered. The study found that sponsorship in the context of the study contributes to the awareness of the sponsors. As a result, consumers may consider the sponsors' products when evaluating alternatives that can fulfil their identified needs.

7.4 RECOMMENDATIONS

Based on the findings of the study that are presented in Chapter 6 and the conclusions presented in Chapter 7 of the study, the recommendations discussed below are offered to companies that wish to seek sponsorships as well as those that wish to embark on sponsorship agreements within the Tshwane area. These recommendations are as follows:

- If companies embark on a sponsorship endeavour with established brands, they need to ensure that the sponsorship is well planned. Companies need to ensure that the message that they wish to portray through the sponsorship is unique to the audience they wish to appeal to. Rugby appeals to a vast dynamic group of consumers as identified in the research conducted by Repucom (2012). The study also found that consumers are motivated by various factors to consume rugby and therefore companies need to clearly identify who they are targeting (i.e. socialites, appreciators, patriots and friends). Once this is done, messages can be developed uniquely for the specific target audience identified. For example, if someone is attending a rugby match because they enjoy the social aspect of rugby, they will be more focused on enjoying their surroundings and may not necessarily pay attention to the rugby match or to any messages that the sponsor may convey during a rugby match. This will result in the message failing to capture the target market's attention and convincing them to purchase. Sponsorship can be a very expensive tool to use and therefore companies

need to correctly identify who they wish to reach with the sponsorship in order for the sponsorship to yield the desired return on investment.

- The study found that sports consumers in this study were predominantly aware of key sponsors whose logos are displayed on the playing attire of the Springboks. Each sponsorship agreement will provide companies with benefits, depending on their contribution. Companies need to develop ways in which these benefits can be fully utilised. Not every company that sponsors the Springboks will have the opportunity to have their branding on the playing jersey of the Springboks, and therefore companies that are not title sponsors need to engage more with consumers at sporting arenas (for example, executing brand activation strategies) to encourage a connection between the consumers and the brand. Engaging with the consumers will help the consumers link the brands to the sponsored company and improve awareness of the sponsors.
- The study found that the longevity of the sponsorship agreement between the Springboks and the sponsors also plays a vital role in the awareness levels. Companies such as Castle and Vodacom, which have been sponsoring the Springboks for many years, were associated with the Springboks in the minds of the participants. However, sponsors simply cannot rely on longevity to increase awareness of the sponsorship partnership. Some sponsorship contractual obligations may only be for two or three years, and so sponsors need to carefully map out what leveraging tools will be used regularly to improve awareness. It is recommended that sponsors determine the awareness levels of consumers annually in order to establish which efforts have worked and which have not and to plan a strategy accordingly.
- Participants had a positive attitude towards the sponsors of the Springboks. This positive attitude was because participants felt that sponsors were endorsing good values that they perceived to be important, such as teamwork, healthy living and nation building. The responses of the participants or the participants' attitudes were general in nature and were not specific to the sponsors individually. It is recommended that each sponsor uniquely identify the attitude that the consumers have towards their brand as a result of the sponsorship. This can assist sponsorship managers as well as marketing executives in determining whether sponsorship deals can be renewed at the time of their contractual expiration date.

- The participants of the study indicated that they may identify a need and search for information and alternatives to satisfy the identified need. This represents some of the steps in the consumer decision-making process. The study found that when evaluating alternatives to satisfy the identified need, the participants did not base their decisions on whether the company offering the product or service was a sponsor of the Springboks. It is therefore recommended that sponsors consider employing brand activation techniques at sporting arenas where the Springboks play. Brand activation tools can assist the sponsors in communicating the benefits that the sponsor products can offer consumers. From the findings of the study, it was clear that needs of the consumers are the main determinant of behaviour and therefore value and benefits to satisfy needs should be well communicated to consumers. Sponsorship can also be a platform to communicate such product and brand values as well as benefits. Brand activation techniques can help consumers engage with the brand and help them understand the brand's personality. When consumers understand the brand and connect with it, this may develop trust. When consumers trust a brand, the influence of sponsorship can expand beyond the steps of the decision-making process. Sponsors should aim at continually encouraging trust between the consumer and the brand so that consumers may experience less cognitive dissonance (as discussed in Chapter 4 of the study) once sponsor products are bought.

As discussed in the theory chapters of the study, sponsorship deals of the sporting teams can be expensive and large portions of marketing budgets are spent. It is therefore important that careful planning be done in order to fully exploit the benefits that the sponsorship of teams such as the Springboks can offer. Sponsors need to realise that they have a small window of opportunity (during a sporting game) to capture, engage and convince the consumer to act in a favourable manner towards the sponsor. All tools that the sponsor uses should be fully exploited. The recommendation to sponsors of the Springboks is that they evaluate their sponsorship plan and determine what the objective of the sponsorship is. Improving awareness of the brand can be a useful objective; however, if the sponsor is not a title sponsor, they cannot have their branding on the Springbok playing jersey. Other tools should therefore be used to improve awareness, such as boards around the sporting arena as well as giveaways during match intervals. Sponsors need to think creatively in order to make an expensive marketing tool such as sponsorship worthwhile.

The contribution of the study to the field of sports marketing within the Tshwane area will be discussed in the following section.

7.5 CONTRIBUTION OF THE STUDY TO THE FIELD OF SPORTS MARKETING

This study aimed to explore the influence that the sponsorship of the Springboks has on the consumer's decision to purchase the sponsor products within the Tshwane area. The secondary objectives of the study included understanding the extent to which sports consumers are aware of the sponsors of the Springboks and the sports consumers' attitudes towards the sponsors of the Springboks as a result of the sponsorship.

The study found that participants are significantly aware of the key sponsors of the Springboks. These are sponsors who have their branding on the playing jersey of the Springboks. The participants also indicated that they had positive attitudes and feelings towards the general body of the Springboks sponsors. However, with these positive reviews, participants still did not intend on purchasing sponsor products simply because of the sponsorship. The contribution this study makes to the field of sports marketing is that it provides sports marketers with an overview of the decision-making process of sports consumers. Consumers are influenced by many factors in their decision-making. They are sophisticated and are careful with their spending. They assess their situations and determine which brands and products to purchase based on their needs. Sponsorship may possibly be viewed as a corporate social responsibility tool and induce a 'feel good' feeling in consumers, but this is not enough to influence the consumer to purchase sponsor brands. Sports marketers need to ensure that their sponsorships are worthwhile.

The question that sponsors of the Springboks should ask themselves, as identified from this study is: do sponsorship deals contribute to achieving the overall objective of an organisation? If the ultimate goal of the organisation is to increase profits, integrated marketing tools should help the organisation achieve this goal. If consumers do not intend purchasing sponsor products simply because of the sponsorship, is the organisation any closer to achieving its organisational objectives and increasing profits?

Sports marketers should critically evaluate the effectiveness of the IMC tools they apply within their marketing strategies in order to achieve their overall objectives.

7.6 LIMITATIONS

No research is without limitations. The following are the limitations of this study:

- The sampling technique utilised in this study was snowball sampling (a non-probability technique). It was for this reason that not all sports consumers within the Tshwane area were included in the sample.
- The nature of the study was exploratory in nature and therefore the findings cannot be generalised to the population at large. The purpose of the study was to explore the consumer's intention to purchase the products of the sponsors of the Springboks as a result of the sponsorship. The researcher did not aim to make statistical inferences relating to the consumer's purchase intentions.
- The sample size of the study could also be regarded as a limitation. However, the exploratory nature of the study substantiated the sample size of 12 participants to be sufficient and adequate.

Suggestions for future research are provided next to address the fifth secondary objective of the study (see Figure 7.7).

7.7 SUGGESTIONS FOR FUTURE RESEARCH

As can be seen in Figure 7.7, the fifth secondary objective of the study was to identify future areas of research in sponsorships of rugby in South Africa.

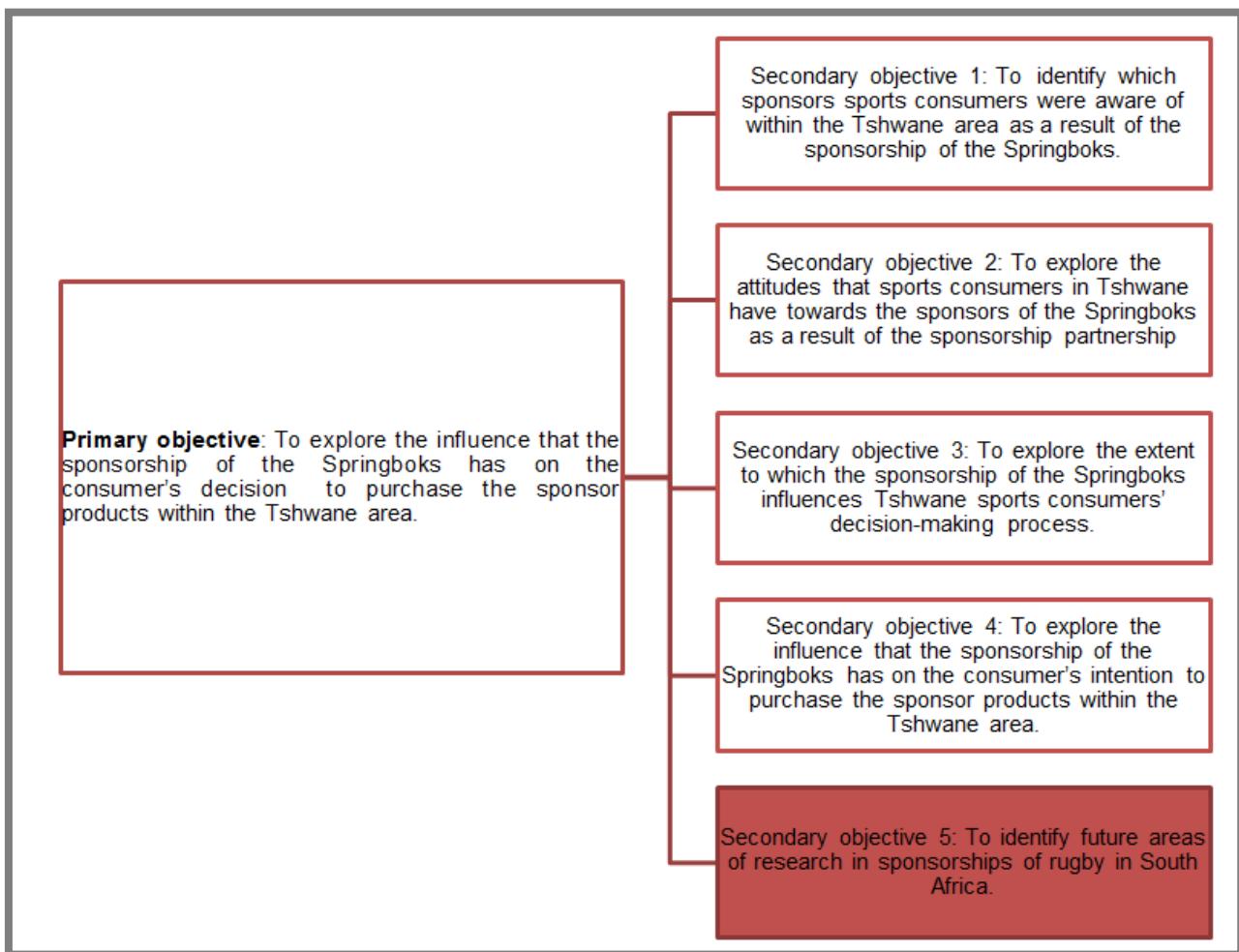


Figure 7.7: Secondary objective 5 - suggestions for future research

The study found that participants were aware of the Springbok sponsors and generally had positive attitudes towards them. However, the awareness of the sponsors and the positive attitudes did not lead to the intention of consumers to purchase the sponsors' products as a result of the sponsorship. Therefore the researcher has made the following suggestions for future research:

- The study at hand was conducted within the Tshwane area, and findings cannot be generalised to the entire population. Research can be conducted to determine the purchase intentions of sports consumers in South Africa to purchase sponsors' products as a direct result of sponsorship. This can be expanded to include organisations other than the South African national rugby team (the Springboks).
- Participants were more aware of the key sponsors of the Springboks. These were sponsors who had their branding on the Springboks' playing attire. Research can be

conducted to determine consumers' awareness of the individual sponsors and the extent to which the awareness is due to the sponsorship of the Springboks.

- The findings relating to the attitudes towards the sponsors of the Springboks were general in nature. Sponsors can seek to understand how sports consumers feel about the brands individually as a result of the sponsorship.
- In this study, both male and female participants were included in the sample. Research can be conducted to determine the buying roles within households of sports consumers. In addition, further research can be conducted to determine if there is a difference in the intention of male and female sports consumers to purchase sponsor products as a result of the sponsorship.

7.8 SUMMARY

In this chapter, the conclusions and recommendations of the study were discussed. The study found that sports consumers in this study were predominantly aware of key sponsors whose logos are dominant on the playing attire of the Springboks. The longevity of the sponsorship agreement between the Springboks and these entities also played a vital role in the awareness levels. Companies such as Castle and Vodacom, which have been sponsoring the Springboks for many years, were associated with the Springboks in the minds of the participants. There was awareness of Gilbert as a sponsor simply because of what the company can offer within the sponsorship agreement.

The study also found that the participants had a positive attitude towards the sponsors of the Springboks as a result of the sponsorship agreement. It was established that the sponsorship of the Springboks does not single-handedly influence the consumer to purchase the sponsors' products. Consumers are influenced by other factors such as their budget as well as the price of the products or services. Sponsorship was, however, found to improve awareness of the sponsor brands and this can influence the consumer's decision-making process as sponsor brands could be included on the list of alternatives to satisfy needs.

In this study it was determined that the sponsorship of the Springboks does not have an influence on the consumer's intentions to purchase the sponsor products within the Tshwane area. Consumers intend purchasing the sponsors' products only if they have

identified a specific need that the product can fulfil. Consumers are influenced by factors such as the price of the product or service and the quality of the product or service.

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APPENDIX A

DEFINITIONS AND DESCRIPTIONS

DEFINITION OF KEY CONCEPTS

Brand: A name, term, symbol, design or any combination thereof that identifies a seller's products and differentiates them from competitors' products (Lamb, Hair & McDaniel, 2012:341).

Brand awareness: The strength of a brand's presence in the consumer's mind and the extent and ease with which consumers recall the brand and can recognise the products and services with which the brand is associated (Boshoff & Gerber, 2008:1).

Attitude: A learned inclination to conduct oneself in a consistently favourable or unfavourable manner with regard to a given object (Kardes, Cline & Cronley, 2011:246).

DESCRIPTIONS OF ADVERTISING TOOLS USED BY SPONSORS DURING A RUGBY MATCH

Digital adscroll: This is an advertising system that provides brands with the opportunity to show their logos and a brand message which may result in the improvement of its brand awareness among spectators (MegaPro, 2012b). Figure 1 illustrates a digital adsroll.



Figure 1: *Digital adscroll (top of picture)*

Source: MegaPro (2012b)

Wedges: Wedges are the foam rubber 'Toblerone-shaped' structures that are placed at ground level around a rugby field (MegaPro, 2012b). They are usually 5 m in length and 1 m in height. Wedges are depicted in Figure 2.



Figure 2: Wedges

Source: MegaPro (2012)

Perimeter boards: Perimeter boards are positioned around all four borders of a rugby field during a rugby match (MegaPro, 2012b). They are shown in Figure 3.



Figure 3: Perimeter boards

Source: MegaPro (2012)

Video board branding: Video board branding is when the corporate logo of a sponsoring company is to be placed on either side of the screen that is erected on opposite ends of a rugby field. Sponsors are therefore given the opportunity to take the naming rights to the entire video board (MegaPro, 2012b). Figure 4 illustrates video board branding.



Figure 4: Video board branding

Source: MegaPro (2012)

Video board onscreen: This is a multimedia screen which enables advertisements to be screened virtually anywhere. At rugby matches, the sponsor supplies a package of 35-second advertisements and these are screened during intervals and before and after matches, generating high-impact branding for the sponsor (MegaPro, 2012b). Figure 5 provides a visual picture of a video board onscreen.



Figure 5: Video board onscreen

Source: MegaPro (2012b)

APPENDIX B

**PROVINCIAL RUGBY UNIONS
AND BRAND LOGOS**

Table 1: The 14 provincial rugby unions and their brand logos

Rugby union	Description	Brand
Blue Bulls Rugby Union	The Blue Bulls rugby union, previously known as Northern Transvaal, was founded in 1938. Loftus Versfeld is the home arena for the Blue Bulls. The stadium seats 50 000 supporters and was opened in 1914 (SARU, 2011a; Gerber-Nel & Strydom, 2006:44).	
Boland Rugby Union	Boland was established in 1939 (Boland Rugby, 2010). The stadium which is home to the Boland Kavaliers (or Cavaliers) is situated in the Western Cape's Wellington and is known as the Boland Stadium. The team is known to play in black with gold trim (SARU, 2011a).	
Border Rugby Union	The Border Rugby union governs rugby (Founded in 1891) in the eastern part of the Eastern Cape province and is situated in East London (SARU, 2011a). Border Rugby Union Stadium is home to the Bulldogs and seats 16 000 spectators.	
Eastern Province Rugby Union	The Eastern Province Rugby Union was founded in 1888 (Gerber-Nel, 2004:38). Prior to 2010, the team was known as the Mighty Elephants, but changed their name to the Eastern Province Kings (EP Kings) (Wikipedia, 2012). The EP Kings play in red and black jerseys with black shorts (Gerber-Nel, 2004). The Nelson Mandela Bay Stadium is home to the EP Kings and seats 46 000 spectators (Eastern Province Rugby, 2011).	
Free State Rugby Union	The Free State Rugby Union was founded in 1895 as the Orange Free State Rugby Union (SARU, 2011a; Gerber-Nel, 2004:39). The team is known as the Cheetahs and play in white jerseys with gold stripes and black shorts (Free State Cheetahs, 2012). The Free State Stadium, formerly known as Vodacom Park for sponsorship reasons, is the home ground of the Cheetahs and has a seating capacity of 46 000 (Free State Cheetahs, 2012).	
Golden Lions Rugby Union	The Golden Lions Rugby union was founded in 1889 as Transvaal and the team plays in their well-established red and white striped jerseys (SARU, 2011a). Ellis Park, is home to the Golden Lions and has a seating capacity of 62 567 (SARU, 2011a).	

Rugby union	Description	Brand
Griffons Rugby Union	The Griffons Rugby Union was founded in 1968 (SARU, 2011a). The HT Pelatona Projects Stadium, formerly known as the North West Stadium, situated in Welkom, is home to the Griffons and has a seating capacity of 17 000 (SARU, 2011a).	
Griqualand West Rugby Union	The Griqualand West Rugby Union was established in 1886 (Gerber-Nel, 2004:42). Today, the team is known as the GWK Griquas and their home is Hoffe Park Stadium, also known as GWK Park for sponsorship reasons (Sport TV streams, 2012). Playing in turquoise, they are occasionally referred to as the Peacock Blues (SARU, 2011a).	
Leopards Rugby Union	The Leopards, a team formerly known as Western Transvaal or the Mielieboere (Corn Farmers), was established in 1920 (SARU, 2011a). Potchefstroom's Profert Olén Park is the historical headquarters of the Leopards Rugby Union. The arena seats approximately 24 000 spectators (Leopards Rugby, 2012).	
Pumas Rugby Union	The Pumas Rugby Union was established in 1969 as South East Transvaal (SARU, 2011a). The rugby team is known as the Pumas. The Puma stadium or Mbombela stadium is home to the Pumas and has a seating capacity of 40 929 (SARU, 2011a).	
KwaZulu-Natal Rugby Union	The KwaZulu-Natal Rugby Union was founded in 1890 (Gerber-Nel, 2004:44). The team is known as the Sharks and play in black and white jerseys with white shorts and are home at the Growthpoint Kings Park Stadium (SARU, 2011a). Kings Park currently has a seating capacity of 52 500 with 350 private suites and a number of public bars (Sharks Rugby, 2012a).	
South Western Districts Rugby Union	The South Western Districts Rugby Union was established in 1899 and the team known as the SWD Eagles play in green, black and white colours (SWD Eagles, 2012b; Gerber-Nel, 2004:45). Outeniqua Park is home to the SWD Eagles and has a seating capacity of 8 000 which can go up to 12 000 when temporary stands are erected (SWD Eagles, 2012a).	

Rugby union	Description	Brand
Falcons Rugby Union	The Falcons Rugby Union was founded in 1947 and was formerly branded as the Eastern Transvaal Rugby Football Union (Valke Rugby, 2012). The team is known as the Valke. The Barnard Stadium in Kempton Park is home to the Valke and has a seating capacity of 7 000 (SARU, 2011a.). The Valke play in red jerseys, red or white shorts and red sock (Heath & Grieb, 2012:360).	
Western Province Rugby Union	The Western Province Rugby Union was founded in 1883 (WP Rugby, 2009). Western Province Rugby is customarily symbolised by the blue and white hoops of its playing strip (SARU, 2011a). Newlands Stadium is home to the Western Province and situated in the southern suburbs of Cape Town, with a seating capacity of 48 000 (SARU, 2011a).	

Adapted from: SARU (2011a)

APPENDIX C

SPRINGBOK SPONSORS AND DESCRIPTION OF SPONSORS

Table 2 provides a list of the sponsors of the Springboks at the time of data collection.

Table 2: Springbok sponsors

Springbok sponsor	Description
Main sponsors	
	Absa Group Limited (Absa) is one of South Africa's major financial services providers offering a widespread array of retail, commercial, corporate and investment banking, insurance and wealth management products and services (Absa, 2012b).
	Asics, an acronym derived from the Latin phrase, <i>anima sana in corpore sano</i> - a sound mind in a sound body. Taking the acronym of this phrase, Asics was founded on the conviction that the finest way to attain a strong and joyful lifestyle is to encourage total health and fitness. Asics provides a selection of footwear items as well as clothing attire for children, men and women (Asics, 2014).
	BMW South Africa produces and dispenses cars (Bloomberg, 2016). The manufacturer provides consumers with both exterior and interior accessories and fixtures to suit specific car models. These accessories may include front and rear aprons, light alloy wheels, car phones, car cleaning products and engine lubricants (Bloomberg, 2016). BMW South Africa also offers prospective clients financial services such as vehicle financing, leasing and insurance (Bloomberg, 2016). The organisation's headquarters in Midrand, South Africa and functions as a subsidiary of the BMW Group (Bloomberg, 2016).
	South African Airways, also known as SAA, is a leading carrier in Africa and its fundamental business is to offer commuter and cargo airline transport (Flysa, Not Dated).
Associate sponsors	
	Vodacom is an African mobile communications organisation that provides consumers with various services such telecommunications, messaging and data (Vodacom, 2011). Vodacom is primarily owned by Vodafone and is registered on the Johannesburg Stock Exchange (JSE) (Vodacom, 2011). Vodacom's head offices are located in Johannesburg (Vodacom, 2011).
	Energade was launched in 1993 as the first sports drink in South Africa (Energade SA, 2012). Energade sponsors various teams such as the Springboks, the national cricket team and other dominant teams in the country (Energade SA, 2012). It is through these sponsorship deals that the brand has become an established brand linked with high-performing sportsmen and women (Energade SA, 2012).
	Shield deodorant was originally created in Australia by a pharmacist and his wife in 1900 (Unilever, 2012). The acknowledged marketplace frontrunner in the deodorants group, Shield prides itself with its consistency in providing the market with new benefits (Unilever, 2012). Shield is considered to deliver superior products which offer long-lasting protection against sweat and unpleasant aroma to both male and female consumers (Unilever, 2012).
	Tsogo Sun is Africa's prominent hotel group that offers widespread brands that offer superlative accommodation across all markets and offering an extensive supply of hotels in South Africa (Tsogo Sun, 2012). The company's collections of 90 hotels, with 14 316 rooms, combine local favourites with some of the world's most respected hotel brands: Southern Sun Hotels, SunSquare, Garden Court, StayEasy, Southern Sun Resorts, InterContinental Hotels and Formula 1 (Tsogo Sun Hotels, 2012).
	South Africa's historic Rugby World Cup triumph in 1995 was a defining moment in our fledgling democracy's sporting history and played an instrumental role in bringing South Africans of all creeds together in support of a common passion (Castle Lager, 2012). This spirit of shared passion is epitomised by Castle Lager and its fans (Castle Lager, 2012). After all, the beer brand was, and still is, all about bringing friends together to share the moment, whether it is watching the game live or enjoying an on-the-spur-of-the-moment braai with friends or family (Castle Lager, 2012).

	Samsung is an organisation that offers consumers a wide range of products including mobile devices, TV/audio products, cameras, home appliances as well as printing solutions (Samsung, 2015). Samsung follows a humble business philosophy: "to devote its talent and technology to creating superior products and services that contribute to a better global society. To achieve this, Samsung sets a high value on its people and technologies" (Samsung, 2015).
Official sponsors	
	Gilbert is the official ball supplier for Super Rugby. The company manufactures a number of products including balls, boots, body armour, clothing, equipment and pitch equipment.
	Globeflight, was founded in 1998 by members had an unquenchable yearning to establish a truthfully self-governing South African courier company, providing the business community with a full spectrum of transport and logistics services (Globeflight, 2011).
	Europcar is well recognised as one of South Africa's prominent global car rental companies (Europcar, 2016). The company is part of the Imperial Group and is administered by the group (Europcar, 2016). Europcar provides commuters with a wide range of vehicles peaking at 18 500 in over 120 locations throughout Southern Africa, including the global Europcar network (Europcar, 2016).
	Virgin Active was established by Sir Richard Branson. The Virgin brand is synonymous with pushing the boundaries, being innovative and truly daring in whatever it does (Virgin Active, 2012). Virgin Active's mission is to bring positive change to people's lives. With 98 clubs and many more in the pipeline, the company is "getting people moving and feeling great all over South Africa" (Virgin Active, 2012).
	BSN Medical is a global medical device company - and one of the world's leading suppliers in the product segments of casting, bandaging, traditional wound care and compression therapy (BSN Medical, 2012). Several of their well-known brands include Gypsona, Dynasport, Surgipak, Leuko, Delta-Cast Elite and Tensopress (BSN Medical, 2012). These are among the most trusted names in the healthcare profession (BSN Medical, 2012).
	Springbok Atlas offers products and services, recurrently industrialised to meet the inflexible demands of international and domestic tourists (Springbok Atlas, 2007). Springbok Atlas is one of Southern Africa's largest and best known tour operators and was established in 1946 (Springbok Atlas, 2007). The business has five branches situated in Cape Town, Durban, Johannesburg, Port Elizabeth and Windhoek (Springbok Atlas, 2007).
	The story of the South African brandy goes all the way back to before 1938 when the brandy was first distilled by JP Marais, known as Kosie to his friends (Klipdrift, 2012). Though farmers within the region focused on producing wines, Kosie knew that Chenin Blanc and Colombar grew extremely well in Robertson and were exceptionally well suited to brandy making (Klipdrift, 2012). Current Klipdrift Brandy Master, Johan Venter knows that Kosie's winning formula is one worth sticking to and that is why his brandy-making skills and philosophies have been handed down from generation to generation of Klipdrift Brandy Master (Klipdrift, 2012).
	Rhino Rugby South Africa (Pty) Ltd is an entity that produces and sells rugby balls, hit shields, tackle bags and tackle suits, scrum machines, training and match equipment and rugby leisure clothing (Rhino Rugby, Not dated).
Tournament Sponsors	

	The Rugby Championship was launched in 2012 and was set to replace the Tri-Nations series in which three nations participated, namely Australia, New Zealand and South Africa (Rugby Week, Not dated(b)). The competition was regarded as the premier international competition in the southern hemisphere (Rugby Week, Not dated(b)).
	The Super Rugby competition has gone through a number of format alterations since its introduction. As of 2011 in which the competition was expanded to 15 teams instead of only 14. However, the competition was expanded to include 18 teams in 2016 (SuperSport, 2015). Sponsorship opportunities exist not only for Super Rugby organisers, but also for participating teams. Since this competition takes place on a global spectrum, it is an ideal vehicle to provide companies with intercontinental publicity
	The Absa Currie Cup is one of the oldest tournaments and has been immersed in tradition since the first game was played between four teams in Kimberley in 1889 (Absa, 2012a). The trophy used in the tournament today was donated by Sir Donald Currie in 1891, and is regarded as the holy grail of South African rugby (Absa, 2012).
	SARU's Coca-Cola Youth Week, more specifically Craven Week, is perhaps the world's most iconic schoolboy rugby tournament (SAmen, 2012). The Coca-Cola Craven Week, which is named after the legendary rugby player, coach and administrator Dr Danie Craven, has given rise to some great South African stars from all walks of life (SAmen, 2012). It made history in becoming one of the first multi-racial sporting tournaments in South Africa, opening up its doors to players of all races in 1980 (SAmen, 2012).
	The Incoming Tour 2012 consisted of three test matches against the Springboks and England. The matches took place on the 9 th , 16 th and 23 rd of June 2012 (Ou Grote Rugby, 2015).
	The Cell C Community Cup was introduced in the rugby industry during 2013 (SARU, 2011a). It is considered to be an elite rugby competition and is established to promote club rugby in communities within South Africa, (SARU, 2011a).
Tournament Associate Sponsor	
	Please see above description of Castle Lager.
	Powerade is a sports drink manufactured by The Coca-Cola Company (Coca Cola, Not Dated). The product was first launched in the US in 1993 and made its first appearance in South African in 1995 (Coca Cola, Not Dated). Powerade is available in a variety of flavours such as jagged ice, orange and mountain blast (Coca Cola, Not Dated).
	Aggreko provides electrical power rental solutions to the African continent and has warehouses in Midrand, Durban and Cape Town (Aggreko, Not Dated). Its depots provide support for temperature control needs to consumers, offers shipping and manufacturing services in Durban and the Cape town branch offers shipping services for oil as well as gas industries (Aggreko, Not Dated).

APPENDIX D

INFORMED CONSENT FORM

**AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS' SPONSORSHIP ON
THE SOUTH AFRICAN NATIONAL RUGBY TEAM AND THE CONSUMERS' DECISION
TO PURCHASE THE SPONSOR BRANDS IN TSHWANE**

Research conducted by:
Ms C. M Sephapo (90184297)
Tel: 012 429 3739
Email: sephacm@unisa.ac.za

Dear Participant,

Thank you for your participation in this study. The questions presented in the naive sketches are regarding the sponsorship of the Springboks and aim to ultimately find out your decision to purchase the sponsors product as a result of the sponsorship

Please note the following:

- Your name will not appear on the responses and the answers you give will be treated as strictly confidential. You cannot be identified in person based on the answers you give. [Kindly note that consent cannot be withdrawn once the naive sketches have been submitted as there is no way to trace the particular participant's naive sketch that has been completed.]
- Your participation in this study is very important. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences. Please answer the questions in the attached naive sketches as completely and honestly as possible. This should not take more than 60 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.
- This research project received ethical clearance from the Research Ethics Review Committee of the College of Economic and Management Sciences at Unisa. Please contact the researcher if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- Confirm that I have read and understand the information sheet for the study and have had the opportunity to ask questions.
- Understand that my participation is voluntary and that I am free to withdraw at any time.
- Agree to the recording of the focus group interview.

.....
Participant's signature

.....
Date

APPENDIX E

DEMOGRAPHIC PROFILE

Demographic profile

Please provide us with the following information. All personal information will be kept confidentially and this information will only be used for statistical purposes.

Gender:

Age:

Race:

Home Language:

Location:

APPENDIX F

NAÏVE SKETCHES

**AN EXPLORATORY STUDY ON THE INFLUENCE OF BRANDS' SPONSORSHIP ON
THE SOUTH AFRICAN NATIONAL RUGBY TEAM AND THE CONSUMERS' DECISION
TO PURCHASE THE SPONSOR BRANDS IN TSHWANE**

Naive Sketches

Dear participant,

Thank you for participating in this study. Please complete the naive sketches as thoroughly as possible. The questions are regarding the sponsorship of the Springboks and aim to ultimately find out your decision to purchase the sponsors product as a result of the sponsorship

Thank you for your input.

GENERAL QUESTIONS

1. Are you interested in rugby? Why?

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2. How would you classify yourself in terms of the type of sports consumer you are based on the given definition definitions? Discuss.

Type of consumer	Definition
Player	You participate in a sport and therefore understand the skill it takes to be a sportsman or woman.
Patriot	You view sports as a means of establishing community and national pride. You follow a team and cherish each win. Involvement in the team or sport is high.
Appreciator	You simply admire the skills of the participants. You focus not necessarily on winning or losing but rather on the opportunity to witness excellence from the team.
Socialites	You view sports as a means of interacting with friends.
Friends	Your primary motivation to the sport is provide support for friends and family members who participate in the sporting event.
Voyeurs	The most important aspect for you regarding sports is the sex appeal of the sportsmen/women. You find their physical attractiveness of the participants is motivation to support the sport.

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OBJECTIVE ACHIEVING QUESTIONS

3. What do you understand about the term sponsorship?

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4. Please circle the companies you think are sponsors of the South African National Rugby team (Springboks). You may circle more than one company in a group.

Group A



Group B



Group C



bestMed



5. Please indicate which of the groups you think are main sponsors of the Springboks and which groups are other types of sponsors

Types of sponsors	Group
Main sponsors	
Other sponsor	

6. What would you say causes you to be aware of the sponsors? Explain.

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7. What are your thoughts and feelings towards the sponsors of the Springboks? Explain.

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8. How does the sponsorship of the Springboks influence your decision to buy products offered by sponsors? Explain.

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9. Do you intend on purchasing the products offered by the sponsors of the Springboks because of the sponsorship? Explain.

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APPENDIX G

CODING EXAMPLE AND REPORT

CODING EXAMPLE

The following illustrates how the coding was done during the analysis process. The researcher transcribed the audio recording from the two focus groups that took place and then read the transcriptions again. The researcher then identified codes, topics as well as the categories within the text. The text in bold represents the responses from the focus group moderator and the ‘unbold’ text represent the responses from the participants. The highlighted red text therefore represents these identified codes.

Alright, I am going to start, the questions might look similar to what they are on your pages or they may be slightly different, I just wanted to know in this group of six, how many of you are not interested in rugby?

Delegates mumble

Comment [s1]: Theme 1: interest in rugby

You are not interested?

Laughter

Okay, alright so it just, yes there are four of you that have indicated that you are not interested in rugby. My question, just directed to the four of you would be why aren't you interested?

I am just not a huge fan of sports in general but I do watch it when it is the World Cup and stuff but I don't like follow the Currie Cup or anything like that.

I think I would agree with that, the World Cup, it is because of the vibe

Yes

And everybody else watching it but I wouldn't say rugby is my favorite.

Yes

Only when you are with friends and you have people over, friends that like rugby and watching it with them together just makes it interesting.

Comment [s2]: Neutral response

Comment [s3]: Occasionally watch rugby

Comment [s4]: Prestigious event

Comment [s5]: Fun and exciting

Comment [s6]: Neutral

Comment [s7]: Social

Alright so it becomes kind of a social activity rather than that you are following the game

Delegates Agree

For you?

Well we never really grew up with rugby, I am more a fan of soccer

Delegate Agrees

We, I really never paid attention to it, like they said, the World Cup is the main time we watch

Comment [s8]: Not interested

Comment [s9]: Prefer soccer

Alright, okay so for those of you, so I would imagine then two is interested in rugby, but what is your reason for your interest?

You see I also don't watch it that often but I sort of know the teams and stuff like on the radio when I hear the scores or in the Currie Cup, like who is on top of the log and stuff like that but I don't really like follow it as much but it is also, I don't know, just to know what is happening and socially as well.

Comment [s10]: Neutral response, respondent watches it occasionally

Comment [s11]: Follow main events

For you?

Yes, we grew up with it

Laughter

We had to play it at school basically

Comment [s12]: Participant is interested in rugby

Comment [s13]: Part of their childhood

Yes, we just took a ball to play when we were very small.)

Comment [s14]: Childhood

And it was kind of the thing to do and you played at school?

Yes

Okay, so from that, just the question around sponsorship, what does sponsorship mean to you or how do you understand the term sponsorship? Maybe one can start and then go around the table.

It is basically when a Company or a brand pays the team money or incentives or whatever to put their logo on, to be associated with that team

Comment [s15]: Given money or resources in return for something

Okay

Or provide the team with merchandise that is how I understand it, so that they can promote that brand

Comment [s16]: Offer resources other than money; merchandise

Comment [s17]: Marketing

Alright

It is, as a brand or a company identifying a need with a person or a team and meeting their needs so that your brand gets exposure

Comment [s18]: Marketing objective

Alright, so some of you are saying there might be a reward

Yes

It is a win win

Comment [s19]: mutually beneficial

Yes

A reward

But you are also adding that they might have identified a need where they can actually get support

Yes

And then there is a spin-off

Yes

Okay

I would definitely agree with them, I think it is mostly organizations, maybe supporting a person or another organization. So either financially or with products but it is usually for their commercial gain. So either financially or with products but it is usually for their commercial gain

Comment [s20]: Support

Comment [s21]: Getting something from the sponsorship

Yes

NARRATIVE REPORT DENOTING THE SUMMARY OF THE CENTRAL STORYLINE

CENTRAL STORYLINE: SPONSORSHIP		
Description of participants	Code	Direct quotes to substantiate themes and quotes
Interest displayed in rugby	1. Interested	<ul style="list-style-type: none"> • "... I watch it to spend time with people who watch it ..." • "Though I do watch it, my knowledge of the rules and how it's played is limited." • "I love rugby because it has a combination of white and black cultures and represents the unique sport culture of SA ..." • "... it is the pride of SA ..."
	2. Neutral	<ul style="list-style-type: none"> • "Not really. I am not a huge fan of sports in general. The only time that I watch rugby is during the world cup." • "I don't mind watching the sport, but this is mainly due to the social aspect involved ..." • "... watching the game with friends and family makes it more interesting as we have bets between each other ..." • "... watch during the world cup due to the atmosphere and vibe ..." • "... I watch when it is showing and I am in the area, will then cheer enthusiastically ..." • "... I won't go out of my way to watch a game however, like supporting big matches such as the world cup ..."
	3. Negative	<ul style="list-style-type: none"> • "... it is a very aggressive sport which isn't to my taste ..." • "... It was never one of my favourite sports growing up ..."
Types of sports consumers	1. Socialites	<ul style="list-style-type: none"> • "This is usually a time where as friends we get together on the purpose of catching up and also enjoying the sport." • "... do not know how to play but my primary motivation is to join my friends and get to spend time with them ..." • "... usually a time where as friends we get together with the purpose of catching up ..." • "... I watch with friends at social gatherings ..."
	2. Appreciators	<ul style="list-style-type: none"> • "... enjoy watching good games ..." • "... Quality of the event influences the need to watch it ..." • "... sportsmen and women work really hard to be their best and to represent the country ..."
	3. Patriots	<ul style="list-style-type: none"> • "... I get a sense of pride when I see our

CENTRAL STORYLINE: SPONSORSHIP		
Description of participants	Code	Direct quotes to substantiate themes and quotes
		<p>sportsmen play against other countries ...”</p> <ul style="list-style-type: none"> “... it makes me proud of my country ...” “... it brings people together ...” “... I understand the nation building aspect ...”
	4. Friends	<ul style="list-style-type: none"> “... motivation is to provide friends and family members who participate ...” “... husband plays soccer and support him ... applies to any sport ...”
Definition of sponsorship	1. Providing resources	<ul style="list-style-type: none"> “I think it is mostly organisations, maybe supporting a person or another organisation. So either financially or with products but it is usually for their commercial gain. So either financially or with products but it is usually for their commercial gain.” “I think it is basically supplying with money or physical iPhones for the purpose of getting your brand recognized and shown somewhere.” “But again a lot of companies use sponsorship as a way of getting free marketing from these non-profit organizations as well as these sports clubs and whatever so it is a win-win situation, they get money at the gate, exposure, publicity and stuff like that.” “And it could also be part of social responsibility for the companies to use sponsorships for these big non-profit organisations.”
THEME Awareness sponsors	1: of	<p>1. Sponsors from Group A</p> <ul style="list-style-type: none"> “... a lot of organizations, they are known as the sponsorship Company and I think ABSA ...” “I circled ABSA because it is the one that really comes to mind when you think of rugby. I am not familiar with all the sponsors but when I thought of ABSA I remembered rugby ...” “ABSA has got those big signs on the front of their shirts” “... I mean it is their kit, so it is not something that you can miss really and then I think the only other one is BMW, that is because I am a fan so that's the association” “And the BMW signs are usually everywhere in the stadiums, I have seen them before” “... I am not familiar with all the sponsors but when I thought of ABSA I remembered rugby and also I think it is ASICS, I don't know how to pronounce that, I know they produce a lot of sporting gear so they are the two that make sense.”
	2. Sponsors from	<ul style="list-style-type: none"> “... usually when it is rugby, it is a celebration so

CENTRAL STORYLINE: SPONSORSHIP		
Description of participants	Code	Direct quotes to substantiate themes and quotes
	Group B	<p>everybody is happy and enjoying themselves and drinking beer”</p> <ul style="list-style-type: none"> • “It has been for a long, a very long time” • “And with the race factor as well, Castle in my opinion, is primarily, Castle and Black Label, those are things that are primarily enjoyed by Afrikaans speaking people who are largely patrons of rugby, if I am being a stereotypical person, so it makes sense that rugby would have Castle as their main sponsor and not Heineken or Castle Light which is enjoyed by people who don’t necessarily watch that much rugby” • “I circled Vodacom because I wasn’t sure; I know it has got something to do with rugby.” • “For me that is also difficult, I remember that a brand has something to do with rugby but I can’t remember is it is a Currie Cup or a Springbok or Blue Bulls team or whether they are sponsored by that particular brand. Now that you mentioned it, isn’t it Vodacom” • “I assume if they sponsor the rugby, they will sponsor the main team as well” • “And even with Shield, I think I remember an ad, a supporting ad with Shield but I wasn’t sure if it was a soccer one because I know who soccer sponsors are, and also rugby I am not sure if they are also sponsored but I know some of them are sponsored.”
	3. Sponsors from Group C	<ul style="list-style-type: none"> • “Gilbert” • “The rugby balls” • “I have got Gilbert ...” • “And Virgin Active” • “I remember somewhere a Klipdrift, you know where they spray on the grass.” • “I remember Klipdrift on the grass”
Why participants are aware of sponsors	1. Promotional tools	<ul style="list-style-type: none"> • “It is the banners and posters and everything so they are doing their marketing through branding.” • “... they brand the stadiums around the field ...” • “... TV adverts, in the game zone ...” • “Half time it will be TV ads usually for people like sponsors.” • “Even with competitions, because a lot of the companies, or sponsors they run competitions for the team” • “Ads popping up of ads was seen as ‘cute’ and not disruptive and was generally remembered well.” • “... Even social media as well”

CENTRAL STORYLINE: SPONSORSHIP		
Description of participants	Code	Direct quotes to substantiate themes and quotes
		<ul style="list-style-type: none"> • “Branding on the field ... They painted in on the middle line, you can't really miss it” • “It is even at the ATM's, the sponsors, you get there, a picture pops out and they also have posters here and there”
THEME 2: Attitudes towards sponsors	1. Positive attitude towards the sponsors	<ul style="list-style-type: none"> • “I feel it is great that they support the national team by providing a means but it does not mean that I consider these brands to be my favourite.” • “Positive ... they endorse teamwork, sports, healthy lifestyle, nation building ...” • “... I am thinking of how proud South Africans were to host the world cup or when the Springboks won the world cup. It brings people together; it fosters a sense of unity ...” • “Neutral, there are a lot of sponsors and their decision to sponsor the Springboks does not influence my feelings ... Most of these companies also sponsor other areas if development within the country.” • “... I look up to these companies for providing support for our national team ...” • “... positive as it demonstrates support and appreciation for the game of rugby ...” • “I think they are good, they have presence but they could do a lot more ...” • “Indifferent, however, there is a certain level of appreciation as they are national team sponsors.” • “Good sponsors” • “... fosters unity ...”
THEME 3: Influence of the sponsorship on consumer decision-making process	1. Purchases not related to the sponsorship	<ul style="list-style-type: none"> • “... does not influence my buying decisions because I work on a limited budget. I always make decisions based on what I need and not where the company spends on sponsorships. But there are instances where I support some sponsors in the spirit of being patriotic.” • “The brands are definitely top of mind in the category but them just being a sponsor will not influence my decision to buy the products ...” • “not really any influence. I like certain brands regardless of whether they are sponsors of the Springboks.” • “... I would purchase the products offered by sponsors regardless of who they sponsor. I look at the brand itself and the value they possess.” • “prefer products that I have used ... always better to gain personal experience.”

CENTRAL STORYLINE: SPONSORSHIP		
Description of participants	Code	Direct quotes to substantiate themes and quotes
	2. Creates awareness of the sponsor brands	<ul style="list-style-type: none"> “... I might be more aware of the brand and have more of a positive attitude towards them but I wouldn't necessarily buy the product.”
THEME 4: Intention to purchase sponsor products	1. Need based	<ul style="list-style-type: none"> “... it is based on my needs, not always because, you always look at the sponsors ...” “Not really an influence some of the brands I do use but it is not because they are sponsors but because I like the brand or I already have a contract with that specific sponsor, it won't influence the fact that they sponsoring that I will now change to ABSA or to FNB just because they sponsor. It is about what they can actually give to me, their sponsorship is not” “... but if there is a product that they have or whatever I need at that time, say a sponsor ABSA has it, I will go and get it but it is not influenced by their sponsorship of anything or anyone” “It is based on my need but sometimes one is a bit patriotic like I said earlier on and just support for the sake of supporting” “... some of the products I usually purchase as I have a preference for these but I will not change my bank, cell phone contract or gym membership just because of the fact that they sponsor the Springboks.” “I would be more aware of the product and its higher quality, but I would not necessarily purchase the product because it is a sponsor of the Springboks.” “... I would rather base my purchasing decisions on the perceived quality of the product or service of companies.” “... seeing the sponsorship may spark interest however it may not lead me to go buy the product without any reference.”
The primary objective of the study: the influence of sponsorship on the consumer's decision to purchase the sponsors' product		<p>The following quotes can be extracted to validate the findings:</p> <ul style="list-style-type: none"> “... but if there is a product that they have or whatever I need at that time, say a sponsor ABSA has it, I will go and get it but it is not influenced by their sponsorship of anything or anyone” “... I would rather base my purchasing decisions on the perceived quality of the product or service of companies.” “The brands are definitely top of mind in the category but them just being a sponsor will not influence my decision to buy the products ...”

CENTRAL STORYLINE: SPONSORSHIP		
Description of participants	Code	Direct quotes to substantiate themes and quotes
		<ul style="list-style-type: none"> • "... I would purchase the products offered by sponsors regardless of who they sponsor. I look at the brand itself and the value they possess." • "It doesn't necessarily influence my decision to purchase products of the sponsors. In terms of purchasing the rugby jerseys it does matter but not in terms of sponsor products themselves."

APPENDIX H

EXAMPLE OF THE FINDINGS FROM THE NAÏVE SKETCHES

The following provides an example of the completed question 4 in the naïve sketches given to the participants. The participants were asked to circle and correctly identify the companies they thought were sponsors of the Springboks. The aim of the question was to seek to understand how aware South African sports consumers are of the Springbok sponsors as a result of the sponsorship.

4. Please circle the companies in each group, you think are sponsors of the South African National rugby team (Springboks). You may circle more than one company in a group.

Group A



Group B



Group C



bestMed



APPENDIX I

EXAMPLE OF THE INVITATION TO PARTICIPATE IN THE STUDY

EXAMPLE OF THE INVITATION TO PARTICIPATE IN THE STUDY

The participants were initially invited to participate in the study by means of an email invitation. An equal number of males and females were invited to participate in the study. However, only those individuals who indicated that they would be available to attend the focus groups were confirmed and were included in the final sample for the study.

Note: Please note that in order to maintain confidentiality, the participants were blind copied. In essence, the email addresses of the participants invited to participate in the study were not made visible for others to view.

From: Sephapo, Catherine
To: Sephapo, Catherine
Cc:
Bcc: Khanyisile Manzini (cksmanzini@gmail.com); Adrian Kruger (adrian.kruger15@gmail.com); Quintin Kok (quintinkok@gmail.com); Quintin Naona (nikana.naked@gmail.com); Naledi Noana (nakedi.noana@yahoo.com); Dehan Stevvert (dehan.stevvert@gmail.com); 'dwijpen@gmail.com'
Subject: Data collection

Good Morning everyone,

Hope this email finds you well. I'm in the process of collecting data for my research and was wondering if you were available to be in my focus group please. My research topic is on the influence of the sponsorship of the springboks on consumer purchase intentions. It would be really great to have you in the focus group. The target population of the study is not limited to rugby spectators but also the general consumer. The date for the focus groups will be Thursday 20 November 2014. Time wise, we are looking at 14:30 – 15:00. Can still change.

Please let me know if you can participate.

Thanks😊

Kind Regards

Catherine Sephapo

Lecturer- Department of Marketing and Retail

Tel (012) 429 3739

Email sephacm@unisa.ac.za

Exodus 15: 13 "In your unfailing love you will lead the people you have redeemed. In your strength you will guide them to your holy dwelling"

University of South Africa
Pretoria Street, Muckleneuk Ridge, Pretoria
PO Box 392, UNISA, 0003, South Africa
www.unisa.ac.za



❶ You forwarded this message on 2014/11/19 09:48.

From: Hung Yu-Ting
To: Uys, Marie; Erasmus, Megan; Coert, Van Lille, Adele; Van Huysteen, Nadie; Van Heerden, Magdalena
Cc: Sephapo, Catherine
Subject: FW: Data collection

Message  Data collection_focus group agenda.docx [9 KB]

Hello everybody 😊

Please see below and attached. My colleague needs about 9 more people for her Masters. The session will only take 30 mins of your time!

If you can make it – great, please just let her know.

If you can't make it, we understand but if you could kindly forward the email anyone else who may be able to participate.

Thanks for your time, much appreciated!

Kind regards,
Yu-ting

From: Sephapo, Catherine
Sent: 19 November 2014 9:22 AM
To: Hung, Yu-Ting
Subject: FW: Data collection

Good Morning everyone,

Hope this email finds you well. I'm in the process of collecting data for my research and was wondering if you were available to be in my focus group please. My research topic is on the influence of the sponsorship of the springboks on consumer purchase intentions. It would be really great to have you in the focus group. The target population of the study is not limited to rugby spectators but also the general consumer. The date for the focus groups will be Thursday 20 November 2014. Time wise, we are looking at 14:30 – 15:00. Can still change.

Please let me know if you can participate.

Thanks ☺

Kind Regards
Catherine Sephapo
Lecturer: Department of Marketing and Retail
Tel: (012) 429 3739
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Exodus 15: 13 "In your unfailing love you will lead the people you have redeemed. In your strength you will guide them to your holy dwelling"

University of South Africa, Muckleneuk Ridge, Pretoria
Prinler Street, Muckleneuk Ridge, Pretoria



APPENDIX J

ETHICAL CLEARANCE CERTIFICATE

Ref #: 2014/CEMS/MRM/003

**ETHICS REVIEW COMMITTEE: DEPARTMENT OF MARKETING AND RETAIL
MANAGEMENT**

Ms. C. Sephapo (90184297)
Supervisor: Prof M.C. Cant (1974319)

This is to certify that the application for ethics clearance submitted by

Ms. C. Sephapo (90184297)

For the study

*An exploratory study on the influence of brands' sponsorships towards the South African
National rugby team and the consumers intention to purchase the sponsor brands*

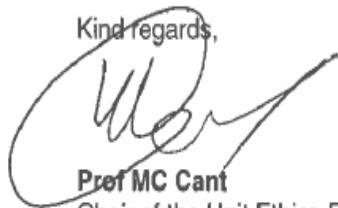
Masters Degree in Business Management

Decision: Ethics Clearance Granted

The application for ethics clearance for the above mentioned research was reviewed by the unit committee of Marketing and Retail Management on 19 November 2014 in compliance with the Unisa Policy on Research Ethics. **Ethical clearance is granted.** Please be advised that the research ethics review committee needs to be informed should any part of the research methodology as outlined in the Ethics Application (Ref. Nr.: 2014/CEMS/MRM/003), change in any way. This certificate is valid for the duration of your study.

The Marketing and Retail Management Research Ethics Review Committee wishes you all the best with this research undertaking.

Kind regards,



Prof MC Cant

Chair of the Unit Ethics Review Committee
Telephone: +27 12 429 4456
Date certificate issued: 20 November 2014

Prof R. Mpofo

Executive Dean: CEMS