

RESEARCH PAPER

Nr. 7, 2004

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Attitudinal Responses**

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*) The author wishes to thank Danish Cancer Foundation for a grant that made the data collection for this study possible and for active assistance and sparring in the process. Further thanks to Professor Flemming Hansen (Econ. Dr), Research Assistant Lars Bech Christensen (M.Sc.) and Research Assistant Morten Hallum Hansen, CBS Center for Marketing Communication, Dept. of Marketing, Copenhagen Business School for invaluable assistance and discussions during the preparation of the paper

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Abstract

Consumers' reactions from being exposed to sponsorships has primarily been measured and documented applying cognitive information processing models to the phenomenon. In the paper it is argued that such effects are probably better modelled applying models of peripheral information processing to the measurements, and it is suggested that the effects can be measured on the attitudes-towards-the sponsor and on the emotion-towards-the sponsor levels. This type of modelling is known as the ELAM model, however the types of independent variables involved is new to research into sponsorship effects.

Two batteries of statements, attitude words and feeling words, are developed and a study is carried out with 470 respondents, randomly selected from the population. The data are analysed and provide expressions of positive and negative attitude reaction and emotional reaction that show marked differences in consumer reactions towards sponsored objects of different natures as well as towards potential sponsoring organisations.

For instance, the charitable institutions measured in the study elicit larger negative emotional responses than positive responses, corresponding to a negative Net Emotional Response Score (NERS). Amongst the potential sponsoring companies only one company – a tobacco manufacturer – show this profile in NERS. The variation in NERS between charitable institutions and sports institutions is quite dramatic – and has a high face validity. When studying attitude responses (Net Attitude Response Score or NARS), the differences between sponsored institutions are much smaller, although the charitable institutions still show a structurally different profile from the cultural and sports institutions. The differences between companies in NARS are quite small and probably only significant in a few instances.

The NERS and NARS data are used to illustrate a “goodness-of-fit” measurement that companies – or organisations looking for sponsors – can use to determine whether a potential arrangement has the ability to provide the desired effects on reactions. This goodness of fit is both applied to the net

scores and to the full evaluations on the attitude and emotion batteries and it seems as if the latter approach will be richer in explanatory power for a potential sponsor.

Background

Companies working with sponsorships as part of their communication mix have been concerned with two issues that are core to entering into a sponsorship arrangement:

- Determining the effect on consumers' perception of the company as a result of the sponsorship
- Determining which types of sponsorship – sports, entertainment or charitable institution - and what specific objects within the type that are most suitable to change the consumers' perception of the company in a desired direction

Most companies who attempt to track sponsorship effects tend to apply a cognitive model of consumer information processing to the measurement activities. Waliser (2003) in his review of published empirical studies of perimeter advertising effects – although perimeter advertising is a borderline case between advertising and sponsoring – reports that all measurements are concerned with awareness, image or purchase intentions and as such seem to presuppose a cognitive information processing in the minds of consumers.

In Hansen (1997) amongst others, it has been argued that other types of information processing may be more relevant in certain cases. The cases of low involvement information processing seem to be better modelled by looking at attitudes towards the commercial messages and emotional responses generated by the messages.

When studying sponsorships and their effects it seems that the conditions suggested to be present when low involvement and peripheral information processing takes place are clearly present. The consumer is typically more aware of the event being sponsored than of the sponsor when watching a soccer game, enjoying a classical concert or contemplating donating money to a charitable institution. The sponsorship messages are rarely dominantly displayed, the exposure is more subtly achieved either through naming of the event itself, logotypes printed on the clothing of sports stars, advertising in the event programme or simply by adding a logotype to printed matters concerned with the event or the solicitation for money. When the spectator becomes aware of sponsorship messages it therefore must be assumed to happen with little attention, low involvement and certainly in a peripheral way.

Thus attitudes towards the message and emotional responses towards the sponsored object and the sponsor should be important to measure to determine effects of sponsorships.

Previous work (Hansen, Halling and Bech Christensen, 2002) indicate that emotional and attitudinal responses can be isolated and that responses vary depending on the type of sponsored object: Sports phenomenon, cultural institution or charitable institution.

Similarly it has been found (Hansen, Percy and Hansen, 2004) that consumers' reactions to FMCG brands can be measured as emotional responses with variations in reactions that are clearly a function of the brands in question. This study is particularly relevant since it corroborates the hypothesis that low involvement information processing can indeed be modelled as a peripheral information process primarily involving an emotional reaction and an attitudinal reaction.

The present study therefore elaborates on the emotional and attitudinal responses generated by sponsored objects by studying actual consumer responses towards 12 different potential sponsored objects or organisations. It further involves studying corresponding responses towards 16 potential sponsoring organisations.

The project

The study was sponsored by the Danish Cancer Foundation (Kræftens Bekæmpelse) as part of this organisation's commitment to improve the knowledge of the effects of sponsorships in general and sponsorships of charitable institutions in particular. The sponsorship covered the data collection for the study which was carried out by tns/Gallup at cost.

A total of 472 respondents – randomly selected and contacted with a request to participate in a scientific project – returned the self-completion questionnaire. The questionnaire consisted of a section with more traditional and cognitively based measurements of sponsorship liking and inclinations to buy products from sponsors. Further it contained measurements on emotional responses towards 12 sponsored objects and 16 sponsoring companies, the emotional responses were originally measured

by 12 feeling words. Similarly it contained measurements on attitude responses towards the same 12 sponsored objects and 16 sponsoring companies, attitudes were measured by 16 attitude words.

The 12 sponsored objects were divided between sports institutions, cultural institutions and charitable institutions since previous research (Hansen, Halling, Bech Christensen, 2002, 2003) clearly suggested that respondents reacted differently to organisations from different groups – and fairly similarly to organisations from the same group. The actual objects were:

Cultural institutions

Tivoli Gardens (Tivoli)

The Royal Theatre (DkT)

The Zoological Gardens (Zoo)

Sports institutions

FC Copenhagen (pro soccer club) (FCK)

National mens' soccer team (DBU)

National womens' handball team (DHF)

Charitable institutions

Danish Red Cross (DRC)

Save the Children (Red Barnet) (RB)

MSF Denmark (Læger uden Grænser) (MSF)

The Danish Cancer Foundation (KB)

MS Denmark (Mellempfolkeligt Samvirke)

(MS)

Danish Church Aid (Folkekirkens Nødhjælp)

(DCA)

The 16 potential sponsors were selected to cover a broad spectrum of Danish companies that are currently involved in some form of sponsoring activities. The list covers both FMCG companies and Business-to-business companies, physical products companies and service companies and physical as well as virtual companies. The actual companies are:

Gosh (cosmetics)

House of Prince (cigarettes a.o.)

Danske Bank (banking)

In Wear (fashion)

Novo Nordisk (pharmaceuticals)

Sonofon (tele communications)

Aarstiderne (e-commerce of foodstuffs)

Q8 (petrol stations)

Matas (chemist retailing)

Arla Foods (dairy products)

DSB (state railways)

Dansk Metal (union of metal workers)

Amagerbanken (banking)

Tryg (insurance)

Netto (discount retailing of foodstuffs)

Microsoft (software)

The original batteries of feeling words and attitude words were generated from previous work with estimating sponsorship effects (Hansen, Halling, Bech Christensen, 2002, 2003). The 12 feeling statements covered the important feeling dimensions that are meaningful in relation to sponsorships and sponsored objects. The attitude words, 16 in number, were developed in the same way from batteries that measure attitude-towards-the-ad (Olsen and Mitchell, 1985). The selected attitude words were meant to reflect those reactions that are meaningful when studying commercial messages of sponsorships.

Data analysis, traditional measurements

As mentioned previously, the questionnaire contained a section of traditional measurements, partly of interest to the sponsor, partly to correlate the findings with similar studies carried out by other institutions.

The findings are summarized in the table below (figure 1):

Figure 1, Three traditional, cognitive measurements of reactions to sponsored objects

Category evaluated	Awareness (aided)	Liking (% of those aware)	Preference indication (% of those aware) ^{*)}
Charitable institutions	44%	72%	36%
Cultural institutions	61%	58%	15%
Sports institutions	52%	48%	14%

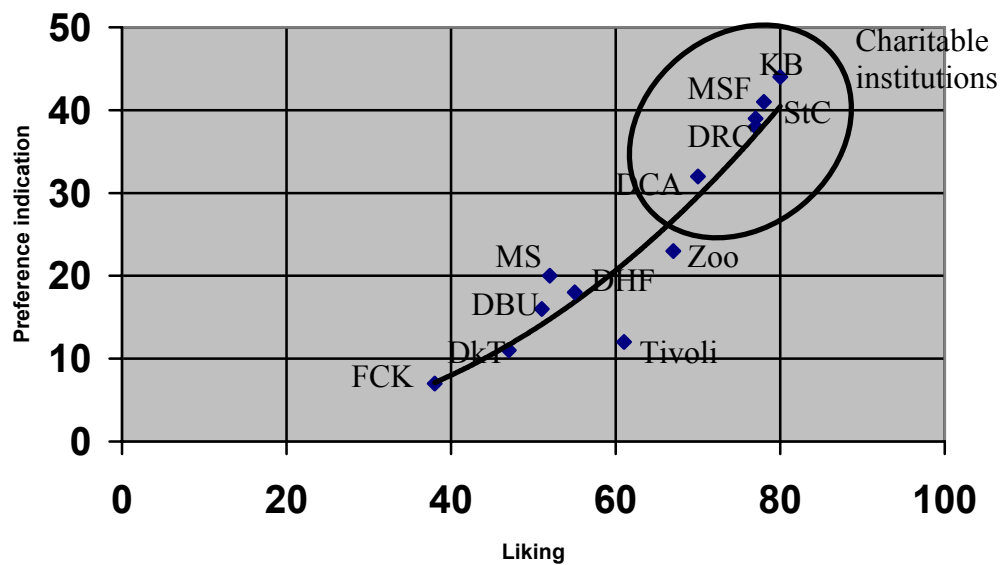
^{*)} Respondent indicates a willingness to prefer products from the sponsor of these institutions

The figures show that although cultural institutions as a category are generally less well known than the cultural and sports institutions, they score much higher in liking and in preference indication. This probably illustrates that, whereas sponsoring of sports and cultural institutions has been common for many years and thereby seems to have lost its “magic touch on the consumer”, sponsoring of charitable institutions is less well established and therefore attracts a higher degree of acceptance. To this speculation can be added the speculation that although the sports and cultural institutions covered by the study are generally regarded as being fairly commercialised, the charitable institu-

tions do not have that image – which will also tend to attract a higher degree of preference to these types of sponsored objects.

These speculations can be corroborated by looking at the interrelationship between liking of sponsored objects and preference indication, which is very, as shown in figure 2 below:

Figure 2, Interrelationship between liking and preference indication



Data analysis, attitudes and emotions.

The first issue with the data was to confirm – or reject – a hypothesis that the batteries of feeling words and attitude words did in fact reflect measurements of different phenomena. After cleaning of the data an initial N-factor analysis was performed on the total batteries measuring both emotions and attitudes in relation to all sponsored objects. If the extracted factors consisted of either emotion words – at least predominantly – or of attitude words, that would lead to the acceptance of the hypothesis: The two batteries reflect two different sets of underlying dimensions. If attitude and feeling words appeared mixed in the factors, it would seem obvious, that the batteries did in fact measure the same set of underlying dimensions.

As can be seen below, responses grouped themselves naturally into factors containing primarily emotion words and factors containing primarily attitude words.

Figure 3, Total factor analysis across emotion words and attitude words and across sponsored objects

Factor 1, negative attitude words		Factor 2, negative feeling words		Factor 3, positive feeling words		Factor 4, positive feeling words		Factor 5, positive attitude words		Factor 6, positive feeling words	
Text	Factor loading	Text	Factor loading	Text	Factor loading	Text	Factor loading	Text	Factor loading	Text	Factor loading
Repulsive	0,847	Sorrow	0,836	Enjoyable	0,879	Hope	0,753	Awareness creating	0,690		
Misleading	0,841	Worry	0,803	Surprising	0,847	Acceptance	0,745	Different	0,660		
Distasteful	0,819	Sad	0,792	Excitement	0,799	Trust	0,743	Good will creating	0,604		
Credible (negative loading)	-0,406	Fear	0,751	Happiness	0,743	Credible (attitude word)	0,576	Credible	0,354	Credible (attitude word)	0,235
Lacks imagination	0,703	Shame	0,722	Joy	0,676			Worth remembering	0,467		
Seen too often	0,694	Loneliness	0,703	Romantic love	0,607					Romantic love (feeling word)	0,544
Strange relation	0,711	Anger	0,652	Exciting (an attitude word)	0,600			Exciting			

From the table it is obvious that a few of the words load on several factors and at low levels: Credible and Romantic love. Therefore these two words were excluded from further analysis.

Otherwise the structure of the factors clearly group attitude words into one set of factors and feeling words into another set of factors.

We therefore concluded that the two batteries do indeed measure different underlying dimensions.

For further analysis of the data, however, the variables Credible from the attitude battery and romantic love from the feeling battery were excluded from the set of data, the reason being that their contributions to the factor solution above seems ambiguous at best and confounding at worst.

In the further analysis of the data to obtain respondent scores on emotional reactions and attitude reactions, a number of factor analyses were done on the various batteries. After evaluation of the data, three separate forced 2-factor analyses were made on the data for sponsored objects as follows:

- 1 forced 2-factor analysis of emotional data and 1 forced 2-factor analysis of attitude data for charitable institutions as one group with varimax rotation to obtain the final solution
- 1 forced 2-factor analysis of emotional data and 1 forced 2-factor analysis of attitude data for cultural institutions as one group with varimax rotation to obtain the final solution
- 1 forced 2-factor analysis of emotional data and 1 forced 2-factor analysis of attitude data for sports institutions as one group with varimax rotation to obtain the final solution

In the factor analyses of emotional responses a number of further variables were excluded in the final solutions since their loading on factors were very low – and a face validity check indicates that the variables have no clear connection to the institutions in question in the analysis:

- Trust was excluded in all categories of institutions
- Acceptance was excluded in all categories of institutions
- Shame was excluded in the charitable institution category
- Fear was excluded in the cultural institution category
- Anger was excluded in the sports category

With this analysis completed, the final factor solutions for the emotional response data consisted of two factors, one containing 5 positive feeling words and the other containing 5 negative feeling words, and different factor solutions for the three groups of institutions as mentioned above. Similar analyses was carried out for the potential sponsoring companies – one factor solution for each company, since there was no criteria by which to group them – and again on the attitude response data for sponsored objects and potential sponsoring companies. The total set of factor analysis thus consists of 4 (2 analyses on emotional responses, 2 on attitude responses), each consisting of 2 factors, one negative and one positive.

The variance explained by the 2-factor solution for emotional reactions varies across objects and sponsors, the lowest is 50% and the highest is 60%. Attempts at 3-factor solutions did yield higher explained variance – up to 67% - but the third factor merely consisted in dividing the positive factor

from the 2-factor solution into two positive factors. For this reason it was determined – and to achieve clarity in the data representation – to continue with the forced 2-factor solution.

The variance explained by the 2-factor solution for attitude reactions varies across objects and sponsors, the lowest is 51% and the highest is 65%. Attempts at 3-factor solutions did not yield significantly higher explained variance and there was a tendency that the third factor grouped variables with a general low loading – and consequently it was very difficult to interpret. Therefore it was also decided to continue the data analysis with a forced 2-factor solution.

Computation of scores for emotional and attitude reaction

To obtain a numeric score to indicate the degree of reaction – positive or negative – to the sponsored objects and the potential sponsoring companies a factor score was computed for each respondent as the respondents variable values (from the variables included in the analysis) multiplied by the corresponding factor loading both on the negative factor and on the positive factor. These factor scores were then added into two numbers, one total positive reaction and one total negative reaction.

The assumptions behind these metrics are described in Hansen, Percy and Hansen, 2004. suffice it for now to state that these two numbers express the respondent’s emotional – or attitudinal – reaction to either a sponsored object or to a potential sponsoring company.

In the table below, figure 4, is given an example to illustrate the mechanics of the computations:

Figure 4, Illustrative example of computation of emotional response scores for one respondent

Emotion words	Variable value	Loading from factor analysis	Positive score (value x loading)	Loading from factor analysis	Negative score (value x loading)
Excitement	3	0,65	1,95	-0,08	-0,24
Enjoyment	4	0,87	3,48	-0,11	-0,44
Happiness	2	0,91	1,82	0,20	0,40
Surprising	1	0,75	0,75	0,10	0,10
.....					
Total			12,25		7,73

The numeric representation of the respondent can then be either the set of two numbers, which will give the level of reaction as well as the composition of the response in its positive and negative part. Or a Net Emotional Response Score (NERS) can be computed as the difference between the two scores, in above example the NERS would be +6,48.

The above procedure is applied similarly to the data on emotional responses to potential sponsoring companies and to the two sets of attitude data as well. The results are 2 sets of NERS and 2 sets of NARS (Net Attitude Response Scores).

Results of emotional responses to sponsored objects and potential sponsoring companies

The NERS towards the sponsored objects – and the potential sponsoring companies – have been calculated to reflect the “average” reaction towards them.

The overall data are given in the table below, figure 5:

Figure 5, Overall emotional responses towards sponsored objects

		Positive score	Negative score	NERS
KB	Char.	9,84	16,47	-6,63
StC	Char.	10,11	13,96	-3,85
DCA	Char.	11,23	14,64	-3,41
DRC	Char.	11,56	13,55	-1,99
MSF	Char.	12,47	14,16	-1,69
MS	Char.	12,41	11,90	0,51
DkT	Cult.	13,32	10,85	2,47
FCK	Sport	15,91	10,23	5,68
Zoo	Cult.	15,66	8,57	7,09
DBU	Sport	17,95	10,58	7,37
DHF	Sport	17,56	9,38	8,18
Tivoli	Cult.	15,06	5,76	9,30

The objects have been sorted after size of NERS to illustrate the structural finding, that charitable institutions (Char.) generally show high, negative NERS combined with generally low values of positive emotional response – compared to the other categories – and reasonably high values of negative emotional response.

The highest NERS is exhibited by Tivoli Gardens – the face validity of this observation seems high, it is indeed difficult to find aspects of Tivoli that will call for sizable negative emotional response.

When aggregating the data to the three categories of sponsored objects, the observations on the individual objects becomes even clearer. Please refer to the table below, figure 6:

Figure 6, Aggregated NERS by category of sponsored objects

	Positive score	Negative score	NERS
Charitable institutions	11,27	14,11	-2,84
Cultural institutions	14,68	8,39	6,29
Sports institutions	17,14	10,06	7,08

The charitable institutions as a group have a negative NERS – corresponding to the seriousness of the problems that they deal with. The cultural institutions, that are mostly associated with pleasure have the lowest negative emotional response, whereas the sports institutions not only exhibit the highest NERS, but also higher numerical values for both positive and negative emotional responses – which does seem reasonable, given the types of reactions that watchers of a football or handball game display.

When looking at the potential sponsors, the NERS data also seem to have a reasonably high face validity. Please refer to the table below, figure 7:

Figure 7, Overall emotional responses towards potential sponsors

		Positive score	Negative score	NERS
House of Prince	Tobacco	10,41	11,88	-1,47

Q8	Petrol	14,14	12,96	1,18
Sonofon	Telecom	13,67	11,53	2,14
Amagerbanken	Bank	13,76	11,40	2,36
Dansk Metal	Union	13,49	10,88	2,61
Gosh	Cosmetics	13,62	10,90	2,72
Tryg	Insur.	13,51	10,63	2,88
DSB	Rail	13,66	10,77	2,89
Novo Nordisk	Pharmac.	13,77	10,67	3,10
Microsoft		14,41	11,27	3,14
Netto	Discount ret.	14,72	11,24	3,48
Danske Bank	Bank	13,32	9,79	3,53
In Wear	Fashion	13,47	9,90	3,57
Matas	Chemist ret.	14,10	10,18	3,92
Arla Foods	Dairy	13,75	9,38	4,37
Aarstiderne	e-commerce	14,04	7,71	6,33

Structurally, the data on sponsors differ from the data on sponsored objects in, that only one company exhibits a negative NERS, all others are positive. The negative NERS is associated with House of Prince, a tobacco company and the face validity of this observation again seems quite high: Whereas charitable institutions generally deal in matters of severity and high importance, thus evoking negative NERS's, a tobacco company deals in products with potential health hazard and therefore evokes a similar, negative NERS.

Another structural observation is, that the companies generally evoke numerically lower responses than the sponsored objects both positive and negative responses as such and the NERS. Again this seems to have high face validity – a commercial company does not evoke the same type of reaction as the national soccer team.

Results of attitude responses to sponsored objects and potential sponsors

As mentioned previously, the attitude batteries on both sponsored objects and potential sponsors have been analysed by a forced 2-factor factor analysis with varimax rotation to achieve the final solution.

The factor analysis was performed individually on the sponsored objects as well as on the potential sponsors. Some variables were excluded from the analysis – two in every analysis – so the general variable content of the two factors is:

Positive factor

Worth remembering
 Awareness creating
 Good will creating
 Exciting
 Different

Negative factor

Repulsive
 Misleading
 Usmagelig
 Strange relation
 Seen too often

The computation of the NARS (Net Attitude Response Score) follows exactly the same procedure as outlined for the emotional responses – please refer to that section of the paper for clarification.

In the table below, figure 8, is given the NARS for the sponsored objects:

Figure 8, Overall attitude responses toward sponsored objects

		Positive score	Negative score	NARS
MS	Char.	9,36	8,83	0,53
StC	Char.	10,08	7,26	2,82
DCA	Char.	10,39	7,11	3,28
DRC	Char.	9,59	6,14	3,45
FCK	Sport	10,23	6,44	3,79
KB	Char.	10,74	5,58	5,16
DkT	Cult	11,27	5,68	5,59
Tivoli	Cult	10,91	5,07	5,84
Zoo	Cult.	11,68	5,16	6,52
MSF	Char.	12,08	5,02	7,06
DBU	Sport	11,60	4,26	7,34
DHF	Sport	12,88	3,63	9,25

Structurally, it can be noted, that not one value of NARS is negative – this different structure in the data from the emotional data lends further evidence to that produced by the collective factor analy-

sis that the emotional and attitudinal responses measured in the study are in fact representative of different underlying dimensions. The common sense rationale behind the observation is: Although the emotional response evoked by the Danish Cancer Foundation (KB) is dominated by negative reactions because of the deadly disease which is at the heart of the activities of KB , the attitude towards the institution and its actions is positive.

Another structural comment to the NARS's above is that the numerical values are generally lower than for the NERS, particularly so with the negative component of the NARS.

To some extent the structure in the rankings are preserved from the NERS rankings, that is, charitable institutions display the lowest NARS, the two national teams the highest. But the entries in the list are more mixed than it was found for the NERS data.

This data structure is illustrated in the table below, figure 9:

Figure 9, Overall category attitude responses

	Positive score	Negative score	NARS
Charitable institutions	10,37	6,66	3,72
Cultural institutions	11,29	5,30	5,98
Sports institutions	11,57	4,78	6,79

It is worth noting again, that no category has a negative NARS – and that the numerical values are smaller in general than those reported for the emotional responses. Also it is worth noting that the numbers are much more similar in values than was the case for the NERS scores.

In the table below, figure 10, the NARS for the companies are reported:

Figure 10, Overall attitude responses towards potential sponsors

		Positive score	Negative score	NARS
House of Prince	Tobacco	8,23	11,03	-2,80
Sonofon	Telecom	10,06	8,50	1,56
Amagerbanken	Bank	11,84	10,08	1,76
Dansk Metal	Union	11,06	9,02	2,04
Danske Bank	Bank	10,26	8,16	2,10

Q8	Petrol	11,18	8,98	2,20
DSB	Rail	10,67	8,18	2,49
Tryg	Insur.	11,15	8,51	2,64
Gosh	Cosmetics	11,07	8,31	2,76
In Wear	Fashion	11,73	8,67	3,06
Microsoft		11,18	7,92	3,26
Arla Foods	Dairy	10,90	6,74	4,16
Matas	Chemistry ret.	11,80	7,63	4,17
Netto	Discount ret.	11,18	6,88	4,30
Novo Nordisk	Pharmac.	11,22	6,75	4,47
Aarstiderne	e-commerce	11,57	6,60	4,97

The data have been sorted with respect to NARS, so that the lowest NARS is at the top. The structural comment on the numbers are that we find one negative NARS – elicited by House of Prince – and otherwise all NARS's are positive, but generally smaller in numerical values than for the NERS. This corresponds with the observation – not reported in this paper – that the respondents' rating of the companies on individual attitude statements have a much smaller dispersion than is the case for the feeling words.

It can be seen from the list that there is a tendency that the companies closest to the consumers – e-commerce and retailers – also display the highest NARS. This might be an argument that the NARS is interrelated with a general awareness and top-of-mind phenomenon. On the other hand the banks – also a form of retailing – display very low NARS, which probably reflects the less favorable image that consumers have of members in this sector.

Overall comparison of NARS, however, and its components show a fairly limited amount of variation between both sponsored objects and potential sponsors – this might be given the interpretation that the attitude items in the battery are measuring attitudes on a reasonably general level where consumers do not experience significant differences between the companies – or the sponsored objects. The only marked difference being in the evaluation of House of Prince, where attitudes are fairly differentiated from attitudes towards all other objects or companies – but then again the tobacco company also differ significantly from all others in displaying a negative NARS score as the only one.

Reflections on the possibility to “fit” potential sponsors and sponsored objects

One of the central themes of this project is to try and establish some sort of a guideline for companies that want to enter into sponsorship arrangements – or for that matter guidelines for sponsored objects that want to “sell” themselves to potential sponsors – that can help in selecting the right partners, given a set of objectives and a sponsorship strategy.

The most common sets of objectives – almost generic in nature – for companies, that enter into sponsorship arrangements, is to try and achieve a “rub-off” effect from the sponsored objects onto the sponsor. If the objective is expressed in measurable terms, it will be of the type: Change consumer attitudes towards the company from xx to yy, where xx and yy are expressions of a current state and a desired state, respectively.

Given that we have documented that consumers are fairly sensitive in their emotional reactions – and definitely more so than in attitude reactions – these measurements can be used as metrics to express both the current state and the desired state. And more importantly, since we have a common measurement and yardstick for both sponsored objects and potential sponsors, the fits between the partners can be expressed in terms of emotional and attitudinal reactions, both as “goodness-of-fit” measurement and as a directional objective to be achieved.

Two types of numerical representations of the data can be used for these purposes:

- Either a direct comparison of the aggregated NERS and NARS values, or
- An expression of the differences in evaluation across the whole batteries of feeling words and attitude words (the sum of squared deviations between the object profile and the company profile will serve as this expression of difference)

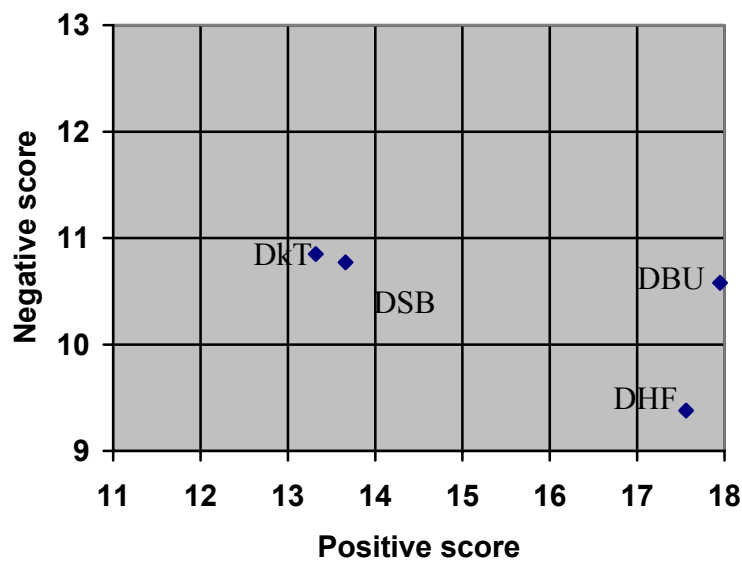
To take an example of the first type of comparison, if DSB (Danish Rail) wants to enter into a sponsorship arrangement that will improve its overall NERS, it can look for a partner that displays a higher positive emotional reaction score or a lower negative reaction score or both. Some potential partners are shown below in figure 11.

Figure 11, Selected NERS scores for potential sponsor partners of DSB

Organisation	Positive score	Negative score	NERS
DSB (Danish Rail)	13,66	10,77	2,89
DkT (theatre)	13,32	10,85	2,47
DBU (soccer)	17,95	10,58	7,37
DHF (handball)	17,56	9,38	8,18

The numbers in the table are represented graphically in the diagram below, figure 12.

Figure 12, Comparison of NERS values between selected partners



A partnership between DSB and DkT is a classic partnership between a ubiquitous semi-official company and a national cultural institution. Our NERS values and their components, however, illustrate that such a partnership might achieve precisely nothing in the way of changing the emotional reactions towards DSB, since the scores are already very similar illustrating that consumers display more or less undifferentiated reactions towards the two partners.

In the case of DBU the argument in favour of a partnership would be, that DSB might get a “rub-off” effect of positive reactions, since DBU scores higher on that measurement than does DSB. The

partnership most likely would have no effect on the negative reactions, since the partners, DSB and DBU are fairly similar on that set of reactions.

In the case of DHF as partner, the effects might be achieved on both components of the NERS, since that organisation displays both higher positive reaction and lower negative reaction compared to DSB.

Examples of the second type of evaluation – calculation of a sum of squared deviations of evaluations across all items in the batteries of feeling words and attitude words – are shown in the table below, figure 13.

Figure 13, Evaluation of selected sponsor partnerships based on direct comparison across all items in the batteries (sum of squared deviations)

Partnerships	Emotional reactions, SsqDev.	Attitudinal reactions, SsqDev.
KB/Tryg (insur.)	6,71	1,81
KB/Danske Bank	7,2	1,77
KB/Novo	5,56	0,87
DBU/Arla (dairy)	6,47	0,95
DHF/Dansk Metal (union)	9,23	4,45

This type of comparison yields one number for each of the two sets of measurements as the “goodness-of-fit measurement”.

Sherif, Sherif and Nebergall, 1965, argue that for attitude change to take place, there has to be a certain size of difference between the attitude held by the consumer and the changed attitude that the consumer is requested to adopt for attitude change to occur. If the difference is too small, the consumer will ignore the changed attitude, if the difference is too big, the consumer will reject the changed attitude without much reflection.

When that model is applied to the emotional and attitudinal reaction data that we have on sponsorships, we arrive at the following argument: It would seem reasonable that a partnership with SsqDev around zero would illustrate the almost generic type of corporate sponsorship with limited

effect on attitude or emotional reaction change that we argued about in the case of DSB and DkT. A certain numerical value of SsqDev. therefore, will point to a partnership with potential to change consumer reactions towards one or both of the parties, such as might be the case with KB and Tryg in the table above. If the SsqDev. values become too big, it follows from Sherif, Sherif and Nebergall (op. cit.) that the consumers probably would reject the partnership as being irrelevant, and no reaction change will take place.

In figure 13, DBU/Arla illustrates an ongoing sponsorship that is well known to consumers and that is generally regarded as a well-functioning partnership, and if we accept the SsqDev. values of that partnership as “par for the course”, then we might arrive at the recommendation that DHF/Dansk Metal is a partnership with too large distance between the reactions towards the partners. Consequently that partnership might not achieve anything. As a note of interest, that was a partnership that existed for a number of years, no data on it has been reported, but there is a certain consensus amongst sponsorship experts, that it was not one of the better sponsorships and that it probably achieved little in the way of attitude change towards Dansk Metal (a union organising metal workers, primarily male).

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