

One size never fits all: Exploring sponsorship effectiveness in successive generations

Konstantinos Koronios

University of Peloponnese - Sport Management Department

Lazaros Ntasis

University of Peloponnese, Department of Economics

John Douvis

University of Peloponnese - Sport Management Department

Athanasios Kriemadis

University of Peloponnese - Sport Management Department

Panagiotis Dimitropoulos

University of Peloponnese - Sport Management Department

Cite as:

Koronios Konstantinos, Ntasis Lazaros, Douvis John, Kriemadis Athanasios, Dimitropoulos Panagiotis (2020), One size never fits all: Exploring sponsorship effectiveness in successive generations . *Proceedings of the European Marketing Academy*, 49th, (63755)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020 .



One size never fits all: Exploring sponsorship effectiveness in successive generations

Abstract

The scope of this study was to underline the specific aspects of positive consumer attitude and behavior related to sports sponsorship. Taking into account that numerous firms are targeting multigenerational customers and attempting to comprehend and catch the interest of these various purchasers, one more purpose of this research was to examine in contrast and contradict sponsorship-focused attitudes and behaviors, crosswise over various generational groups. A quantitative method was utilized and a sum of 2,752 questionnaires were effectively assembled and analyzed by means of SPSS and AMOS. According to the results, factors such as attachment to the team, sport involvement and social media usage found to have a significant effect on fans' awareness of sponsors. Moreover, results indicated a significant impact of awareness of sponsors on fans' attitude and purchase intentions toward sponsors. At last, the results demonstrated critical differences in regard to fans' generational cohort, in connection to sponsorship. This is a novel research since it indicates the persuasive role of age groups on sponsorship's efficiency

Keywords: *sponsorship; generations; purchase intentions*

Track: Consumer Behaviour