

Sponsorship-linked Marketing: The impact on consumers' engagement with sponsors' social media

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Abstract

Social media have emerged as a significant factor in the sport sponsorship context, providing firms with an effective tool to increase customer engagement. Notwithstanding this potentiality, the degree to which sponsorship agreements can provoke individuals' engagement to sponsors' social media accounts is unclear. Thus, the purpose of this study was to examine the factors influencing awareness of and attitude toward sponsoring firms and its subsequent effect on individuals' engagement with sponsors' social media accounts. A total of 6,442 questionnaires from among Greek spectators of FIBA Eurobasket 2022 tournament were successfully completed and analyzed by SPSS and AMOS. According to the results, factors such as individuals' degree of involvement with sport, their engagement with social media, the familiarity of sponsoring brand, as well as team's performance were found to have a significant effect on consumers' engagement with sponsors' social media accounts.

Subject Areas: *Electronic Commerce and Internet Marketing, Intention-Behavior Link, Marketing Strategy, Service Marketing, Sports Marketing*

Track: Digital Marketing & Social Media