PERSONALITY FIT IN NASCAR: DOES DRIVER-SPONSOR CONGRUENCE INFLUENCE SPONSORSHIP EFFECTIVENESS OUTCOMES?

A Dissertation

by

WINDY DEES

Submitted to the Office of Graduate Studies of
Texas A&M University
in partial fulfillment of the requirements for the degree of

DOCTOR OF PHILOSOPHY

December 2007

Major Subject: Kinesiology

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Approved by:

Chair of Committee,	Gregg Bennett
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Major Subject: Kinesiology

ABSTRACT

Personality Fit in NASCAR: Does Driver-Sponsor Congruence Increase Sponsorship Effectiveness Outcomes? (December 2007)

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Chair of Advisory Committee: Dr. Gregg Bennett

The purpose of this study was to determine if personality fit between NASCAR drivers and their major sponsors affects the sponsorship outcomes of consumer attitudes toward the sponsor, attitudes toward the brand, and purchase intentions during a NASCAR event. Moreover, fan identification and product involvement were examined as moderators between personality fit and the three sponsorship outcomes.

A cross-sectional, non-experimental, exploratory study was conducted at a NEXTEL Cup event in April 2007, the NASCAR Samsung 500 at Texas Motor Speedway in Fort Worth, Texas. Several hundred paper-and-pencil questionnaires were distributed to willing participants prior to the start of the race. A total of 385 questionnaires were distributed during the event, and 347 were completed and useable for data analysis, resulting in a 90% response rate.

The demographic variables analyzed in this study showed that there were approximately 58% males and 38% females (percentages may not add up to 100 due to rounding or missing responses). The majority of the sample was Caucasian (82%) and married (62%). Respondents at this event were fairly evenly distributed according to age with 11.2% in the 18-24 range, 25.6% in the 25-34 range, 33.7% in the 35-44 range, 18.2% in the 45-54 range and 7.5% in the 55 and older age range. Finally, most of the respondents were high school graduates (31%) or had some college experience (23%). Data analyses conducted in the study included a factor analysis, descriptive statistics (i.e., frequencies, means, and standard deviations), bivariate correlations, and hierarchical moderated regression analyses.

Results indicated that there were three personality dimensions present among the NASCAR drivers and their major sponsors: (1) Excitement/Ruggedness, (2) Competence/Sophistication, and (3) Sincerity. Personality fit on all dimensions had a positive effect on each of the three dependent variables: attitude toward the sponsor, attitude toward the brand, and purchase intentions, with personality fit on Dimension 1 having the strongest overall impact. Fan identification moderated the relationship between personality fit and all three dependent variables. Product involvement had a significant direct effect on all three dependent variables, but had only a slight moderating effect on personality fit and attitude toward the sponsor.

DEDICATION

To my family.

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I would first like to thank my committee chair, Dr. Gregg Bennett, for all of his knowledge and guidance over the last 6 years. You have been my professor, mentor, and friend and I could not have done this without you. I would also like to sincerely thank my committee members, Dr. Mauricio Ferreira, Dr. Michael Sagas, and Dr. Jeff Conant for their time and expertise throughout the course of this research. To the Health and Kinesiology faculty and staff who greatly assisted me through the Ph.D program at Texas A&M, I thank you for everything that made my time as an Aggie a memorable and enjoyable experience. To all of my friends and colleagues in Health and Sport Management, I thank you for your support and friendship. A special thanks to Trevor Bopp and Terrance Robinson who so graciously volunteered in the data collection process and to the Texas Motor Speedway and Louis Mora for their cooperation and involvement. And to the members of the Doctoral Student Weekly, thank you for sharing your invaluable insights and experiences over the last 3 years.

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CHAPTER I

INTRODUCTION

Sport sponsorship has become a big business (Zhang, Won, & Pastore, 2005). "Sponsored events generate more money than all media advertising combined" (Harvey, 2001, p.59). Additionally, more money is invested in sport than any other type of sponsorship, especially within the United States (IEG, 2005). By linking with a sporting event in which consumers are passionate and loyal (Gwinner & Swanson, 2003; Madrigal, 2001), marketing managers strive to accomplish two primary objectives which are: (1) to increase brand awareness and (2) to transform or enhance brand image (Gwinner & Eaton, 1999). "Fostering a favorable image for a brand is frequently an important corporate objective and sponsorship helps define a brand personality through its inferred association with the sport property," (Brown, 2002, p. 188).

This research study will focus on the second corporate objective mentioned previously which is brand image enhancement. One of the concepts closely related to brand image enhancement that has been explored by marketing researchers is the concept of brand personality (Aaker, 1997; Chatman & Barsade, 1995; Ekinci & Hosany, 2006; Plummer 1985). Brand personality is a type of brand association formed by consumers (Keller, 1993). In Keller's (1993) operationalization of brand image, he delineates the types of brand associations into attributes, benefits, and attitudes.

This dissertation follows the style of the *Journal of Sport Management.*

This paradigm of consumer brand knowledge suggests that brand personality is a non-product-related attribute. A non-product-related attribute is defined as an, "external aspect of the product or service that relates to its purchase or consumption" (Keller, 1993, p.4).

User and usage imagery are two of the four main types of non-product related attributes. The other two are price information and packaging or product appearance information. According to Keller (1993), user and usage imagery aid consumers in their generation of brand personality attributes. User and usage imagery are developed through brand experiences (directly) or exposure to advertising and marketing of brands (indirectly), and these situations produce personality attributes that consumers ascribe to the brands.

According to marketing literature, a major factor in consumer brand choice is the perceived brand personality of the product or service offering (Aaker, 1997; Plummer, 1985). Consumers often purchase brands on the sole basis of the perceived brand personality of the product as compared to that product's competitors (Wysong, Munch, & Kleiser, 2002). Therefore, brands with well-established and favorable brand personalities may possess advantages in the marketplace, as consumers have been shown to display positive attitudes and purchase intentions toward these brands (Aaker, 1999; Brown and Stayman, 1992; Wysong et al., 2002). Another factor affecting brand choice is celebrity endorsement (Martin, 1996). Having a celebrity, such as a famous athlete, endorse the brand often persuades consumers to purchase the product or service. However, the success of the endorsement may depend on the pairing of the person and the product.

Previous research on celebrity endorsement has suggested that consumers like brands and are more persuaded to purchase them if the celebrity endorser is a good "fit" (Martin, 1996). Therefore, brands with strong, established personalities may or may not benefit from celebrity endorsement, depending on whether the endorser's personality is a good fit with the brand. In the context of NASCAR, where virtually all fans choose their favorite driver based on his personality (Amato, Peters, & Shao, 2005), and the driver's major sponsor is likely to be a highly recognized brand with its own ingrained personality, it is important to investigate the congruence or match-up effects between the two in order to determine whether personality fit influences consumers' response to NASCAR sponsorships.

The concept of fit, or relatedness, between a sponsor's brand and a sponsored event or celebrity has been researched quite extensively in the marketing (McDaniel, 1999; Roy & Cornwell, 2004; Smith, 2004) and advertising fields (Costanzo & Goodnight, 2005; Gwinner & Eaton, 1999; Kammins, 1990). However, no known sport sponsorship studies have looked at the relationship between athletes and their corporate sponsors to determine what constitutes a good fit and whether or not this fit influences the effectiveness of the sponsorship endeavors (Koo, Quarterman, & Flynn, 2006). Previous research based on congruence theory (Roy & Cornwell, 2004) and the match-up hypothesis (McDaniel, 1999; Roy & Cornwell, 2004) has suggested that sporting event sponsorship is similar to celebrity endorsement with regard to consumer response. Sponsorship of a sporting event creates a link between the property and a particular brand (Gwinner, 1997, Keller, 1993, McCracken, 1989), such that they appear to share similar attributes (McDaniel, 1999). By connecting with consumers' favorite sport or player and portraying a congruent image, sponsors influence consumer attitudes and may indirectly persuade them to purchase the firm's brands (Petty & Cacioppo, 1981; Sicilia, Ruiz, & Reynolds, 2005). Since brand personality represents a category of brand image (Keller, 1993), sponsors may also seek out celebrity endorsers who have congruent personalities with their brands in order to achieve positive sponsorship effectiveness outcomes.

Purpose of Research

The purpose of this study was to determine if personality fit between NASCAR drivers and their major sponsors affects the sponsorship outcomes of consumer attitudes toward the sponsor, attitudes toward the brand, and purchase intentions during a NASCAR event. Moreover, fan identification and product involvement were examined as moderators between personality fit and the three sponsorship outcomes (See Figure 1-1).

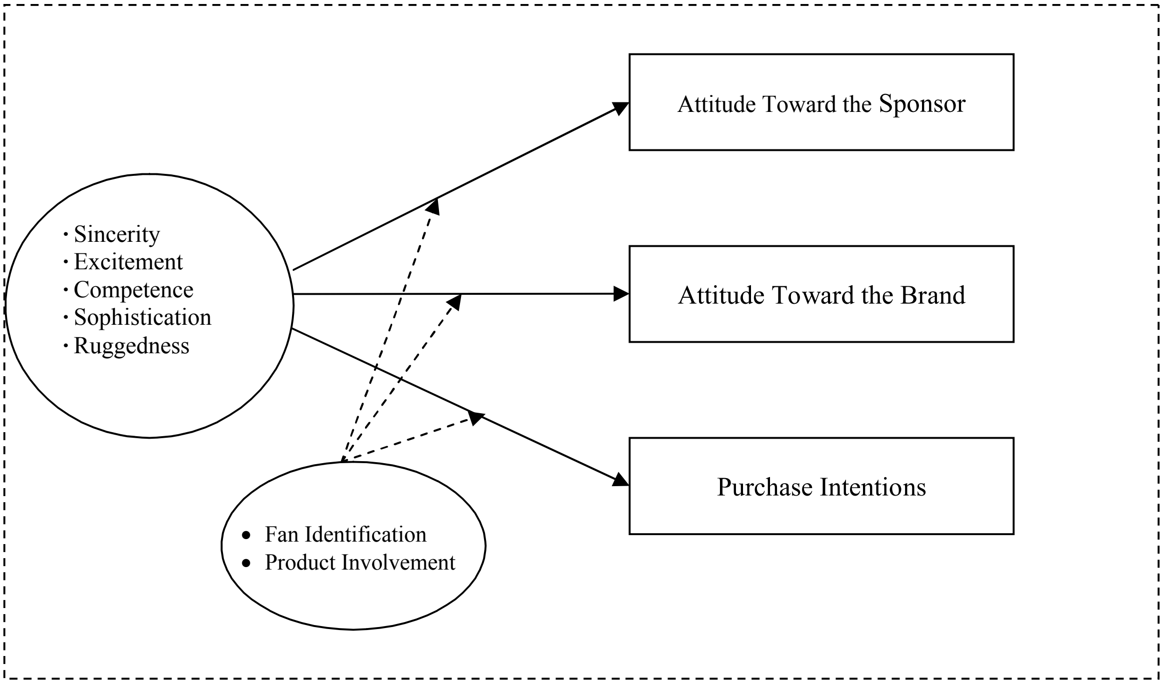

Figure 1-1. Personality Fit Model

Significance of the Study

This study is significant because researchers have not attempted to investigate the personality fit concept and its effects on sponsorship outcomes within the sport sponsorship domain. Smith (2004) suggested that the concept of fit between brand associations in sponsorship merits further research. Moreover, there has been no known research conducted with regard to the Big Five Dimensions of brand personality in the sport of NASCAR. The aim of this study is to contribute to the existing sponsorship literature by addressing the paucity of research on personality fit and its impact on sponsorship effectiveness outcomes.

Several academicians have called for continued research on the brand personality construct in varying settings and among diverse cultures (Aaker, 1997; Smith, 2004). Aaker (1997, p.355) emphasized that, "additional research is needed to determine the extent to which these brand personality dimensions are stable across cultures and, if not, theoretically why they might be altered." In terms of the effects of brand personalities on sponsorship, Smith (2004, p.470) indicated that, "if it is shown that sponsored events/personalities cause a transfer in terms of relationship quality as well as brand image, this will significantly increase the importance of sponsorship in brand building strategies."

Organization of the Dissertation

This dissertation will consist of five chapters. Chapter I introduces the scope of the study as well as the significance of the study to the field of sport marketing. Chapter II identifies the relevant literature with regard to sponsorships, NASCAR, brand personality, and sponsorship outcomes. Chapter III outlines the research methodology utilized in the study. In Chapter IV, results of the study are presented. Chapter V concludes with the discussion, managerial implications, limitations, and suggestions for future research directions.

CHAPTER II

LITERATURE REVIEW

The manner in which the following topics and variables influence consumer perceptions of NASCAR sponsorships will be central to this analysis. This chapter will provide a comprehensive literature review related to the objectives of the study. The areas that are covered in this section include:

- Sponsorship
- NASCAR
- Theoretical Framework
- Fit
    - Endorser Personality
    - Brand Personality
- Attitude Toward the Sponsor
- Attitude Toward the Brand
- Purchase Behaviors
- Fan Identification
- Product Involvement
- Research Questions

Sponsorship

Sponsorship has been referred to as “lifestyle, event, or sports marketing” (Meenaghan, 2001, p. 191; Bennett & Lachowetz, 2004). It is a form of marketing communications and has increased markedly as a promotional tool over the last three decades (Crimmins & Horn, 1996; Crompton, 2004; Madrigal, 2001; Meenaghan, 2001). Sponsorship has been defined as “an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential association with that activity” (Meenaghan, 1991, p. 36; Cornwell, Weeks, & Roy, 2005; Madrigal, 2001).

According to Meenaghan (1991), sponsorship has developed dramatically as a means of marketing communication for the following six reasons: government policies on tobacco and advertising, escalating costs of advertising media, the proven ability of sponsorship, new opportunities due to increased leisure activities, greater media coverage of sponsored events, and inefficiencies in traditional media. In essence, firms have had to be creative in the ways they market their products and services due to the evolving nature of government policy and consumer behavior. Sponsorship provides a unique medium for reaching specific target audiences effectively and efficiently when other means are less successful. For example, the results of focus group research in Meenaghan’s (2001) study indicated that consumers preferred sponsorship to traditional advertising methods because they were less intrusive, more subtle in their intent to persuade, and possessed a charitable component.

The emergence of sponsorship as a widely utilized and effective form of marketing communication can be attributed to various factors. According to Gwinner (1997), the two main objectives of sponsorship include increasing brand awareness and establishing or strengthening brand image. Brown (2002) provides a more comprehensive list of corporate marketing objectives which can be achieved through sponsorship. For example, corporations are investing in sponsorship to achieve a plethora of objectives including: heightened visibility, image enhancement, direct sales, customer relationship-building, enhanced awareness, hospitality or entertainment opportunities, staff morale, image transfer, product differentiation, niche markets, social responsibility, and business-to-business marketing. Sponsorship may also help to cut through media clutter and combat the larger advertising budgets of competitors (Crimmins & Horn, 1996; Crompton, 2004).

According to the 2005 International Event Group (IEG) Sponsorship Report, global sponsorship spending reached $33.8 billion and North American spending totaled $14.4 billion. In North America alone, $8.9 billion were invested in sport sponsorship, which was more than all other categories combined (causes, entertainment, festivals, and arts). Billions more dollars were spent to leverage these sponsorships, as Meenaghan (2001) suggests at least double the amount of the rights fees are typically invested in communication to execute the sponsorship.

The success of sponsorship as an integrated marketing communications tool is largely due to the amount of people a firm can impact using this form of promotion. Today, sponsorships are worth hundreds of millions of dollars, because they can reach millions of people at a time (Crimmins & Horn, 1996). Coca-cola paid $250,000,000 for a five-year contract with the National Football League (NFL) to have exclusive pouring rights (Crimmins & Horn, 1996). Nextel Communications, which took over as title sponsor of NASCAR following Winston's 30-year commitment, paid roughly $750 million for 10 years to be associated with the sport (Levin et al., 2004). Levin et al. (2004, p.13) reported that Gillette entered NASCAR with a $20 million sponsorship because they were “hoping to tap into 75 million famously loyal stock car racing fans.”

NASCAR

In the United States, National Association of Stock Car Auto Racing (NASCAR) is the largest spectator sport, has the largest event attendance, and is the most popular form of automobile racing. NASCAR generates over $2 billion per year in revenue (Bernthal & Regan, 2001; Lapio & Speter, 2000), and corporate sponsors are the “lifeblood” of the sport, providing significant financial investments to the racing teams (Levin, Joiner, & Cameron, 2001; Pruitt, Cornwell, & Clark, 2004). According to NASCAR’s President, Mike Helton, “NASCAR is a way of life…It becomes a lifestyle because the fans are so loyal to whoever their favorite driver and team are” (Levin, Beasley, & Gamble, 2004, p.19).

Fans are also fiercely loyal to the sponsoring companies of their favorite driver or team, and this devotion has been documented consistently throughout the sport sponsorship literature (Bernthal & Regan, 2001; Dalakas & Levin, 2005; Lapio & Speter, 2000; Levin et al., 2004; Spann, 2002). A national sample surveyed by Performance Research found that 72% of NASCAR fans “almost always” or “frequently” purchased NASCAR-sponsor brands versus brands unassociated with the sport (Pruitt et al., 2004; Levin et al., 2004). Forty-two percent of these fans reported they would switch brands from a non-NASCAR-sponsor to a NASCAR-sponsor, and

46% indicated they would pay 10% more for the NASCAR-sponsor's brand (Levin et al., 2004).

It is the fervent nature and unremitting commitment of the fans that attracts companies to NASCAR sponsorship. Sponsors hope that their financial support of NASCAR will generate the same level of loyalty toward their brands from the fans, and that this loyalty will result in increased revenue generation (Levin et al., 2004). By 1998, seventy of the Fortune 500 companies had some involvement with NASCAR (Lapio & Speter, 2000). Sponsors are now paying over $20 million per year to associate themselves with this form of automobile racing (Pruitt et al., 2004). According to Pruitt, Cornwell, and Clark (2004), the price of a NASCAR sponsorship greatly exceeds the average yearly fees required to name most U.S. football and baseball stadiums.

The strategy behind a firm's involvement with NASCAR makes sense from a marketing standpoint. The target market is vast (14.4 million die-hard fans), the fans are predominantly educated and affluent (40% attended college and 30% have household incomes over $50,000), and brand loyalty has been demonstrated (Bernthal & Regan, 2001; Levin et al., 2004; Spann, 2002). The target market for NASCAR includes approximately 75 million fans (Levin et al., 2004). The number of NASCAR fans in the U.S. is growing, and the sport is becoming popular all over the country, not just in the Southeastern region. NASCAR race tracks have been built in Southern California, Las Vegas, Chicago, Miami, and Kansas City, and many others are being constructed throughout the U.S. (Bernthal & Regan, 2001). The 14.4 million die-hard fans are estimated to watch almost 7 hours of NASCAR-related television programming weekly and spend on NASCAR-related merchandise almost $700 yearly (Bernthal & Regan, 2001).

Not only have the location of NASCAR fans evolved, so have the NASCAR fans themselves. The stereotypical NASCAR fan has traditionally been a white, male with lower education and income, but the demographic for the sport today is far from this description (Spann, 2002). Thirteen percent of NASCAR fans have a household income over $75,000 per year, 40% have attended college, and 39% of NASCAR fans 18 and older are women. Additionally, many business professionals use skybox facilities to entertain clients at the races just as they would at professional football, baseball, or basketball games (Spann, 2002). Therefore, our "socially constructed cognitive images" of what a NASCAR fan looks like should be transformed to reflect the true nature of the contemporary NASCAR enthusiast (Spann, 2002, p.355).

NASCAR fan loyalty is unlike any other sport in the United States (Levin, Joiner, & Cameron, 2001). According to a study conducted by Levin et al. (2004), NASCAR fans were more loyal to their favorite brands than non-NASCAR fans, and this level of brand loyalty increased as the level of fan identification with the sport increased. Fans of NASCAR were more loyal to their favorite beer brand than non-NASCAR fans were to their favorite beer brand. As the level of involvement with NASCAR increased, the fans were even more loyal to their preferred beer. This result supported the Madrigal (2000) fan identification study which suggested that as fan involvement with an event increases, so does brand loyalty to event sponsors. The study also found that attitudinal loyalty and purchase-related loyalty were higher among NASCAR fans than non-NASCAR fans (Levin et al., 2004). This result is logical considering that "a supposedly important aspect of this NASCAR lifestyle is that fans perceive a connection between the sport's participants (drivers and teams) and their sponsors" (Levin et al., 2004, p.19).

Previous research on NASCAR fans has determined that "virtually all fans chose a favorite driver based on his personality" (Amato, Peters, & Shao, 2005, p.71). The sport of NASCAR is full of colorful, driver personalities and established brand-name sponsors. These athletes are celebrity endorsers and represent the products or brands which sponsor their racecars and racing teams. They are branded with the logo of their major sponsor on their cars, uniforms, helmets, trailers, and even in their racing pits. NASCAR drivers also come to be known by the major sponsor of their cars. For instance, during the telecast of a NASCAR event, announcers will refer to the "DuPont car" or the "Home Depot car" instead of Jeff Gordon and Tony Stewart respectively. These drivers and brands become inextricably linked through sponsorship, and consumers recognize the connection between the two. It is one of the most apparent linkages between an athlete endorser and a product, since the driver and brand are constantly referenced together during the actual competition. In essence, NASCAR drivers could be considered brands themselves. Thus, corporate sponsorship of NASCAR drivers has become a marketing strategy of firms trying to attract stock car racing fans to their companies' brands and influence brand choice (Amato et al., 2005).

Theoretical Framework

The theoretical foundation for this research is based upon congruence theory (Cornwell, Weeks, & Roy, 2005). Congruence theory has been used in the management literature to explain how personality fit between employees and their organizations affects work-related outcomes such as cooperation and performance (Chatman & Barsade, 1995). This theory has also been used in marketing research to explain levels of fit (also termed relatedness, relevance, congruence and similarity) between events, sponsors, celebrity endorsers (athletes), and brands (Cornwell, Weeks, & Roy, 2005).

Congruence theory suggests that individuals can more easily process, store, and retrieve information if it is related or similar to previous information or experiences. For instance, the Allstate 400 NASCAR race on the Indianapolis Motor Speedway should be a good event-sponsor fit according to congruence theory because Allstate sells automobile insurance. Conversely, Subway's Fresh 500 NASCAR event held at the Phoenix International Raceway may be more difficult for fans to remember and associate, as sandwiches do not directly relate to automobiles or auto racing. According to Becker-Olsen & Simmons (2002), the level of congruence (fit) between a brand and endorser or event is extremely important because it impacts the affective and behavioral responses of consumers. When consumers do not perceive a strong connection or similarity between a brand and endorser, favorable thoughts and attitudes are less likely to form. These adverse cognitive and affective responses could potentially hurt the firm's sales and brand equity, as consumers are less likely to purchase if they possess negative beliefs or attitudes toward the product.

Speed and Thompson (2000) conducted a study on the perceived congruence between event and sponsor. They proposed that the level of fit between the sponsoring company and the sponsored event would be positively associated with the level of consumer sport sponsorship response (interest, favorability, and use). Results from this study demonstrated that sponsor-event fit was a significant predictor of sport sponsorship response. According to Speed and Thompson (2000), consumers are more likely to respond with interest and favorability toward a brand, as well as purchase that brand, if they perceive a connection between the sponsor and associated event.

The match-up hypothesis is similar to congruence theory and has also been used to explain levels of fit between brands and the celebrity endorsers or events in which they are paired. The match-up hypothesis suggests that consumers' response to advertising, or in this case sponsorship, will be impacted by the similarity between the endorser's (NASCAR driver) image and the brand's image (McDaniel, 1999). According to this theory, the more commonalities between the two, the more likely consumers will remember and relate the endorser and brand, and respond in a favorable manner. Less congruent endorsers and brands may be less memorable and, therefore, elicit weaker responses from consumers exposed to the match (Cornwell et al., 2005; McDaniel, 1999).

Previous research examining celebrity endorsement as well as event sponsorship has been theoretically based on the match-up hypothesis (Gwinner, 1997; Gwinner & Eaton, 1999; Kahle & Homer, 1985; McCracken, 1989; McDaniel, 1999). Kahle and Homer (1985) were the first scholars to provide evidence that congruence between the images of celebrities and the products they endorse would improve advertising outcomes. In their study, they examined the effectiveness of attractive celebrity endorsers promoting beauty products. They found that when attractive celebrity endorsers were used, consumers' responses to the beauty products (brand recall, brand attitudes, and purchase intentions) were more positive than when unattractive endorsers or no endorsers were used (Gwinner & Eaton, 1999).

Event sponsorship works in much the same manner as celebrity endorsement (Gwinner, 1997). The purpose of event sponsorship is to transfer the positive qualities or characteristics of the event to the sponsoring companies or brands (Gwinner, 1997; Gwinner & Eaton, 1999; McCracken, 1989). The match-up hypothesis would suggest that a highly congruent event-sponsor partnership would produce highly favorable attitudes and behaviors among the event attendees. Additionally, the match-up hypothesis would suggest that a highly congruent NASCAR driver-sponsor partnership would produce highly favorable attitudes and behaviors among NASCAR fans.

According to Gwinner (1997), there are two types of similarity that a sponsor's brand can have with the event in which they support: functional similarity and image-related similarity. Functional similarity means that the athletes in a sporting event can use the product while they compete (Gwinner, 1997). An example of functional similarity would be a NASCAR driver using a NEXTEL headset to talk to his crew chief during a race. Since the brand is serving a specific function during the competition, it has functional similarity with the sporting event. However, not all brands can actually serve a purpose while the athletes are physically competing. They may only be similar to the event in terms of the image they possess. An example of image-related similarity would be the NASCAR driver having a Dr. Pepper logo painted on his racecar. Since Dr. Pepper is often perceived as having a unique, upbeat, free-spirited image, it would fit with the fast-paced, individualistic image of NASCAR racing.

Gwinner (1997) suggests that sponsors who select an event or endorser with a similar image will have a better chance of being remembered by consumers than those paired with dissimilar events or endorsers. If the similarity or match-up between event and sponsor image strengthens the effectiveness of the sponsorship, then it is hypothesized in this study that a stronger congruence between driver and brand personality would increase sponsorship effectiveness. Sponsorship effectiveness outcomes in this study include attitude toward the sponsor, attitude toward the brand, purchase intentions, and actual purchase.

According to Lafferty, Goldsmith, & Newell (2002), in order to evaluate the effectiveness of advertising, researchers must examine the interrelationships between consumers' attitude toward the advertisement (sponsorship), attitude toward the brand, and purchase intentions. In their study, Lafferty et al. (2002) investigated the effects of endorser credibility and corporate credibility on attitude towards the advertisement, attitude towards the brand, and purchase intentions. The authors suggest that the determinants of these variables require greater attention and consideration, because they have a critical impact on the effectiveness and success of a firm's overall marketing campaign.

The determinants of these advertising outcome variables have not been explored within the sponsorship-laden context of NASCAR. While other areas have been studied including brand awareness (Levin, Joiner, & Cameron, 2001), brand loyalty (Levin et al., 2004), and culture (Spann, 2002), sponsorship effectiveness research in NASCAR is sparse. Therefore, the purpose of this study was to determine if personality fit between NASCAR drivers and their major sponsors affects the sponsorship outcomes of consumer attitudes toward the sponsor, attitudes toward the brand, and purchase intentions during a NASCAR event. Moreover, fan identification and product involvement were examined as moderators between personality fit and the three sponsorship outcomes. While brand personality as a construct has been in existence and been researched for decades (Gardner & Levy, 1955; Landon, 1974; Aaker, 1997), this study represents the first test of personality fit and its effects on consumer behavior within the sport sponsorship domain and NASCAR specifically.

Fit

The term "fit" has been used throughout much of the sponsorship literature referring to the relatedness, similarity, relevance, or congruence of event-sponsor relationships or celebrity endorser-brand relationships (Becker-Olsen & Hill; 2006; Gwinner, 1997; McDonald, 1991; Poon & Prendergast; 2006; Rifon, Choi, Trimble, & Li, 2004; Roy & Cornwell, 2004). Fit is defined as the "synergy between what the company does in its business and the detail of the sponsorship" (McDonald, 1991, p.36). According to Becker-Olsen and Hill (2006), cognitive and affective responses from consumers are more favorable when fit is high than when fit is low. The authors reveal that negative cognitive and affective outcomes are due to the inconsistencies that consumers must process when event and sponsor are unrelated.

Inconsistent images are more difficult than consistent ones to interconnect with prior knowledge and experiences. For instance, in the Becker-Olsen and Hill (2006) study, respondents demonstrated that the sponsorship pairings of the Humane Society/Alpo and Special Olympics/Sports Authority were a significantly better fit than the converse (Humane Society/Sports Authority and Special Olympics/Alpo). The sponsoring companies were viewed much more favorably when they were paired with nonprofit organizations that were consistent with their product offerings, target audiences, or overall missions. When consumers can process information with "thematic relatedness" the evaluations are typically positive (Becker-Olsen & Hill, 2006, p. 75).

The effects of fit in terms of sponsorship outcomes have been studied by numerous scholars (Becker-Olsen & Hill, 2006; Rifon et al., 2004; Speed & Thompson, 2000). Rifon et al. (2004) suggest that sponsors who support a cause that fits well with their firm could generate positive attitudes toward the sponsor as well as enhanced sponsor credibility. Roy and Cornwell (2004) conducted a study on the levels of consumer knowledge regarding sporting events and their impact on perceived event-sponsor congruence. The results indicated that experts, or those with high consumer knowledge of the event, were much more perceptive of event-sponsor congruence than novices (those with low consumer knowledge), especially when evaluating low brand equity sponsors. Experts identified "mismatches" between low-equity sponsors and high-profile events and stated that the pairings were not similar in terms of the event-sponsor images (i.e., Kia sponsoring the United States Open PGA Golf tournament). Consequently, experts displayed negative responses to sponsorship where perceived incongruence was present. The results of this study indicate that increased fit between event and sponsor would lead to stronger perceptions of congruence and, ultimately, to more positive sponsorship outcomes.

Poon and Prendergast (2006) suggest that product relevance (fit) not only influences consumers' cognitive and affective responses to sponsorship, but their conative processes are potentially impacted. Conation, or behavioral intention, has been given considerable attention in recent sponsorship studies (Irwin et al., 2003; Koo et al., 2006; Lafferty et al., 2002; Spears & Singh, 2004; Zhang et al., 2005) as marketers are concerned with assessing consumers' interest in purchasing products and services from sponsoring firms. According to Poon and Prendergast (2006), fit is an important variable to consider when assessing sponsorship effectiveness, because it could assist event and marketing managers in determining which sponsorship arrangements are most congruent and have the strongest revenue-generating potential.

Overall fit can be measured in a multitude of ways (Smith, 2004). According to Smith (2004), companies who choose to sponsor an event or athlete may consider their degree of fit among six different types of association: (1) Product attribute, (2) User imagery, (3) Brand personality, (4) Functional benefits, (5) Experiential benefits, and (6) Symbolic benefits. While levels of overall fit between sponsor and event or athlete have been explored to some degree in the realm of sport using several of these types of associations (Gwinner & Eaton, 1999; Koo et al., 2006; McDaniel, 1999), the aspect of a sponsor's brand personality and how its fit with an event or athlete influences sponsorship effectiveness has not been examined. In fact, there is a relative paucity of research with regard to personality fit in the broader marketing literature. Therefore, this study seeks to examine NASCAR drivers' personalities and their major sponsors' brand personalities to determine if the level of personality fit impacts sponsorship outcomes. In the next two sections, endorser (driver) personality and brand personality will be discussed.

Endorser Personality

The use of celebrity endorsers to sell goods has been a marketing strategy for decades (Lafferty et al., 2002; Stafford et al., 2003; Walker, Langmeyer, & Langmeyer, 1992). More recently, the use of professional athletes to sell products and services has become increasingly popular among advertisers (Martin, 1996; Moorman, 2006; Stone, Joseph, & Jones, 2003). Children and adults around the globe often admire celebrity athletes and strive to imitate them on and off the playing field (Stone et al., 2003). This affinity people possess for sports figures makes them valuable endorsers for advertisers seeking celebrities to promote their brands to consumers.

A celebrity endorser has been defined as, “a famous person who uses public recognition to recommend or co-present with a product in an ad” (Stafford, Spears, & Hsu, 2003, p.13; McCracken, 1989). The use of celebrity endorsers to market products in the U.S. is prevalent with over 25% of all advertisements featuring celebrity endorsers (Stafford et al., 2003). A company’s decision to promote its products or services via celebrity endorsement should be a judicious one, as the cost and risk are usually high. By 1995, companies were paying in excess of $1 billion (10% of all corporate sponsorship expenditures) for athlete endorsement of their brands (Stone et al., 2003), even though many celebrity endorsement deals often fail (Walker et al., 1992). According to Martin (1996, p.39), “Identifying the degree of fit between the sport, the athlete, and the product is an important first step in picking the best athlete to endorse a product.”

Athletes are often paired with brands in advertising campaigns in order to achieve various corporate marketing objectives. According to Martin (1996), athlete endorsers are solicited in order to help firms attract clientele, improve recall and recognition of the brand, enhance firm image, provide credibility and attractiveness, and stimulate sales. The author also suggests that the key to a successful celebrity advertising campaign is the consumers' positive evaluation of the endorsement. In his study on athlete endorsement, Martin (1996) found that positive advertising outcomes were largely a function of the similarity between the image of the sport and the image of the product.

Much of the celebrity endorsement literature focuses on the characteristics of the endorser, and previous studies have shown the following traits to affect consumer response to advertising: gender, physical attractiveness, trustworthiness, and personality (Caballero & Pride, 1984; Caballero & Solomon, 1984, Friedman & Friedman, 1979; Lynch & Shuler, 1994, Martin, 1996; Stone et al., 2003). Martin (1996) outlines a series of steps a firm should follow in order to strategically pair its product with the best athlete endorser possible: (1) Assess the image of the product. (2) Determine the sport with the closest fit to the product. (3) Select an athlete within that sport whose image most closely fits that of the product. Brown and Stayman (1992) indicate that a successful celebrity endorsement pairing can produce positive outcomes for the firm including higher recall and favorability of the ad, higher recall and favorability of the brand, and "other positive effects."

Brand Personality

The overall definition of personality has been conceptualized as "the set of meanings constructed by an observer to describe the 'inner' characteristics of another person" (Aaker & Fournier, 1995, p.392). In essence, personalities are descriptions of the personal characteristics of people given by others. Brand personality is a construct derived from the study of human interaction and examines how people attach meanings to brands. It is defined as "the human characteristics of a brand" (Aaker & Fournier, 1995). A brand often develops its own individual personality, and the characteristics or attributes associated with it help differentiate the brand from competitors. Brand personality has also been described as the "personification" of a brand, meaning the brand is viewed as a character or person in the eyes of consumers (Aaker & Fournier, 1995).

Brand personality has been an accepted and extensive topic of study among advertising and marketing researchers for decades (Gardner & Levy, 1955; Landon, 1974; Aaker, 1997; Ekinci & Hosany, 2006). Historically, the construct of brand personality has been used to examine peoples' perceptions of consumer goods (Aaker, 1997). More recently, however, brand personality has been used to explore whether or not consumers ascribe personality characteristics to service industries such as tourist destinations and how brand personality affects their behaviors. "Brand personality is important because consumers may choose one brand over another based solely on its personality" (Wysong, Munch, & Kleiser, 2002, p.512). According to the Senior Manager of Marketing at Whirlpool Corporation, Bruce Roberson, the top two kitchen appliance brands, Whirlpool and Kitchen Aid, have distinct brand personalities and this affects consumers' purchase decisions (Wysong et al., 2002). Brand personality also has a strong impact on brand processing (Aaker & Biel, 1993), brand attitudes (Aaker, 1999), and brand loyalty (Carr, 1996).

An empirical study conducted by Aaker (1997) examined brand personality, and it was determined that brands are often described using the same Big Five dimensions of personality that are used to describe people. The Big Five dimensions of brand personality are Sincerity, Excitement, Competence, Sophistication, and Ruggedness (Wysong et al., 2002). Sincere brands are often described as traditional, classic, warm, and family-oriented. They often produce feelings of honesty and dependability among their users. Some brands that are considered to be sincere are Hallmark, Coca-Cola, and Ford (Aaker, Fournier, & Brasel, 2004). Exciting brands base their personalities on youthfulness, exuberance, and energy. They often produce feelings of being trendy, daring, or fun among consumers. Some brands that fit into the Excitement dimension include Mountain Dew, BMW, and Virgin (Aaker et al., 2004). Competent brands have personalities that are described as intelligent, successful, and experienced (Wysong et al., 2002). They generate feelings of accomplishment and maturity. Brands that tend to be associated with this dimension include IBM, Office Depot, and Barnes and Noble. Sophisticated brands have a personality that is charming, elegant, and upper-class. People use these types of brands in order to feel important and wealthy, or to look chic. Sophisticated brands often represent an urbane lifestyle and include names like Tiffany’s, Mercedes Benz, and Rolex. Rugged brands represent the final dimension and are outdoorsy, tough, and robust personalities. They give their users a sense of strength and utility. Examples of rugged brands include Brawny, L.L. Bean, and Craftsman.

According to Aaker (1997), a brand personality is constructed when a consumer evaluates product-related and non-product-related attributes. Product-related attributes include aspects of price, packaging, product category, and physical characteristics of the brand. Non-product-related attributes may include brand age or tenure, symbols or imagery, sponsorships, advertising, company and CEO image, and celebrity endorsements (Wysong et al., 2002). These aspects which help produce a brand personality have been termed antecedents in the literature (Wysong et al., 2002).

Brand personality is created or developed by antecedents. Once the personality has been established, it may have a strong affect on consumers' attitudes and behaviors. The way consumers respond to brands based on their unique and individual personalities are termed consequences. According to studies done by Aaker (1999) and Wysong et al. (2002), some of the consequences of a strong brand personality include attitude toward the brand, brand preference, brand choice, and brand equity.

Attitude Toward the Sponsor

An attitude may be defined as "a person's internal evaluation of an object such as an advertisement, and may be favorable or unfavorable" (Sicilia et al., 2006, p. 141). Attitudes are affective or emotional responses to an attitude object. Attitudes have been given various terms in the literature including emotional feelings and affective responses (Machleit & Wilson, 1988). An attitude toward an advertiser is an individual's favorable or unfavorable evaluation of a particular organization, such as an event sponsor. Consumer evaluation of an advertiser, or in this case a sponsor, is critically important as it has been documented in the marketing and consumer behavior literature that it impacts brand attitudes and purchase behavior (Mackenzie, Lutz, & Belch, 1986; Bruner II & Kumar, 2000; Machleit & Wilson, 1988; Stevenson, Bruner II, & Kumar, 2000). A consumer's formation of a positive attitude toward a sponsor is one of the first steps in the sponsorship effectiveness process. Positive consumer attitudes, also operationalized as favorable disposition, toward a sponsor may result in purchase intentions and actual purchase behaviors (Meenaghan, 2001a).

Meenaghan (2001b) asserts that consumer attitudes toward sponsorship form on one of three levels of aggregation: generic, category, and individual activity. The generic level is the most basic and occurs when consumers believe any type of sponsorship involvement is either positive or negative. The category level is more specific, and consumers base their attitudes on the sponsors' involvement with a particular type of sponsorship, such as sports or the arts as opposed to sponsorship as a whole. This study will focus on sponsorship at the individual activity level. Attitudes toward the sponsor of a NASCAR driver would constitute the third level of sponsorship aggregation, individual activity. Consumers at this level respond affectively to sponsors who support a specific sport, team, or athlete in which they are passionate. It is the level in which attitude formation is typically the strongest, as consumers are most involved with the favored activity at this stage (Meenaghan, 2001a, Meenaghan, 2001b).

Attitude toward the sponsor has been examined in previous research with respect to event-sponsor fit. Roy and Cornwell (2003) hypothesized that attitude toward the sponsor would be positively related to event-sponsor congruence. They found that participants who perceived higher levels of congruence between event and sponsor also held more positive attitudes of the sponsors. Conversely, participants who scored the events and sponsors low on congruence, held more negative views of the sponsors. The authors encouraged event managers and sponsors to be strategic in forming long-term sponsorship arrangements, as being well-paired based on organizational goals and image could be critical to success (Roy & Cornwell, 2003).

Attitude Toward the Brand (Brand Attitude)

A brand is defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Keller, 1993, p.2; Kotler, 1991). Attitude toward the brand, or brand attitude, represents the consumer's overall evaluation of the brand, and these attitudes are often precursors to behavioral response. (Keller, 1993; Wilkie, 1986). Spears & Singh (2004) offer a more comprehensive definition of attitude toward the brand. Attitude toward the brand is a "relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behavior" (Spears & Singh, 2004, p. 55).

According to Keller's (1993) dimensions of brand knowledge, brand attitudes are a type of brand association that builds overall brand image. Consumers form attitudes toward different brands based on what the brands have to offer. Brands provide various attributes and benefits, and consumers judge the attributes and benefits before developing attitudes regarding the overall brand (Keller, 1993).

Fishbein and Ajzen (1975; Ajzen & Fishbein, 1980), suggest that attitude toward the brand is a "multiplicative function" formed by beliefs and evaluations of those beliefs. Consumers form salient beliefs or ideas regarding products or services and then evaluate the extent to which they like or dislike the products or services. These beliefs and subsequent attitudes are based on the attributes and benefits that the products possess. Attributes may be product-related or non-product-related, and benefits may be functional, experiential, or symbolic (Keller, 1993).

Product-related attributes are defined as “ingredients necessary for performing the product or service function sought by consumers” while non-product-related attributes are defined as “external aspects of the product or service that relate to its purchase or consumption” (Keller, 1993, p.4). Benefits refer to the value or worth that each consumer believes the product or service attribute encompasses (Keller, 1993). Functional benefits refer to how the product or service operates and what basic needs it fills. Experiential benefits denote how it feels to use the product or service. Symbolic benefits relate to the consumer’s ego or self-esteem and refer to how the individual views him/herself when using the product or service (Keller, 1993).

Consumers use the various product attributes and benefits to form their beliefs and attitudes toward the brand. These attitudes strongly influence their future behavior such as purchase intentions and actual purchases (Eagly & Chaiken, 1993; Madrigal, 2001; Spears & Singh, 2004).

Purchase Intentions

According to Spears and Singh (2004, p.56), “Purchase intentions are an individual’s conscious plan to make an effort to purchase a brand.” Purchase intentions indicate the level of motivation that an individual has to complete a purchase behavior. The greater the level of motivation, the more likely the person will actually make a purchase. Fishbein and Ajzen (1975) suggest that purchase intentions are the link between attitudes and behavior. Consumers must have an intention to purchase a product or service before the action takes place, therefore, purchase intentions are an antecedent to actual purchase behaviors.

In the model presented by Spears and Singh (2004), positive and negative attitudes are precursors to attitude toward the ad and attitude toward the brand. Individuals view advertisements and may form either favorable or unfavorable feelings toward the ads and brands. If attitudes toward the ad are developed first, then these feelings will impact overall brand attitudes. Brand attitudes, which are general judgments or evaluations of the firm's brands, then determine the outcome or purchasing behavior that the consumer will display.

In Meenaghan's (2001) model of sponsorship effects, consumer attitudes are operationalized as "favorable dispositions" toward event sponsors, and these feelings lead to purchase intentions and actual purchase behaviors. This model also suggests that contingent goodwill and fan involvement serve as "triggers" which can enhance or accelerate the purchase process. Madrigal (2001, p.150) also indicates in his belief-attitude-intentions hierarchy that "strong feelings toward some object may act as a heuristic that has a direct impact on consumer behavior."

Current research exploring the link between attitudes and purchase intentions has demonstrated that there is a strong relationship between the two. Zhang, Won, & Pastore (2005) found that positive attitudes toward commercialization of intercollegiate athletics led to greater purchase intentions of corporate sponsors' brands. A more recent study conducted by Koo, Quarterman, and Flynn (2006) revealed that higher levels of attitude toward the brand among BCS Championship viewers also led to greater purchase intentions toward corporate sponsors' products. Consumers with lower brand attitude levels were less likely to consider purchasing from event sponsors. These studies support the notion of Spears and Singh (2004) that purchase intentions represent a “favorable intent” to actually purchase products and services from companies.

Fan Identification

In a study of fan identification and its affects on sponsorship outcomes, Gwinner and Swanson (2003, p.276) define team identification as “the spectators perceived connectedness to a team and the experience of the team’s failings and achievements as one’s own.” Trail et al. (2000, p.165-166) defined fan identification as “an orientation of the self in regard to other objects including a person or group that results in feelings or sentiments of close attachment.” In the context of NASCAR where fans typically choose a favorite driver from one of the many racing teams, fan identification could be defined as the spectators’ attachment or perceived connectedness to a driver and the feelings or sentiments that his experiences are their own (Gwinner & Swanson, 2003; Trail et al., 2000).

Other studies have examined the construct of fan identification (Donovan et al., 2005; Wann & Branscombe, 1990). Donovan et al. (2005) conceptualizes fan identification in terms of organizational identification (OID). Organizational identification represents the idea that members of an organization will define themselves according to what degree of association they possess with the institution. Ultimately, group members will display more OID in situations where the organization’s presence is more salient then when it is not. For example, employees of a company may not display high levels of OID when they are out to dinner with friends;

however, if the same dinner occurs in the company skybox at a professional sporting event, the employees' levels of OID is likely to be much higher. This phenomenon can be explained using social identity theory.

Social identity theory is often used to explain fan behavior in terms of how fans interact with one another in settings where they are supporting their favorite teams and players (Madrigal, 2001; Gwinner & Swanson, 2003). According to Tajfel and Turner (1986), social behavior can occur anywhere along a continuum from interpersonal to intergroup behavior. On one end of the spectrum, interpersonal behavior is determined solely by an individual's personal characteristics, whereas, on the other end of the spectrum, intergroup behavior is determined exclusively by the individual's group affiliations. Fan identification is typically viewed as a form of intergroup behavior, but interpersonal relationships may also affect fan identification (Tajfel & Turner, 1986). For example, when a NASCAR fan chooses to support a specific driver, he or she becomes a member of a large fan base or sport category that differs from fan groups of other NASCAR drivers. However, the fan may have chosen that particular driver based on his personality and the fact that he or she can relate to the driver on an interpersonal level.

Social identity theory suggests that individuals join groups based on the need to fulfill a certain personal identity, and that being a member of certain groups can provide such an identity. For example, Gwinner and Swanson (2003) among others (Donovan, Carlson, & Zimmerman, 2005) state that the prestige of certain organizations may attract group membership because individuals want to appear more prominent or influential. Madrigal's (2001) study of social identity effects on corporate sponsorship supports this notion, as his sample from the esteemed Ohio State University yielded high levels of fan identification. The results from that study (Madrigal, 2001) showed that fan identification with the university moderated the relationship between attitudes toward corporate sponsors and purchase intentions. When attitudes toward corporate sponsorship were low, highly identified fans were more likely to purchase from the sponsors than fans with low involvement. Highly identified fans seem to desire group affiliation even when their attitudes are negative.

Product Involvement

The concept of product involvement has been examined closely in the consumer behavior and social psychology literature, as product involvement relates to how consumers use products to function in their daily lives (Kahle & Homer, 1985; Kokkinaki, 1999; Traylor, 1981). Product involvement, which has also been termed normative importance, refers to "how connected or engaged a product class is to an individual's values" (Traylor, 1981, p.51). Nkwocha, Bao, Johnson, & Brotspies (2005, p.51) state that "involvement generally refers to a person's perceived relevance of the focal object based on inherent needs, values, and interests."

Different categories of products and services may mean more to consumers than others (Nkwocha et al., 2005). Reasons for the varying levels of importance of product classes may be linked to consumer self-confidence, identity, or attitudes. Product involvement suggests that certain products and services are more or less central to people's lives, indicative of their needs and wants, and reflective of their beliefs and values. For example, automobiles have been found to be a high-involvement product category (Hupfer & Gardner, 1971). Many individuals choose automobiles that they feel will project a certain image about themselves to society, thus, improving their social identity and personal self-confidence. Non-durable products such as soft drinks and paper towels have been labeled low-involvement, and consumers place less emphasis on the importance of these items to their identity, or ideals and interests (Traylor, 1981).

Product involvement is an important aspect of marketing because it can influence how people respond to products and services (Kokkinaki, 1999). If consumers are exposed to marketing communication that is intended to influence their attitudes and behaviors regarding the product being marketed, the level of involvement the consumer has with the product becomes critical. Studies have shown that product involvement has a moderating effect in these situations (Nkwocha et al., 2005; Kokkinaki, 1999). One study found that product involvement moderated the relationship between product fit and attitude toward brand extensions. In this study (Nkwocha et al., 2005), complementarity was found to be significant in the evaluation of low-involvement brand extensions and insignificant in the evaluation of high-involvement brand extensions. Another study (Kokkinaki, 1999) revealed that product involvement moderated the relationship between attitudes and usage intentions as well as the relationship between past behavior and actual usage behavior.

Petty, Cacioppo, & Schumann (1983) suggest that highly involved consumers analyze information related to the product or product class with more scrutiny than low-involvement consumers and this behavior affects the outcomes of their product decisions. According to their Elaboration Likelihood (EL) theory, which has been used to explain consumer response to advertising stimuli, individuals using the "central route" to process information think intently about a product or service, evaluate it directly, then form attitudes and purchase intentions toward it. Conversely, individuals using the "peripheral route" to process information utilize cues (such as sponsorship signage) to stimulate evaluations of the product or service, then attitudes and purchase intentions form. Little direct thought or assessment occurs through the peripheral route. Petty et al. (1983) indicates that high involvement products are generally examined using the central route, low-involvement products are typically examined using the peripheral route, and these two distinct paths may ultimately influence the attitudes and behaviors that form.

Research Questions

RQ_1: Will personality fit be positively related to attitude toward the sponsor?

RQ_2: Will personality fit be positively related to attitude toward the brand?

RQ_3: Will personality fit be positively related to purchase intentions?

RQ_4: Will fan identification moderate the relationship between personality fit and (a) attitude toward the sponsor, (b) attitude toward the brand, and (c) purchase intentions?

RQ_5: Will product involvement moderate the relationship between personality fit and (a) attitude toward the sponsor, (b) attitude toward the brand, and (c) purchase intentions?

CHAPTER III

METHODOLOGY

Setting

A cross-sectional, non-experimental, exploratory study was conducted in an attempt to determine the effect of personality fit on commercial sponsorship effectiveness at a Nextel Cup NASCAR event. Data for this study were collected through paper-and-pencil questionnaires. Permission was received from the Texas Motor Speedway and the Institutional Review Board at Texas A&M University (Appendix) prior to data collection. Data collection was conducted at a NEXTEL Cup event in April 2007. The race was the NASCAR Samsung 500 at Texas Motor Speedway in Fort Worth, Texas. There were several hundred surveys distributed to willing participants prior to the start of the race. The following sections will be covered in this chapter:

- Data Collection
- Sampling Procedures and Selection of Subjects
- Instrumentation
- Operationalizing of the Constructs
- Sample Profile
- Development of Measures
- Data Analyses
- Descriptive Statistics

Data Collection

Participants were approached in the fan zone area outside the grandstand of the Texas Motor Speedway prior to the event. In this area, the entrance gates of the speedway were located and fans entered the event. A convenience sample was selected, and three data collectors approached fans in the grandstand area, asking for their voluntary participation in the study. Participants were approached and asked if they would be willing to participate in a study investigating the sponsorship of NASCAR drivers. Each participant was given an information sheet with the details of the study, his/her rights as a participant and whom to contact with questions, and a copy of the study questionnaire to fill out. Data collectors continued this process until enough questionnaires had been completed to control for sampling error (Krejcie & Morgan, 1970).

Sampling Procedures and Selection of Subjects

The selection of the participants was based on their location in relation to the speedway and their willingness to participate in the study. Only participants 18 and older who were attending the speedway were eligible to participate in the study. Data collectors sampled respondents four hours prior to the start of the event. Random sampling techniques were employed for the selection of respondents. This method of sampling is often used in designs when the goal of the research is to randomly select a sample of information rich subjects who can provide an in-depth analysis of the phenomenon being studied (Patton, 1990). In order to obtain a random sample, every fourth or tenth person was approached and asked if they would be willing to participate in a study investigating the sponsorship of NASCAR drivers. Spectator flow into the venue, based upon time prior to the event, predicated which sampling technique was utilized. Every fourth person was asked to participate in the study if race time was more than an hour from commencing. Data collectors solicited responses from every tenth person an hour or less prior to game time due to heavy traffic flow. Each participant who was selected, and agreed to take part, completed a 5-7 minute questionnaire.

Instrumentation

The survey (Appendix) used in this study consisted of three parts. The first section of the questionnaire asked respondents to identify their favorite driver and list his car number and major sponsor (name that appears on the hood of the car). This section also measured consumers' perceptions of their favorite NASCAR driver's personality and their perceptions of his major sponsor's brand personality.

The second section of the questionnaire obtained data relevant to consumers' affective and behavioral responses to NASCAR driver sponsorship. The first set of questions asked respondents about the level of fit between their favorite NASCAR driver and his major sponsor. Then, they were questioned regarding their level of involvement with their favorite driver's sponsoring brand and level of identification with their favorite driver. Next, respondents were asked about their attitudes toward their favorite driver's major sponsor and attitudes toward their favorite driver's sponsoring brand. Lastly, the section asked respondents about their purchase intentions relevant to the sponsoring brand of their favorite driver.

The third section of the questionnaire included items related to the demographics of the respondents. These responses were coded and entered numerically for data analysis.

Operationalizing of the Constructs

Some of the measures of the constructs were modified or adapted from previous studies through an extensive literature review involving all the constructs. The items used to measure driver and brand personality were modified from Aaker's (1997) study of the dimensions of brand personality, which utilized the same Big Five dimensions of personality in the psychology literature that are used to describe human personalities. The items were measured using a seven-point Likert-scale ranging from 1 (Not accurate) to 7 (Very accurate).

The fit, or relatedness, items were modified from measures used by Becker-Olsen and Hill (2006) in their study of event-sponsor fit among nonprofit service providers. The items were measured using a seven-point Likert-scale ranging from 1 (Strongly disagree) to 7 (Strongly agree).

Product involvement items were modified from Mittal's (1989) study of consumer involvement. The items were measured using a seven-point Likert-scale ranging from 1 (Strongly disagree) to 7 (Strongly agree).

Fan identification was measured using Madrigal's (2001) items from his beliefs-attitudes-intentions hierarchy study. The items were measured using a seven-point Likert-scale ranging from 1 (Strongly disagree) to 7 (Strongly agree).

The items measuring attitude toward the sponsor, attitude toward the brand, and purchase intentions were adapted from the Lafferty el al. (2002) study of corporate and endorser credibility. Attitude toward the sponsor and attitude toward the brand were measured using a seven-point Likert-scale ranging from 1 (Bad) to 7 (Good), 1 (Unfavorable) to 7 (Favorable), and 1 (Unpleasant) to 7 (Pleasant). Purchase intentions were measured using a seven-point Likert-scale ranging from 1 (Unlikely) to 7 (Likely), 1 (Improbable) to 7 (Probable), and 1 (Impossible) to 7 (Possible).

Sample Profile

NASCAR fans (N=347) who attended the NEXTEL Cup 2007 Samsung 500 in Fort Worth, Texas provided a wealth of information concerning their beliefs, attitudes, and intentions toward commercial sponsorship of stock car racing. In all, 385 questionnaires were collected—a number that exceeds the requirements for a finite population of 191,000 spectators (the total number of spectators in attendance at the event) (Krejcie & Morgan, 1970). Due to incomplete responses, 38 of the questionnaires had to be discarded, bringing the final sample to 347.

A total of 385 questionnaires were distributed during the NASCAR event, and 347 were completed and useable for data analysis, resulting in a 90% response rate. The socio-demographic information provided by the participants was useful in determining who attends NASCAR events and what their perceptions are of NASCAR sponsorship.

The demographic variables analyzed in this study were gender, age, ethnicity, marital status and education level. In the past, NASCAR has been predominantly a male spectator sport. However, there is a trend toward a more female audience, and this was evident in the sample with 58% males and 38% females (percentages may not add up to 100 due to rounding or missing responses).

The results of the demographic information collected in this section indicated that the majority of the sample was Caucasian (82%). This result is typical of a NASCAR event, as most of the sport's spectators tend to be Caucasian. The ethnicity of the other respondents included 2% African American, less than 1% Asian, 1% Hispanic, 7% Native American, and 4% Other. Respondents at this event were fairly evenly distributed according to age with 11.2% in the 18-24 range, 25.6% in the 25-34 range, 33.7% in the 35-44 range, 18.2% in the 45-54 range and 7.5% in the 55 and older age range. The majority of the respondents in the study were married (62%). The marital status of the remainder of the respondents was 23% single, 9% divorced, 1% widowed and less than 1% other. Most of the respondents were high school graduates (31%) or had some college experience (23%), while the remainder reported some high school (8%), a trade or technical degree (10%), college graduate (17%), and graduate degree (6%). The socio-demographic composition of this sample was similar to that of Spann's (2002) study of NASCAR culture. The results are listed in Table 3-1.

Table 3-1. Sample Profile for Respondents of the NASCAR Samsung 500

Socio-Demographic Characteristics	Frequency	Valid Percentage
Gender (N=335)		
Male	202	58.2
Female	132	38.3
Age (N=334)		
18-24	39	11.2
25-34	89	25.6
35-44	117	33.7
45-54	63	18.2
55 and older	26	7.5
Race (N=333)		
African American	7	2.0
Asian	1	0.3
Caucasian	283	81.6
Hispanic	5	1.4
Native American	23	6.6
Other	14	4.0
Marital Status (N=332)		
Single	79	22.8
Married	216	62.2
Divorced	31	8.9
Widowed	5	1.4
Other	1	0.3
Level of Education (N=328)		
Some High School	28	8.1
High School Graduate	106	30.5
Trade/Tech Degree	33	9.5
Some College	81	23.3
College Graduate	58	16.7
Graduate Degree	22	6.3
Household Income (N=315)		
<$15,000	13	3.7
$15,000 - $24,999	25	7.2
$25,000 - $39,999	46	13.3
$40,000 - $59,999	70	20.2
$60,000 - $84,999	78	22.5
$85,000 +	83	23.9

The number (N) may vary due to missing values or responses
Percentages may not add up to 100 due to rounding

Development of Measures

In order to determine the level of personality fit between NASCAR driver and major sponsor, an index was created. This was done by subtracting the sponsor personality scores from the driver personality scores and recording the differences for each of the fifteen personality items. For example, if a respondent scored the driver's personality a "7" on the wholesome item and the sponsor's personality a "5" for the same item, then the overall fit score for wholesome would be a "2". Since there could also be negative fit scores due to the sponsor's personality being rated higher than the driver's, absolute values of the personality fit scores were taken. The personality fit index ranged from 0 (perfect fit – no discrepancy between driver and sponsor personality) to 6 (no fit – complete discrepancy between driver and sponsor personality). Therefore, low numbers on the fit index indicate good fit, and high numbers on the fit index indicate poor fit.

Due to the exploratory nature of this study, the items measuring the five dimensions of the brand personality construct were factor analyzed using the principal components technique with direct oblimin rotation to identify underlying relationships or factors. This factor analysis technique was used as it is consistent with Aaker's (1997) process and other exploratory studies which have investigated the brand personality construct (Ekinci & Hosany, 2006). The use of factor analysis in this study ensures that the items used create unidimensional measures of the brand personality dimensions of interest (Aaker, 1997). Component analysis is often used when the primary objective is to identify the minimum number of factors in an instrument that account for the maximum portion of the variance in an original data set (Hair et al., 1995; Morton & Friedman, 2002). The results of the factor analysis suggested that three dimensions of brand personality were present rather than five (Aaker, 1997). The first factor accounted for 59.37% of the variance. The items that loaded in factor one were regarded as the unidimensional construct of Excitement/Ruggedness (Dimension 1). The items that loaded in factor two were considered to be the unidimensional construct of Competence/Sophistication (Dimension 2) and accounted for 6.80% of the variance. Factor three included the unidimensional construct of Sincerity (Dimension 3) and explained 6.53% of the variance. One item, "Imaginative", was deleted from the study, as it loaded on factor one and factor two. The results are listed below in Table 3-2.

Table 3-2. Exploratory Factor Analysis for Personality Fit

Personality Items	Factor 1	Factor 2	Factor 3
Honest	-.040	-.003	**.928**
Down-to-Earth	.079	.031	**.842**
Wholesome	.009	.062	**.865**
Daring	**.608**	.214	.009
Spirited	**.737**	.161	-.036
Imaginative	**.554**	**.440**	.301
Reliable	**.421**	.255	.301
Intelligent	.222	**.600**	.124
Successful	.355	**.488**	.077
Upper-Class	.022	**.813**	.068
Charming	-.062	**.834**	.087
Glamorous	-.019	**.828**	.044
Rugged	**.842**	-.042	.068
Tough	**.865**	.007	.040
Outdoorsy	**.843**	-.178	.115
Eigenvalues	8.91	1.02	.99
Cronbach alpha (Reliability)	.905	.894	.895
Factor means	.177	.088	.239
Percentage of variance explained	59.37	6.80	6.52
Cumulative variance explained	59.37	66.17	72.70

Reliability measures were calculated for each of the three dimensions of personality fit. For the three items in the first factor of Dimension One, $\alpha = .905$. For the five items in Dimension Two, $\alpha = .894$. For the six items in Dimension Three, $\alpha =$

.895. Reliability measures were also calculated for each of the other five constructs under investigation in the study. For the three items used to measure product involvement construct, $\alpha = .897$. For the three items which measured the fan identification construct, $\alpha = .852$. For the three items used to measure attitude toward the sponsor, $\alpha = .934$. For the three items used to measure the attitude toward the brand construct, $\alpha = .948$. For the three items which measured the purchase intentions construct, $\alpha = .973$. Therefore, coefficient alpha reliability tests run for each construct satisfied Nunally's (1978) criterion of .60 or higher as a standard for an exploratory research study.

Data Analyses

Data analyses conducted in the study included exploratory factor analysis, descriptive statistics (i.e., frequencies, means, and standard deviations), bivariate correlations, and hierarchical moderated regression analysis.

Descriptive Statistics

Frequency measures were calculated to determine how many different drivers were represented in the sample. The respondents in this study listed thirty-two different competitors as their favorite NASCAR drivers. Those drivers who were represented in the study are listed below (Table 3-3) with their car number and major sponsor. According to NASCAR's 2007 list of NEXTEL Cup drivers, there are 65 total drivers competing on the circuit this year and 30 of them were listed by the fans as favorites in this study (46%). The other two drivers who were not on the 2007 NEXTEL Cup list were Dale Earnhardt Sr. who is deceased and Rusty Wallace who retired in 2005.

Table 3-3. NASCAR Drivers, Major Sponsors, and Car Numbers

Driver	Sponsor	Car #	Frequency	Valid %	Cumulative %
Bobby Labonte	Cheerios	43	4	1.2	1.2
Carl Edwards	Office Depot	99	5	1.4	2.6
Casey Mears	National Guard	25	2	.6	3.2
Clint Bowyer	Jack Daniel’s	07	2	.6	3.7
Dale Earnhardt Jr.	Budweiser	8	119	34.3	38.0
Dale Earnhardt Sr.	GM Goodwrench	3	1	.3	38.3
Dale Jarrett	UPS	44	4	1.2	39.5
David Blaney	Caterpillar	22	1	.3	39.8
Denny Hamlin	FedEx	11	1	.3	40.1
Elliot Sadler	Dodge	19	6	1.7	41.8
Greg Biffle	Ameriquest	16	8	2.3	44.1
J.J. Yeley	Interstate Batteries	18	1	.3	44.4
Jamie McMurray	Crown Royal	26	4	1.2	45.5
Jeff Burton	Cingular Wireless	31	1	.3	45.8
Jeff Gordon	DuPont	24	34	9.8	55.6
Jimmie Johnson	Lowe’s	48	28	8.1	63.7
Juan Pablo Montoya	Texaco/Havoline	42	1	.3	64.0
Kasey Kahne	Dodge	9	23	6.6	70.6
Kevin Harvick	Shell/Penzoil	29	12	3.5	74.1
Martin Truex Jr.	Bass Pro Shops	1	1	.3	74.4
Kurt Busch	Miller Lite	2	5	1.4	75.8
Kyle Busch	Kellogg’s	5	1	.3	76.1
Kyle Petty	Wells Fargo	45	2	.6	76.7
Mark Martin	U.S. Army	01	17	4.9	81.6

Table 3-3 Continued

Matt Kenseth	DeWalt	17	6	1.7	83.3
Michael Waltrip	NAPA	55	2	.6	83.9
Ricky Rudd	Snickers	88	1	.3	84.1
Robby Gordon	Jim Beam	7	2	.6	84.7
Rusty Wallace	Miller Lite	2	1	.3	85.0
Ryan Newman	Alltel	12	7	2.0	87.0
Tony Raines	DLP HDTV	96	1	.3	87.3
Tony Stewart	Home Depot	20	44	12.7	100.0
Total			347	100.0	

CHAPTER IV

RESULTS

There were five research questions proposed in this study. These questions guided the exploration of personality fit and its impact on consumer perceptions of NASCAR sponsorship. The results of each of the research questions are outlined in this chapter.

Analyses of Research Questions

Research Question One

RQ_1: Will personality fit be positively related to attitude toward the sponsor?

Research question 1, which predicted a positive relationship between personality fit and attitude toward the sponsor, was tested through bivariate correlations. As seen in Table 4-1, each of the three personality dimensions was significantly correlated with the dependent variable, attitude toward the sponsor: Dimension 1 ($r = -.432$, $p = .000$), Dimension 2 ($r = -.350$, $p = .000$), and Dimension 3 ($r = -.378$, $p = .000$). The negative correlations are due to the scoring of the personality fit index. The personality fit index ranged from 0 (perfect fit – no discrepancy between driver and sponsor personality) to 6 (no fit – complete discrepancy between driver and sponsor personality). Therefore, low numbers on the fit index for each of the three dimensions indicated good fit and resulted in higher attitude toward the sponsor scores; thus, the correlations have a negative sign, but the research question was supported. The same can be seen for the correlations in research questions two and three.

Table 4-1. Means, Standard Deviations (SD), and Bivariate Correlations of the Variables

Variable	Mean	SD	1	2	3	4	5	6	7	8
1. Dimension 1 (Excitement/ Ruggedness)	.177	1.42	---							
2. Dimension 2 (Competence/ Sophistication)	.038	1.52	.806**	---						
3. Dimension 3 (Sincerity)	.239	1.43	.704**	.728**	---					
4. Attitude Toward the Sponsor	6.10	1.22	-.432**	-.350**	-.378**	---				
5. Attitude Toward the Brand	6.20	1.18	-.394**	-.343**	-.399**	.749**	---			
6. Purchase Intentions	5.91	1.64	-.365**	-.310**	-.303**	.591**	.592**	---		
7. Fan Identification	6.32	1.12	-.154**	-.162**	-.172**	.368**	.416**	.287**	---	
8. Product Involvement	5.61	1.73	-.466**	-.385**	-.401**	.600**	.472**	.607**	.387**	---

Note. ** p=.000

Research Question Two

RQ$_2$: Will personality fit be positively related to attitude toward the brand?

Research question 2, which predicted a positive relationship between personality fit and attitude toward the brand, was tested through bivariate correlations. Each of the three personality dimensions was significantly correlated with the dependent variable, attitude toward the brand: Dimension 1 (r = -.394, *p = .000*), Dimension 2 (r = -.343, *p = .000*), and Dimension 3 (r = -.399, *p = .000*); thus, research question 2 was supported (Table 4-1).

Research Question Three

RQ_3: Will personality fit be positively related to purchase intentions?

Research question 3, which predicted a positive relationship between personality fit and purchase intentions, was tested through bivariate correlations. Each of the three personality dimensions was significantly correlated with the dependent variable, purchase intentions: Dimension 1 ($r = -.365$, $p = .000$), Dimension 2 ($r = -.310$, $p = .000$), and Dimension 3 ($r = -.303$, $p = .000$); thus, research question 3 was supported (Table 4-1).

Research Question Four

RQ_4: Will fan identification moderate the relationship between personality fit and (a) attitude toward the sponsor, (b) attitude toward the brand, and (c) purchase intentions?

Research question 4, which predicted that fan identification would moderate the relationship between personality fit and attitude toward the sponsor, attitude toward the brand, and purchase intentions, was tested through hierarchical moderated regression following Cohen, Cohen, West, and Aiken's (2003) guidelines. Specifically, all variables were first centered to the mean (to reduce the threat of multicollinearity) and Dimension 1 was entered in the first step of the regression model. Fan identification was entered next. The Dimension 1 × fan identification product term was entered in the final step of the regression. Simple slope analysis was used to plot the interaction. This process was repeated in the same order using Dimension 2 and Dimension 3. Each of the dependent variables in this research question (attitude toward the sponsor, attitude toward the brand, and purchase intentions) were tested using separate regression analyses (9 total).

Research Question Four (a)

The following results are for the dependent variable, attitude toward the sponsor: The first order effects of Dimension 1 accounted for 19% ($p = .000$) of the variance, with both Dimension 1 ($\beta = -.385$, $p = .000$) and fan identification ($\beta = .343$, $p = .000$) holding significant beta weights (Table 4-2). However, these effects were qualified by the significant Dimension 1 × fan identification interaction ($\beta = -.179$, $p = .000$), which Dimension 1 accounted for an additional 3% of the variance ($p = .000$). As seen in Figure 4-1, simple slope analysis indicated that, when the personality fit index on Dimension 1 was high (large discrepancy between driver and sponsor personality), there were few differences in attitude toward the sponsor between respondents who demonstrated high levels of fan identification versus those who did not. On the other hand, when the personality fit index on Dimension 1 was low (small discrepancy between driver and sponsor personality), spectators with high fan identification had higher attitudes toward the sponsors than did spectators with low fan identification. The first order effects of Dimension 2 accounted for 12% ($p = .000$) of the variance, with both Dimension 2 ($\beta = -.285$, $p = .000$) and fan identification ($\beta = .347$, $p = .000$) holding significant beta weights (Table 4-3). These effects were qualified by the significant Dimension 2 × fan identification interaction ($\beta = -.190$, $p = .000$), which Dimension 2 accounted for an additional 4% of the variance ($p = .000$). As seen in

Figure 4-2, simple slope analysis indicated a similar effect. When the personality fit index on Dimension 1 was high (large discrepancy between driver and sponsor personality), there were few differences in attitude toward the sponsor between respondents who demonstrated high levels of fan identification versus those who did not. Conversely, when the personality fit index on this dimension was low (small discrepancy between driver and sponsor personality), there were significantly different responses among spectators with high fan identification than spectators with low fan identification. Highly identified fans showed extremely high attitudes toward the sponsor of their favorite NASCAR drivers. The first order effects of Dimension 3 accounted for 14% ($p = .000$) of the variance, with both Dimension 3 ($\beta = -.345$, $p = .000$) and fan identification ($\beta = .337$, $p = .000$) holding significant beta weights (Table 4-4). These effects were also qualified by the significant Dimension 3 × fan identification interaction ($\beta = -.145$, $p = .003$), which Dimension 3 accounted for an additional 2% of the variance ($p = .000$). As seen in Figure 4-3, simple slope analysis indicated the same effect that was seen with Dimensions 1 and 2. Thus, research question 4(a) was supported for the dependent variable, attitude toward the sponsor.

Table 4-2. Results of Moderated Regression Analysis for Dimension 1 and Fan Identification on Attitude Toward the Sponsor

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.28**	.28
Dimension 1 (S)	-.439	.052	-.385**		
Fan ID (T)	.398	.054	.343**		
Step 2				.03**	.31
S x T	-.193	.050	-.179**		

Note. ** p=.000

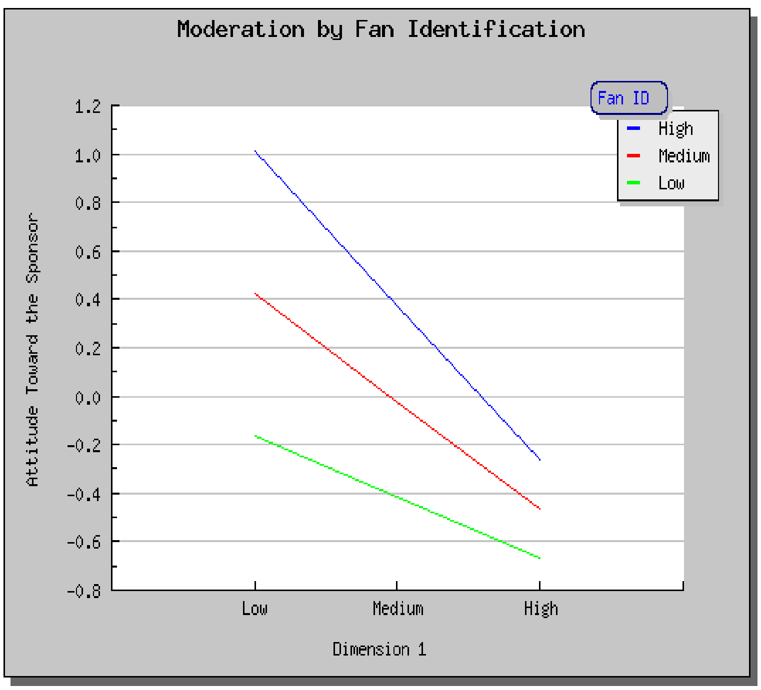

Figure 4-1. Moderation of Fan Identification on the Relationship Between Dimension 1 and Attitude Toward the Sponsor

Table 4-3. Results of Moderated Regression Analysis for Dimension 2 and Fan Identification on Attitude Toward the Sponsor

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.22**	.22
Dimension 2 (S)	-.322	.054	-.285**		
Fan ID (T)	.402	.056	.347**		
Step 2				.04**	.26
S x T	-.257	.064	-.190**		

Note. ** p=.000

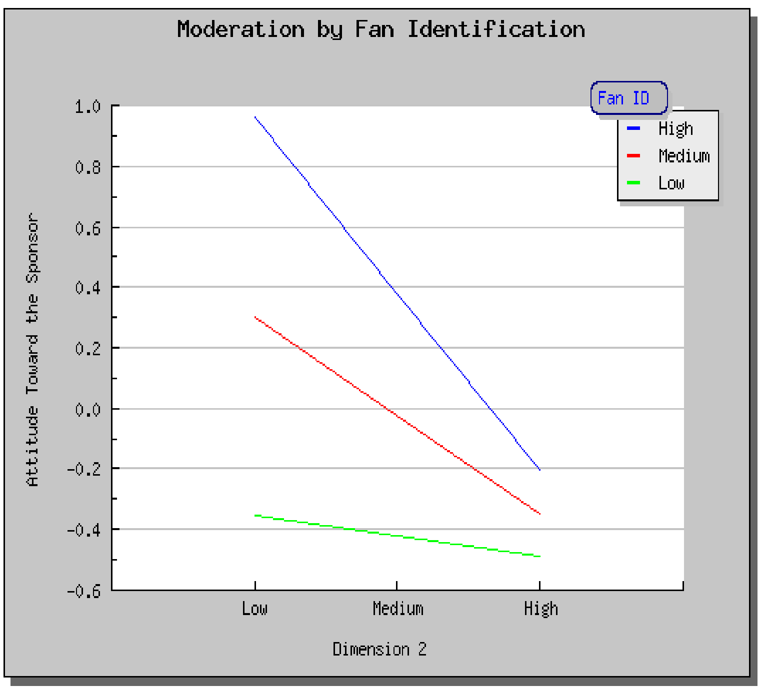

Figure 4-2. Moderation of Fan Identification on the Relationship Between Dimension 2 and Attitude Toward the Sponsor

Table 4-4. Results of Moderated Regression Analysis for Dimension 3 and Fan Identification on Attitude Toward the Sponsor

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.24**	.24
Dimension 3 (S)	-.378	.053	-.345**		
Fan ID (T)	.391	.056	.337**		
Step 2				.02*	.26
S x T	-.153	.051	-.145**		

Note. ** p=.000, * p=.003

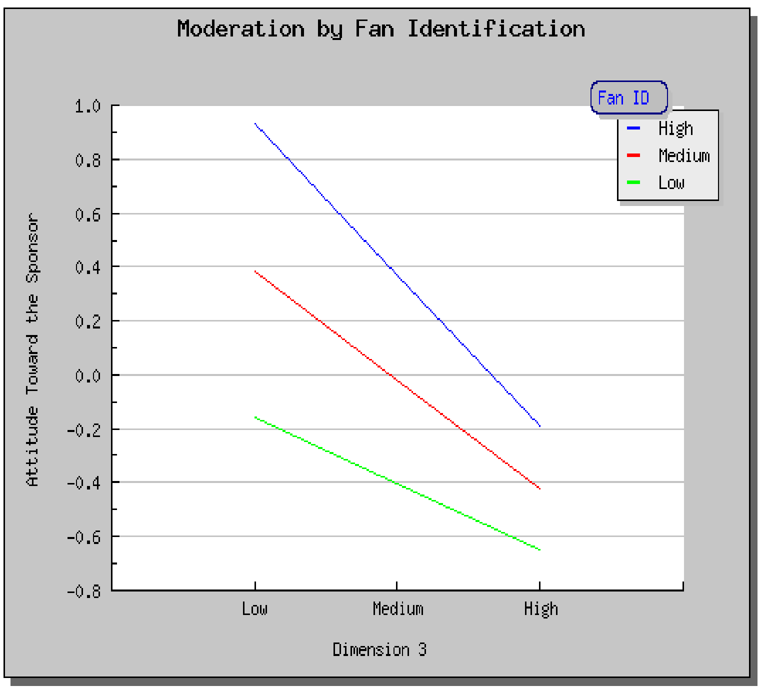

Figure 4-3. Moderation of Fan Identification on the Relationship Between Dimension 3 and Attitude Toward the Sponsor

Research Question Four (b)

The following results are for the dependent variable, attitude toward the brand: The first order effects of Dimension 1 accounted for 15% ($p = .000$) of the variance, with both Dimension 1 ($\beta = -.337$, $p = .000$) and fan identification ($\beta = .385$, $p = .000$) holding significant beta weights (Table 4-5). However, these effects were qualified by the significant Dimension 1 × fan identification interaction ($\beta = -.107$, $p = .023$), which Dimension 1 accounted for an additional 1% of the variance ($p = .000$). Results of the simple slope analysis can be seen in Figure 4-4. The first order effects of Dimension 2 accounted for 12% ($p = .000$) of the variance, with both Dimension 2 ($\beta = -.274$, $p = .000$) and fan identification ($\beta = .388$, $p = .000$) holding significant beta weights (Table 4-6). However, these effects were qualified by the significant Dimension 2 × fan identification interaction ($\beta = -.117$, $p = .014$), which Dimension 2 accounted for an additional 1% of the variance ($p = .000$). Results of the simple slope analysis can be seen in Figure 4-5. A similar moderation effect can be seen for attitude toward the brand as was demonstrated in the regression for attitude toward the sponsor.

There are few differences among the respondents when the personality index is high on Dimension 1 and 2 (large discrepancy between driver and sponsor personality). However, there are significant differences between highly identified and lowly identified respondents when the personality index is low (small discrepancy between driver and sponsor personality). Again, highly identified NASCAR fans report much higher attitudes toward the brands that sponsor their favorite NASCAR drivers. The first order effects of Dimension 3 accounted for 16% ($p = .000$) of the variance, with both Dimension 3 ($\beta = -.342$, $p = .000$) and fan identification ($\beta = .365$, $p = .000$) holding significant beta weights (Table 4-7). The Dimension 3 × fan identification interaction ($\beta = -.038$, $p = .424$) was not significant. Results of the simple slope analysis can be seen in Figure 4-6. Research question 4(b) was partially supported for the dependent variable, attitude toward the brand.

Table 4-5. Results of Moderated Regression Analysis for Dimension 1 and Fan Identification on Attitude Toward the Brand

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.28**	.28
Dimension 1 (S)	-.374	.052	-.337**		
Fan ID (T)	.440	.054	.385**		
Step 2				.01*	.29
S x T	-.113	.049	-.107**		

Note. ** p=.000, * p=.023

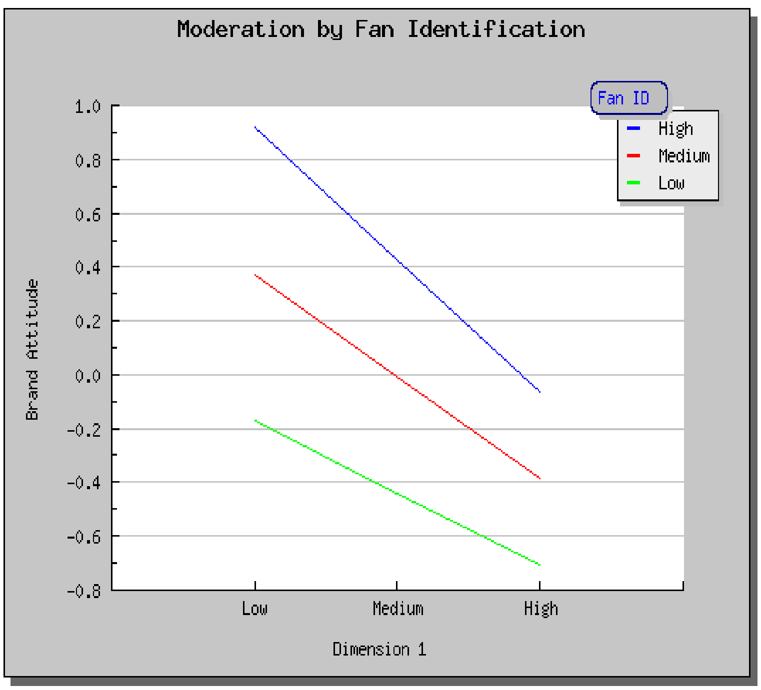

Figure 4-4. Moderation of Fan Identification on the Relationship Between Dimension 1 and Brand Attitude

Table 4-6. Results of Moderated Regression Analysis for Dimension 2 and Fan Identification on Attitude Toward the Brand

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.25**	.25
Dimension 2 (S)	-.302	.052	-.274**		
Fan ID (T)	.443	.055	.388**		
Step 2				.01*	.26
S x T	-.155	.063	-.117**		

Note. ** p=.000, * p=.014

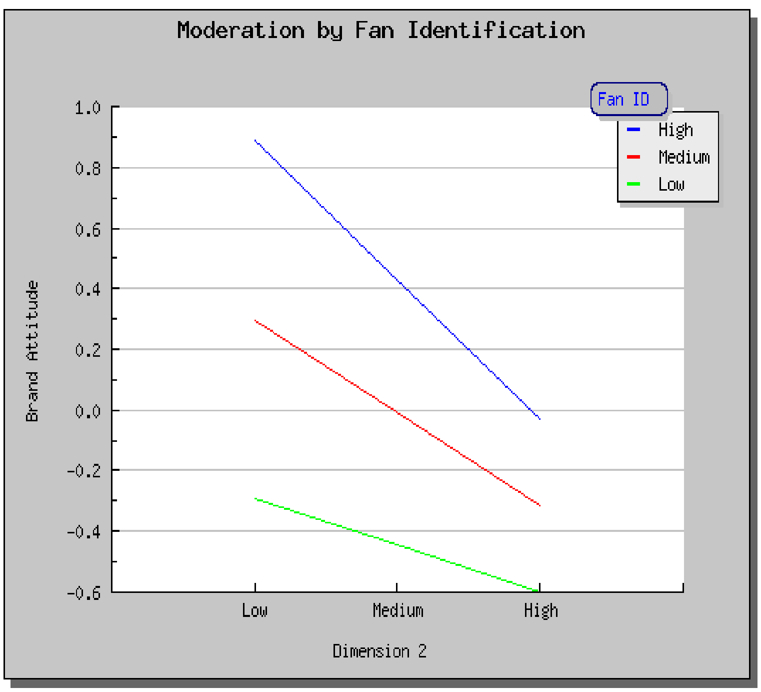

Figure 4-5. Moderation of Fan Identification on the Relationship Between Dimension 2 and Brand Attitude

Table 4-7. Results of Moderated Regression Analysis for Dimension 3 and Fan Identification on Attitude Toward the Brand

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.29**	.29
Dimension 3 (S)	-.367	.051	-.342**		
Fan ID (T)	.418	.054	.365**		
Step 2				.00	.29
S x T	-.039	.049	-.038		

Note. ** p=.000

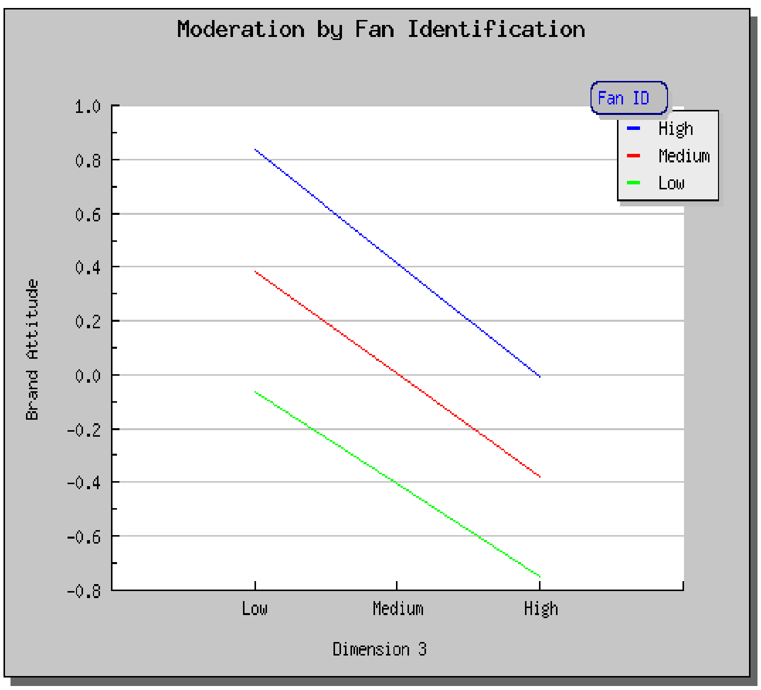

Figure 4-6. Moderation of Fan Identification on the Relationship Between Dimension 3 and Brand Attitude

Research Question Four (c)

The following results are for the dependent variable, purchase intentions: The first order effects of Dimension 1 accounted for 13% ($p = .000$) of the variance, with both Dimension 1 ($\beta = -.329$, $p = .000$) and fan identification ($\beta = .252$, $p = .000$) holding significant beta weights (Table 4-8). The Dimension 1 × fan identification interaction ($\beta = -.080$, $p = .110$) was not significant. Results of the simple slope analysis can be seen in Figure 4-7. The first order effects of Dimension 2 accounted for 10% ($p = .000$) of the variance, with both Dimension 2 ($\beta = -.267$, $p = .000$) and fan identification ($\beta = .254$, $p = .000$) holding significant beta weights (Table 4-9). The Dimension 2 × fan identification interaction ($\beta = -.078$, $p = .122$) was not significant. Results of the simple slope analysis can be seen in Figure 4-8. The first order effects of Dimension 3 accounted for 9% ($p = .000$) of the variance, with both Dimension 3 ($\beta = -.276$, $p = .000$) and fan identification ($\beta = .260$, $p = .000$) holding significant beta weights (Table 4-10). These effects were qualified by the significant Dimension 3 × fan identification interaction ($\beta = -.103$, $p = .047$), which Dimension 3 accounted for an additional 1% of the variance ($p = .047$). Results of the simple slope analysis can be seen in Figure 4-9. A moderating effect by fan identification was present on the relationship between personality fit for Dimension 3 and the dependent variable, purchase intentions. There were few differences among NASCAR fans' purchase intentions when the personality fit index is high (large discrepancy between driver and sponsor personality). However, there are significant differences between highly identified and lowly identified fans when the personality index is low (small discrepancy between driver and sponsor personality). Thus, research question 4(c) was partially supported for the dependent variable, purchase intentions.

Table 4-8. Results of Moderated Regression Analysis for Dimension 1 and Fan Identification on Purchase Intentions

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.19**	.19
Dimension 1 (S)	-.521	.078	-.329**		
Fan ID (T)	.407	.081	.252**		
Step 2				.00	.19
S x T	-.120	.075	-.080		

Note. ** p=.000

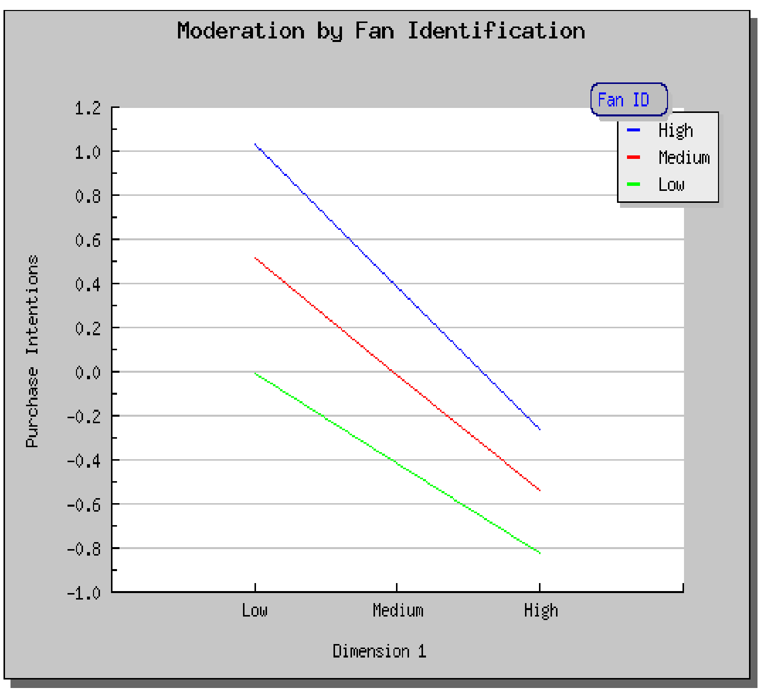

Figure 4-7. Moderation of Fan Identification on the Relationship Between Dimension 1 and Purchase Intentions

Table 4-9. Results of Moderated Regression Analysis for Dimension 2 and Fan Identification Purchase Intentions

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.16**	.16
Dimension 2 (S)	-.420	.080	-.267**		
Fan ID (T)	.411	.083	.254**		
Step 2				.00	.16
S x T	-.148	.095	-.078		

Note. ** p=.000

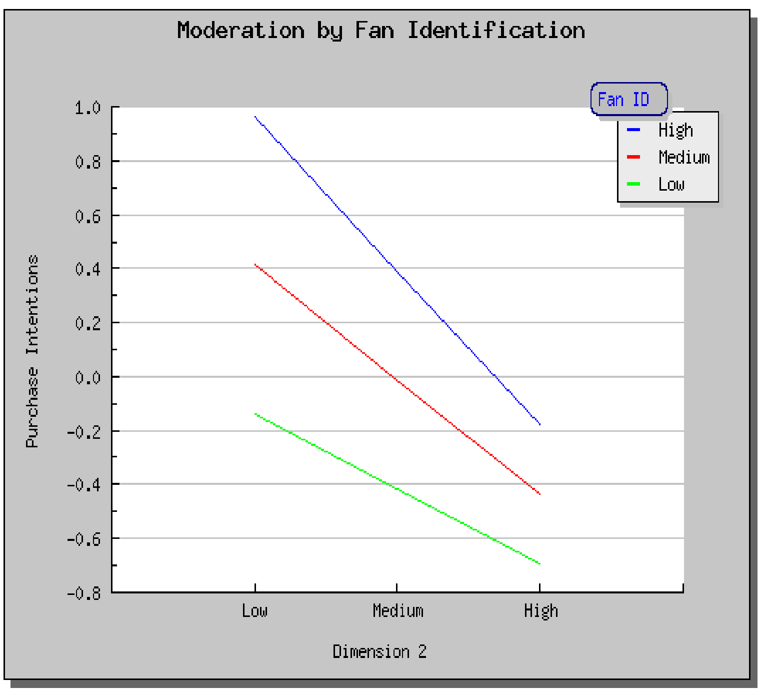

Figure 4-8. Moderation of Fan Identification on the Relationship Between Dimension 2 and Purchase Intentions

Table 4-10. Results of Moderated Regression Analysis for Dimension 3 and Fan Identification on Purchase Intentions

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.15**	.15
Dimension 3 (S)	-.421	.078	-.267**		
Fan ID (T)	.420	.083	.260**		
Step 2				.01*	.16
S x T	-.152	.076	-.103*		

Note. ** p=.000, * p=.047

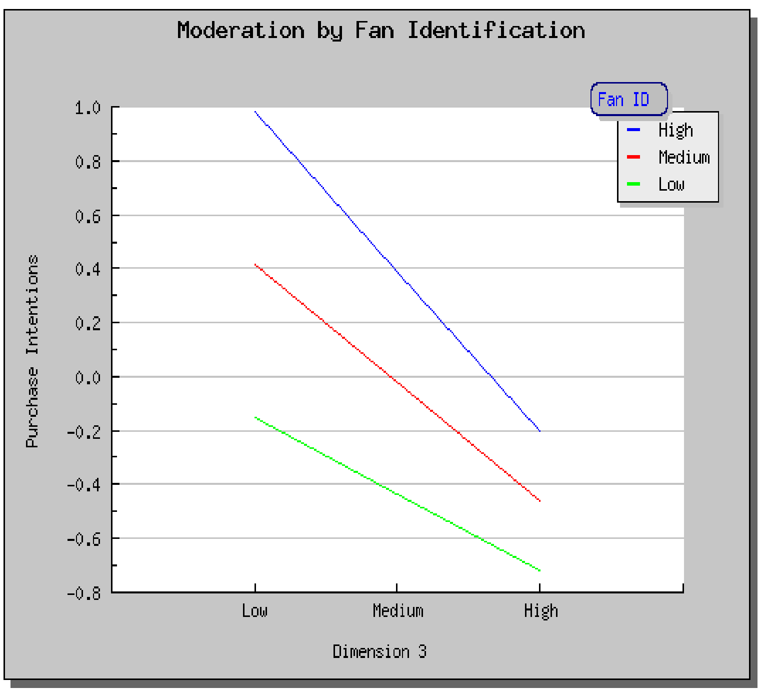

Figure 4-9. Moderation of Fan Identification on the Relationship Between Dimension 3 and Purchase Intentions

Research Question Five

RQ_5: Will product involvement moderate the relationship between personality fit and (a) attitude toward the sponsor, (b) attitude toward the brand, and (c) purchase intentions?

Research question 5, which predicted that product involvement would moderate the relationship between personality fit and attitude toward the sponsor, attitude toward the brand, and purchase intentions, was also tested through hierarchical moderated regression following guidelines set by Cohen, Cohen, West, and Aiken (2003). All variables were mean centered. Dimension 1 was entered in the first step of the regression model. Product involvement was entered next. The Dimension 1 × product involvement product term was entered in the final step of the regression. Simple slope analysis was used to plot the interaction. This process was repeated in the same order using Dimension 2 and Dimension 3. Each of the dependent variables in this research question (attitude toward the sponsor, attitude toward the brand, and purchase intentions) were tested using separate regression analyses (9 total).

Research Question Five (a)

The following results are for the dependent variable, attitude toward the sponsor: The first order effects of Dimension 1 accounted for 18% ($p = .000$) of the variance, with product involvement ($\beta = .505$, $p = .000$) holding a significant beta weight, but not Dimension 1 ($\beta = -.110$, $p = .064$) (Table 4-11). The Dimension 1 × product involvement interaction was significant ($\beta = .129$, $p = .021$), and Dimension 1 accounted for an additional 1% of the variance ($p = .021$). As seen in Figure 4-10, simple slope analysis suggests that product involvement had a slightly different moderating effect on the relationship between personality fit and attitude toward the sponsor than did fan identification. For Dimension 1, when there was good personality fit between driver and sponsor, there were fewer differences in attitudes toward the sponsor among respondents with high and low levels of product involvement than when the personality fit was poor. This was the opposite effect of fan identification and was also evident for Dimensions 2 and 3 on attitude toward the sponsor. The first order effects of Dimension 2 accounted for 12% ($p = .000$) of the variance, Product involvement ($\beta = .535$, $p = .000$) held a significant beta weight, but not Dimension 2 ($\beta = -.049$, $p = .365$) (Table 4-12). The Dimension 2 × product involvement interaction ($\beta = .167$, $p = .001$), which Dimension 2 accounted for an additional 2% of the variance was significant. Figure 4-11 displays the simple slope analysis. The first order effects of Dimension 3 accounted for 14% ($p = .000$) of the variance. Product involvement ($\beta = .520$, $p = .000$) held a significant beta weight, but not Dimension 3 ($\beta = -.095$, $p = .069$) (Table 4-13). The Dimension 3 × product involvement interaction ($\beta = .138$, $p = .007$), which Dimension 3 accounted for an additional 1% of the variance was significant. The results are displayed in Figure 4-12. Research question 5(a) was supported for the dependent variable, attitude toward the sponsor, however, the moderating effect was in the opposite direction of the effect of fan identification.

Table 4-11. Results of Moderated Regression Analysis for Dimension 1 and Product Involvement on Attitude Toward the Sponsor

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.38**	.38
Dimension 1 (S)	-.125	.067	-.110		
Product Involvement (T)	.370	.035	.505**		
Step 2				.01*	.39
S x T	.059	.026	.129*		

Note. ** p=.000, * p=.021

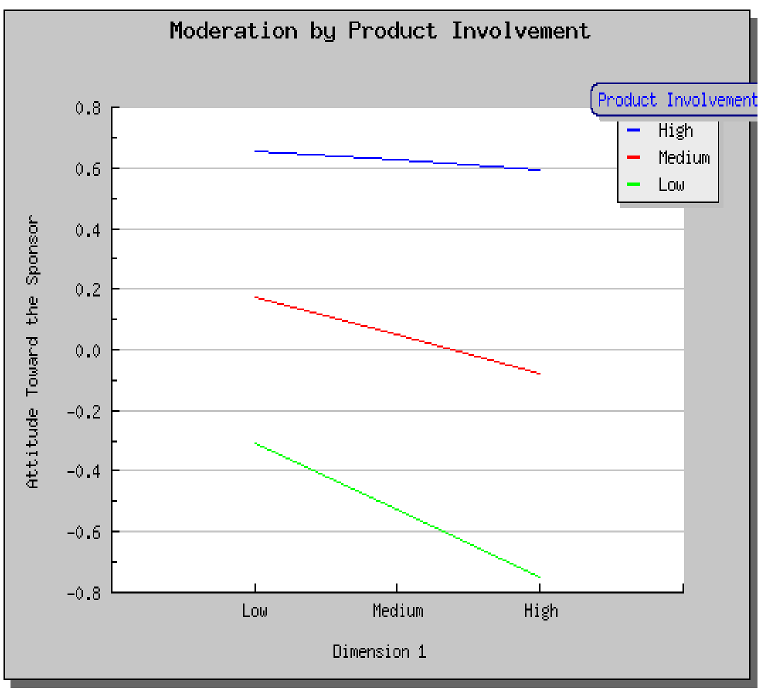

Figure 4-10. Moderation of Product Involvement on the Relationship Between Dimension 1 and Attitude Toward the Sponsor

Table 4-12. Results of Moderated Regression Analysis for Dimension 2 and Product Involvement on Attitude Toward the Sponsor

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.38**	.38
Dimension 2 (S)	-.055	.061	-.049		
Product Involvement (T)	.392	.034	.535**		
Step 2				.02*	.40
S x T	.080	.025	.167*		

Note. ** p=.000, * p=.001

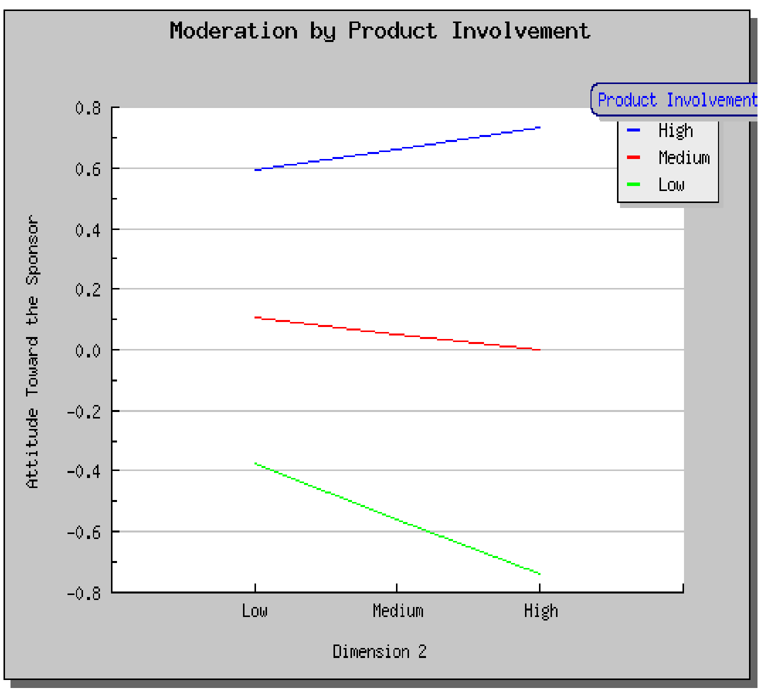

Figure 4-11. Moderation of Product Involvement on the Relationship Between Dimension 2 and Attitude Toward the Sponsor

Table 4-13. Results of Moderated Regression Analysis for Dimension 3 and Product Involvement on Attitude Toward the Sponsor

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.38**	.38
Dimension 3 (S)	-.105	.057	-.095		
Product Involvement (T)	.381	.034	.520**		
Step 2				.01*	.39
S x T	.071	.026	.138*		

Note. ** p=.000, * p=.007

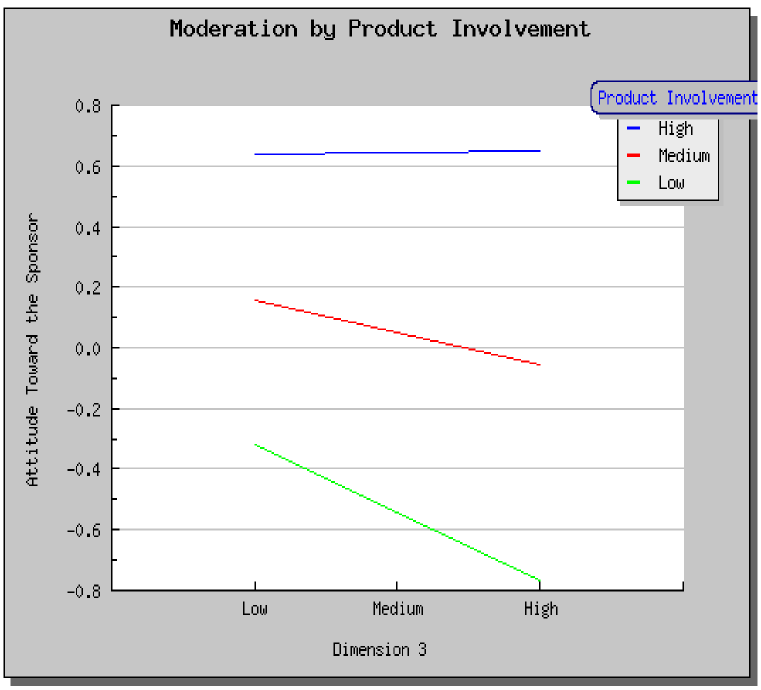

Figure 4-12. Moderation of Product Involvement on the Relationship Between Dimension 3 and Attitude Toward the Sponsor

Research Question Five (b)

The following results are for the dependent variable, attitude toward the brand: The first order effects of Dimension 1 accounted for 15% ($p = .000$) of the variance, with both Dimension 1 ($\beta = -.216$, $p = .001$) and product involvement ($\beta = .371$, $p = .000$) holding significant beta weights (Table 4-14). However, the Dimension 1 × product involvement interaction ($\beta = -.002$, $p = .979$), was not significant. Results of the analysis can be seen in Figure 4-13. The first order effects of Dimension 2 accounted for 12% ($p = .000$) of the variance, with both Dimension 2 ($\beta = -.149$, $p = .013$) and product involvement ($\beta = .396$, $p = .000$) holding significant beta weights (Table 4-15). The Dimension 2 × product involvement interaction was not significant. Results of the simple slope analysis are displayed in Figure 4-14. This is also the case for Dimension 3 in this research question. The first order effects of Dimension 3 accounted for 16% ($p = .000$) of the variance, with both Dimension 3 ($\beta = -.198$, $p = .001$) and product involvement ($\beta = .362$, $p = .000$) holding significant beta weights (Table 4-16). However, the Dimension 3 × product involvement interaction ($\beta = .098$, $p = .074$), was not significant. Results of the analysis can be seen in Figure 5-15. Therefore, research question 5(b) was not supported for the dependent variable, attitude toward the brand.

Table 4-14. Results of Moderated Regression Analysis for Dimension 1 and Product Involvement on Attitude Toward the Brand

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.26**	.26
Dimension 1 (S)	-.241	.073	-.216*		
Product Involvement (T)	.266	.038	.371**		
Step 2				.00	.26
S x T	-.001	.028	-.002		

Note. ** p=.000, * p=.001

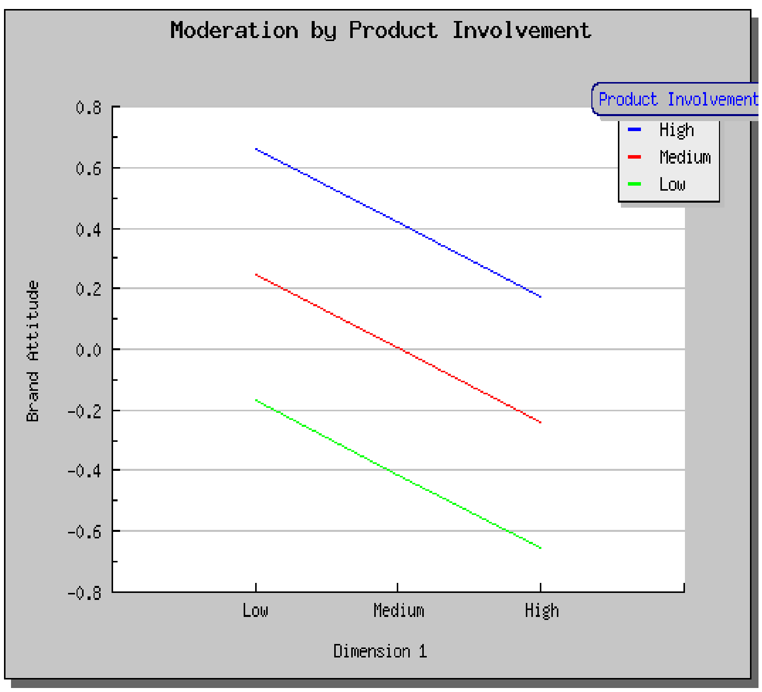

Figure 4-13. Moderation of Product Involvement on the Relationship Between Dimension 1 and Brand Attitude

Table 4-15. Results of Moderated Regression Analysis for Dimension 2 and Product Involvement on Attitude Toward the Brand

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.26**	.26
Dimension 2 (S)	-.165	.066	-.149*		
Product Involvement (T)	.284	.037	.396**		
Step 2				.00	.26
S x T	.031	.027	-.066		

Note. ** p=.000, * p=.013

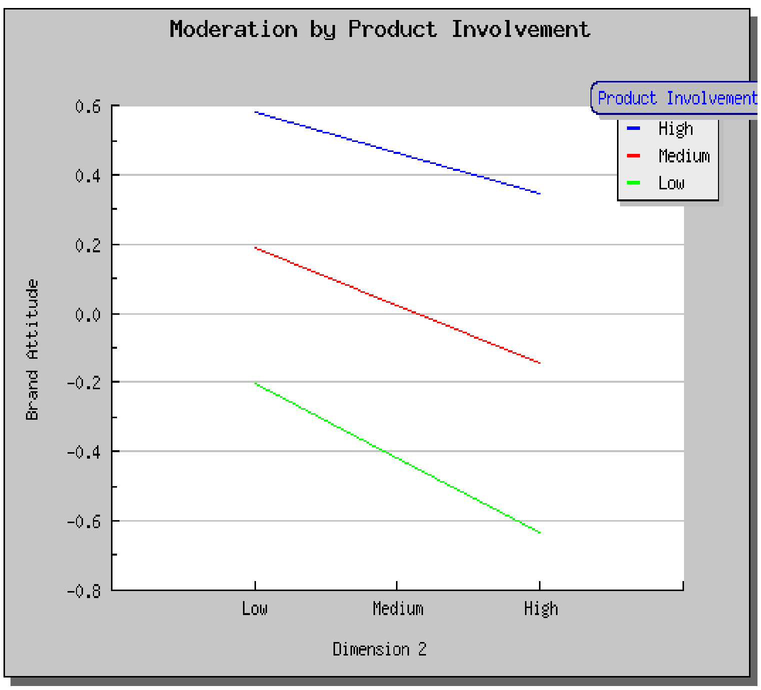

Figure 4-14. Moderation of Product Involvement on the Relationship Between Dimension 2 and Brand Attitude

Table 4-16. Results of Moderated Regression Analysis for Dimension 3 and Product Involvement on Attitude Toward the Brand

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.28**	.28
Dimension 3 (S)	-.213	.061	-.198*		
Product Involvement (T)	.260	.037	.362**		
Step 2				.00	.28
S x T	.050	.028	.098		

Note. ** p=.000, * p=.001

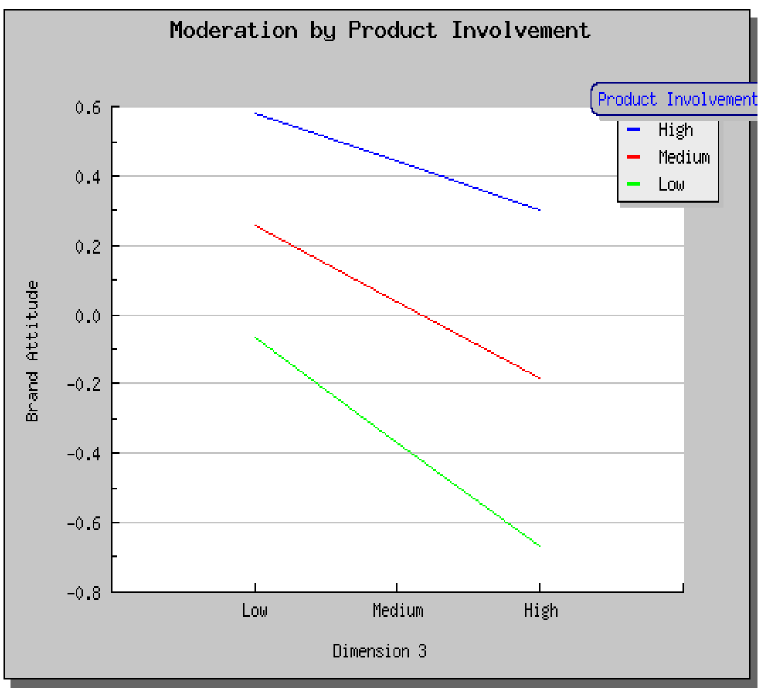

Figure 4-15. Moderation of Product Involvement on the Relationship Between Dimension 3 and Brand Attitude

Research Question Five (c)

The following results are for the dependent variable, purchase intentions: The first order effects of Dimension 1 accounted for 13% ($p = .000$) of the variance and product involvement held the only significant beta weight ($\beta = .559$, $p = .000$) (Table 4-17). Dimension 1 ($\beta = -.083$, $p = .165$) and Dimension 1 × product involvement interaction ($\beta = .026$, $p = .643$), were not significant. Results of the simple slope analysis can be seen in Figure 4-16. The first order effects of Dimension 2 accounted for 10% ($p = .000$) of the variance. Only product involvement ($\beta = .569$, $p = .000$) held a significant beta weight (Table 4-18). Dimension 2 ($\beta = -.066$, $p = .229$) and the Dimension 2 × product involvement interaction ($\beta = .045$, $p = .387$) were not significant. Results can be seen in Figure 4-17. The first order effects of Dimension 3 accounted for 9% ($p = .000$) of the variance, and product involvement ($\beta = .575$, $p = .000$) again held the only significant beta weight (Table 4-19). Dimension 3 ($\beta = -.046$, $p = .390$) and the Dimension 3 × product involvement interaction ($\beta = .046$, $p = .366$), were not significant. Results of the simple slope analysis can be seen in Figure 4-18. Therefore, research question 5(c) was not supported for the dependent variable, purchase intentions.

Table 4-17. Results of Moderated Regression Analysis for Dimension 1 and Product Involvement on Purchase Intentions

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.37**	.37
Dimension 1 (S)	-.132	.095	-.083		
Product Involvement (T)	.573	.050	.559**		
Step 2				.00	.37
S x T	.017	.036	.026		

Note. ** p=.000

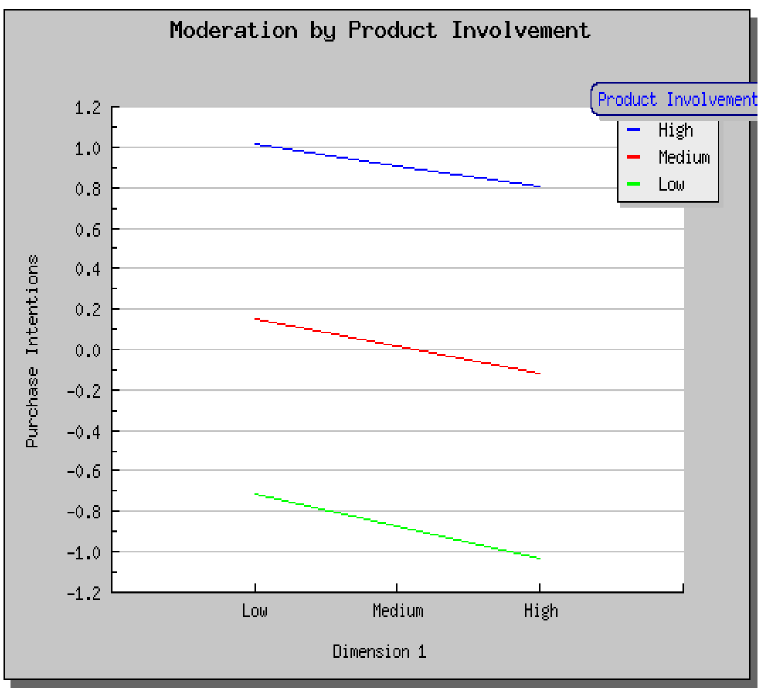

Figure 4-16. Moderation of Product Involvement on the Relationship Between Dimension 1 and Purchase Intentions

Table 4-18. Results of Moderated Regression Analysis for Dimension 2 and Product Involvement on Purchase Intentions

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.38**	.38
Dimension 2 (S)	-.103	.086	-.066		
Product Involvement (T)	.584	.048	.569**		
Step 2				.00	.38
S x T	.030	.035	.045		

Note. ** p=.000

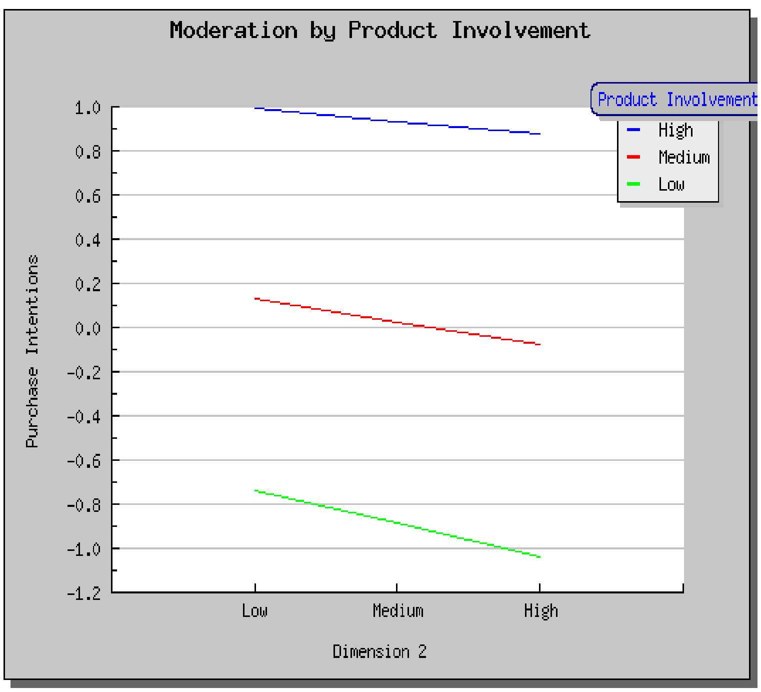

Figure 4-17. Moderation of Product Involvement on the Relationship Between Dimension 2 and Purchase Intentions

Table 4-19. Results of Moderated Regression Analysis for Dimension 3 and Product Involvement on Purchase Intentions

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.37**	.37
Dimension 3 (S)	-.070	.081	-.046		
Product Involvement (T)	.589	.049	.575**		
Step 2				.00	.37
S x T	.033	.037	.046		

Note. ** p=.000

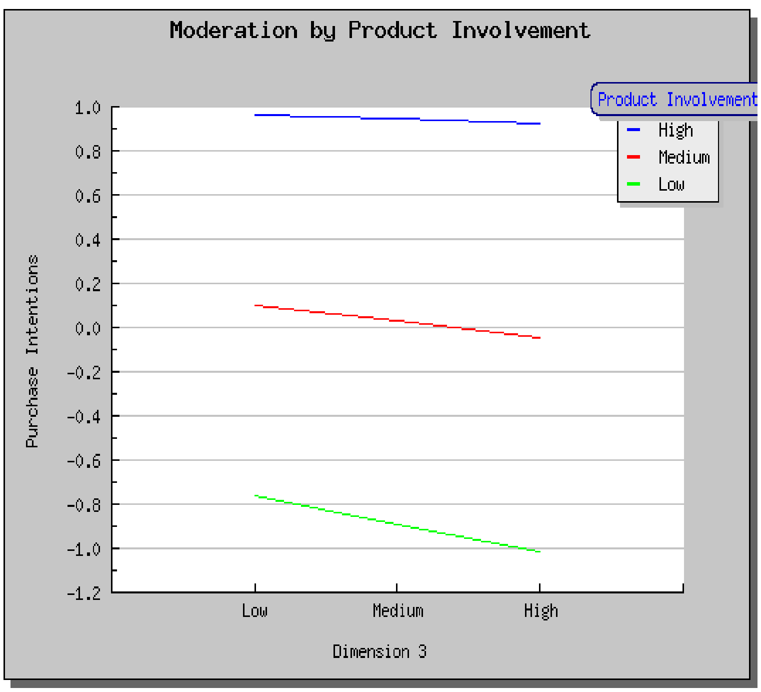

Figure 4-18. Moderation of Product Involvement on the Relationship Between Dimension 3 and Purchase Intentions

Additional Analyses

According to Aaker's (1997) study on the dimensions of brand personality, there are five dimensions including Sincerity, Excitement, Competence, Sophistication, and Ruggedness. In order to determine if these five dimensions were also present in the NASCAR sample, a five factor model was computed using exploratory factor analysis with principal components and direct oblimin rotation for both the driver personality scale and the sponsor (brand) personality scale. After extracting five factors from each of the personality scales, the results supported Aaker's (1997) five dimensions of brand personality, with three items loading on each factor. Results of the analyses are displayed in Appendix D.

Further moderated regression analyses were also conducted using the original three factor model which included Dimension 1 (Excitement/Ruggedness), Dimension 2 (Competence/Sophistication), and Dimension 3 (Sincerity), fan identification, and product involvement. For attitude toward the sponsor, fan identification (β=.226, p=.000) and product involvement (β=.400, p=.000) both had significant direct effects on the dependent variable. There was also a significant Dimension 3 x fan identification interaction (β=.160, p=.000). For attitude toward the brand, fan identification (β=.311, p=.000) and product involvement (β=.224, p=.000) again had significant direct effects on the dependent variable. However, there were no significant interaction effects for attitude toward the brand. For the dependent variable, purchase intentions, only product involvement (β=.530, p=.000) had a significant direct effect. There were no significant interaction effects for purchase intentions. Results of the analyses are displayed in Appendix D.

CHAPTER V

CONCLUSION

The purpose of this study was to determine if personality fit between NASCAR drivers and their major sponsors affects the sponsorship outcomes of consumer attitude toward the sponsor, attitude toward the brand, and purchase intentions during a NASCAR event. Moreover, fan identification and product involvement were examined as moderators between personality fit and the three sponsorship outcomes. This chapter will summarize the findings, discuss the study's conclusions, provide marketing implications, and present limitations and directions for future research.

Summary of Findings

Research Question One

Research question one assessed whether personality fit would be positively related to attitude toward the sponsor. According to the bivariate correlations, there was a positive relationship between the personality fit of NASCAR drivers and their major sponsors and consumers' attitude toward the sponsor. When there was a higher degree of personality fit between the driver and sponsor, respondents also demonstrated more positive attitudes toward the sponsor.

This outcome is consistent with previous literature on fit (Roy & Cornwell, 2003) which suggests that high levels of fit produce positive affective and behavioral responses, while low fit "makes people less certain of a firm's positioning" (Becker-Olsen & Simmons, 2002, p.287). Additionally, the results herein support Martin's

(1996) findings that athlete endorsers and products that fit well often lead to valuable advertising results such as positive consumer attitudes toward the firm. Rifon et al. (2004) suggested that sponsors who support a cause that fits well with their firm could generate positive attitudes toward the sponsor as well as enhanced sponsor credibility. Fink, Cunningham, & Kensicki's (2004, p.363) study using the match-up hypothesis also predicted that fit between female athlete endorsers and products would produce positive attitudes among consumers and their hypotheses were confirmed. The authors also stated that "Athlete-event fit was vital to attitudes toward the event, which, in turn, predicted purchase intentions." According to these results, the same could be said for an individual athlete, such as a NASCAR driver. If corporate sponsors are deliberate in their selection of a congruent driver/team to sponsor when they enter NASCAR, the reward will likely be highly positive attitudes, among other benefits (see research Questions 2 and 3), from NASCAR consumers.

Research Question Two

Research question two assessed whether personality fit would be positively related to attitude toward the brand. According to the correlation analysis, there was a positive relationship between the personality fit of NASCAR drivers and their major sponsors and consumers' attitude toward the brand. When there was a higher degree of personality fit between the driver and sponsor, respondents also demonstrated more positive attitudes toward the brand (located on the hood of the car).

This finding corroborates previous research which indicates that better fit between events and sponsors or celebrity endorsers and products improves consumers' brand attitudes (Fink, Cunningham, & Kensicki, 2004; Koo et al., 2006; Speed & Thompson, 2000). Speed and Thompson (2000) and Koo et al. (2006) indicate that consumers are more interested in and respond more favorably toward brands if they perceive a connection between that product's firm and associated event. The same can be said for a firm and an individual athlete. Till and Busler (2000) state that endorser-product fit is the most critical determinant of consumer brand attitudes and purchase intent. If fans of an athlete perceive that the brand's personality is similar to the athlete's, then the match-up hypothesis would suggest that the brand will be preferred by the fans over one whose personality conflicts with the athlete. This was demonstrated in the current NASCAR study. When avid fans perceived a high level of personality fit between their favorite driver and sponsoring brand, they were much more likely to have positive attitudes toward that brand than less interested fans.

This finding is critical since parent companies sponsoring NASCAR (i.e. Mars) often have multiple brands (M&M's, Snickers), but promote one specific brand by placing it on the hood of the racecar and linking it to an individual NASCAR driver through sponsorship (David Gilleland #38, Ricky Rudd #88). A prime example would be Anheuser-Busch which has over 60 varieties of alcoholic beverages, but they promote their cornerstone beer, Budweiser, as the major sponsor of Dale Earnhardt Jr. and the #8 car. Therefore, developing a strong affinity among NASCAR fans for the Budweiser brand is likely a major sponsorship objective for Anheuser-Busch. According to the current study, by connecting Dale Jr. and Budweiser, which were perceived to be a strong personality fit, Anheuser-Busch has helped achieve strong brand attitudes among NASCAR fans, and Dale Jr. fans respectively.

Research Question Three

Research question three assessed whether personality fit would be positively related to purchase intentions. According to the correlations, there was a positive relationship between the personality fit of NASCAR drivers and their major sponsors and consumers' purchase intentions. When there was a higher degree of personality fit between the driver and sponsor, respondents demonstrated greater intentions to purchase products and services from the sponsors of the NASCAR drivers.

Once again, the results extend contemporary research on fit by supporting the fact that better personality fit between athlete endorser and sponsor leads to improved sponsorship outcomes, such as purchase intentions. In particular, these results support the ideas of Poon and Prendergast (2006) who suggest that fit not only influences consumers' cognitive and affective responses to sponsorship, but their conative processes as well. NASCAR fans in this study indicated that it was highly likely they would purchase from their favorite drivers' sponsors when the pair possessed similar personalities. Furthermore, fans who viewed their favorite driver-sponsor pair as incongruent were less likely to display high purchase intentions. This finding is critical from a revenue-generating perspective, as Poon and Prendergast (2006) point out, because fit is a compelling sponsorship effectiveness antecedent which can assist event and marketing managers in determining which sponsorship arrangements are most congruent and have the strongest financial potential.

Research Question Four (a)

Research question four (a) assessed whether fan identification would moderate the relationship between personality fit and attitude toward the sponsor. The results of the moderated regression analysis showed that all three personality dimensions had a positive effect on the dependent variable, attitude toward the sponsor. Furthermore, fan identification moderated the relationships between each of the personality dimensions and attitude toward the sponsor. When there was a low degree of personality fit (high discrepancy scores on the personality index) between the driver and sponsor on any dimension (1, 2, or 3), all respondents despite their fan identification demonstrated low attitudes toward the sponsors of the NASCAR drivers. When there was a high degree of personality fit (low discrepancy scores on the personality index) between the driver and sponsor on any dimension (1, 2, or 3), respondents highest on fan identification demonstrated the greatest attitude toward the sponsor, while respondents lowest on fan identification still displayed low levels of attitude toward the sponsor.

Dimension 1 had the greatest impact of the three personality dimensions on the dependent variable, attitude toward the sponsor. This result seems logical as Dimension 1 (Excitement/Ruggedness) consists of characteristics which epitomize the sport of NASCAR: daring, spirited, reliable, rugged, tough, and outdoorsy. Drivers who were perceived to fit this personality type, and were sponsored by companies whose brands were also rated exciting or rugged, elicited the most positive attitudes from NASCAR fans. This outcome is beneficial for corporations with exciting or rugged brands who wish to enter the sport of NASCAR. Selecting a driver who also fits the Dimension 1 personality type may assist the firm in differentiating its brand by reaching loyal NASCAR fans and influencing their attitudes.

According to Social Identity Theory (Tajfel & Turner, 1986), individuals join groups based on the need to fulfill a certain personal identity, and that being a member of certain groups can provide such an identity. If an avid NASCAR fan chooses a favorite driver because he is perceived to be exciting and rugged, and the fan also wishes to be perceived as exciting and rugged, that fan is highly likely to develop positive attitudes toward the sponsor if the company possesses the same personality characteristics. This occurs because the fan feels he can strengthen his desired identity (exciting/rugged) as well as his in-group ties to the NASCAR driver. However, if the sponsor's personality does not match-up with the driver, even avid NASCAR fans are unlikely to favor the sponsor, because their support does not necessarily lead to the desired personal identity, or a stronger in-group bond with their favorite driver.

Research Question Four (b)

Research question four (b) assessed whether fan identification would moderate the relationship between personality fit and attitude toward the brand. Results of the regression analysis showed that all three personality dimensions had a positive effect on the dependent variable, attitude toward the brand. Again, Dimension 1 (Excitement/Ruggedness) had a strong positive effect on attitude toward the brand as well as Dimension 3 (Sincerity). Sincerity is also a dimension which comprises personality characteristics often seen in the sport of NASCAR including: honest, down-to-earth, and wholesome. NASCAR began as sport rooted in the South, a subculture where "Sincere" qualities such as hard-work and family ties are valued (Amato et al., 2005).

All of the interactions were significant except Dimension 3, which was not significant. Similar to the results in Research Question 4a, when the driver and sponsor personalities were dissimilar, almost all fans demonstrated low attitude toward the brand. Conversely, when the personalities were similar (on Dimensions 1 and 2), highly identified fans showed very positive attitude toward the brand. Thus, the NASCAR sponsors whose brand personalities match their driver's personalities elicit much higher brand attitudes from avid NASCAR fans. These first two outcomes in Research Question 4 indicate that "die-hard" NASCAR fans seem to recognize whether or not their driver and major sponsor share personality characteristics, and when they do, these fans reward the sponsors with increased affective responses. Considering that there are over 14 million die-hard NASCAR fans (Bernthal & Regan, 2001), and this group seems to be most cognizant of driver-sponsor congruence, firms sponsoring NASCAR teams have a large target audience to impact if they sagaciously select a driver to represent their brand(s).

Research Question Four (c)

Research question four (c) assessed whether fan identification would moderate the relationship between personality fit and purchase intentions. Results of the regression analysis showed that all three personality dimensions had a positive effect on the dependent variable, purchase intentions. Once again, Dimension 1 (Excitement/Ruggedness) had the strongest effect on purchase intentions. However, the only interaction which was significant was Dimension 3 (Sincerity). All of the other interactions were not significant.

Overall, research question 4c was not fully supported, but the results are still positive. Dimension 1 had the greatest impact on consumer purchase intentions when the driver and sponsor were both perceived to be exciting and rugged. Once again, these traits, when shared by both driver and sponsor, have a significant impact on the affective and conative responses of NASCAR consumers. As we would expect from NASCAR fans, their level of identification with their favorite driver also impacted their attitudes and intentions. The more these fans identify with their favorite driver, the more they display positive attitudes and purchase intentions toward the drivers' major sponsors. Even though there were slight differences between avid NASCAR fans and casual NASCAR fans on the Sincerity Dimension, both groups were more likely to purchase from their favorite drivers' sponsors when there was greater personality fit.

Research Question Five (a)

Research question five (a) assessed whether product involvement would moderate the relationship between personality fit and attitude toward the sponsor. Results of the regression analysis showed that none of the dimensions (1, 2, or 3) of personality fit had a significant affect on the dependent variable, attitude toward the sponsor, but that product involvement was highly significant. This outcome is not surprising as product involvement refers to "how connected or engaged a product class is to an individual's values" (Traylor, 1981, p.51) or the "…perceived relevance of the focal object based on inherent needs, values, and interests" (Nkwocha et al., 2005, p.51). Therefore, the higher the level of product involvement a consumer possesses, the greater the chance that positive attitudes toward the sponsoring company will be present. This was demonstrated in the current study. NASCAR fans are typically well-informed and brand loyal when it comes to the sponsors of their favorite NASCAR drivers (Levin et al., 2004), therefore, product involvement may have had a greater impact on the fans' attitudes toward the sponsors than the personality fit between their driver and sponsor.

Product involvement served as a moderator on the relationship between personality fit and attitude toward the sponsor. When there was good personality fit between the drivers and sponsors, NASCAR fans showed high attitudes toward the sponsors regardless of their product involvement. However, when personality fit was poor, there were significant differences between high product involvement consumers and low product involvement consumers. High product involvement consumers were considerably higher on attitude toward the sponsor than low product involvement consumers. This moderating effect was in the opposite direction of fan identification. It indicates that NASCAR fans who are not highly involved with their favorite drivers' brands may still demonstrate positive attitudes toward the sponsors if there is good personality fit between the driver and brand.

These results confirm previous findings on NASCAR brand loyalty (Levin et al., 2004) in that a fan may not feel his or her favorite driver's brand is very relevant personally, but that individual still favors the sponsor because that company is backing the racecar driver. This finding is extremely important, because it means that companies could likely gain the support of consumers who are only slightly involved, if at all, with their products by sponsoring a NASCAR driver that fits well with their brand personality.

Research Question Five (b)

Research question five (b) assessed whether product involvement would moderate the relationship between personality fit and attitude toward the brand. Results of the regression analysis indicated that personality fit between the driver and sponsor on Dimensions 1, 2, and 3 all had significant effects on the dependent variable, attitude toward the brand. Product involvement had a greater impact on attitude toward the brand than personality fit, but all personality fit dimensions were significant. Since product involvement refers to how relevant or important the product or service is to the consumer (Nkwocha et al., 2005), it is logical that this variable would have a strong impact on brand attitude formation. If consumers rate themselves high on product involvement for their favorite drivers' sponsoring brands, then one would expect those individuals to display high brand attitudes.

Dimension 1 continued to be the dimension of personality fit with the highest beta weight. NASCAR drivers and sponsors who fit on the Excitement/Ruggedness dimension impacted consumers' brand attitudes more so than those who matched according to the Sincerity (3) or Competence/Sophistication dimension (2). Overall, in this study the Competence/Sophistication dimension had the least impact on the dependent variables in any of the research questions. This was expected as Dimension 2 includes the personality characteristics of intelligent, successful, upper-class, charming, and glamorous. These qualities do not seem to exemplify the sport of NASCAR as strongly as those comprising the Excitement/Ruggedness and Sincerity dimensions.

Product involvement did not moderate any of the relationships in this research question. Product involvement had a strong direct effect on attitude toward the brand, but consumers with different levels of product involvement did not differ significantly in their brand attitudes. Once again, the level of involvement that NASCAR fans displayed toward their drivers' sponsoring product may have strongly influenced their brand attitudes, whereas, personality fit had less of an impact. Additionally, product involvement may not have been a moderator between personality fit and brand attitudes, as many NASCAR fans may rate themselves high on brand attitude because their favorite NASCAR driver is labeled with his major sponsor's brand and that particular brand helps fund the racecar. It seems unlikely that a NASCAR fan would have a negative attitude toward the brand when their favorite driver is often synonymous with the brand name and car number.

Research Question Five (c)

Research question five (c) assessed whether product involvement would moderate the relationship between personality fit and purchase intentions. Results of the regression analysis indicated that personality fit between the driver and sponsor on Dimensions 1, 2, and 3 had no significant effects on the dependent variable, purchase intentions. Product involvement had the greatest impact on purchase intentions, as all the beta weights were high. This result is expected because the more involved consumers are with a product and the more relevant it is to their needs and wants, the more likely they are to purchase the product. Essentially, if the product is important to a person, he or she will probably buy it. Additionally, product involvement did not serve as a moderator between any of the personality fit dimensions and purchase intentions. There were no differences on purchase intentions between consumers with high, medium, or low product involvement for any of the dimensions of personality fit.

Theory related to product involvement suggests that consumers process and evaluate information differently depending on their level of involvement with a product or service (Petty et al.,1983). The Elaboration Likelihood Model illustrates that highly involved consumers analyze information related to the product or product class with more scrutiny than low-involvement consumers and this behavior affects the outcomes of their product decisions. Since NASCAR fans are renowned for their high level of involvement with the products of the major sponsors (Levin et al., 2004), due to the support they provide to the drivers/teams, it is possible that personality fit is only one of many factors NASCAR fans assess when establishing their purchase intentions.

Managerial Implications

This study was unique in that it investigated the construct of personality fit between a driver and sponsor in the sport of NASCAR and examined the impact that fit had on sponsorship effectiveness outcomes. The results of this research have noteworthy implications for companies currently involved, and seeking to be involved, with NASCAR sponsorship as well as other forms of sport marketing. Some of the implications produced in this research include: identifying salient personality dimensions, sponsoring teams or athletes with congruent personalities, and targeting highly identified fans of a sponsored sport property.

The first managerial implication presented here is that of identifying salient personality dimensions within the sponsored sport property. One of the most important findings in the study was that personality dimensions similar to those of Aaker's (1997) five brand personality dimensions do exist in the sport of NASCAR. Although fans did not delineate the personality characteristics into five separate dimensions, but only three, these dimensions had significant effects on the sponsorship outcome variables when NASCAR drivers and sponsors both fit the same personality dimensions. When drivers and sponsors were both perceived as having exciting/rugged personalities, consumers were most likely to view the sponsoring firms positively and consider the purchase of their brands.

This is a pertinent finding for corporations with brands whose personalities are perceived as exciting or rugged, because many of the NASCAR drivers portray a similar persona and would likely be successful endorsers of these types of products. NASCAR consumers seem to understand and appreciate when drivers and brands make a sensible match; they reward them with positive affective and behavioral responses. According to the Match-up Hypothesis, if exciting/rugged characteristics typify many NASCAR drivers, then exciting/rugged brand personalities make the most sensible match for a driver-sponsor relationship.

After the Excitement/Ruggedness dimension, consumers responded highly to the Sincerity dimension when driver and sponsor personalities fit. This is also a relatable dimension for NASCAR fans, as stock car racing began in North Carolina and is rooted in the South. The Sincerity dimension categorizes drivers and sponsors who are wholesome and down-to-earth, which could also describe the overall sport of NASCAR. Corporations such as Coca-Cola or Ford, which are considered to be Sincere brands and are popular in the South, may also benefit from sponsoring a car on the NASCAR circuit if the driver also exemplifies the Sincere personality dimension.

Ultimately, companies should identify or have a general idea which brand personality dimension most accurately describes their brand before investing a large portion of their marketing budget on a major NASCAR sponsorship or other sport sponsorship venture. Moreover, if sponsors can identify which brand personalities are most salient amongst consumers of various sport properties, then selecting which property to invest in may be the first step to a successful sponsorship. For instance, NASCAR fans seem to respond more favorably to brand personalities which fit the traditional perception of the sport, which are excitement/ruggedness and sincerity, more so than personalities which are competent or sophisticated. Fans of professional golf, however, may be much more receptive to competent and sophisticated brands. These distinctions based on the sport property are vital to consider as a marketing manager attempting to promote a specific brand via sponsorship.

It is important to note that when the driver and sponsor matched on competence/sophistication among the sample, this personality fit dimension still elicited positive consumer responses. Thus, brands that may not be perceived as obvious choices for NASCAR sponsorship, due to their personalities, may still enjoy success if their driver embodies the same qualities. For example, the U.S. Army sponsors Mark Martin in the 01 car. While the U.S. Army differs from most other NASCAR sponsors, because it is an organization rather than a product or service, it could still be characterized as reliable, intelligent, and successful which are traits of competent brands. These descriptors also accurately portray Mark Martin's personality, as he is currently the oldest and one of the most successful drivers on the NEXTEL Cup Circuit. This example illustrates how unconventional brands in NASCAR, and those who are competent rather than exciting or sincere, can find a successful fit in NASCAR and possibly improve their sponsorship endeavor.

The next managerial implication presented here is that of sponsoring teams or athletes with congruent personalities. While it is important to differentiate a brand by developing a distinct brand personality, it is even more imperative to match the brand with an athlete who will continue to exemplify those characteristics when investing in sport sponsorship. It takes a strategic and integrated marketing strategy to develop a distinctive brand personality. Once that goal is accomplished, co-branding with a company or individual who diminishes or weakens that personality is detrimental to the overall marketing objective.

Many companies have terminated their celebrity endorsement deals with athletes (i.e. Jennifer Capriati and Olay) for various reasons (illegal behavior, change of image), in order to salvage the corporate image (Miciak & Shanklin, 1994). According to Miciak and Shanklin (1994, p.52), only one out of every five celebrity endorsement deals satisfies the sponsor's expectations. The authors go on to state that, "Postmortems routinely attribute ineffective campaigns to product-celebrity mismatches…" Thus, companies who wish to have a greater chance at success with their sponsorship of

NASCAR drivers or other athletes should investigate the personality fit between the celebrity endorser and product prior to making large sponsorship expenditures.

Finally, the last managerial implication is that of targeting highly identified fans of a sponsored sport property. The research herein clearly shows that highly identified fans are the most responsive to personality fit among their favorite NASCAR drivers and major sponsors. This study supports the work of Madrigal (2000b, 2001) by demonstrating that consumers not only ascribe personality characteristics to NASCAR brands, but that highly identified fans support those brands that fit best with their favorite drivers.

Corporations who have developed strong brand personalities, and paired those brands with congruent athlete endorsers, should target the highly identified fans within their sponsored sport property with their marketing messages. These passionate fans showed the most significant levels of sponsor support through affective and conative responses when personality fit was high between their favorite drivers and sponsors. Since there are 14.4 million die-hard NASCAR fans who watch over 7 hours of NASCAR coverage a week and spend over $700 on merchandise a year (Bernthal & Regan, 2001), sponsoring firms have considerable incentive to properly pair themselves with a similar NASCAR driver and target loyal NASCAR fans.

Limitations of the Study

While this research makes valuable theoretical contributions to the sport sponsorship literature as well as the analysis of the brand personality construct, it is essential to summarize the limitations of the study. Conducting future research which addresses these limitations may further strengthen the sport marketing and sponsorship literature.

The first limitation of the study is that it was conducted using a convenience sample. Although respondents were selected using random sampling techniques, their voluntary participation was required and, therefore, the sample may not be completely representative of the NASCAR population. Additionally, the sample consisted of 347 responses and a larger sample may have been more representative and provided more generalizable results.

Another limitation of the study is that the findings may only be representative of a specific group (NASCAR fans). Since the study asked respondents to identify their favorite NASCAR driver and his major sponsor, then answer the questionnaire based on that pairing, the results provide insight into the attitudes and intentions of NASCAR fans, but not the necessarily the fans of other individual sports.

Furthermore, the sample in this NASCAR study was predominantly Caucasian (82%). When the demographics of a sample are skewed in one or more categories, it may be difficult to relate the findings to another sample with a different demographic composition. Although it is not uncommon for the sport of NASCAR to have a large Caucasian audience, it does make generalizing the results of sponsorship effectiveness research to another sport unrealistic. For instance, consumers' perceptions of personality fit between NASCAR drivers and sponsors may be an important facet of sponsorship effectiveness in stock car racing, but it may not be as critical in other professional genres such as action sports for athlete-sponsor personalities to be congruent. Future research on personality fit and its effects on sponsorship in other professional sports are warranted.

Future Research Directions

Future research in this area could take a number of directions. In accordance with Aaker's (1997) suggestion, the brand personality construct should be explored in various settings to determine if the five brand personality dimensions hold in other samples. In this study on sport sponsorship in NASCAR, only three personality dimensions emerged and it is possible that other sport settings could elicit a different number or set of dimensions. In the study of tourist destination personality conducted by Ekinci and Hosany (2006), only three personality dimensions resulted. However, the items loaded on different factors than the ones in the current study. Additionally, Venable, Rose, Bush, and Gilbert (2005) found that four dimensions of brand personality were present among charitable organizations. These findings indicate that certain settings and samples may produce different personality dimensions among consumers.

Another research stream could involve the replication of the current study in another individual sport setting to determine how the brand personality dimensions differ from one sport to the next. It would also be worthwhile to explore the differences between the personalities of teams versus individual athletes and examine the effects of personality fit in a team sport setting.

Additionally, one could explore the idea that consumers may ascribe personality characteristics to sporting events, and not just athletes and teams. In the case of large-scale sporting events, such as the Super Bowl or the Olympics, consumers may view the overall event as a particular personality type, and sponsors who support the general activity may want to consider fit on a broader level.

Finally, it has been suggested that future research examine the influence of self-congruence, or the degree of matching between brand personality perceptions and self-concept (Ekinci & Hosany, 2006). Not only has self-congruence been linked to consumer choice, but "products or brands with a strong appealing personality are believed to function as status symbols and also serve as a person's personal statement" (Ekinci & Hosany, 2006, p.137). It is possible that NASCAR fans select a favorite driver/sponsor that share a personality dimension they wish to express themselves. If a fan wishes to be perceived as a more exciting/rugged individual, he or she may choose a driver-sponsor pair that fits well on this personality dimension in order to bolster his or her self-concept. Furthermore, if the individual purchases and uses the sponsor's product(s), he or she may feel even more exciting or rugged if the brand possesses a strong Dimension 1 personality. In essence, that person wishes to be viewed as the driver or the brand is viewed in the eyes of others.

In conclusion, this study examined the impact of personality fit between NASCAR drivers and their sponsoring brands on the sponsorship effectiveness outcomes of consumer attitude toward the sponsor, attitude toward the brand, and purchase intentions. Three distinct personality dimensions emerged which were: Excitement/Ruggedness (Dimension1), Competence/Sophistication (Dimension 2), and Sincerity (Dimension 3). The degree of personality fit between driver and sponsor had a significant impact on the dependent variables. This impact was moderated by the level of fan identification displayed by the NASCAR fans. Overall, highly identified fans displayed the most positive attitudes and intentions when personality fit was high on any of the three aforementioned dimensions. Future research on brand personality and the concept of personality fit would further contribute to the extant literature on sport marketing and sponsorship effectiveness.

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APPENDIX A

INFORMATION SHEET

TEXAS A&M UNIVERSITY

Department of Health and Kinesiology

Dear NASCAR fan:

Your participation in a survey of fan behavior is needed. As a sport management researcher at Texas A&M University, I am conducting research to understand the effects of brand personality on NASCAR fans' perceptions of corporate sponsorship. In total, several hundred NASCAR fans attending the Samsung 500 at Texas Motor Speedway will be asked to participate in this study.

Participation will require about 10 minutes to complete the questionnaire. There are no risks or benefits involved in the completion of the survey. You may refuse to answer any question on the survey if it makes you feel uncomfortable. All data will be dealt with in a confidential manner and no institution or individual taking part in the study will be identified.

This research study has been reviewed and approved by the Institutional Review Board - Human Subjects in Research, Texas A&M University. For research related problems or questions regarding subjects' rights, the Institutional Review Board may be contacted through Ms. Angelia Raines, Director of Research Compliance, Office of the Vice President for Research (979-458-4067; araines@vprmail.tamu.edu).
Hopefully, you will take the time today to participate in this study. If you have any comments or concerns with the study, please contact me at the correspondence given below. Thank you for your time and participation; we look forward to and appreciate your response.

Sincerely,

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APPENDIX B

INSTRUMENT

Driver - Sponsor Survey

Please list your favorite NASCAR driver's name, car number, and major sponsor (name on hood of the car). See attached list on the next page for exact driver information.

*Driver:*________________________ *Number:*______

*Sponsor:*_________________________

How accurately do the words listed below describe your favorite driver and his major sponsor? 1 = Not accurate 7 = Very accurate															
	Driver								**Sponsor**						
	Not accurate						Very accurate		Not accurate						Very accurate
Honest	1	2	3	4	5	6	7	**Honest**	1	2	3	4	5	6	7
Down-to-Earth	1	2	3	4	5	6	7	**Down-to-Earth**	1	2	3	4	5	6	7
Wholesome	1	2	3	4	5	6	7	**Wholesome**	1	2	3	4	5	6	7
Daring	1	2	3	4	5	6	7	**Daring**	1	2	3	4	5	6	7
Spirited	1	2	3	4	5	6	7	**Spirited**	1	2	3	4	5	6	7
Imaginative	1	2	3	4	5	6	7	**Imaginative**	1	2	3	4	5	6	7
Reliable	1	2	3	4	5	6	7	**Reliable**	1	2	3	4	5	6	7
Intelligent	1	2	3	4	5	6	7	**Intelligent**	1	2	3	4	5	6	7
Successful	1	2	3	4	5	6	7	**Successful**	1	2	3	4	5	6	7
Upper-Class	1	2	3	4	5	6	7	**Upper-Class**	1	2	3	4	5	6	7
Charming	1	2	3	4	5	6	7	**Charming**	1	2	3	4	5	6	7
Glamorous	1	2	3	4	5	6	7	**Glamorous**	1	2	3	4	5	6	7
Rugged	1	2	3	4	5	6	7	**Rugged**	1	2	3	4	5	6	7
Tough	1	2	3	4	5	6	7	**Tough**	1	2	3	4	5	6	7
Outdoorsy	1	2	3	4	5	6	7	**Outdoorsy**	1	2	3	4	5	6	7

There is a close fit between the image of my favorite driver and his major sponsor.	The image of my favorite driver and his major sponsor have many similarities.	My image of my favorite driver is consistent with my image of his major sponsor.
Disagree — Agree	Disagree — Agree	Disagree — Agree
1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

I have a strong interest in my favorite driver's sponsoring brand.	My favorite driver's sponsoring brand is very important to me.	For me, my favorite driver's sponsoring brand matters.
Disagree — Agree	Disagree — Agree	Disagree — Agree
1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

How important is it to you that your favorite driver wins?	How strongly do you see yourself as a fan of your favorite driver?	How important is being a fan of your favorite driver to you?
Unimportant — Important	Not Strong — Very Strong	Unimportant — Important
1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

When I think of the company that is the major sponsor of my favorite driver, I personally see it as:

Bad — Good	Unfavorable — Favorable	Unpleasant — Pleasant
1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

When I think of the brand on the hood of my favorite driver's car, I personally see it as:

Bad — Good	Unfavorable — Favorable	Unpleasant — Pleasant
1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

How likely would it be that you purchase your favorite driver's sponsoring brand the next time you need that type of product or service?

Unlikely — Likely	Improbable — Probable	Impossible — Possible
1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

Age:	18 – 24	25 – 34	35 – 44	45 – 54	55 and older
Gender:	Male	Female			
Race:	African American	Asian	Caucasian	Hispanic	
	Native American	Other			
Marital Status:	Single	Married	Divorced	Widowed	Other
Education Level:	Some high school	High school graduate		Trade/Tech degree	
	Some college	College graduate		Graduate degree	
Household Income:	<$15,000	$15,000 - $24,999		$25,000 - $39,999	
	$40,000 - $59,999	$60,000 - $84,999		$85,000 and over	

Thank you for completing the survey and providing us with your feedback. Your participation is greatly appreciated!

APPENDIX C

LETTER OF PERMISSION

April 25, 2007

To Whom it May Concern:

I am writing to confirm that Windy Dees contacted Texas Motor Speedway to find out the rules and regulations of her survey. She received proper permission to conduct her survey at Texas Motor Speedway. Should you have any questions you can contact me at 817.215.8520.

Thanks,

Louis Mora

APPENDIX D

ADDITIONAL ANALYSES

Exploratory Factor Analysis for Driver Personality

Personality Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Honest	.093	-.019	**-.927**	-.070	.013
Down-to-Earth	.134	-.029	**-.734**	.141	.034
Wholesome	-.156	.116	**-.837**	.102	.023
Daring	**.732**	.026	-.016	.126	.145
Spirited	**.685**	.114	-.106	.207	-.023
Imaginative	**.553**	.345	-.226	.027	-.071
Reliable	.211	-.106	-.387	.229	.335
Intelligent	.297	.250	-.259	-.053	.350
Successful	.316	-.086	-.073	.126	**.644**
Upper-Class	-.166	.326	-.076	.025	**.748**
Charming	.075	**.824**	-.088	-.002	.039
Glamorous	.026	**.852**	.055	.117	.065
Rugged	.069	.024	.083	**.894**	.048
Tough	.163	.026	.007	**.752**	.128
Outdoorsy	-.101	.058	-.189	**.854**	-.109
Eigenvalues	9.047	1.126	.820	.779	.508
Cronbach alpha (Reliability)	.869	.850	.944	.960	.865
Factor means	6.19	5.88	6.24	6.19	6.20
Percentage of variance explained	60.31	7.51	5.47	5.19	3.39
Cumulative variance explained	60.30	67.82	73.29	78.48	81.87

Exploratory Factor Analysis for Sponsor Personality

Personality Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Honest	.069	**.903**	-.041	-.100	.181
Down-to-Earth	.117	**.843**	-.037	.118	-.034
Wholesome	-.099	**.869**	.173	.106	-.097
Daring	-.052	.138	.222	.221	**.583**
Spirited	.122	.122	.135	.188	**.581**
Imaginative	.376	.094	.057	.175	**.425**
Reliable	**.597**	.187	.017	.253	.039
Intelligent	**.670**	.112	.272	.009	.024
Successful	**.731**	.031	.078	.161	.063
Upper-Class	.233	.025	**.729**	-.075	.120
Charming	.066	.114	**.814**	.046	-.041
Glamorous	-.065	-.021	**.913**	.096	.047
Rugged	.085	.035	.044	**.831**	.029
Tough	.081	-.002	.019	**.816**	.124
Outdoorsy	-.018	.036	.019	**.937**	-.016
Eigenvalues	11.585	.744	.585	.516	.345
Cronbach alpha (Reliability)	.960	.944	.933	.960	.951
Factor means	6.21	6.00	5.87	6.12	6.10
Percentage of variance explained	77.24	4.96	3.90	3.44	2.30
Cumulative variance explained	77.24	82.19	86.10	89.53	91.83

Results of Moderated Regression Analysis for Attitude Toward the Sponsor

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.41**	.40
Dimension 1	-.133	.094	-.117		
Dimension 2	.137	.093	.121		
Dimension 3	-.084	.074	-.077		
FAN ID	.262	.053	.226**		
PROD INV	.295	.037	.400**		
Step 2				.05**	.45
Dime1 x FAN ID	-.176	.095	-.163		
Dime2 x FAN ID	-.165	.105	-.122		
Dime3 x FAN ID	.169	.080	.160*		
Dime1 x PROD INV	.063	.054	.137		
Dime2 x PROD INV	.084	.047	.175		
Dime3 x PROD INV	-.057	.049	-.109		

Note. ** p=.000, *p=.035

Results of Moderated Regression Analysis for Attitude Toward the Brand

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.34**	.33
Dimension 1	-.167	.100	-.151		
Dimension 2	.098	.098	.089		
Dimension 3	-.146	.078	-.136		
FAN ID	.356	.057	.311**		
PROD INV	.162	.039	.224**		
Step 2				.03**	.36
Dime1 x FAN ID	-.082	.101	-.078		
Dime2 x FAN ID	-.135	.112	-.102		
Dime3 x FAN ID	.133	.085	.129		
Dime1 x PROD INV	-.070	.057	-.155		
Dime2 x PROD INV	.093	.050	.200		
Dime3 x PROD INV	.039	.051	.078		

Note. ** p=.000

Results of Moderated Regression Analysis for Purchase Intentions

Step	B	S.E.	β	ΔR^2	Adj. R^2
Step 1				.38**	.37
Dimension 1	-.086	.141	-.055		
Dimension 2	-.040	.139	-.026		
Dimension 3	.014	.110	.009		
FAN ID	.128	.080	.079		
PROD INV	.543	.055	.530**		
Step 2				.00	.37
Dime1 x FAN ID	-.082	.142	-.055		
Dime2 x FAN ID	.037	.157	.020		
Dime3 x FAN ID	.018	.119	.012		
Dime1 x PROD INV	-.003	.081	-.005		
Dime2 x PROD INV	.033	.070	.049		
Dime3 x PROD INV	.010	.072	.014		

Note. ** p=.000

VITA

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