THE EFFECTS OF BRAND ENDORSEMENT, POPULARITY, AND EVENT SPONSORSHIP ON CONSUMER PRE-PURCHASE ATTITUDES IN JAKARTA

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Abstract

Objectives. It aims to investigate the individual and collective effects of Brand Endorsement, Popularity, and Event Sponsorship on consumer perceived quality, uniqueness, manufacturer esteem, and corporate citizenship.

Method. This research uses Frequency Analysis, Descriptive Analysis (Mean and Standard deviation), Independent Samples T-Test, ANOVA and MANOVA

Results. It suggest significant main effects for both popularity and sponsorship cues, with popularity affecting perceived quality, uniqueness, and manufacturer esteem, and sponsorship affecting manufacturer esteem and corporate citizenship

Conclusion. Popularity is the most managerially useful, because it can give significant effects on perceived product quality, uniqueness, and manufacturer esteem. Sponsorship can give significant effects on corporate image, represented in manufacturer esteem and corporate citizenship.

Keywords.
Advertising, Endorsement, Popularity, Sponsorship, Quality, Uniqueness, Manufacturer Esteem, Corporate Citizenship
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TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Page</td>
<td>i</td>
</tr>
<tr>
<td>Certificate of Approval</td>
<td>ii</td>
</tr>
<tr>
<td>Abstract</td>
<td>iii</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>iv</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>v</td>
</tr>
</tbody>
</table>

CHAPTER 1 - INTRODUCTION

1.1 Background
   1.1.1 Consumer Pre-Purchase Attitude
   1.1.2 The Three Advertising Cues
1.2 Scope
1.3 Aims and Benefits
1.4 Hypotheses
1.5 Structure

CHAPTER 2 – THEORETICAL FOUNDATION

2.1. Theoretical Foundation
   2.1.1. Theories about Consumer Pre-Purchase Attitude
      2.1.1.1 Definition of Perceived Product Quality
      2.1.1.2 Definition of Perceived Product Uniqueness
      2.1.1.3 Definition of Manufacturer Esteem
      2.1.1.4 Definition of Corporate Citizenship
   2.1.2. The Three advertising Cues
      2.1.2.1 Theories about Third Party Brand Endorsement
      Theories about Organization with an expertise
      The Source Credibility Theory
      2.1.2.2 Theories about Brand Popularity
      The Positive Relationship between Popularity and Product Quality
      Specificity Value
CHAPTER 3 – METHODOLOGY

3.1 Research Objectives
   3.1.1 Research Questions
   3.1.2 Hypotheses
   3.1.3 Scope of Research
   3.1.4 Data Collection Method
   3.1.5 Sampling Plan

3.2 Research Design
   3.2.1 Define the Information Needed
   3.2.2 Specification of Measurement and Scaling Procedures
   3.2.3 Construct a Questionnaire
   3.2.4 Specifying the Sampling Process and the Sample Size
   3.2.5 Developing a Plan of Data Analysis

3.3 Data Analysis Method
   3.3.1 Reliability Test
   3.3.2 Frequency Analysis
   3.3.3 Descriptive Analysis
   3.3.4 Independent Samples T-Test
   3.3.5 One-way ANOVA
   3.3.6 MANOVA
   3.3.7 Hypotheses Test

CHAPTER 4 – RESEARCH FINDINGS

4.1 Research Data and Analysis of the results
   4.1.1 Reliability Test
   4.1.2 Demographic Data
   4.1.3 Involvement and Subjective Knowledge
4.1.4 Descriptive Analysis of each Advertisement 32
4.1.5 Comparison with absent using Independent samples T-Test 34
4.1.6 Comparison with absent using One-way ANOVA Post Hoc – LSD 35
4.1.7 Analysis based on presence or absence of each advertising cue 36
4.1.8 Results of One-way ANOVA 38
4.1.9 Results of MANOVA 38
4.1.10 Hypothesis Test 38
4.2 Discussion of the Results 41

CHAPTER 5 – CONCLUSION AND RECOMMENDATION
5.1 Conclusions 42
   5.1.1 Perceived Quality, Perceived Uniqueness, and Manufacturer Esteem 42
   5.1.2 Corporate Image 42
5.2 Managerial Implications 43
   5.2.1 Building a Perceived Brand superiority in this competitive environment 43
   5.2.2 The issue of CSR in Indonesia 43
5.3 Scientific Implications to Marketing 43
5.4 Limitations 44
5.5 Future Research Recommendations 44
   5.5.1 Usage of more complex variables 44
   5.5.2 Usage of more appropriate advertising design 44
   5.5.3 Usage of more accurate sampling method 45
   5.5.4 Usage of more advertising cue 45
   5.5.5 Usage of Filtering in Data Analysis 45

REFERENCE LIST 46

CURICULUM VITAE 48
APPENDICES
Appendix A Original Journal
Appendix B Questionnaire
Appendix C Reliability Test
Appendix D Demographic Tables
Appendix E Involvements and Subjective Knowledge Tables
Appendix F Descriptive Analysis Tables
Appendix G Independent Samples T-Test
Appendix H: Independent Samples T-Test on Absence/Presence of the Advertising cue
Appendix I Analysis of Variance Tables
Appendix J Advertising Cues Sources