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The Impact of Event Familiarity and Involvement on Sponsor Brand Image and Purchase Intention: A Case of Indian Premier League

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ABSTRACT

Indian Premier League (IPL) is a privately owned professional cricket league, which invited private enterprises into cricket and successfully created it as a commercial property that matches the new social trends and lifestyles of the attendees. This study used structural equation modeling technique to find out the cause and effect relation between the event (IPL) and the sponsor (VIVO). The study found the positive impact of attendee's event association in the form of event familiarity and event involvement on sponsor's brand image. The study also found the high involvement of the attendees with an event positively influences their purchase intentions.

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Introduction

These days sponsorship events are most important for advertising companies and different sponsoring brands, because of the popularity of the events, and its large fan following. Otker (1998) describes the term 'sponsorship'. According to him, sponsorship is nothing but buying and exploiting an association with an event, a team or a group etc. Cornwell (1995) defines 'sponsorship linked marketing' as an association between the sponsor and an event organizer for the purpose of communicating marketing objectives of the firm. The study also highlights the fact that, only association between the two parties not works well, unless the sponsor actively promotes the relationship built with the event organizers.

The study of the sports literature had shown that the sponsoring organizations used sponsorship to create a positive link between the event and the sponsor (Crimmins and Horn, 1996). With the help of that positive association corporations tried to achieve their corporate and marketing objectives like increasing the sales of the organization (Gwinner and Swanson, 2003), improve the brand image of the product (Bibby, 2011), and increase consumer brand recall (Kim, Tootelian and Mikhailitchenko, 2012).

According to international event group the sponsorship expenditure has increased from \$44 billion in 2009 to \$51.1 billion in 2012 (IEG, 2013). The reason behind this growth is the increase in the commercial potential of the events like English Premier League, National Basketball Association or Indian Premier League and also reducing the effectiveness of traditional media vehicles. These days most of the contracts of sponsorship have been done with the events and the teams. The reason for this is the increasing popularity of the events and also attracting the large number of fans and spectators. That is why; so many national and multi-national companies are investing in sports sponsorship.

In the sports literature, researchers have used different events for their studies to find out the relation between the sponsor and the sponsee.

Donahay and Rosenberger (2007) used Australian Formula one racing, to measure the brand- personality congruence between the sponsor and the team. Wakefield and Bennett (2010) used NASCAR event and found that consumers, who involve with the event, can correctly identify the prominent and related sponsors of the event. Ko, Kim, Kim and Lee (2010) used US Taekwondo open and found that those consumers who identify the sport and also involve with the sport, they were highly satisfied with the event and also perceived better service quality. A study by Dekhil and Desbordes (2013) used FIFA 2006 World Cup and compare six African countries and found the more impact of involvement and emotion on sponsor recall and recognition, on countries with low soccer culture. Gupta, Naik and Arora (2013) used Indian Premier League (IPL) as an event and categorize the different sponsors of the IPL and also highlight the importance of the event-sponsor fit.

In India, from the last ten years, Indian Premier League emerged as a powerful event, which gathered the interest of the national and multi-national companies and also the spectators and fans of the event. The board of control of India in its annual report in 2015-2016, has claimed the brand value of IPL worth \$4.5 billion or INR27000 crore, which was calculated by valuation appraisal firm Duff and Phelps (BCCI, 2015-16). Brand IPL is one of the fastest growing leagues of the world with 20 percent growth rate every year. IPL became the attractive platform for the advertisers and sponsors to reach their target customers and improve their brand value. According to a BCCI survey of 2016 IPL, the total reach of the tournament in terms of viewership was 361 million in 2016. According to the BCCI, the IPL's fan following has also increased on the social media. The growth of IPL has 300 percent on twitter, which is fastest as compare to any other league of the world since 2014 (Duff and Phelps, 2016).

The study of sports literature shown that the organizations were focusing on the popularity of the event and tried to cash the positive association of the attendees with the event to

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form the positive attitude towards the brand and transfer the positive association of the attendees from the event to the brand. Attendee's positive thinking towards the event can become a major factor for the companies that can influence their behavioral decision making (Speed and Thompson, 2000; Gwinner and Bennett, 2008; Lee and Ferreira, 2013). That is the reason, in 2016, in the 9th season of IPL, the Chinese mobile manufacturer company VIVO got the event sponsorship title off the IPL by paying INR 1000million per year. The title sponsorship money was 27 percent more than the last sponsor Pepsi.

For the research purposes, this study has taken IPL as an event and the title sponsor of the event brand VIVO as a sponsor of the event. The study empirically investigate the linkages between the event familiarity and event involvement on sponsor familiarity, sponsor image and purchase intentions. In other words, study tries to find out the connection between the event and the sponsor of the event.

In the upcoming section, the conceptual framework and hypotheses of the study will be discussed by using different studies related to the event and the sponsors. In the next section, the research methodology of the study will be presented and then data analysis and results will be discussed. In the end, the study will discuss the theoretical and managerial implications of the study and also reported the limitations and future research of the study.

Social identity theory

The word identification has used in sports sponsorship in different terms such as social or sports identification and team or group recognition. According to social identity theory, the people will incorporated closely with some groups of the society (i.e. Sports participants, organizational members or political groups) in such a manner, that the group becomes a person's source of self (Tajfel and Turner, 1985). Madrigal (2000, 2001) used social identity theory to ascertain out the connection between sports fans and the preferred sport team or event. He found that those fans that identify the particular team or event are highly bonded to that squad. The identification with the team or sponsored entity can affect positively their purchase intentions. Funk and James (2001) have given a theoretical framework called psychological continuum model (PCM). The model shown that how the sports spectators and sports fans were connected with the sports leagues and sports teams. PCM model had described individual's psychological connection with the sport or team in four phases. In the beginning, individuals were getting the awareness about the team or the sport through social agents. After getting the awareness, the individuals were choosing their favorite team or sport based on the different attributes of the team or sport. These beliefs create the psychological connection between the individual and the sport or team. If the connection between the individual and the sport or team satisfies the social and personal needs of the individual, then the individual creates the positive attitude towards that sport or team and became the loyal or committed fan of that particular sport or team. Cornwell and Coote (2005) used social identity theory to explain consumers' emotional connections to sponsor teams and sponsorship issues. The survey found that, consumer's who identify the organization as a non-profit organization; attached emotionally to that organization. That attachment influences their sponsorship-linked purchase intentions. In another study by Gwinner and Bennett (2008) examined that those consumer's who identify the fit between the sport and the event, they were more attracted towards the sponsor brand.

Their attachment towards the sponsor brand can influence their purchase intentions. Ngan et al. (2011) found that, those consumer's who were highly attached to the team, are less affected by their performance. But, weak team identifiers were more sensitive towards the performance of the team which can affect their purchase intentions. A study by Ian and Kate (2007) examined fans individuals' affiliation with the team and social identification with the team as a mediator to find out its impact on purchase behaviour of the fans. The study found that fans behavioural intentions were positively motivated when they were emotionally attached with the team and also socially identified the team.

Review of literature and hypothesis development

Event familiarity

Event familiarity means the awareness or knowledge of the attendees about the particular event. The fans that were familiar with the event and also showing the interest in the event and its team and players, they also spend their time and money for watching the games, and buying the different memorabilia of the team or event (Wann and Branscombe, 1993, Fisher and Wakefield, 1998). A study by Gwinner and Swanson (2003) found that, the fans those are highly attached with the sport/event can easily recognize the sponsor of the event, form positive attitude towards the sponsor and increase the patronage and satisfaction with the sponsor. An associative memory network viewed by Keller (1993) suggests that brand associations can be influenced when a brand gets associated with fame through an endorsement or linked with a sporting event through sponsorship activities. In essence, the celebrity or event image is transferred to the brand. McDaniel (1999) has explored the relation of events and the brand in terms of consumer involvement. He found that subjects rated attitude toward the ad significantly more confident when a highly involving product (e.g. An automobile) was mated with a highly involving sporting event (e.g. The Olympics) than when the product was paired with a low involvement sporting event (e.g. PBA bowling). Wakefield and Bennett (2010) found that the consumers could easily identify the prominent and related sponsors of the event, because of the performance of the event and the consumers involvement in the event, which could generate the affective intensity of the individual towards the sponsor and that could help them to correctly identify the sponsor of the event

Hypothesis 1: Attendee's event familiarity will increase the familiarity of the sponsor of the event.

Event involvement

Event involvement means the attraction and involvement of the attendees towards the event. The study of sports literature shows that, attendees/ fans, those have highly attached with the event, form the positive picture of the event and the sponsors of the event in their mind. Highly involved fans or consumers easily identify the sponsor, judge the congruence between the event and the sponsor and also associate the image of the event with the sponsors of the event (Madrigal, 2000; Meenaghan, 2001; Beaton, Funk, Ridinger, Jordan, 2011; Bachleda, Fakhar, & Elouazzani, 2015). A study by Sirgy et al. (2008) found that self-congruity with a sponsorship event has a positive impact on brand loyalty, when customers are aware of the sponsoring firm and also involved with the event. A similar study by Grohs, Wagner and Vsetecka (2004) Found that event sponsor fit, event involvement and exposure are the dominant factors predicting sponsor recall.

Event-sponsor fit and sponsor leverage are the factors which affect image transfer from event to sponsor. A study by Close et al., (2006) investigate that the attendee's those have the knowledge of the event, and they are very enthusiastic about the particular sport or the event and also actively participate in the sport, form the positive framework about the sponsor's brand in their mind, which delivers a positive influence on their purchase intentions also. Beaton, Funk, Ridinger, Jordan (2011) used psychological continuum model (PCM) to ascertain the impact of consumers sports involvement on their hedonic, central, or symbolic values. The study found that the consumers involvement in sport became an important component of their life when their attraction towards sport changed to attachment and attachment converted to allegiance. The consumer's involvement in sport provided them hedonic and symbolic values. The psychological and behavioural intentions of the individual consumer have also impacted because of the sport involvement.

Hypothesis 2: Attendee's involvement with the event will increase the familiarity of the sponsor of the event.

Sponsor familiarity

Sponsor/Brand familiarity means that how much the attendees/fans have knowledge about the brand and the sponsored product. The sports literature support the construct that if the consumer's are aware about the particular brand and also found that brand as event or team sponsor, that can positively affect their perception towards that brand (Cornwell and Coote, 2005; Madrigal, 2000, 2001). A model developed by Close et al., (2006) found that, the knowledge of the event attendees about the sponsor's product, their enthusiasm and activeness towards the sport have positive impact on the their perception of the sponsor's community involvement in the event. When the attendees found the positive involvement of the sponsor in the event that can impact positively their perception towards the brand and also their purchase intentions. A study by Close and Lacey (2015) used sponsor familiarity as a variable in their study and found that those fans who are aware with the brand shared favorable thoughts about the brand which can help to increase the attendee's patronage towards the sponsor's product. In another study by Speed and Thopson (2000) found that when the consumer perceived a sponsor, sincere in their sponsorship and not motivated by the commercial objectives, this could increase positive response towards the sponsor and willingness to consider the sponsor's product. Popp and Voges (2000) in their research found two factors (positive attitude towards the sponsor and brand familiarity) that can impact consumer's intention to purchase the sponsor product.

Hypothesis 3: Attendee's familiarity of the sponsor's product will positively influence their image about the sponsor's brand.

Sponsor image

According to Aaker (1992) brand image is the set of association of the consumer to a particular brand. The association may be on the basis of product-related or non-product related attributes; functional, experiential or symbolic benefits; and overall brand attitude (Keller, 1993). The study of the literature shows that organization used sporting events as an advertising vehicle to increase their brand equity by enhancing the image of the brand and also deliver a specific message to their target audience (Trail and

James, 2001; Roy and Cornwell, 2004; Grohs and Reisinger, 2014).

A study by Gwinner and Eaton (1999) assessed the effect of event sponsor activity on transferring the sporting event's image to a brand. The research found that when event and brand were matched on an image or functional basis, the transfer process was enhanced. In another study by Roy and Cornwell (2004) examined the relationship between consumers perceptions of the fit between a sponsor and an event and their attitudes toward the sponsor. The study found that, those consumers have prior and higher knowledge of the event, the image transfer from the event to the sponsor is more and it helps sponsors to deliver their message in more prominent manner. Lacey, Close and Finney (2010) has examined, how event attendees knowledge and assessment of sponsor as social responsibility, influence their commitment and purchase purposes. The study found that attendee's event sponsor product knowledge and their perception of the sponsor's corporate social responsibility enhance their commitment towards event sponsor's and intentions to purchase the sponsor's product. A similar study by Grohs et al. (2004) found that event-sponsor fit is one of the prevalent factors for switching the event image to sponsor image.

Hypothesis 4: Attendee's image about sponsor's product will positively influence their intentions to purchase the sponsor's brand.

Purchase intention

Under behavioral outcome, researchers tried to know that, how the sports sponsorship can influence the purchase decisions of the consumers or fans. Researchers, always tried to find out the hidden motives and commitments behind the sports consumer's or fans, that encourage them to buy the product of particular company or organization. A study by Lee and Ferreira (2013) examined the direct and moderating impact of team identification and organizational identification on consumer attitude towards cause related sport marketing (CRSM) and purchase intentions and found that the consumers have showed positive attitude towards CRSM when they perceived a program as high fit between a sport and a cause. The study also found that the consumers positive attitude towards CRSM positively impact their purchase intentions. Lee and Cho (2009) in their study have taken ten brands and ten sporting events representing five brands and five sporting event personality dimensions to found the congruence between the brand and the sporting event and their impact on consumer's attitude towards the sponsoring brand and their purchase intentions. The study found that out of the different pairs of brands and sporting event personality dimensions sincerity brands and diligence sporting events favorably impacts respondent's attitude towards the sponsoring brands which also impacts their purchase intentions. The study also found that the congruence between the event and the brand is a significant predictor to measure the attitude of the consumer's towards the brand. A study by Garland et al. (2008) examined the impact of sports sponsorship on respondents/fans brand awareness and the influence of awareness on fans past purchase and future purchase intentions of sponsored products. The study found that those fans or spectators are involved in the sports also aware about the sponsored brands but the impact of awareness is very less on their purchase behavior. The study reveals that sponsorship helps to reinforce the existing buyer behavior of well known larger brands which have good image in the minds of the customers.

Research Methodology

Scale Measure

Likert type scale and semantic differential scale has been used to measure the different constructs of the study. Because all constructs are opted from the previous studies, so to meet the requirement of the study, slight changes have been done in the constructs.

1. To measure event familiarity, and sponsor familiarity, the two-items, seven-point likert scale was taken from Doyle, Pentecost and Funk (2014).
2. To measure event involvement, the five-items, seven-point Likert scale was adapted from Grohs and Reisinger (2014) earlier used by Laurent and Kapferer (1985) and Zaichkowsky (1985).
3. Sponsor image was assessed on five-items, seven point Semantic differential scales adapted from Grohs and Reisinger (2014).
4. The purchase intention was measured through three-items, seven-point semantic differential scale developed by Ngan, Prendergast & Tsang (2011).

Data Collection

The study was conducted during the 10th season of Indian Premier League (IPL), which had started from 5th April, 2017 and ended 21st May, 2017. The data of the study was drawn using the convenience sampling technique. The data were collected from the three different locations (e.g. PCA stadium, Mohali, Feroz shah kotla stadium, Delhi, and chinnaswamy stadium, Bangaluru) of the event. Team of three researchers had distributed 450 questionnaires to the respondents of the event, who were sitting in the stadium to watch the match. Of the total distribute questionnaires, 150 questionnaires were discarded due to the invalid response of the respondents. A total of 300 responses were taken for the study.

The BCCI, governing council of the IPL has categorizes the sponsors of the IPL into five types. These five types of sponsors are title sponsor of the event, broadcasting partner of the event, telecommunication partner, e-commerce partners and associate sponsors. Mobile manufacturing brand VIVO is the title sponsor of the IPL for the year 2016 and 2017. The brand, VIVO (Title Sponsor) and the event IPL has chosen for the study to find out how much the popularity of the event impacted the image of the sponsor and its purchase intentions.

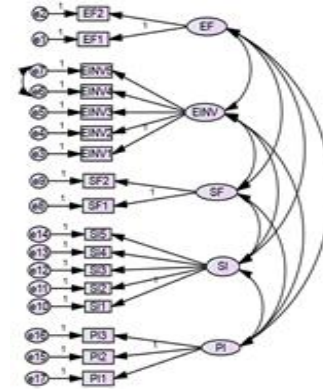
Data Analysis and Results

Sample Profile

Heterogeneity was marked in the 300 sample respondents under demographic profile. Mostly (65 percent) respondents were male. 48 percent of respondents were belong to 18-28 years old, with another (29 percent) were ranging from 28 to 38 years old, (12 percent) were ranging between 38 to 48 years old and (11 percent) were ranging from 48 to 58. Analysis had shown a difference in household income with (46 percent) respondents were earn less than Rs1,50000 annually, (41 percent) earn between Rs1,50000- 500000 and (13 percent) were earn greater than Rs5,00000. 38 percent respondents were actively play the cricket, 16% respondents irregularly plays the cricket and 48% respondents just watch the cricket.

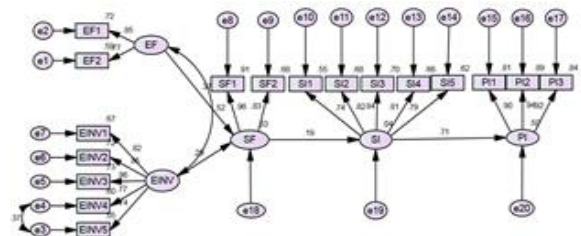
Confirmatory factor analysis

Figure 1. EF=Event familiarity, EINV=Event Involvement, SF= Sponsor familiarity, SI= Sponsor Image, PI= Purchase Intention



Measurement Model

The confirmatory factor analysis was used to measure the model fit. The parsimonious fit index of the model is $\chi^2/df = 2.069$ which was below the recommended threshold of 3 (Kline, 2011). The goodness of fit index (GFI) was .921, the comparative fit index (CFI) was .967, the tucker Lewis index (TLI) was .959, the incremental fit index was (IFI) .968, relative fit index was (RFI) .923, and normed fit index (NFI) was .939. Thus, all were above the suggested cut off of 0.9 (Hu and Bentler, 1999). The root mean square error of approximation (RMSEA), which indicates the amount of error in the model is .60 which was lower to the cut-off of 0.08 (Bentler, 1990; Bentler and Bonett, 1980). All the values had shown that the model represents an acceptable fit to the data.



Structural Equation Model

Figure 2. EF= Event familiarity, EINV= Event Involvement, SF= Sponsor familiarity, SI= Sponsor Image, PI= Purchase Intention

Structural Equation Modelling

Structural equation modelling technique was used to test the hypothesized relationship between the constructs. The structural equation model was tested using the statistical software Amos 21.0. The model has a chi-square value of 224.770 $df = 113$ and $P=0.000$. An examination of the goodness of fit index (GFI=.921) comparative fit index (CFI= .968), tucker Lewis Index (TLI= .962), the incremental fit index was (IFI) .969, relative fit index was (RFI) .926, normed fit index (NFI= .939), parsimonious fit index (1.989) and the root mean square error of approximation (RMSEA= 0.057) provide evidence for acceptable fit (Bentler, 1990).

Table.1 (a). Descriptive statistics.

Constructs	Mean	SD	Range of standardized loadings	CR	Cronbach alpha	AVE
EF	4.64	1.89	.77 - .85	.79	.78	.66
EINV	15.55	5.97	.74 - .86	.82	.91	.65
SF	5.47	2.39	.83 - .96	.89	.88	.81
SI	13.03	5.55	.74 - .84	.89	.89	.64
PI	8.91	4.11	.90 - .94	.94	.94	.84

Notes: Table 1a. EF= Event familiarity, EINV= Event Involvement, SF= Sponsor familiarity, SI= Sponsor Image, PI= Purchase Intention

Table 1a. SD=Standard Deviation, CR= composite reliability, AVE= Average variance extracted

Table.1 (b). Correlation among constructs.

Constructs	EF	EINV	SF	SI	PI
EF	.82				
EINV	.59	.81			
SF	.58	.52	.90		
SI	.12	.11	.21	.80	
PI	.09	.08	.16	.75	.92

Notes: Table 1b. Off-diagonal values were inter-construct correlations and on-diagonal values were \sqrt{AVEs} .

Table 1b. All correlations were significant at $p < 0.01$

Reliability and validity

The study has measured the convergent and discriminant validity of the model. Convergent validity has assessed by measuring the average variance extracted (AVE), Cronbach's Alpha, and Composite Reliability (CR). All the standardised loading of the constructs were more than the prescribed limit of 0.50 (Bagozzi and Yi, 1988). The values of the Composite reliability (CR) were higher than the limit of 0.70 (Nunnally and Bernstein, 1994) (see Table.1a). With the use of cronbach alpha, the reliability of the constructs were measured, which ranged from 0.78 (event familiarity) to 0.94 (purchase intention). That showed the good reliability of the constructs. Discriminant validity (see Table.1b) was assessed through the average variance extracted (AVE) for each latent variable included in the model, which should be greater than the inter-construct correlation estimate (Fornwell and Larcker, 1981). The data of Table.1a & b shows that these requirements had been met.

Goodness of Fit Indexes and Hypotheses

Goodness of Fit	Hypothesis	Relationship	Standardized Regression Weight	T-value	Supported vs. Rejected
$X^2/df = 1.989$	H1	EF \rightarrow SF	.368***	4.77	Supported
GFI = .921	H2	EINV \rightarrow SF	.291***	4.17	Supported
CFI = .968	H3	SF \rightarrow SI	.192**	2.92	Supported
TLI = .962	H4	SI \rightarrow PI	.705***	11.15	Supported

Notes: Table 2. *** indicates $p = 0.000$, ** indicates $p = 0.003$,

Table 2. $X^2/df =$ Parsimonious fit index, GFI = Goodness of fit index, CFI = Comparative fit index, TLI = Tucker Lewis index

Results

With the use of the Amos 21 software, the study used the structural equation modelling technique to examine all the hypotheses H1-H4 of the proposed model. The results of the study had shown in Table. 2. Event familiarity H1 ($\beta = .368$, $p = .000$), and event involvement H2 ($\beta = .291$, $p = .000$), had a positive effect on sponsor familiarity. It means that the attendees those have associate with the event also have the knowledge about the sponsor of the event. Attendee's knowledge about the event sponsor also impacting positively their thinking about the image of the brand H3 ($\beta = .192$, $p = .003$). The attendee's positive image towards the sponsor's brand impacted positively on their purchase intention H4 ($\beta = .705$, $p = .000$).

Theoretical contribution

The present study tried to find, how the attendee's event familiarity and involvement impacts their sponsor familiarity, sponsor image and purchase intention.

This study supports the findings of Lacey et al. (2010) and Herrmann, Kacha and Derbaix (2015) that, those attendees have familiar with an event; form positive attitude towards the sponsor and this could also influence their behavioral intentions. In the first hypothesis, study found the positive relation between the event familiarity and sponsor familiarity. It means, those attendees have the knowledge of the event (IPL), they also very much aware about the sponsor (VIVO) of the event. In the second hypothesis, the study found the positive correlation between the attendee's event involvement and sponsor familiarity. In other words, highly involved attendees of an event not only recognized the game of cricket but also perceived positively the sponsor of an event.

The result of the third hypothesis supports the findings of Close and Lacey (2013) that attendee's sponsor familiarity played an important role in determining sponsor's identification and sponsor's image. The attendee's positive feelings towards the event activate or enhance their cognitive processing of sponsor's brand, which could also improve their sponsor image. The study also found that, when the attendees formed the positive link between the event and the sponsor, then this could affect their sponsor image, which could positively influence their purchase intentions.

Managerial implications

The findings of the current study increases the ability of the managers to develop the successful activities related to the sponsorship. The study offers the useful thoughts to the event/brand managers to design and execute their sponsorship activities effectively.

The result of the study gives positive signals to the sport managers that if they want to fully utilize their sponsorship investments they have to know the relation between the attendees of the event and their sponsor recognition. Because attendees high involvement with an event can transfer the positive image of the event to the sponsor's image. In other words, from the managerial point of view, it was important to know the perception of their target market about the event, so the firm could use the positive image of the event to achieve their brand positioning goals.

The other managerial implication of the study deals with the understanding of event manager's knowledge about the different variables that affected the attendee's event association and their brand knowledge. These variables are attendee's numbers in the target market, and the size of the television viewership. Because with the knowledge of these variables, brand managers understand the attendees involvement and identification of the event and this would be helpful for them to establish or strengthen the link between the event and the sponsors.

In the end, the managers have to coordinate their marketing strategies with the event sponsorship to convert the attendee's positive image of the event to their own brand and also influence their behavioral intentions. The results of the various studies shown that the purchase behavior was positive of the high involve event attendees as compare to the low involve attendees (Madrigal, 2001, Groh and Reisinger, 2014)

Limitations of the study

The limitation of the study was its focus on the Indian premier league (IPL) sport market and its data, which was taken only from the attendees of the three teams out of the eight teams. The other limitation was the use of only sport spectators of the event.

Because of this, the results of the study were not applicable to the other type of sponsorships such as art or charitable events.

Future research

This study used social identity theory to find out the impact of attendees event involvement on their sponsor image. But in future, the researchers may use other theories such as congruity theory, attribution theory or use the different constructs in the controlled environment to find the attendees transfer of association from the event to the sponsor.

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Appendix A. Measures

Constructs	questionnaire items
Event familiarity (Strongly disagree 1 to Strongly agree 7)	
EF 1.	I am very familiar with the IPL event.
EF 2.	I can easily recognize the IPL event.
Event involvement (Strongly disagree 1 to Strongly agree 7)	
EINV 1.	The IPL event is important to me.
EINV 2.	I like to engage with the event IPL.
EINV 3.	IPL event means a lot to me.
EINV 4.	I am very interested in IPL event.
EINV 5.	For me, IPL is exiting.
Sponsor Familiarity (Strongly disagree 1 to Strongly agree 7)	
SF 1.	I am very familiar with the sponsor of the event.
SF 2.	I can easily recognize the sponsor of the event.
Sponsor Image (1 to 7 Likert Scale)	
SI 1.	Passive ----- Active
SI 2.	Colorless ----- Colorful
SI 3.	Uncool ----- Cool
SI 4.	Outdated ----- Trendy
SI 5.	Mature ----- Youthful
Purchase Intension (1 to 7 Likert Scale)	
PI 1.	Unlikely ----- Likely
PI 2.	Impossible ----- Possible
PI 3.	Improbable ----- Probable